

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$1 PER YEAR

Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 13, 1915

Number 1673

When the Heart Strings Are in Tune

The hallelujahs ring for us when the heart strings are in tune
As flowers bloom and verdure smiles beneath the skies of June,
As stair-spiced songsters in their haste come warbling nature's praise
When winter's chill and ice and snow yields place to balmy days.

The hallelujahs ring for us when the mood is in the soul,
When a larger, better, purer life is reached for as its goal.
With the efforts made, the song will come, with the work will be the joy,
There is no cost, no sacrifice, no loss in God's employ.

The hallelujahs ring for us upon the Great Divide
Where austere sects and mouldy creeds from the clearer light might hide;
When what the world calls piety might blush in rags of shame
As the nobler Golden Rule shall set the soul with zeal aflame.

The hallelujahs ring for us, the phonograph of heaven
Sends the vibrations to the soul from records we have given.
Its wireless registers our deeds, our standing in God's sight,
Somehow, He knows, comes back to us, more cheer, more joy, more light.

The hallelujahs ring for us when the heart strings are in tune,
Good strings and taut and strong in place and from discord immune,
And having, as the star has led, tried to add to life's good cheer,
We'll trust the rest to Him who rings the hallelujahs here.

Hart, Mich.

L. B. Mitchell.



Eat Plenty of
Bread

It's Good
for You

The Best Bread is
made with

Fleischmann's Yeast

Ceresota

Is the

Guaranteed

Spring Wheat Flour

An immense crop of splendid
quality puts us in the running
this year. 🍀 🍀 🍀 🍀 🍀

WRITE US FOR PRICES

JUDSON GROCER CO.

The Pure Foods House

Wholesale Distributors

GRAND RAPIDS, MICHIGAN

Pere Marquette Railroad Co.

DUDLEY E. WATERS, PAUL H. KING, Receivers

FACTORY SITES

AND

**Locations for Industrial Enterprises in
Michigan**

The Pere Marquette Railroad runs through a territory peculiarly adapted by Accessibility, excellent Shipping Facilities, Healthful Climate and Good Conditions for Home Life, for the LOCATION OF INDUSTRIAL ENTERPRISES.

First-class Factory Sites may be had at reasonable prices. Coal in the Saginaw Valley and Electrical Development in several parts of the State insure Cheap Power. Our Industrial Department invites correspondence with manufacturers and others seeking locations. All inquiries will receive painstaking and prompt attention and will be treated as confidential.

Address

GEORGE C. CONN,

Freight Traffic Manager,

Detroit, Michigan

H. LEONARD & SONS

Announce the Opening of Their

**Toy & Fancy Goods
Department**

(Wholesale Only)

Without boasting we can say that not a wholesale store
this side of New York offers a larger or better assortment of

Holiday Merchandise

for your inspection. In our newly refitted salesroom we
are now showing thousands of the best sellers in

Toys, Dolls and Fancy Goods
Chinaware, Cut Glass, Silverware, Clocks
Gas and Electric Portables

Toilet Articles, Brass Goods, House Furnishings, Etc.

all marked in plain figures to sell at popular prices.

DON'T FAIL to ask for catalogue or to visit our store in
person.

OUR IMPORTED LINES are, with a few exceptions, all in
stock now.

Last Fall we were one of the few importers who **DE-
LIVERED EVERYTHING SOLD** and we are now ready to do the
same. Don't make a mistake, but place your orders where
they will be filled as expected, *i. e.* at the well known

H. LEONARD & SONS

Cor. Fulton and Commerce

GRAND RAPIDS



SNOW BOY FREE!

For a limited time and subject to withdrawal without advance notice, we offer

SNOW BOY WASHING POWDER 24s FAMILY SIZE

through the jobber—to Retail Grocers

25 boxes @ \$3.60—5 boxes FREE

10 boxes @ 3.60—2 boxes FREE

5 boxes @ 3.65—1 box FREE

2½ boxes @ 3.75—½ box FREE

F. O. B. Buffalo: Freight prepaid to your R. R. Station in lots not less than 5 boxes.

All Orders at above prices must be for immediate delivery.

This inducement is for **NEW ORDERS ONLY**—subject to withdrawal without notice.

Order from your Jobber at once or send your order to us giving name of Jobber through
whom order is to be filled.

Yours very truly,

Lautz Bros. & Co.

BUFFALO, N. Y., January 1, 1915.
DEAL NO. 1500.

MICHIGAN TRADESMAN

Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 13, 1915

Number 1673

SPECIAL FEATURES.

Page	
2.	Bankruptcy Matters.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Stocks, Bonds, Grain and Provisions.
7.	Upper Peninsula.
8.	Editorial.
9.	Financial.
12.	Hardware.
13.	Automobiles and Accessories.
16.	The Meat Market.
17.	Butter, Eggs and Provisions.
18.	Dry Goods.
20.	Woman's World.
22.	Shoes.
24.	The Commercial Traveler.
26.	Drugs.
27.	Drug Price Current.
28.	Grocery Price Current.
30.	Special Price Current.
31.	Business Wants.

BALKAN TOPOGRAPHY.

To the person who reads the war dispatches in the light of the war maps in his newspaper, the absence of a scale of distances is the cause of much darkness. The same two-column-width will one day represent twenty miles in the Champagne, and the next day four hundred miles in Russia. It is well, therefore, to bring the Balkan theater of war into some general perspective. The presumptive limit of military operations lies within a parallelogram about 375 miles long, measuring east and west from the Black Sea to the interior of Serbia, and 250 miles wide measuring north and south from the Danube to the Greek frontier in Macedonia. The length of our parallelogram is about equal to the distance from Berlin to Warsaw, and its width is perhaps fifty miles greater than the distance from Budapest to Belgrade. The diagonal, measuring from Belgrade to Constantinople across country, is about 500 miles, or about the distance from Berlin to Antwerp. It is, therefore, apparent from the first that, in view of the possible number of troops brought into the field on either side, the lines must be much more thinly held than in France or Russia, or else that there will be no attempt to form unbroken lines, like those which stretch from the North Sea to Switzerland and from the Baltic to the Dniester, but that operations will take on the older form of free maneuvers, with rapid shifting of fronts, flanking and encircling movements, dramatic advances and retreats.

The Balkan terrain is mountain country and poor in railroads. From Belgrade the great Constantinople trunk line runs south up the valley of the Morava to Nish, which is the present Servian capital. At Nish the line bifurcates, one branch continuing south down the valley of the Vardar, through Vrania and Uskub to Salonica, the other turning southeast and running through Sofia, Philippopolis, and Adrianople to Constantinople. The two hostile Balkan capitals, Nish and Sofia, are at no great distance from each other, less than

a hundred miles across country, a little more by rail. The line to Salonica comes very close to the Bulgarian frontier at Vrania, where it is less than twenty miles from Bulgarian territory. Near this point, in all probability, the Bulgarian army will make its attempt to cut the line on which Serbia depends for her supplies. But the maintenance of railway connection is fully as important for the Teuton invaders. The heavy guns, which constitute so important a factor of the German strength, could scarcely be brought into play in the difficult country. For defensive purposes the Serbs and the Allies will have an advantage in the mountain country, but in a campaign where footwork is to account for a great deal, the notable marching qualities of the German soldier must be taken into account.

THE TIDE OF GOLD.

Even in medieval wars, part of the story of the period was made up of the sending of gold to the strongest neutral market for safe-keeping. Hamburg and Amsterdam, which were mostly out of the area of the Napoleonic conflict, were great depositories then. London received great sums from the Continent in 1870 and 1871. New York has been the beneficiary in this war, as those other cities were in their time, first because gold placed here was safe from an invader; second, because we were selling enormously what the belligerents had to buy; third, because, when capital from outside nations flows for trade and investment to a wartime central market of the world, gold moves in the same direction.

Government figures published last week show that the \$162,000,000 gold imported by the United States in the first seven months of 1915, aside from the \$107,900,000 from Canada (chiefly for account of London), came from France, Japan, South America, from China, Mexico, and from Australia. Usually, our imports come in the form only of gold bars, or of United States gold coin sent to foreign countries in other years. But in the month of last July alone, we imported \$5,900,000 United States gold coin, \$4,100,000 foreign gold coin, and \$5,400,000 gold bullion.

Taking our history as a whole, the largest gold imports ever made in any full fiscal years were the \$100,031,000 of the twelvemonth ending with June, 1881; the \$114,510,000 of 1907, the \$120,391,00 of 1898, and the \$148,337,000 of 1908. But our gold imports for the eight months ending with last August were \$223,700,000, and we probably received at least \$10,000,000 more during September.

THE PROFIT IN RUGS.

Very many people are interested in Oriental rugs and those who can afford it, like to have them as a part of their home furnishing. They run into large sums of money rapidly and for some of them fabulous prices are paid. It is quite a fad to study Turkish rugs, their styles and makes, and elaborate books have been written on this subject. Many specimens are wonderfully beautiful and deserve the attention they attract. The genuine ones are made by hand, brought in by camels to the seaport markets, where merchants deal in them and make money. Those who actually manufacture these rugs are poorly paid and work a year for less real cash than a single profit on their product, and generally there are two or three profits or more between manufacturer and user. Presumably, it frequently happens that those who think they know most about these Oriental rugs are deceived and fail to get their money's worth.

A lawsuit was tried in New York City the other day which brought out some rather interesting, not to say startling, testimony. An acknowledged Oriental rug expert sued a prosperous firm of dealers for his commission on \$880,000 worth of sales, and incidentally it was brought out that the rug business certainly is a very attractive one to those who understand it and want to make money swiftly. It was related on the witness stand that a rug bought in Paris for \$16 sold afterward in New York for \$12,000. Another instance cited was where an Indian rug was purchased for \$250 and after \$40 had been spent in repairing, it brought \$15,000. The witness told how rugs of very ordinary quality are treated with pumice stone and thus made to appear old, so that they will sell at fabulous figures. Considerable industry is needed in this branch of the business, because there are 800 knots to a square inch and it takes an hour to cover this territory in the aging process. Then, too, an expert can take an old and apparently worthless rug and, by filling in the holes skillfully, taking the same number of stitches as in the original, sell it for a fine price. People who pride themselves on their rug knowledge ought to get a stenographic report of this trial and thereby their actual knowledge might be very materially increased.

It was as a result in part of our own Civil War, in part of Europe's development of iron hulls, that the American merchant marine rapidly began to lose place about 1863. As a consequence of the European war and the lower price of steel plates in America, it has now mustered a

greater number of ships than at any time since that year. The American flag can to-day be seen on 2,768 vessels registered in the foreign trade; and whereas in 1913 fewer of our ships entered the ports of Great Britain, for example, than did vessels of Greece, Russia, Spain, or eight other nations, we now have a tonnage running close to France and Norway, or fifth in the world. It is not likely that there will be many more foreign vessels transferred to American registry, but our own shipyards are turning out an ever-increasing number. There was a time, when sailing navigation reached its greatest development early in the last century, that the American navy stood first on the Atlantic, and was seriously trying to wrest the China trade from England. Frenssen's hero of that day, standing on the Hamburg waterfront and trying to catch the flags of the largest vessels in sight, could remark: "Of course—the Star-Spangled Banner." The new and unprecedented increase in tonnage is a reminder to us that we achieved our old station by building ships of superior speed, carrying capacity, and labor-saving devices. To gain or hold our own after the war will challenge our builders, while it already puts upon our legislators the necessity of repealing laws that increase labor costs.

The Tradesman has always been the steadfast friend of local organization, firmly believing that many of the abuses which creep into the retail business can be mitigated or eliminated by concerted action. Due care should be exercised that organizations may not overstep the bounds of fairness or arrogate to themselves claims and demands which are untenable. One of the greatest abuses incident to local organization is the tendency to assume that the expense of local organization among retailers should be borne by the jobbing trade. This assumption has frequently led to strained relations and been productive of more ill feeling than almost any other feature of retail co-operation. Organization is primarily for the benefit of those banded together and the expense of maintaining same should be assumed by those directly benefited. The same general rule applies to State and National organizations, which have been too frequently maintained by arbitrary assessments indiscriminately levied on wholesalers and manufacturers, which assessments are usually met by the victims, but in a spirit which does not reflect credit on the men responsible therefor. Such methods deprive the retailer of the dignity which should be his in the pursuit of his occupation.

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, Sept. 20—In the matter of Frank Vincent, bankrupt, Grand Rapids, the first meeting of creditors was this day held. It appearing from the examination of the bankrupt and from his schedules that there were no assets of any tangible value, it was ordered that no trustee be appointed. The only asset consisted of certain stock in an electric company which was investigated and determined to be worthless. The estate will be closed at the expiration of twenty days allowed for confirming the report of exemptions.

Sept. 21—In the matter of John H. Garvelink, bankrupt, Holland, the first meeting of creditors was held this day. The referee appointed Charles H. McBride, of Holland, as trustee. The trustee has reported as to certain assignments made by the bankrupt prior to bankruptcy, advising that they are valid and there will be no assets in the estate. The trustee has been instructed to file return of no assets, upon receipt of which the matter will be finally closed.

Sept. 22—In the matter of the Neuman Heating Co., bankrupt, Grand Rapids, the first meeting of creditors was held this date. The bankrupts were sworn and examined. Claims were allowed. Kirk E. Wicks, receiver, filed a report which was approved. Edward L. Smith, Grand Rapids, was elected trustee. The trustee has qualified and set off exemptions. About the only asset for creditors is certain accounts receivable of uncertain value. The dividend, if any, will be a very small one.

Sept. 23—In the matter of John Noord, bankrupt, Grand Rapids, the first meeting of creditors was held this date. An examination of the schedules of the bankrupt revealed that there were no assets and no trustee was elected or appointed. Order was entered determining the bankrupt's exemptions as claimed in his schedules. The estate will be closed at the expiration of twenty days.

In the matter of the Holland Manufacturing Co., bankrupt, the lumber belonging to the estate was this day sold to the Ottawa Furniture Co. for \$580 and the sale has been confirmed. The trustee has filed his first report and account showing total receipts of \$3,082.85, disbursements of \$1,449.59 and a balance on hand of \$1,634.36 in cash and credits. The disbursements represent expenditures in operating the business as a going business and finishing furniture partly manufactured at the date of bankruptcy. The referee has ordered payment of 50 per cent. on the preferred labor claims at this time, which aggregate about \$1,500. The estate will not be closed until the expiration of the time for filing claims, which date is February, 1916. The matter of the sale of the equity in the factory property is still open. It is not expected much can be realized from this.

Sept. 24—In the matter of Arthur L. Smith, bankrupt, Grand Rapids, the first meeting of creditors was held this date. Claims were allowed. Kirk E. Wicks, receiver, made report, which was approved. By vote of creditors, Edw. L. Smith, of Grand Rapids, was elected trustee. The trustee has qualified. An offer has been received for the assets. The estate will not pay a very material dividend, as the assets are very small.

Sept. 25—Richard Haan, of Wyoming township, Kent county, has this day been adjudged a voluntary bankrupt and the matter referred to Referee Wicks. The first meeting of creditors has been called for October 21, at which time creditors may appear, prove their claims, elect a trustee and transact such other and further business as may properly come before the meeting. The schedules show assets of the value of \$179, all claimed as exempt and the following are listed as creditors of the bankrupt:

Table listing creditors and amounts for Richard Haan, including James Harris (\$200.06), R. E. Colby, McCords (78.00), G. R. Gas Co. (4.00), Star Clothing Co. (28.00), E. J. Smitter (3.00), Peoples Credit Clothing Co. (24.00), Mrs. Frank McDonald (69.70), Wm. Furner (8.00), National Credit Clothing Co. (18.00), J. Tuinhoff (39.36), Dr. Breece (12.00), Wegner Bros. (109.75), Edw. Wilde (90.00), Schantz Impement Co. (120.00), Wykes Fuel Building Material Co. (8.00), Mentor-Rosenbloom Co. (7.00), Detroit Cash & Credit Co. (4.00), H. Z. Ward (12.00), J. Diephouse (14.00), Foster, Stevens & Co. (30.00), J. M. Wright (65.00), Otto Thum (20.00).

L. Pohlman, Grand Rapids, was elected trustee. Appraisers were appointed and the meeting further adjourned to Oct. 6. In the matter of George B. Ferris, bankrupt, Grand Rapids, the final meeting of creditors was held this date. Claims were allowed. The final report and account of the trustee showing total receipts of \$1,132.49, disbursements of \$266.56 and a balance on hand of \$865.93 was considered and the same appearing proper for allowance, were approved and allowed, including addition of \$16.50 for premiums received since the filing of final report and additions of \$1 for the sale of accounts and interest item of \$174.42, making total balance on hand of \$897.85. Final order for distribution was entered and final dividend of 64 per cent. declared and ordered paid. Certain administration expenses and attorney fees were also paid.

Sept. 28—In the matter of the Matrix Service Co., bankrupt, Grand Rapids, the adjourned first meeting of creditors was held this date. The matter of the secured claim of Wesel Manufacturing Co. was submitted and briefs of counsel are to be filed. Upon this claim depends whether there will be any assets in this estate for creditors.

Sept. 29—In the matter of the Henry Motor Car Co., bankrupt, the final meeting of creditors was held this date, the final report and account of the trustee was considered and, the same appearing proper for allowance and there being no objection thereto, was approved and allowed. A final dividend of 14 per cent. was declared and ordered paid. This estate has heretofore paid dividends aggregating 18 per cent.

Edward E. Stein, of Herps, Allegan county, has this day been adjudged bankrupt on his own petition and the matter referred to Referee Wicks. John R. DeVries, of Grand Rapids, has been appointed receiver. Inventory and appraisal has been made and an offer for the assets in the sum of \$850 from Ben. Mulder, Holland, submitted to creditors, returnable Oct. 12. The first meeting of creditors has also been called for Oct. 12, at which time creditors may appear, elect a trustee, prove their claims and transact such other business as may come before the meeting. The inventory and appraisal shows assets appraised at \$338.38 and the following are shown as creditors in the bankrupt's schedules:

Table listing creditors and amounts for Edward E. Stein, including Aaron Jones, Dorr, Mich. (\$177.00), Worden Grocer Co. (122.00), National Grocer Co. (238.00), H. Leonard & Sons (78.00), G. R. Notion Co. (52.00), Allegan Milling Co. (26.50), L. Perrigo, Allegan (25.00), Smith's Bakery, Allegan (21.00), Voigt Milling Co. (39.00), Lewis & Smith, Otsego (10.53), Valley City Milling Co. (36.00), Mich. Garment Co. (15.00), Van Eenenaam Bros., Zeeland (51.00), Brooks Candy Co. (35.00), Byron Center Bank, Byron Center (200.00), Allegan State Bank, Allegan (60.00), Valentine Petsch, North Dorr (54.00), John Bartz, Grand Rapids (54.00), John Burmania, Byron Center (52.00).

Oct. 4—In the matter of Charles Spadafora, bankrupt, Grand Rapids, the first meeting of creditors has this day been filed. Claims were allowed. Leo C. Lillie, Grand Haven, was elected trustee. The bankrupt was sworn and examined and the meeting adjourned to Oct. 7. In the matter of Arthur L. Smith, the stock and trade fixtures were this day sold to J. W. Harris, Grand Rapids, for \$230 and the sale has been confirmed.

Miller Furnace Co., Grand Rapids (53.50), Skillman Lumber Co., Grand Rapids (80.84), Nichols & Cox, Grand Rapids (37.05), W. R. Compton, Grand Rapids (34.73), G. R. Insurance Co., Grand Rapids (71.40), Maggie A. Baxter, Grand Rapids (7,036.00), Sila E. Hibbard, Grand Rapids (2,000.00), A. W. Chamberlain, Waterloo, Ia. (381.00), Dorcas Knapp, Grand Rapids (268.50), F. Coy, Grand Rapids (804.00), W. E. Knapp, Grand Rapids (473.25), Florence A. Knapp, Grand Rapids (3,092.00), W. E. Knapp, Grand Rapids (5,620.00).

Preferred Stock Creditors: Lucy M. Beaumont, Kalamazoo (\$500.00), R. Hufford, Chicago (200.00), A. L. Cook, Chicago (200.00), E. P. & J. C. Cole, Grand Rapids (500.00), F. A. Knapp, Grand Rapids (100.00), Dorcas A. Knapp, Grand Rapids (500.00), Sila E. Hibbard, Grand Rapids (500.00), Iowa Bank, Waterloo (1,570.00). Charles F. Schooler, of Grand Rapids, has this day filed his petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks. The first meeting of creditors has not yet been called. There are no assets not claimed as exempt and the following are shown as creditors of the bankrupt: M. L. Harris, Grand Rapids (\$22.42), A. L. Schuchart, Grand Rapids (4.05), S. End Merc. Co., Grand Rapids (9.23), C. F. Adams, Grand Rapids (28.00), W. K. Broersma, Grand Rapids (57.00), J. H. Harmer, Grand Rapids (15.59), G. A. Easton, Grand Rapids (16.00), Dr. C. M. Droste, Grand Rapids (4.00), Arthur Hermance, Grand Rapids (44.15), D. N. Van Ellen, Grand Rapids (70.00), J. A. Brown, Detroit (20.00), Mrs. Carpenter, Saginaw (6.25), R. R. Y. M. C. A., Grand Rapids (17.70), Brumler Van Strien Co., Grand Rapids (12.00), J. Highland, Grand Rapids (13.00), Albert Winger, Grand Rapids (5.00), Jake Drinten, Grand Rapids (3.00), Bert S. Smith, Grand Rapids (1.65), Heffner & Bittenbetner, Grand Rapids (15.00), Blue Valley Creamery Co., Grand Rapids (5.00), Mich. State Tele. Co., Grand Rapids (5.00), Haan & Hatger, Grand Rapids (30.00), Harry Elvoy, Grand Ledge (6.00), Leonard Refrigerator Co., Grand Rapids (16.00), James Watts, Grand Rapids (10.00), J. J. Vander Meer, Grand Rapids (3.17), E. J. Fletcher, Grand Rapids (10.50), J. G. Steketee, Grand Rapids (3.40), G. E. Murphy, Grand Rapids (3.00).

Oct. 8—In the matter of Charles E. Norton Co., bankrupt, Grand Rapids, the first meeting of creditors was held this date. The matter of the affirmation or disaffirmance of the alleged sale of the assets by the trustee under trust mortgage prior to the bankruptcy proceedings was considered. In this connection Charles E. Norton, President, and John Smitse, trustee under the trust mortgage, were examined by attorneys for creditors. By vote of creditors the sale was then affirmed at the sum of \$19,200.00. By vote of creditors John Smitse, Grand Rapids, was elected trustee. The trustee was directed to file his first report and account and the meeting adjourned to Oct. 22, at which time the first dividend will be declared and ordered paid. The dividend will probably be about 10 per cent.

Table listing creditors and amounts for Charles E. Norton Co., including S. Joseph Referee, St. Joseph, Oct. 1—Adelbert B. Fargo, engaged in the retail meat business at Kalamazoo, filed a voluntary petition and was adjudged bankrupt and the matter referred to Referee Banyon. The schedules show the following liabilities and assets: Toledo Scale Co., Toledo (\$250.00), Armour & Co., Kalamazoo (37.74), Berdan & Co., Toledo (4.62), The Bower Co., Toledo (13.60), Cudahy & Co., Milwaukee (12.28), Hammond & Standish Co., Detroit (69.66), Johnson Paper Co., Kalamazoo (16.66), Lee & Cady, Kalamazoo (18.45), Morris & Co., Chicago (213.32), Blalzer & Sons, Chicago (94.30), Perfection Biscuit Co., Ft. Wayne (19.54), Cornwell & Co., Saginaw (84.83), S. and S. Co., Chicago (83.51), A. W. Walsh, Kalamazoo (65.02), Vettie & Zunker, Chicago (7.43), S. H. Hammond, Chicago (16.83), Cornelius Sager, Kalamazoo (22.70), Lee Cox, Kalamazoo (360.00), Joe Webster, Kalamazoo (25.00), Superior Ice Co., Kalamazoo (10.00), Kalamazoo Gas Co., Kalamazoo (10.00), Al Rogers, Kalamazoo (25.00). Total: \$1,460.46.

Stock of goods, fixtures, etc. (\$450.00), Property claimed exempt (250.00). Oct. 2—In the matter of the Tiffany Decorating Co., a corporation, bankrupt, Kalamazoo, an order was entered calling the final meeting of creditors Oct. 18, at the referee's office for the purpose of passing upon the trustee's final report and account, the payment of administration expenses and the declaring of a first and final dividend. Creditors were directed to show cause why an order should not be made recommending the discharge of the bankrupt.

Oct. 4—In the matter of Elmer E. Stamp, bankrupt, Cassopolis, the hearing on the trustee's petition for the bankrupt to account for \$1,000 was held at the referee's office. Testimony was taken and the matter further adjourned for ten

days. The bankrupt's objections to the trustee's determination of his exemptions was considered and also adjourned.

Oct. 5—Based upon the petition of the Ralph Ainsworth Co., the Herold-Bertsch Shoe Co. and Hillsdale Shoe Co., Israel Goldberg, who has been engaged in the retail clothing business at Kalamazoo was adjudged bankrupt and the matter referred to Referee Banyon, who was appointed receiver. An order was entered by the referee appointing Gerritt J. Wis-sink, of Grand Rapids, custodian, and for the bankrupt to prepare and file his schedules.

Oct. 8—In the matter of Richard Harvey, bankrupt of Kalamazoo, the trustee having filed his supplemental final report and account, has been entered by the referee closing the estate and recommending the discharge of the bankrupt.

In the matter of H. A. Fisher Co., a corporation, bankrupt, Kalamazoo, the trustee's supplemental final report and account having been filed, an order was entered closing the estate, discharging the trustee and cancelling his bond, with recommendation the corporation be granted a discharge.

Oct. 9—In the matter of Adelbert B. Fargo, bankrupt, Kalamazoo, an order was made by the referee calling a first meeting of creditors at the latter place on Oct. 21, for the purpose of proving claims, the election of a trustee, the examination of the bankrupt and the transaction of such other business as may properly come before the meeting.

In the matter of the Ross Cabinet Co., bankrupt, Otsego, the trustee has filed report showing sufficient cash on hand to pay a final dividend of about 9 per cent. Pending the adjustment of one claim, the trustee was directed to file his final report and account for the purpose of closing the estate.

Boomlets From Bay City.

Bay City, Oct. 11.—Eighteen hundred people from Sanilac county were the guests of Bay City Wednesday. They came in on the complimentary excursion given by the Bay City merchants to celebrate the opening of the Detroit, Bay City & Western Railroad to the new terminal of Peck.

Business is picking up with the Bay City Industrial Works. Orders for fifteen large wrecking cranes were received last week. Nine orders were received in one day. These cranes are used largely by the railroads in repair and construction work.

Fire at Atlanta last week destroyed the Martindale Hotel and barn, also a garage across the street from the hotel. What wind there was was blowing from the east. A west wind would have certainly destroyed the town, as there is no fire protection. The hotel may be rebuilt.

W. R. Keasy, Grand Rapids, with Bell, Conrad & Co., Chicago, passed through Bay City on his way home from a business trip in Northern Michigan this week.

In recognition of forty-four years of continuous service as superintendent of the waterworks department and as a reward for faithful and untiring efforts for the advancement of the department, the Waterworks Committee has placed E. L. Dunbar on the retired list at a salary of \$50 per month.

According to the Detroit newspapers, the price of bread has been reduced from 6 to 5 cents for a thirteen ounce loaf, the new price having gone into effect this week. The Bay City bakers have kept the price of their bread so that the retailers could sell it for 5 cents a loaf all during the high price of flour. In conversation with one of the leading bakers of the city recently, he said he could make 330 loaves from a barrel of flour. On that basis it does not seem that the Detroit bakers were justified in advancing their price to 6 cents. W. T. Ballamy.

Stephen A. Eaton, President of the Boies State Savings Bank of Hudson, recently celebrated his sixty-third wedding anniversary. Mr. and Mrs. Eaton have resided in Hudson for nearly sixty years.

There may be times when it isn't necessary to speak the truth—but at such times it is usually unnecessary to speak at all.

Regular Meeting of Absal Guild.

Grand Rapids, Oct. 11.—Saturday evening, October 9, Absal Guild, Ancient Order of Bagmen of Bagdad, held its regular monthly ceremonial session. Although there were no candidates for initiation, considerable business was transacted, plans for this winter's entertainment were reviewed and committees for same were appointed, principally among which was the ways and means committee, consisting of W. E. Sawyer, E. Stott and J. D. Martin, and they can be relied upon to present to the Guild a programme that will keep its members on the jump this winter.

Prince Ira F. Gordon was expected at the meeting, but failed to put in an appearance, thereby greatly disappointing another good member, who it seems, has one of Prince Gordon's high powered hand pumps which is used in a spraying outfit. He used the pump to blow up the tire of a neighbor's automobile whose own pump was busted. Being willing to help a neighbor in distress, the pump in question was in some way attached to the tire. They made about one downward stroke of the handle and the tire blew up with a bang. Pieces of the tire and part of the wheel are over in the next county. The pump is still intact and our good member is still alive and unhurt and wants to congratulate Gordon that his pumps do not blow up everything in sight.

Great Ruler W. S. Lawton issued a decree that the third annual pilgrimage of Absal Guild will take place in June, 1916, the objective point being the oasis of Traverse City, in the desert of Michigan. Full details of the proposed journey will be given in the columns of the Tradesman at some future date.

Prince Charles Lee was at the meeting for a minute or two on his way to St. Mary's hospital, where his

son, Robert, had undergone a serious operation the day before.

The Uniformed Patrol held its first drill for the winter season for an hour previous to the meeting of the Guild. Captain W. N. Burgess complimented the members on the fine showing they made, as this was the first drill they have had since their journey to Lansing. More members of the Bagmen are asked to join the Patrol, as it is our purpose to bring the membership up to its full complement of thirty-six members.

Members of Grand Rapids Council and every council in the State are invited to join the Bagmen. Really, brother counselors, if you knew of the many good times the Bagmen have at their meetings and the purposes of this noble order, Bagmen of Bagdad, you would not hesitate to join. It is essentially and exclusively a traveling men's organization, as no man can become or remain a Bagman who is not a member in good standing of the United Commercial Travelers. It is entirely social and fraternal in its plans and practices. No monetary benefits accrue to its members, nor can they be assessed for any purpose whatsoever without their free and voluntary consent. It is absolutely mutual in its benefits and in its burdens. We are a part and parcel of the U. C. T. and it is also our purpose to assist in boosting our parent organization.

Absal Guild again extends to the members of every U. C. T. council in the State an invitation to join at their earliest opportunity. We meet on the second Saturday of each month. The motto of the order is, "More or less mirth, considerable sentiment and plenty of action," and those who know say it is appropriate.

A publicity committee of one was appointed with instructions to act as

official scribe, etc., of Absal Guild. The writer drew the appointment. H. F. DeGraff.

Putting Pep in Traveling Salesmen.

A certain salesman up to last year was traveling a territory in Eastern Pennsylvania for a well known house, whose manager, while unimpeachable in every way, was unbending in his conservatism and believed that many modern methods descended to cheapness and even illegitimacy.

For example, the manager of this house did not believe in writing pushing letters to salesmen. If it had any effect at all, it inspired them, he argued, with false enthusiasm. If their own work did not give them their enthusiasm, nothing would.

The salesman referred to made a fair record with that house. It compared very favorably with the record of any other salesman and without doubt he could have remained there indefinitely.

He was offered another position by another house, to travel precisely the same territory, and sell almost precisely the same class of goods. The head of this house did believe in modern methods, among them writing letters to salesmen, and a good strong typewritten push got to every man in the first mail on Monday morning. The result was that from the start the salesman in question did 20 per cent. more business than he had done under almost the same conditions for his other house. He said it was the letters more than anything else—the feeling that the house was

after him, watching him, sympathizing with him, in touch with him.—Modern Merchant.

Alaskan Potatoes.

The potato is Alaska's most important crop, and, according to a commerce report, it is a most profitable one. Potatoes have been grown in commercial quantities at the Fairbanks station for several years. The object of growing them there was to demonstrate that good potatoes could be grown in the interior, and the report says that the farmers in the vicinity have taken the hint. Nearly all of them now devote considerable acreage to this vegetable. One farmer estimated his crop as high as fifty tons, which, at 4 cents a pounds, or \$80 a ton, the lowest price at which potatoes have been sold in Alaska up to the present time, would bring him \$4,000. Hog raising has also been started at Fairbanks, the hogs being fed on the unmerchantable potatoes.

Come One, Come All!

Grand Rapids, Oct. 11.—Don't forget the first U. C. T. dance is to be next Saturday night, Oct. 15, and don't forget to come. Good hall. Good music. Good bunch and good time. If you have not secured your season ticket, do so at once. All members of the committee have them and will be glad to furnish you. Everybody turn out to this party and help make it the best one of the season. First-class check room for wraps and, remember, someone dances free at every party. Don't forget the date. Next Saturday, October 16. J. A. Burr.

ROYAL BAKING POWDER

Absolutely Pure

Royal Baking Powder is made of pure Cream of Tartar, and is the highest grade of baking powder that can be made. Its quality and purity are established all over the world. That is the reason it is the easiest to sell and every grocer should always carry a full stock.

Fully Guaranteed

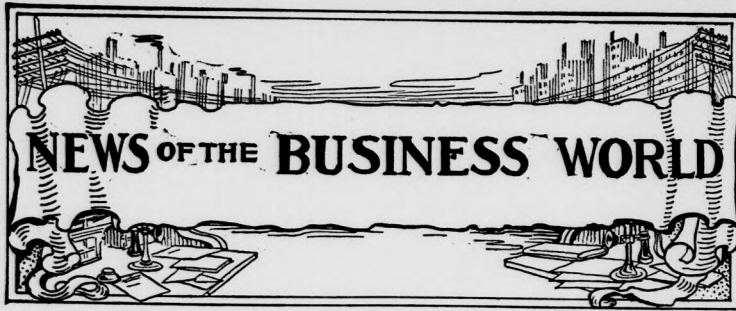


You can push the sale of ROYAL BAKING POWDER with *confidence* as well as *profit*, because you know it will please your customers and make more and surer profit for you than any other baking powder.

Contains No Alum

ROYAL BAKING POWDER CO.
NEW YORK





Movements of Merchants.

Fremont—Dexter M. Jones succeeds A. C. Massey in the feed and sales stable business.

Northport—John A. Wade has opened a grist mill which he recently purchased of Gagnon Bros.

Greenville — Verne Middlebrook succeeds Robert Cornelius, Sr., in the restaurant business.

Flint—A. Hendricks has engaged in the meat business at the corner of South Saginaw and Eighth streets.

Owosso—Edward L. Carr, meat dealer, pleaded guilty to the sale of adulterated sausage and was fined \$10 recently.

Grand Rapids—The American Automobile Supply Co. has increased its capital stock from \$5,000 to \$7,500.

Howell—H. J. Sweet has sold his grocery stock to Samuel Curran who will continue the business at the same location.

Owosso—C. Z. Robinson & Co., recently of Vicksburg, have engaged in the dry goods business in the Wesener block.

Albion—The Calhoun County Coal Co. has filed a voluntary petition in bankruptcy. Liabilities, \$7,536, assets \$2,125.

Negaunee—John W. Goudge has closed his branch bazaar store at Ishpeming and will remove the stock to his Negaunee store.

Constantine — Thieves entered the Walter Wilson grocery store Oct. 10 and carried away the contents of the cash register.

Cheboygan — Henry Barber, meat dealer, is erecting a store building which he will occupy with his stock of meats about Dec. 1.

Orleans—Mrs. Emma Palmer is erecting a store building which will be occupied by Glazier & Best with a stock of meats about No. 15.

Lansing—G. M. Harris has sold his interest in and resigned his position as Secretary and Treasurer of the Wolverine Condensed Milk Co.

Gilchrist—George Maher, groceryman, is suffering from a severe case of blood poisoning in his hand and has gone to Traverse City for treatment.

Saginaw—Brenner & Brenner have engaged in the clothing and men's furnishing goods business at the corner of Court and Hamilton streets.

Ovid—W. R. Shaw, who has conducted the grain elevator for nearly twenty-eight years, has sold it to E. C. Smith who will continue the business.

Cheboygan—Nathan Roth has leased a store in the Gerow block and will occupy it with a stock of women's dresses, suits, coats and waists.

Nashville—George C. Deane has taken

over the G. C. Deane & Co. clothing and men's furnishing goods stock and will continue the business under his own name.

Walkerville—James Gleason, who recently opened a drug store here, has purchased the planing mill formerly operated by Raymond Ross and will continue the business.

Jackson—Thieves entered Drake Bros. cigar store, at the corner of Main and Milwaukee streets, Oct. 8, and carried away the contents of the cash register and some cigars.

Detroit—The Union Overall Laundry has engaged in business with an authorized capital stock of \$2,000, of which amount \$1,000 has been subscribed and \$500 paid in in cash.

St. Johns—Georgia & Bullard, meat dealers, have dissolved partnership and the business will be continued by Fred D. Georgia, who has taken over the interest of his partner.

Herps—B. A. Mulder, formerly of the Standard Grocery and Milling Co., at Holland, has purchased the store and bankrupt general stock here and will continue the business.

Stockbridge — Thieves entered the Charles Hurst meat market and the E. H. Applegate general store Oct. 10 and carried away the contents of the cash registers at both places.

Harbor Springs—Henry Stewart has purchased the interest of his partner, L. D. Wilson in the grocery stock of Stewart & Wilson and will continue the business under his own name.

Skandia—Frank Johnson is erecting a flour and feed mill which he will operate in connection with his general store. The mill will be ready for business about January 1.

Detroit—The Westgate Furniture Co. has been organized with an authorized capitalization of \$10,000, of which amount \$7,600 has been subscribed, \$3,700 paid in in cash and \$3,900 paid in in property.

Pottersville—Ada F. Cobb, who has conducted the dry goods and notions store of F. M. Cobb & Co. since the death of her partner, F. M. Cobb, will close out the stock and retire from business.

Hastings—Fred R. Dodge, who conducts a general store at Comstock Park, has purchased the Orval A. Boyes stock of bazaar goods and millinery and will continue the business under the management of his daughter.

Howell—Richard E. Barron, the harness and implement dealer, buried his wife Oct. 1. Mr. Barron has been a director of the Michigan Implement and Vehicle Dealers' Association for many years. He is also a State Oil Inspector.

Sault Ste. Marie—Dave Garlinghouse,

formerly engaged in the grocery business here, but who went to Florida last winter, has returned to this city and will again enter the grocery business in the same old place he formerly occupied.

Detroit—Charles J. Thiry, wholesale and retail jeweler, has merged the business into a stock company under the style of Thirys, Incorporated, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Wheeler—Ellsworth Brothers, who have conducted a confectionery and novelty business in connection with the postoffice and Bell telephone exchange for some years, are branching out and have added a full line of groceries and dry goods in their large new building which was erected last fall.

Evart—Davy & Company, engaged in the buying and selling of general merchandise, farm and forest products, have merged their business into a stock company under the same style, with an authorized capital stock of \$75,000, all of which has been subscribed, \$3,328.72 paid in in cash, and \$71,671.28 paid in in property.

Manufacturing Matters.

Detroit—The Lay Manufacturing Co. has increased its capital stock from \$5,000 to \$7,000.

Ovid—E. C. Smith has sold his brick factory building to the Vaughan Seed Co. who will use it for storage purposes.

Ovid—The Wixom & Bensinger Handle Co. is erecting a plant which it will occupy about Nov. 1, manufacturing handles, ax helms and wooden wagon parts.

Detroit—The S. S. Starter Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$2,430 paid in in property.

Owosso—The Owosso Casket Co. is erecting a dry kiln with a capacity of 35,000 feet of lumber. The company's old dry kiln is being converted into a storage and cutting room.

Pontiac—The Magic Wax-Shoe Polish Co. has engaged in business with an authorized capitalization of \$12,000, of which amount \$6,600 has been subscribed and paid in in cash.

Boyer City—The Northern Piano Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,345 has been subscribed and \$3,695 paid in in cash.

Negaunee—Alexander Hakala, who conducted a jewelry store on Iron street for a number of years, died Oct. 7 at Dr. Holm's hospital at Ishpeming, following a six weeks' run of typhoid fever.

Detroit—The Medallion Register Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed, \$8,750 paid in in cash and \$3,750 in property.

Benton Harbor—The Regent Cigar Co. has been organized to conduct a cigar store and billiard parlor with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in property.

Detroit—The J. M. Feldstein Co. has been organized to manufacture

and deal in cigars and tobacco with an authorized capitalization of \$2,000, of which amount \$1,000 has been subscribed and paid in in cash.

Detroit—The Anti-Pyrex Company of Michigan has engaged in business to manufacture and deal in drugs and medicines, with an authorized capitalization of \$1,000, all of which has been subscribed and paid in in cash.

Rochester—The C. E. Pritchett Co. has been incorporated to manufacture carbonated beverages, mineral waters, flavoring extracts, etc., with an authorized capital stock of \$25,000, of which amount \$12,700 has been subscribed and \$6,350 paid in in cash.

Detroit — The Detroit Standard Valve Co. has engaged in business to manufacture and deal in metal goods and merchandise with an authorized capital stock of \$5,000, all of which has been subscribed and \$2,000 paid in in cash and \$3,000 paid in in property.

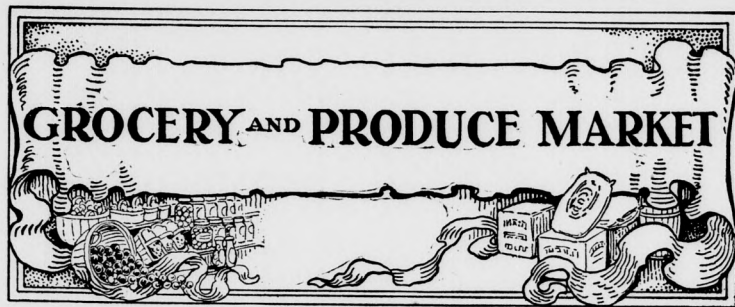
Detroit—The H. F. Schivier Manufacturing Co. has engaged in business to manufacture and sell hose clamps, metal stampings and miscellaneous products, with an authorized capitalization of \$10,000, of which amount \$5,000 has been subscribed, \$142.78 paid in in cash and \$4,857.22 paid in in property.

Detroit—The Detroit Merrill System Building Co. has been organized to manufacture and sell furniture, building material, do general contracting, operate or lease hotels, restaurants, etc., and act as agents in buying, selling and owning stocks, bonds, etc. with an authorized capital stock of \$300,000, all of which has been subscribed and paid in in property.

Detroit—The Dafoe-Eustice Co. has been organized to manufacture, buy, sell and deal in automobile specialties, water proof goods and merchandise, with an authorized capital stock of \$40,000 common and \$10,000 preferred, of which amounts \$31,500 common and \$3,000 preferred has been subscribed, \$3,000 common paid in in cash and \$28,000 common and \$3,000 preferred paid in in property.

Holland—The W. E. Dunn Manufacturing Co. has engaged in business to manufacture and deal in machinery to manufacture concrete blocks, mixers, bricks, etc., and combustible engines, with an authorized capital stock of \$25,000 common and \$15,000 preferred, of which amounts \$22,000 common has been subscribed and paid in in property and \$12,500 preferred has been subscribed and paid in in cash.

Algernon E. White (Jaques Manufacturing Co.) is very happy these days over the action of his house in deciding to keep him in the Grand Rapids field until Jan. 1. This will enable him to sleep in his own bed and eat at his own table for three months on a stretch, which is the longest period he has been permitted to remain at home for many years. During these months the Jaques Manufacturing Co. will conduct a series of domestic science lectures under the auspices of Miss Mary Harwood Welton as demonstrator.



Review of the Grand Rapids Produce Market.

Apples—Standard varieties, such as Wealthy, Maiden Blush, Wagner, Twenty Ounce and Wolf River command 50@60c per bu.

Bananas—Medium, \$1.25; Jumbo, \$1.50; Extra Jumbo, \$1.75; Extreme Extra Jumbo, \$2.

Beans—\$3 per bu. for medium.

Beets—50c per bu.

Butter—The creamery market is active at an advance of 1c per pound. The consumptive demand is absorbing everything that arrives, no matter what grade. The quality of the receipts is good for the season and apparently the market will continue to rule steady to firm for some time. There will be no foreign butter brought over this season because the markets on the other side are all higher than our markets. Fancy creamery is quoted at 28c in tubs and 29c in prints. Local dealers pay 23c for No. 1 dairy, 17c for packing stock.

Cabbage—40c per bu. or \$1 per bbl.
Cantaloupes—Colorado Rockfords \$2.25 per crate; home grown, 50c@\$1 per bu.

Cauliflower—\$1.25 per doz.

Carrots—50c per bu.

Celery—16c per bunch for home grown.

Cocoanuts—\$4 per sack containing 100

Crab Apples—\$1@1.25 per bu.

Cranberries—\$7.40 per bbl, for C. pe Cod Early Blacks.

Cucumbers—75c per doz. for home grown hot house.

Eggs—The market is firm at an advance of 1c per dozen. New laid eggs are continuing very scarce and are commanding a premium even over the advanced prices. Storage eggs are also very firm at an advance of 1c. The consumptive demand is good and stock in storage is being rapidly reduced. The entire situation is healthy. Local dealers pay 26c for No. 1 candled.

Egg Plant—\$1.25 per doz.

Garlic—20c per lb.

Grapes—\$1.50 per doz. for 4 lb. baskets; 17c per 8 lb. basket. These prices are for Concords, Wordens and Niagaras. Delawares command 25c per 8 lb. basket. The crop in this vicinity was greatly damaged by the heavy frost one night last week, which will greatly impair its shipping value and keeping qualities.

Grape Fruit—Cuban commands \$5.50@6 per box.

Green Corn—10c per doz. for home grown.

Green Onions—Silver Skins, 15c per doz.; Evergreens, 12c per doz.

Honey—18c per lb. for white clover and 16c for dark.

Lemons—California, \$3.50@4 per box.

Lettuce—Southern grown head, \$2.50 per bu.; home grown leaf, \$1 per bu.

Maple Sugar—14@15c per lb.

Mushrooms—40@50c per lb.

Nuts—Almonds, 18c per lb.; filberts 13c per lb.; pecans, 15c per lb.; walnuts, 18c for Grenoble and California, 17c for Naples.

Onions—Home grown command 75@90c per bu.

Oranges—Valencias are steady at \$6@6.25.

Oysters—Standards, \$1.35; Medium Selects, \$1.50; Extra Selects, \$1.75 New York Counts, \$1.85; Shell Oysters, \$7.50 per bbl.

Peaches—All of the most desirable varieties have been marketed. Lemon Free, Chilis and Smocks are still in market, finding an outlet on the basis of 75@85c.

Pears—Clapp's Favorite, \$1.25 per bu.; Anjou, \$1.25@1.50 per bu.; Kiefers, 75@90c per bu.

Peppers—Green, \$1.20 per bu.

Pickling Onions—\$1.35 per 20 lb. box.

Pop Corn—\$1.75 per bu. for ear, 4c per lb. for shelled.

Potatoes—Home grown range from 50@60c per bu. The market is steady.

Quinces—\$2@2.50 per bu. Stock is very scarce and receipts so far this season have been very inferior, due to the prevailing wet weather.

Radishes—15c for round.

Squash—1½c per lb. for Hubbard.

Tomatoes—\$1 per bu. for ripe and 60c for green.

Turnips—50c per bu.

The Grocery Market.

Sugar—No quotable change has occurred in the market for two weeks, Eastern granulated being steady at 4.90c and Michigan granulated starting in the campaign at 4.70c. Several of the Michigan factories are now in operation. St. Louis will begin to ship sugar next Monday and Holland will follow next Wednesday or Thursday. It is believed that the beet sugar companies will not push their crop so actively, knowing that the possibilities favor the retention of the protection which they now enjoy of over 1c a pound. Incidentally, it might be remarked that the competition of beets has recently been the cause of the break in cane refined. It is suggested that the expression of such views by an official so close to the President must carry with it the conviction that his recommendations will be adopted, and therefore probably serve to create among the producers of domestic beet and cane

sugar sufficient confidence to lessen the pressure to dispose of their product ahead in such severe competition with our Eastern refiners, especially in view of the prevailing low levels of prices for sugar when the position of the article the world over is taken into consideration.

Tea—The market is dull, with prices steady. If the present stability continues the country will be more of a factor, as supplies have been allowed to run down. More enquiry from the distributors has been noted of late, which makes for a better sentiment. Undoubtedly, the fact that Colombo and London have been steadier of late is at the bottom of the more confident tone. The pressure seems to have been relieved, for the time being at least. Of course, prices are much more attractive after the sharp decline in black teas, especially Indias and Ceylons, although it should be noted that the weakness has been mainly in the poorer quality.

Coffee—There was a better feeling in the trade as a result of the recent evidence that the country is disposed to do more anticipating of the future. Actual business is still moderate, but the aggregate is growing. Prices reflect the improvement. Mild coffees are from ¼@½c higher than a week ago, due mainly to the fact that Europe is buying rather freely and paying full values. Milds are still cheap in spite of the advance. Java and Mocha are unchanged and quiet, Java being firm.

Canned Fruits—Apples are unchanged and quiet. California canned goods both spot and future—the two are practically one to-day—are unchanged and in very light demand from first hands. Small Eastern staple canned goods unchanged and dull.

Canned Vegetables—Tomatoes are held with what appears to be a slightly easier feeling, although the general condition is very quiet and practically no buying is in progress. The pack is about over and the situation is now unchanged, although the exact volume of the pack will not be known for several weeks. Corn is unchanged and still steady to firm on account of small supplies. Peas are still heavy and dull, the market being unchanged.

Canned Fish—Red Alaska salmon is unchanged. Pink Alaska has had quite a career since it opened some time ago. The price opened at 75c then dropped to 65c, and is now back again to 70c, although many of the sellers have withdrawn from the market. Considerable poor pink salmon has been packed this year, and it will very likely affect the market adversely during the entire season. Sardines are more strongly maintained than they have been for several weeks past. Announcement is made that the pack of domestic sardines for the present season to date is about one-third short of normal, with further packing in any large quantity seriously interfered with, owing to the damage done by recent heavy storms to the fishermen's weirs. The weirs, it is said, will not be repaired this year, due to the lateness of the season. Tuna fish are very strong, Coast packers reporting that they will be fortunate if they are able to make full deliveries on their contracts.

Prices on spot have advanced and are being firmly held.

Dried Fruits—Stocks of spot California prunes are held with increasing strength on account of the shipments which have been held up by the Panama slides. The market will be firm until the ships begin to come through. Peaches are unchanged and in light demand. Apricots are steady to firm and selling fairly under the circumstances. Currants are extremely firm and most holders have withdrawn from the market. The foreign war situation, now that Greece is threatening to participate, makes future supplies of currants extremely uncertain and prices will continue high for some time. Raisins show no change for the week and fair demand. It is reasonably sure that there will be no new exports of figs or of Turkish Muscates this year. There are some old Turkish figs carried over from last year, but they are not very desirable and the price is already 50 per cent. higher than normal. Dates are unchanged and their season is just about opening.

Cheese—The market is firm and unchanged with a moderate consumptive demand. The receipts are about normal and the market is expected to rule steady and about unchanged for some time to come.

Rice—The market is firm in tone with a fair enquiry. The arrivals are not heavy, owing to the delay from the mills, and this contributes to the strength. In the Southwest, there is a good demand from the various sections of the country. Blue Rose is coming forward more freely and finds an active request.

Provisions—Hams, bellies and bacon are firm at an advance of ¼@½c. There is a good consumptive demand. Both pure and compound lard are firm at an advance of ½c and a good demand is reported for both. Barreled pork, dried beef and canned meats are unchanged and in moderate demand.

Salt Fish—The supply of Norway mackerel in this country is becoming extremely light and very little of it is of first-class quality. Prices show no particular change for the week, as they were already very high. There is almost no Irish and domestic shore mackerel available at the present time, so that the market is getting pretty close to bare. Some Norway mackerel have been caught, but very few compared with the customary catch. Moreover, the season is nearing its end and the supply of new Norway mackerel available for this country will not be sufficient to bring prices down. The demand for mackerel is small. Cod, hake and haddock are in very fair demand at unchanged prices.

Opening of the New Kenwood at Pontiac.

About October 25 the Kenwood (formerly Hotel Hodges) will open for business entirely remodeled, redecorated, furnished and remanaged. Thirty thousand will have been spent. Rooms with private bath and toilet, \$1 per day. Rooms with use of shower bath, 75 cents per day. No better hotel will be found anywhere for the price asked. H. F. Heldenbrand, late of Hotel Whitney, Ann Arbor, will be the landlord.

STOCKS, BONDS, GRAIN AND PROVISIONS

Features of the Stock and Grain Market.

Chicago, Oct. 11.—Wheat: Every indication points to larger takings of our wheat by foreigners. Reports from Italy say their crop was over estimated and import needs will exceed last year as military needs are large. French advices are that their requirements will be large. Recent purchases made in Bulgaria will be cancelled and Roumania will be unable to ship. New aspirants for war honors make the opening of the Dardanelles very improbable. Minneapolis millers were reported as anxious buyers, cash premiums showing an advancing tendency. Their stocks show a decrease of over 100,000 in two days. An accumulation of big stocks at terminals still looks very far away. A big decrease in the acreage of winter wheat will become a factor later on should not be lost sight of. Unsettled weather is predicted throughout a great portion of the belt which will delay threshing and cause more deterioration to the already damaged condition of wheat. Clearances of over two and one half million bushels to-day confirm large export sales that are being kept from the public for reasons that are not hard to guess. With speculation rampant everywhere, we expect to see some of the big money that has been made in stocks and cotton re-invested in grain, which in our opinion offers greater opportunities than anything else at this time. We believe the December option the best investment.

Corn: It will be some time before the actual damage to corn from frost will be realized. Western grain dealers at the Peoria convention reported damage in Iowa and Nebraska, as heavy damage reports from Iowa. Crop has undoubtedly been reduced; how much no one can tell; present prices are reasonably cheap. Export sales are being made quietly each and with farmers holdings for better prices (which we think will be realized) we continue our advice to own a little of the December option.

Oats: Oats continue strong; mostly in sympathy with other grains. Stocks everywhere are much lighter than ordinarily at this time of the year. The foreign requirements will be heavy and a good export business is anticipated. We look for an advancing market. Logan & Bryan.

New York, Oct. 11.—The stock market was rather more of a two sided affair than of late. Realizing was detected in rails, causing irregularity in that group, where steel and a few industrials were buoyant. There was a fair accumulation of buying orders over Sunday, but aside from the steel tonnage statement, and the reported inclination to recognize Carranza, there was not much in the news to affect sentiment in one direction or the other. It is, of course, to be expected that the better class of the so-called war issues, will largely recover the losses forced by the recent decline in industrials, but speaking generally, it would appear that from now on discrimination is likely to be exercised as the late downturn made many realize that a hysterical buying movement will provoke unfavorable

results when least expected. Judging by the character of the buying in the coppers and the railroad issues, further efforts will be put forth to establish a higher range of values. Thomson & McKinnon.

Sparks From the Electric City.

Muskegon, Oct. 11.—Harry Seitsema, formerly of Tuuk & Seitsema, has purchased the Charles Rasmus grocery stock on Touston avenue. Mr. Seitsema will remodel the store and put in a first-class line of fixtures. Mr. Seitsema will carry a high grade line of groceries and vegetables.

We notice that the Pere Marquette is using a better grade of coaches on its Holland, Muskegon and Pentwater branch, which is greatly appreciated by the traveling public.

The Grand Rapids, Grand Haven & Muskegon electric road has installed safety gates on its cars, which are operated by the conductors. Accidents are not as likely to happen with these gates in operation. Another Safety First device.

A. W. Stevenson is one of the U. C. T. boys who helped to get the new boat line which operates from Muskegon to Pentwater, Ludington, Manistee and probably Pentwater. Another reason why the U. C. T. of Michigan should elect Steve Grand Sentinel at their convention next June at Traverse City.

Muskegon is a fine place to live in. This assertion is upheld by our increasing population.

W. Gee, of Gee & Carr, Whitehall, was a Muskegon visitor last week.

C. G. Pitkin, the Whitehall druggist, motored to Muskegon on business last week.

Ernie Schroeder, the meat peddler for the Plankinton Packing Co., surely does burn up the road with his new six-cylinder Buick.

The next meeting of Muskegon Council will be held Saturday, October 16, when some important transportation items will be brought up for discussion and action, so be sure and attend. Bring along an application, for we need more new members or we can never win the prize offered by Grand Counselor Lawton.

News wanted—Help your .scribe and give the writer any news you may have, so we can keep these columns going. Milton Steindler.

The Blanken bakery, of Clare, was recently sold to J. F. Hileman, who also conducts a big bakery in Mt. Pleasant. Wm. Veeder, of Mt. Pleasant, will manage the Clare bakery. With his years of experience, he should prove a big asset to Mr. Hileman as a manager.

Walter Lewis, sales manager for Lee & Cady, Saginaw, has returned from a two weeks' trip to Chicago and points in Western Michigan. He was accompanied by Mrs. Lewis. Even though his trip was short, we all missed his welcome face at the front desk.

Many a man who imagined himself necessary to the world's progress has been interred in a pine box without trimmings.

Thomson & McKinnon

BROKERS

123 Ottawa Ave., N. W.

Stocks, Bonds, Grain and
Boston Coppers

Members of all leading exchanges

Telephone Main 218
Citizens 8063

H. N. Harris & Co.

Stocks, Bonds,
Grain and Provisions

Private Leased Wire

Suite 236 Powers' Theatre Building

Telephones:
Bell M. 1900; Citizens 5843

LOGAN & BRYAN

STOCKS, BONDS AND GRAIN

305 Godfrey Building

Citizens 5235 Bell Main 235

New York Stock Exchange
Boston Stock Exchange
Chicago Stock Exchange
New York Cotton Exchange
New York Coffee Exchange
New York Produce Exchange
New Orleans Cotton Exchange
Chicago Board of Trade
Minneapolis Chamber of Commerce
Winnipeg Grain Exchange
Kansas City Board of Trade
Private wires coast to coast
Correspondence solicited

Are Your Net Profits Satisfactory?

Probably not, if you are like nine out of ten merchants.

Your trouble probably is (1) you have too much of some items; (2) not enough items.

If you will buy the "many lines in one bill" offered by our monthly catalogue of General Merchandise, you easily can apply the remedy.

Butler Brothers

Exclusive Wholesalers of

General Merchandise

New York Chicago

St. Louis Minneapolis

Dallas



BUFFALO
450 Rooms 450 Baths
Rates from \$1.25 a day



DETROIT
800 Rooms 800 Baths
Rates from \$1.25 a day



CLEVELAND
700 Rooms 700 Baths
Rates from \$2.25 a day

Mr. Sales Manager

DOES your "hotel list" specify Hotels Statler in Buffalo, Cleveland and Detroit? If not, please consider these facts:

We specialize in providing the very things that the traveling man wants to buy—comfort; convenience; a dependable business man's service, which is as perfect in the matter of mail, telegrams, calls, etc., as we can make a humanly-rendered service, and which is *always* courteous and gracious; convenient locations; great variety of accommodations; local reputations as "the best hotel" in each city, etc.

And we do *unquestionably* give every guest more for his money, whether he spends \$1.50 or \$20 a day.

Put all three Hotels Statler on your hotel list as the "company hotels" in Buffalo, Cleveland and Detroit. We'll guarantee satisfaction to your men—and you.

**HOTELS
STATLER**
BUFFALO - CLEVELAND - DETROIT



UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Oct. 11.—George Shields, the popular grocer at Algonquin, is taking in the sights of Chicago this week. This is Mr. Shields' first vacation for a number of years and, undoubtedly, the Windy City will be taken in to the fullest extent.

The inhabitants of Kinross, a small village on the Soo Line, near the Soo, were all excitement last week over the appearance of a mysterious aeroplane over that vicinity. The residents noticed a green and red light, but were unable to distinguish the machine. It took practically the same course each night between 8 and 8:30 and each time disappeared toward Canada. The machine appears to be at a great height, but no one has heard any noise coming from the sky and the mysterious craft has baffled the inhabitants of the village.

The U. P. Development Bureau is right on the job at all times. Upon request of C. W. Mott, general manager, Chairman E. H. Hotchkiss, of the county board of road commissioners, has had prepared a map showing the automobile roads and connections of Mackinac county. This map will be reproduced and included in a book showing the auto routes throughout Michigan, and also act as an advertisement for Cloverland.

"It often happens that the first time you doubt a thing is when you here a reputable liar tell about it."

J. Neffziger, formerly of Naubinway, has taken a position as representative of the Mutual Sales Co. of Marinette, Wis., and will make his home in Gladstone. Mr. Neffziger is well known throughout the Upper Peninsula and his many friends wish him every success.

George Hoot, hailing from Kentucky, will have the pleasure of contributing the usual amount for killing deer out of season. Game Warden Herman Leister, of Escanaba, heard the shots in the woods near Escanaba and succeeded in catching Mr. Hoot with the goods. The carcass of the yearling deer was taken to Escanaba and turned over to the county almshouse, so that some good resulted from the affair.

"If you want to get a big salary, the thing to do is to earn it. There are big salaries for those who are worth them."

C. W. Bretz, the popular grocer of Engadine, has inaugurated a new scheme whereby every purchaser of goods in his store will be given credits or an opportunity to deposit ballots in favor of various candidates, the most popular one eventually winning a grand piano. Mr. Bretz is always looking out for the future, which largely accounts for his suc-

cess since entering into business.

Mr. and Mrs. Chas. Therrien, of the Dunham House, St. Ignace, are spending a few weeks of their vacation in Detroit.

Business around Engadine is picking up to such an extent that the management of the Engadine Inn has been seriously embarrassed during the past two weeks, because of the increasing patronage and the necessity of dining rooms for all who have been anxious to share its hospitality. If the rush of business continues, there is no doubt that either an annex or small lodging apartments will have to be built to accommodate the trade.

The dimmer law passed by the last Legislature, which went into effect August 23, has not been regarded by many of the autoists in the Upper Peninsula, as they fail to reduce their lights in passing other cars on the highway. This is a good law in the interests of safety and should be obeyed, but it will probably necessitate a few arrests before it will have the desired effect.

Alf Rains, proprietor of the Central Grocery Co., has returned from a few weeks' vacation, much improved in health and reports having had a delightful time, but pleased to get back behind the counter to serve his patrons.

D. L. Hough, of Ozark, is one of the progressive hustlers who does not wait for counties to build roads, but has circulated a petition for the opening of the road between Moran and Ozark, heading his subscription with \$100. Numerous other residents have signified their willingness to subscribe. The opening of this road would mean much for the people all along the line west of Moran, as it would give them a good auto road from Trout Lake to the Straits and St. Ignace.

"This would be a sad, sad world, if there was no such thing as hope, but it would be a still sadder world if we stopped there. Hope should be a forerunner for energetic action."

The many friends of Joe Maltas, our popular young druggist, are sorry to learn of the accident to Mr. Maltas' father, near Raber, when his horse became frightened and ran away, throwing Mr. Maltas and severely injuring him, although breaking no bones. While Mr. Maltas' injuries are very painful, they are not considered fatal.

P. W. Murray, one of St. Ignace's leading merchants, has been making great improvements in remodeling his store front, adding much to the appearance of St. Ignace's main thoroughfare.

It was surprising to note the amount of advertising the Soo got a week ago by the little prize fight pulled off a short distance down the river between Jimmy Brady and Kid Parker, and many amusing incidents

were related of the scramble which took place when Sheriff Bone and his deputies put in an appearance. The fight was pulled off on a scow in midstream and it had the appearance of a bullfrog concert on a summer night after being hit by a rock. There were leaps made in all directions and many who had never swam a stroke before reached shore without much trouble. The woods was the hiding place and it was almost impossible to imagine how so large a crowd could get under cover so quickly. The only disappointment was that the moving picture man was not on the scene at the time, as he could have staged a stunt that would have been equal to the Spoilers.

Carl Homberg, the new proprietor of the De Tour meat market, at De Tour, reports a very satisfactory trade since taking over the business and is figuring on making numerous improvements which will give De Tour a market it has never had before. Mr. Homberg, being a young man, is a general favorite among the residents, who will give him every assistance in making the business a success.

James McDonald, postmaster at De Tour, and junior member of the firm of Goetz & McDonald, grocers, is getting the store fitted up in readiness for the winter and is beginning to lay in supplies in anticipation of a large winter trade.

John Weston, representing the Jewel Stove Co., Lansing, is conducting a demonstration sale at the Soo Hardware Co.'s store here.

The first snow was seen at the Soo Friday morning when the beautiful white took the place of rain. The Soo Line train reaching the Soo in the morning from the west reported three inches of snow at Gladstone and a lighter covering at other points along the line. Calumet reported an inch of snow, but the Soo escaped with but just a sample lot.

The Gamble-Robinson-Shaw Co., produce dealer, has moved into its new warehouse on the terminal track on South street. It now has ample room to handle a much larger business and Mr. Shaw, the manager, has been busy for the last few days getting ready for the opening, which, undoubtedly, will be an elaborate affair.

Monday was Thanksgiving Day in Canada and, although the supply of turkeys was not up to normal, they have much to be thankful for this year and still more to wish for.

John France, our popular court stenographer, and his brother, Joseph France, of the France Papering and Decorating Co., are spending a few days at their hunting cabin on the Taquamming. Their friends will be looking forward to a partridge supper in the near future.

J. Peterson, one of our well-known grocers, has been spending part of his vacation at one of the clam bake

clubs and reports having had an enjoyable time and plenty of recreation. William G. Tapert.

Mr. Berner Has Made 1915 Memorable.

Mears, Oct. 12.—William Berner, of the Judson Grocer Co., is back on the job, after a month's vacation spent in the Northwest and Canada. Maybe Bill does not realize it, but he is more tickled to get back into the harness than he was to go. I don't think Bill believes he is the first man who ever made that trip. He only acts that way. I first met him since his return at the Wigton House, at Hart, as he was relating incidents of his trip to Gus Rose, the proprietor. You have put up at that hotel and remember Gus by his heavy, glossy and massive locks. As Bill recognized me, he held out his right hand and shoved his left hand into his pocket. I supposed he was making sure of his pocket book being safe in my presence, but, hardly waiting to give me a decent greeting, he pulled out a letter from his pocket and accused me of being the author of it. Now, I can't see why I have to be made the goat in everything that happens in the Lower Peninsula. The letter in question was on Holland stationery, was mailed at Holland and was a beautifully worded invitation to one William Berner, Esq., asking him to deliver a series of illustrated lectures in the city of Holland on his recent trip. It was properly signed "The Committee." Now, Bill is willing—nay anxious—to deliver these lectures and as often as they can get a crowd to listen in that city, and furthermore says two or more constitutes a crowd. Will the Committee please be more explicit? Bill is waiting. I have proved conclusively that the invitation was straight goods by accounting for every minute during the period of his vacation. Won't there be a delightful change in traveling on the P. M. this winter? Instead of traveling men wasting their time in playing rum, setback, horse shoe or lawn tennis between stations, we will find them gathered around Mr. Berner, listening very attentively to the glories of the Northwest or discussing the merits of Canadian brands of whisky, as compared with Montague Peruna. Believe me, Bill is full—not of the aforesaid Montague Peruna, but of the subject of "My Trip."

In future years, people who refer to the year 1915 won't say, "The year of Wilson's second marriage," nor "The year of the Kaiser's war against the world," nor "The year of the Eastland disaster," but "The year Bill Berner traveled in the Northwest." Bill is a good fellow and I am glad he enjoyed his trip. And Bill is just the fellow who wants his friends to enjoy that trip, too.

The Chronic Kicker.

GOOD GOODS

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

THE PROMPT SHIPPERS



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY,
Grand Rapids, Mich.

Subscription Price.
One dollar per year, if paid strictly in
advance; two dollars if not paid in ad-
vance.

Five dollars for six years, payable in
advance.
Canadian subscriptions, \$2.04 per year,
payable invariably in advance.

Sample copies 5 cents each.
Extra copies of current issues, 5 cents;
issues a month or more old, 10 cents;
issues a year or more old, 25 cents.

Entered at the Grand Rapids Postoffice
as Second Class Matter.

E. A. STOWE, Editor.

October 13, 1915.

SUBMARINE PERIL ENDED.

The rise and fall of the submarine is the history of almost precisely a twelve-month. On September 22, 1914, a German U boat sank the British cruisers Aboukir, Cressy, and Hogue in the North Sea, and the British Empire was tottering. On October 2, 1915, a dispatch from Washington, which found its way to the front page of a great many papers, announced that the British Empire was saved because the submarine peril was "ended." We shall not be far out of the way if we detect in this widely circulated Washington dispatch the inspiration of the big-ship people, as against the mosquito-fleet people, now that naval-defense discussion is drawing to a head in Administration circles. A year ago the undersea boat had scrapped the dreadnought. To-day the big ship and the destroyer have scrapped the submarine. Such dramatic fluctuations impress the public mind. From the unseen terror of the seas, the U boat is by way of becoming the joke of the seas, a frail cockleshell that may be caught in nets, that may be "bombed" from aeroplanes, that may be put out of business by a couple of men in a swift motorboat with a gun. But when you have read the whole story, the first impression that a sovereign remedy against the submarine had been discovered rather thins out. You read that the British fleet has tamed the submarine by means of submarine telephones which herald its approach, by establishing destroyer patrols, by spreading nets along the most frequented channels of traffic, by planting special mines, by using fleets of swift motor-boats, by spying from aeroplanes, by keeping thousands of trawlers on perpetual guard. In other words, if the submarine peril has been ended, it is apparently through the most strenuous efforts of every conceivable kind. Germany might well argue that a peril which forces the great British fleet to such extraordinary exertions is not "ended" at all, but has admirably served its purpose.

The truth is, of course, that amateur discussion on the subject has overlooked the vastly different conditions which obtain in the war in the North Sea, and those that would be

met if we were at war. In the first place, the submarine has been tied up with the question of national defense, whereas Europe's experience has shown that the submarine is primarily a weapon of offense. Germany has not been saved from invasion by her submarines, but by her coast defenses. Great Britain's submarines are the only weapon precisely which has not been employed to end the submarine peril of the enemy. As a weapon of offense, the submarine must mean one thing against England, with her narrow waters marking out the routes along which the food supply vital to her national life must come in, and another thing to the United States, with our immense coast line and our virtual independence of foreign sources of supply. England's solution of the submarine peril, therefore, means very little to us, since the submarine could hardly be used against us. But if it is the weapon that we are to use against the foreign invader, it is evident that its limitations must be carefully studied out. Against a fleet blockading our coasts the submarine would be useful. But no fleet will ever blockade our coasts with no visible object to be attained thereby. It is invasion that disturbs the dreams of the big-navy people, the submarine by itself will not prevent invasion if our main fleet is defeated.

The first comments of the German press on the complete backdown of the German government and the humiliating surrender of the Kaiser in the controversy with the United States are significant of a division of sentiment which must eventually result in the overthrow of Kaiserism. The general expression is one of incredulity and consternation. What, take the word of perfidious English officers against the affidavit of a brave German commander? Certain words in Ambassador Bernstorff's letter of disavowal are considered by the Von Tirpitz party as little better than an insult to German naval officers. Count Reventlow is naturally bursting with rage. He protests that the Kaiser has consented to an act which "publicly brands the report and oath of the German commander and crew as inaccurate." Several newspapers refuse to believe the humiliating dispatches and call upon the authorities at Berlin to issue a denial, or, at least, a reasonable explanation. All this was to have been expected. It shows—what was all along evident—that a very strong feeling exists in Germany against making any concession to the United States on the submarine issue. That the Kaiser finally decided to defy this public sentiment, and to come to terms with President Wilson, even if he had to eat his own words and repudiate his own policy in the process, is plain proof of his anxiety to avoid a rupture with us. Incidentally, these angry outcries by the German press serve to heighten the American triumph.

Happy is the girl who thinks her father is the best man on earth.

GREAT HARVEST YEAR.

To the public at large, the central and spectacular feature of the Government grain crop report for October—the last advance estimate of the season—is undoubtedly the total indicated yield of wheat. This reaches and passes the interesting round figure of one billion bushels, whereas even last year's great crop stopped at 891,000,000, the average of the past five years 686,000,000, and the largest previous recorded yield nearly a quarter of a billion bushels under the harvest figure now foreshadowed. The estimate on corn passes the three-billion-bushel mark for the second time only in our history; the crop as indicated would be 354,000,000 bushels over that of 1914, and second only to that of 1912. The oats crop, like the wheat crop, will break all records in our history, exceeding by 100,000,000 bushels even the enormous yield of 1912.

Taking the indicated harvest of the six staple grain crops, the aggregate yield this year would be 5,843,265,000 bushels, as compared with 4,914,494,000 in the season of 1914, and with 5,552,087,000 even in the hitherto record-breaking season of 1912. As compared with what was considered the exceptionally brilliant grain year, 1906, the results foreshadowed for the present year would show a total increase of nearly a thousand million bushels, or upwards of 20 per cent., for all six crops. That this should be among the possibilities, in a year when grain production in the outside world is under such abnormally restrictive influences is notable testimony to the power and natural resources of the United States.

The Government's estimates and forecasts on both spring wheat and corn were much more favorable than the trade had anticipated. For that reason, the general view of grain people is that the report indicates lower values. But they have looked on every successive Government report of the season in the same way, and there are some old hands who believe that the effect, even of the very large crops now indicated, had been sufficiently "discounted" by the decline of 75 cents in wheat and of 20 cents in corn, from the year's earlier high prices. It is very recently that prices have been down to the lowest of the season, corn reaching the low level the past week, cash corn selling at 20 cents below the recent high point.

Big supplies on the farm, and unusually small stocks at leading market centers, are the two perplexing influences. The speculator knows that the stocks on the farm are very large; but he cannot get them at present prices, and therefore has to buy in a market at times bare of offerings, in order to fill his contracts. This was the situation last month. Traders reasoned that with cash wheat in all markets a premium over the futures, and even the low grade selling at the December price, or even at a small premium, there was no assurance that the big crop would

beat down prices further, and there is not likely to be any such result at the present level of values, until stocks accumulate much more heavily.

A visible supply of 16,000,000 bushels, compared with 51,586,000 bushels last year—this after three months' movement of winter wheat arrivals, and after a steady increase in the marketing of spring wheat from the largest crop on record—has in fact developed a market condition seldom, if ever, seen at this season. We have raised 110,000,000 bushels more than last year, and harvested 60,000,000 bushels less. It impressed a majority of speculators, and was the basis for most of the present week's advance. As a practical consideration in values, it has overshadowed even the widespread talk about diminished exports from our present enormous crops.

Moreover, those exports are by no means as small as had lately been predicted. Export business of late has turned mainly to Canadian wheat; but clearances from United States ports are surprisingly large, considering the repeated assertions by exporters that little business was under way. So far this season, exports have been 55,000,000 bushels, or 34,000,000 short of last year.

As to future business—which will mainly be done in the next three months—exporters are divided in opinion. Some predict a large business, fully up to last year's; their argument being that the foreign harvest outlook has become more unfavorable of late, and that stocks are smaller than last year. But how much domestic wheat will be taken in the aggregate by Europe, remains to be seen. It is impossible to export as much in the remaining nine months of the crop year as the previous season; even the ocean tonnage is not regarded as available.

It is not to be supposed that the Secretary of the Treasury would have come out for the retention of the sugar duties without the President's approval. Hence we may expect that the Administration will urge Congress to repeal the section of the tariff bill making sugar free next year. This tariff tax can be defended as one for revenue. It actually produces a large revenue. Fifty millions a year, or thereabouts, are not to be sneezed at by a Treasury with a big deficit. This fact will doubtless be the great argument used with Congress. It can retrace its steps with good grace, repudiating the platform pledges of the Baltimore convention and the traditions of the Democratic party on the plea that the war has so dislocated our fiscal programme that we must now keep our hands on a tax which, in 1913, it was believed that we could dispense with. Of course, there will be "incidental" advantages, of a political sort, of which not much will be said, but which will nevertheless be potent in many minds.

If you have a skeleton in your closet, that's the place for it.



What the Public Owes to Banking.

It is natural to human nature to value highly the pursuit in which one is engaged and it is fortunate that this is the tendency, for nothing is truer than the principal laid down by the Seer of Concord, "Nothing great was ever achieved without enthusiasm," and certainly we cannot be enthusiastic about anything unless we believe thoroughly in its importance. So, in an audience composed of men interested directly or indirectly in banking, I do not need to apologize for believing very strongly in the importance of banks to the general public.

There is no civilized country that has not a banking system of some sort, and it is doubtful if a community of any but the most primitive order could exist without a banking system. As soon as money began to be used, as soon as men and women began to specialize in occupations, instead of each family living as a completely independent industrial unit, some system of exchange and credit was necessary and banking was born.

The forerunners of bankers were individuals who lent money on security and received compensation for the same. All through the records of the middle ages we read of the money lenders, of their exactions and extortions from their unfortunate victims. For many centuries there was a curious prejudice against demanding or accepting money for the use of money, and interest was spoken of as usury. Usury then meant any interest and the feeling against it was stronger than that against the most exorbitant usury of our own times. To increase this feeling, the money lending passed largely into the hands of the Jews, and the hatred and persecution of that unfortunate race were intensified by the helplessness of a debtor in the hands of a not too scrupulous creditor. So, curiously enough, the religious intolerance and race animosity of our ancestors helped to blind their descendants for many generations to one of the simplest economic principles, that money should be paid for the use of money just as much as for the use of any other property, houses, lands or any other form of property that can be used for the production of wealth. As this childish feeling passed away the word usury, with the usual flexibility of language, adapted itself to the new ideas and came to mean an exorbitant rate of interest.

As civilization advanced money lending became a legitimate business,

although it was carried on by private individuals for centuries before public banks were established. In the palmy days of Venice, Shylock and his confreres, who were not all of the seed of Abraham, ministered to the immediate needs of the merchant princes who waited for their argosies to come in with the rich cargoes from the golden East. That wonderful trade that gathered the silks and the jewels, the spices, the perfumes and the precious dyes of the Orient and scattered them through the ruder nations of Europe, that enriched their merchants until they were veritable princes, that built the marble palaces of the fairy city and filled them with the choicest works of art—in a word, which prepared the world for the renaissance of art and learning, could never have been possible without a great banking system on which to base an elaborate system of credit. Although public banks controlled by the state did not come into existence until the sixteenth century, private individuals had carried on what was really a banking system, and the functions of banks were pretty clearly understood.

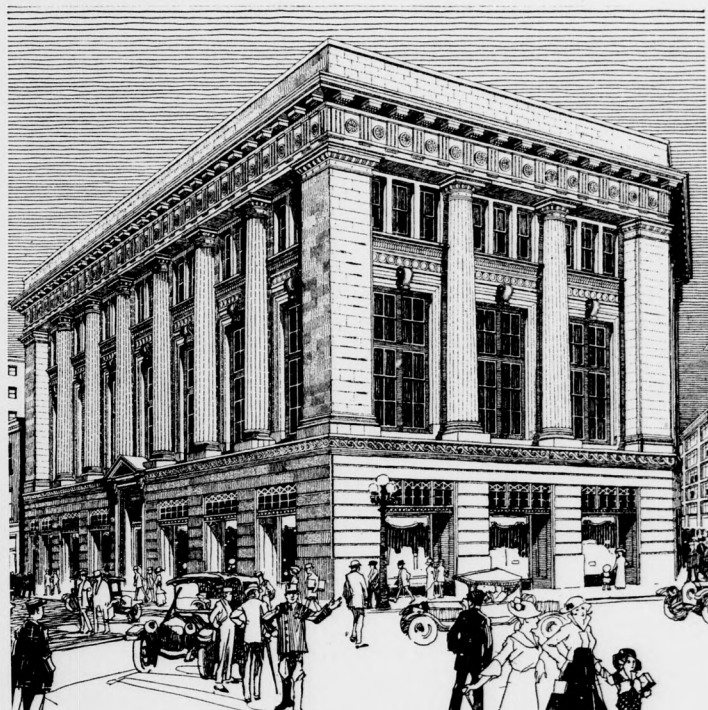
In the sixteenth century Venice established the Banco di Rialto. Later the Banco del Giro was established, and it did practically all the banking business of the great commercial city state. This bank was under the control of the government.

A few years later, early in the seventeenth century, another famous bank, the Bank of Amsterdam, came into existence. For 200 years this institution managed the financial affairs of what was at one time the greatest commercial city of the world, and almost fabulous treasures were hidden in its vaults. But business needs were changing and the venerable old institution passed away, to be succeeded by newer ones better adapted to the wants of the people.

In England the same conditions prevailed. For many years money transactions were managed by private individuals, then private banks were established, and later the public banks, culminating in the Bank of England, the greatest banking institution in the world. The goldsmiths were the first bankers in England. It was then the custom to give receipts for the specie deposited with them, and this was the origin of bank notes. Although the formal bank note is a Swedish invention of 1658, the goldsmith's receipt was the forerunner that led to its adoption.

The Bank of England, like most other national banks, owes its origin

**GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST & SAVINGS BANK
ASSOCIATED**



Combined Capital, Surplus and Undivided Profits \$1,781,500
Deposits Exceeding Seven and One-half Million Dollars

Business firms, corporations or individuals requiring reliable financial information relative to Grand Rapids businesses or business opportunities are invited to correspond with the investment departments of either the Grand Rapids National City Bank or City Trust & Savings Bank, which have at their immediate disposal a large volume of industrial and commercial facts.

Every person of property, large or small, should make a will and do so when in physical and mental health; the weak and aged are too frequently coerced and unduly influenced, thus doing an injustice to those they would wish to protect. If you make your will now, appointing this company your executor, your wishes will be carried out to the letter.

Send for blank form of Will and booklet on
Descent and Distribution of Property.

**THE MICHIGAN TRUST CO.
of Grand Rapids**

to the necessities of war. Before the establishment of this banking house and of that other modern institution, and of national debts, statesmen had great difficulty in financing wars. Macaulay gives us an interesting picture of the cabinet ministers, in times of war, going out into the Rialto or the Strand or whatever was the equivalent of the Wall Street of to-day, hat in hand, respectfully accosting the Shylocks and their brother guardians of the golden treasure without which war could not be carried on. One can fancy a dignified prime minister parleying with the long-bearded Hebrew and speaking him fair, when only the most disdainful glance would have been vouchsafed him at any other time. This sort of subservience did not suit the temper of William of Orange, so, six years after he ascended the throne, the Bank of England was founded to finance the great wars that William was waging against Louis Fourteenth of France. The other national banks came into existence just as directly as the result of the war. These banks, and the establishing of the national debts, enabled the nations to spread the expenses of war over many years of peace, so the burden fell less directly upon the immediate generation, and it also enabled the governments to indulge more frequently in the expensive luxury of war. So, out of carnage and slaughter the great banking system, unquestionably the greatest of the "war babies," was born.

That the commercial prosperity of a nation is inextricably bound up with its banking system no well informed person can possibly deny. Without an efficient system of banks only a very small percentage of the capital of a country could be employed. Most of it would be hoarded in small amounts because the owners would be unable to find investments that were safe and remunerative. By furnishing a means by which this capital may be made productive, and at the same time the security as nearly perfect as the business world ever permits, banks are doing an inestimable service to the community. But this is only one side of the situation. No business of importance can be carried on without credit. The business enterprise that was conducted on a purely cash basis would be of the most primitive order. Corporations, business firms, individuals need credit for their operations just as much as governments do for their wars. By furnishing this credit banks enable the business world to be carried on along modern lines of economy and efficiency. The banking conditions always reflect the business conditions of the day. A panic is invariably ushered in by the failure of great banking concerns, and these failures, in turn, are caused by the collapse of great business houses.

Although bankers directly create no wealth, they are performing a service quite as important. They turn the stream of capital into the channels where it is needed for production, so that, indirectly, they are add-

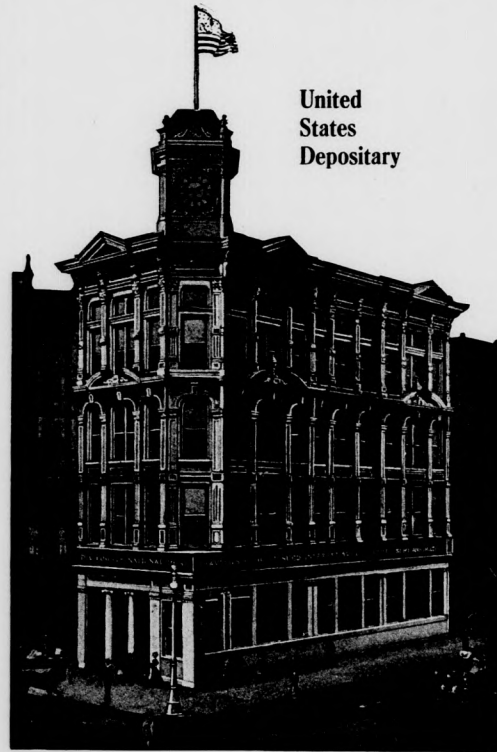
ing very greatly to the creation of wealth, and they rank among the most important of the producers. This being the case, it is no exaggeration to say that the business prosperity of a nation depends very largely upon the efficiency of its banking system.

As we have said, the banker directly creates no wealth. He makes no commodity. This makes his relation to the public quite different from that of the ordinary business man, and makes his business unique. With a manufacturer the public can see the raw material go into his plant, can see the finished product as it is sent out. Likewise with the merchant, the bales and boxes go visibly into his establishment, the throng of buyers attests the reality of the commodity that he sells. But not so the banker. He has nothing to show but promises. He gives promises for the money deposited with him; he receives promises for the money that he lends. Because there is no ocular evidence of the prosperity of his business, the banker must satisfy the public in other ways. First, he must submit to government regulations from which his manufacturing and mercantile brethren are free. Next, he must bring to his business a much higher reputation for integrity and ability than is required in any other branch of business. Any man, or set of men, may engage in a mercantile business, but before a bank can be incorporated the men who are to be its officers are subjected to the closest scrutiny by the government inspectors. Only men who show a clean record for honesty and have proved that they have ability are allowed to form themselves into an association for handling the people's money.

We are not pretending that there is no dishonesty among bankers, or that all bankers are capable business men, but it is made much more difficult for the dishonest and the incompetent to engage in banking than to enter any other kind of business. Banking is a business that is based upon public confidence, and that banks enjoy so great a degree of confidence from the public as they do is a high tribute to the character of the men engaged.

Under these conditions traditions of honor and probity have been fostered, and even in our material, tradition-scorning age and nation, these old honorable customs have much weight. In the old world it was an honor, a certificate of respectability, to be connected with one of the venerable old institutions, the Bank of Amsterdam or the Bank of England. Anything touching the honor of the bank was a personal matter with the employe and he would have defended its credit with his life. Some of this feeling has come down to us, as much, perhaps, as can thrive in our material, Western atmosphere, but it helps to keep the business standard high, and to foster an esprit de corps that does not exist in so high a form among any other class of men engaged in accumulating the almighty dollar. This esprit de corps,

Fourth National Bank



United
States
Depository

Savings
Deposits

Commercial
Deposits

3

Per Cent
Interest Paid
on
Savings Deposits
Compounded
Semi-Annually

3½

Per Cent
Interest Paid
on
Certificates of
Deposit
Left One Year

Capital Stock and
Surplus

\$580,000

WM. H. ANDERSON, President
L. Z. CAUKIN, Cashier

JOHN W. BLODGETT, Vice President
J. C. BISHOP, Assistant Cashier

Manufacturers and Merchants

Find Frequent Opportunities to Save
Money by Having on Hand
Available Cash

Idle cash is loss.

Cash invested is not always available.

Certificates of Deposit draw interest, and the money they represent will be paid on demand at this bank, or at almost any other bank in the country.

The Old National Bank

177 Monroe Ave., N. W.

Grand Rapids, Mich.

although an intangible thing, is a mighty asset, as the people have learned when, in recent years, great banks have stood shoulder to shoulder to save the crash of some great institution that would have precipitated a panic upon a helpless public.

It seems hardly an exaggeration to say that the most important question connected with banking is how to keep this personal equation at its present high standard, or, better yet, how to raise it still higher. The men engaged in banking hold in their hands, in their personal character, a large measure of the commercial prosperity of the community. Wise government restrictions can help the personal equation, unwise limitations can injure it very seriously. The regulations must be such as to afford the public the greatest possible protection, but the banker must not be so restricted that he cannot make a fair profit on his investment, or he will carry his capital and his business alike elsewhere and leave the field to an inferior class of man. This would be one of the greatest misfortunes that could befall the business world, and it is to be hoped that unwise legislation will not be carried so far as to bring about this result. No important legislation should be attempted without the co-operation of practical banking men. Banking presents problems that are not understood by the average layman and untold harm can be done by the intervention of irresponsible lawmakers, no matter how good their intentions may be.

That there should be Government regulation of banking no one will deny, but the restrictions should be such as the natural evolution of the business have shown to be necessary. The greatest danger to banks seems to come from the managing officers borrowing large sums to be used in other business enterprises in which they are interested. Transactions between managing officers and their own banks should be under the closest scrutiny, but the restrictions should not be such as to drive the most enterprising, capable men out of the banks into other lines of business. Only a committee composed partly of bankers can grapple with this problem, but unquestionably it can and will be met and solved in such a way that the public will have the highest degree of protection, while the strong and able men will still remain at the helm and guide the financial ship in safe and guarded channels. The business system on which the world has leaned for centuries past will furnish the sinews of war, keep in motion the wheels of industry, move the crops from place to place, provide the means to till the soil, reap the harvest, guard the home, and meet

all the other multiplicity of wants of complex modern life.

J. M. Rumsey.

Opposes Giving National Banks Fiduciary Power.

The Federal Reserve Board in charge of the new Federal Reserve banks has been given permission, by the Michigan Supreme Court to intervene and file a brief in the warranto proceedings brought by the trust companies of Michigan against the First National Bank of Bay City, in which the right of the Bank, as a member of the Federal reserve system to act in fiduciary capacity, is questioned.

In the case, which was down for argument at this term of the Supreme Court, but which has been continued until the January term, the constitutionality of the Federal reserve act, insofar as it tries to give National banks in Michigan, rights which it is contended are expressly denied them under the State law, is questioned. Now the Federal Reserve Board wants to come in and file its own brief showing its side of the case and stating on what grounds the Federal authorities insist that the delegating of fiduciary powers to National banks is proper.

It is thought that somebody representing the United States Attorney General's department will appear in the case, either by brief or in person when it comes up for argument in January.

Under the State law trust companies are empowered to act as administrator, etc. The Federal reserve act permits National banks who are members of the Federal reserve system to do so. The trust companies of Michigan, headed by the Detroit Union and Security Trust companies of Detroit and the Michigan Trust Company of Grand Rapids, obtained the use of Mr. Fellows' name in quo warranto proceedings to test the matter out.

Quotations on Local Stocks and Bonds.

Public Utilities.		Bid	Asked
Am. Light & Trac. Co., Com.	349	353	
Am. Light & Trac. Co. Pfd.	108	111	
Am. Public Utilities, Com.	30	33	
Am. Public Utilities, Pfd.	63½	66	
Com'wth Pr. Ry. & Lgt., Com.	53½	55	
Com'wth Pr. Ry. & Lgt., Pfd.	80½	83	
Pacific Gas & Elec., Com.	54	57	
Tennessee Ry., Lt. & Pr., Com.	5	8	
Tennessee Ry., Lt. & Pr., Pfd.	25	27	
United Light & Rys., Com.	36	40	
United Light & Rys., 1st Pfd.	67½	69½	
Com'wth 6% 5 year bond	99	100½	
Michigan Railway Notes	99	100½	
Citizens Telephone	68½	72	
Michigan Sugar	85	90	
Holland St. Louis Sugar	6¾	7½	
Holland St. Louis Sugar, Pfd.	7½	8½	
United Light 1st and Ref. 5% bonds	82	85	
Industrial and Bank Stocks.			
Dennis Canadian Co.	70	80	
Furniture City Brewing Co.	40	50	
Globe Knitting Works, Com.	130	140	
Globe Knitting Works, Pfd.	98	100	
G. R. Brewing Co.	90	100	
Commercial Savings Bank	220		
Fourth National Bank	220		
G. R. National City Bank	165	170	
G. R. Savings Bank	255	260	
Kent State Bank	250	260	
Old National Bank	195	203	
Peoples Savings Bank	250		

October 13, 1915.

Kent State Bank

Main Office Fountain St. Facing Monroe

Grand Rapids, Mich.

Capital - - - - \$500,000

Surplus and Profits - \$500,000

Resources Over

8 Million Dollars

3½ Per Cent.

Paid on Certificates

Largest State and Savings Bank in Western Michigan

Ask us about opening City Account

GRAND RAPIDS SAVINGS BANK

Coupon Certificates of Deposit pay 3½% interest

Coupons cashed each 6 months

Most business men are called upon, at sometime, to administer an estate where the situation demands the selection of conservative investments with as good yield as goes with "maximum" security. Municipal and first mortgage, serial, real estate bonds and certain kinds of public utility bonds are peculiarly fitted for such investments.

HOWE SNOW CORRIGAN & BERTLES

MICHIGAN TRUST BLDG GRAND RAPIDS MICHIGAN INVESTMENT BANKERS

will give you the benefit of their experience and the same competent counsel that has won for them the confidence of their large clientel and many banker patrons.

We Can Furnish

The Experience, Prudence and Business Judgment

your estate will need because Administration and care of property are our business, just as merchandising, manufacturing or professional service is yours.

GRAND RAPIDS TRUST COMPANY

Capital and Surplus \$450,000

Robert D. Graham, President

Hugh E. Wilson, Secretary

THE PREFERRED LIFE INSURANCE CO.

Of America offers

OLD LINE INSURANCE AT LOWEST NET COST

What are you worth to your family? Let us protect you for that sum.

THE PREFERRED LIFE INSURANCE CO. of America, Grand Rapids, Mich.



Michigan Retail Hardware Association.
 President—Frank E. Strong, Battle Creek.
 Vice-President—Fred F. Ireland, Belding.
 Secretary—Arthur J. Scott, Marine City.
 Treasurer—William Moore, Detroit.

Hunting Scenes in the Show Window.

Written for the Tradesman.

No window display is so timely or so effective as that which embodies a hunting scene. Even the man who doesn't habitually respond to the call of the wild will be halted by a pictured camp; while to the enthusiastic hunter, the appeal of an effective display is irresistible.

Such displays take a little thought and trouble to devise. On the other hand, they are more effective than a mere display of guns and ammunition. While devoted to hunting goods, the hunting scene display attracts the attention of all sorts of people, and helps to bring the name of the store before the public. This form of word of mouth advertising has its distinct value, as the shrewd merchant will realize.

Hunting windows offer many opportunities for the introduction of novel and striking effects. "Realism" helps, more than any other quality, to make the display a success. A touch of nature in the rough is singularly attractive to the nature lover; a hint of the chase makes the hunter keen to get back to the woods.

While such a display is bound to attract the attention of all classes of customers, the window trimmer will do well to play his trim so as to appeal particularly to hunters and prospective hunters. Few things interest a hunter so much as an exhibition of animals. This fact was utilized by a clever window trimmer some years ago, who put on a display that for many days was the talk of his own particular town and that attracted widespread notice.

He secured a collection of animals—live and stuffed, and these formed the central feature of the display. The floor of the window was thickly covered with leaves. In one corner was arranged a tent, with cards, books and incidentals for passing away the time, including a bottle of something to keep out the cold. Outside the tent was a packing case with a spread of eating utensils and food. Nearby a campfire, with a pot suspended from a tripod, was set up; the fire was devised of an electric lamp, covered with red tissue, and with a pile of sticks on top.

In another corner of the window was a bear cub and two black squirrels on a tree—stuffed. Opposite was

shown a gray squirrel climbing a bough of a tree. Shown in the boughs, and on the ground floor, were stuffed birds and animals, including a crane, a raccoon, a duck and a loon. On two logs, prominently placed in the foreground, were shown shot-guns, ammunition, knives, revolvers, compasses, cleaners, and other items of hunting paraphernalia. The background of the window was made up of cedar and maple branches with a deer head in the center. At one end was placed an eagle, stuffed; and gun cases at the other.

The live animals shown in the display were a pair of rabbits in a wheel. Incidentally, rabbits are not at all difficult to secure; and a couple in a hunting scene will help to draw the crowd. So long as the window is wired off at the back to prevent their exit, they can be given a fair amount of run.

Such a window takes work to put together. At the same time, the amount of work can be considerably reduced by a careful preliminary planning of the details. The display should be worked out on paper before the trimmer commences the actual putting together. True, details may have to be altered; but that trimmer saves time who knows beforehand just what result he wants to achieve.

A Pacific Coast hardware store showed a good hunting window some years ago. An old fence and a dummy in hunter's costume were the central figures. Just inside the fence was shown a small tree with the familiar sign, "No Hunting Allowed," and a small pool of water surrounded by underbrush amongst which could be seen pheasants and other wood fowls. The hunter carried a rifle in one hand, and was in the act of crawling through an opening in the fence. This window was doubly effective from the fact that a strip was left along the front eighteen inches wide and the full length of the window, for the display of hunting knives, revolvers, shells, duck calls, and other incidentals; while on a rack at one end of the display were shown rifles and shot guns.

It is worth while remembering always that no display is effective which does not aim to produce sales. The hunting scene itself serves to attract attention; but it ought to be linked up with the goods in order that the attention thus secured may have a chance to induce actual purchasing of guns and hunting accessories. Therefore, the ideal window is that which, while creating the most striking scenic effect, at the same

time introduces (logically) as many hunting accessories as possible.

The good window trimmer will not be content to slavishly follow the designs of others; he will, if possible, introduce a new effect and, preferably, one with a local appeal. Every locality has its own particular hunting pastime which is preferred above all others. In some places the gunmen are big game hunters; in others they go after the ducks; and so on. Naturally, it pays to appeal to local preferences, and to devise the window display accordingly.

Thus, a window trimmer in a town close to which are a number of extensive duck-frequented marshes, instead of a scene in the Northern woods showed the edge of a marsh, with a punt, and poles in place, reeds and rushes growing, a few decoy ducks, some in the water and some in the punt, and a half concealed hunter, completely equipped with boots and waterproofs, taking aim with his trusty weapon at a flock of imaginary ducks somewhere on the horizon. Incidentally, in the punt was shown a full line of ammunition and other accessories. In this instance the water was purely imaginary, the floor of the window being covered with a greenish gray cloth, which showed here and there through the roots of the genuine rushes. Although it would take more work, real water could be shown, and the actual marsh duplicated in almost every detail. What can be done in window trimming, in the way of realistic effects, is limited only by the amount of time and trouble the trimmer is willing to give to the display.

The trimmer will find it profitable to be a mixer. Usually, the proprietor himself maps out the trim, at least in small town stores; in some instances the task is entrusted to the clerk who has special charge of the sporting goods and hunting goods department. Naturally, that trimmer is well equipped for his task who knows by actual experience the marsh and the woods. He is able to introduce into his display many little incidentals which appeal by their very realism, and which the trimmer without actual experience of hunting will rarely chance upon.

However, at the height of the hunting season the average window trimmer is too busy to take a back-to-

nature holiday. For his information he must rely largely upon customers. It is worth while therefore, to mix with these customers, and not merely to sell them hunting goods, but to listen to hunting stories and to learn the subject thoroughly. As with all lines of sporting goods, the successful hunting goods seller, advertiser and window trimmer is the man who gets into the game, if not actually, at least in the sense of understanding all its details and being an enthusiast. The clerk who takes an interest in such things, who listens to the often tall yarns of the enthusiastic hunters, who understands all about ammunition and weapons and camp incidentals, is laying a mighty good foundation to the successful handling of these lines.

Various items enter into such displays. The tent is usually part of the hardware stock. For a duck shooting window, a punt can easily be secured. Often a tent is replaced by a miniature log shack or hut, which can be constructed of the slender boughs of trees. Stuffed animals can be secured from the local taxidermist, who is often glad thus to advertise his work; live animals—such as rabbits—can easily be procured. Some duck hunters now raise live decoys; these make an effective window feature. Leaves, boughs, reeds and other items are necessary for effective background. Practically all the minor items of such display are part of the hardware stock.

William Edward Park.

The Ventilation of School Rooms Is a State Law Requirement

For years the heating and ventilation as applied to school houses has been one of our special features. We want to get in touch with School Boards that we may send them descriptive matter. A record of over 300 rooms ought to be evidence of our ability. Steam and Water Heating with everything in a material line. Correspondence solicited.

THE WEATHERLY CO.
 218 Pearl Street Grand Rapids, Mich.

OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.
 237-239 Pearl St. (near the bridge) Grand Rapids, Mich.

Foster, Stevens & Co. Wholesale Hardware

157-159 Monroe Ave. :: 151 to 161 Louis N. W.
 Grand Rapids, Mich.

AUTOMOBILES AND ACCESSORIES

Motor Truck Saves Six Cents Per Ton Mile.

The Merchants Journal has received a good many enquiries recently from its subscribers about motor trucks, or motor delivery wagons, and one of the questions most often asked is this:

"Does it cost less to operate a motor truck delivery than it would a horse drawn delivery?"

The Merchants Journal has been able to find some exact figures on that proposition, and they are calculated to jar the horse-using business man to his foundation.

These figures were compiled by the Chicago Municipal Markets Commission—not by some automobile concern. This municipal commission made a thorough investigation into the cost of hauling from all viewpoints, and based their computations on the "ton mile" basis.

The "ton mile" basis seems a little vague perhaps, but it is after all the only fair and scientific way to figure such a proposition. A "ton mile" is the equivalent of a ton hauled a distance of one mile. A half ton load must be hauled two miles to make one "ton mile" of hauling.

Figures were taken in every line of business, under both usual and unusual conditions. They included such items as drivers' wages, repairs on wagons, veterinary services to horses, feed, stable rent, replacements, in fact, every item that could have any possible bearing on the cost of hauling with horses.

At the same time, they made just as thorough an investigation into motor truck hauling costs in the same city and under the same conditions. No comments were made on the figures. Nothing was said to influence public opinion one way or another. They told the truth and let people draw their own conclusions.

Based on the actual working conditions in the Chicago of to-day, the average cost of hauling one tone one mile over Chicago streets with horses came to 17¾ cents; while the average cost of doing the same work with motor trucks, under conditions unfavorable to the truck, was 11¼ cents per ton mile. The difference between these two figures, 6½ cents per ton mile, is so small that unless it be taken in connection with working conditions, it makes no impression on the mind. But when it is considered that the average individual business in Chicago has sixty ton miles of hauling to do every day, that 6½ cents takes on an entirely new value. Six and one-half cents

on one ton mile might not be worth while, but 6½ cents on sixty ton miles is \$3.90 a day, or, for the 300 working days in a year, \$1,170. That is what it is costing the average Chicago business man to get along without a motor truck.

Of course these figures are for a big city, where there is a heavy tonnage, but even if the saving were only 5 cents a ton mile and the total daily business only thirty ton miles, the saving would be \$1.50 a day, or \$450 a year. With a light tonnage, the merchant would have to buy a smaller, lighter and less expensive truck than would the man doing a sixty-ton mile business a day.

These figures are not guess work; they are carefully prepared by men who had no trucks to sell, and were interested only in learning the truth.—Merchants Journal.

Highway Across the State.

Much of the work preliminary to a highway from Detroit to Grand Haven has been done, and the enthusiasm along the proposed good road is such that the men behind the project think there is no question about it.

There are three parts to this road, one between Detroit and Lansing, one from Lansing to Grand Rapids and the third from Grand Rapids to Grand Haven, or Lake Michigan. There is no dispute as to the part running out of Detroit to the capital, for considerable work has been done on sections of that, although the road from Detroit to Lansing is not so good as the road from Lansing to Grand Rapids.

A little tilt developed regarding the second section. Ionia, located on what is termed the Northern route, is very anxious for it and Lake Odessa and other places on the Southern route are just as anxious. Communities along both of these routes are thoroughly aroused.

To pick out the better of the two a number of those interested and motorists went out of Lansing on the Northern route on Friday, a meeting being set for that night at Grand Rapids. The return Saturday was by way of Lake Odessa.

No matter which of the central routes is picked the road will be a good thing and it promises to be a much traveled thoroughfare.

The Best Firm.

A pretty good firm is Watch & Waite, And another is Attit, Early & Layte; And still another is Doo & Dairet, But the best is probably Grinn & Barrett.



See the new Cadillac Eight
It's the Peer of Them All
Western Michigan Cadillac Co., Ltd.
OSCAR ECKBERG, Mgr.
19-23 LaGrave Ave. Grand Rapids, Mich.



EVEREADY FLASHLIGHTS

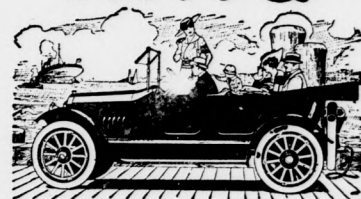
are real profit makers—because each EVEREADY you sell brings the customer back to your store time and time again to buy the renewal batteries and lamps which he needs to keep his light operating.

Figures prove that for each Flashlight dealers sell four batteries and two lamps each year.

WRITE US FOR FULL INFORMATION

G. J. LITSCHER ELECTRIC COMPANY
Wholesale Distributors
41-43 S. Market St. Grand Rapids, Michigan

EIGHT CYLINDER KING



King Eight Truths

The King Eight will duplicate any stunt that any automobile, at any price, will perform, and the King Eight sells for only \$1350.

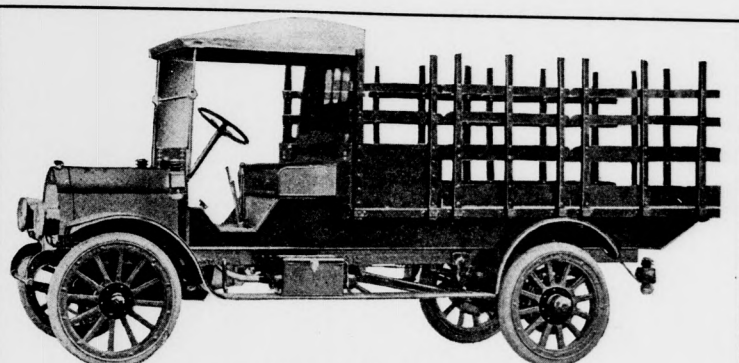
The King Eight can take any of Grand Rapids hills on high so easily that it makes the owners of luxury priced cars sit up and THINK.

Fifteen to twenty miles to a gallon, Economical on Oil, Tires and Repairs.

Make your Demonstration Appointment

Phelps Auto Sales Company

Western Michigan Distributors for
The New King Car and the Apperson Supplies and Accessories
Michigan Street and Lafayette Avenue
Grand Rapids, Mich.



"THE MENOMINEE" MOTOR TRUCKS
Are Built for Your Service
D. F. POYER CO., Menominee, Mich., Manufacturers
BURTLISS MOTOR SALES CO.
Michigan Distributors, Lansing, Michigan Choice territory open to reliable dealers

NOKARBO MOTOR OIL

It is the one oil that can be used successfully on all automobiles operated by gasoline or electricity.

It will not char or carbonize.

It is the best oil for the high grade car, and the best oil for the cheapest car.

WRITE FOR PRICES AND PARTICULARS

The Great Western Oil Co.
Grand Rapids, Michigan

Fads and Fancies for the Motorist.

An elaborate three fold toilet case, equipped with silver fitting, is lined with yellow moire silk, the outside being of purple leather. There is no room in this bag for anything but the toilet articles.

"Tuxedo" is the name of the latest veil that has appeared upon the market. It is of black net with an eighteen-inch border of dots finished with deep four-inch points all around the bottom. The veil is shirred on a rubber which buttons around the crown of the hat, leaving the wide veil to fall full around the shoulders.

Fashionable gloves to go with the black and white costumes for limousine wear are in white kid, with heavy black stitching. Over the two buttons there is a divided cuff under which there is a fringe of ermine tails that lie on the back of the hand. A black net veil with white shadow scroll that is worn over a black velvet toque also is finished on the ends with ermine tails.

An innovation is a draped velvet muff and smart velvet boa. Reds, browns and wood colors combine well with the new tweed and forestry serge suits. Many women have toques to match the set, but usually the stitched hat to match the suit is worn. The muff is satin lined and rather small in size, while the boa is a deep crush collar, with a wide pointed bow at the side.

For autumn wear in the car there is no better extra wrap than the plaid cape having the close fitting vest to match. The vest is cut high and quite long and has a pocket at either side, while the cape has a convertible collar. These capes come in all the standard plaids, while "tams" to match are worn with them.

Cretonne and chintz have invaded the interior of the limousine, appearing in slip covers in gorgeous colorings. Roses in all sizes and colors are used, but as the material has been rain proofed the patterns are guaranteed to hold their color for at least one season. Many tapestry patterns are used, as well as the floral designs, and in some cases they are being used for the entire upholstery of the car and curtains.

Travelers who are touring will find the addition of a ground cloth to their outfit a great comfort. It can be spread on the ground under the luncheon outfit or hung about it and the improvised luncheon table as a wind break.

An attractive coat for traveling is made of wide striped gray corduroy. It is in full Cossack model with a wide band of gray fox fur around the bottom. The wide collar and cuffs are of the same fur, and gray olive shaped buttons are used from neck to waist line, where a buckle finishes the narrow double sash. A Russian turban of the corduroy, with a band and tassel of the fur is worn with the coat.

Automobile Shows to Be the Biggest Ever.

At one of the biggest meetings ever held by the National Automobile Chamber of Commerce, with

more than eight companies represented, space was allotted last week for the automobile shows of New York and Chicago. The number of exhibitors of both cars and accessories is greater than at any of the previous affairs and with the arrival of late applications, there will be little space available at either the New York show, beginning at the Grand Central Palace on New Year's Eve, or the Chicago show, which opens on January 22.

The committee appointed with a view to recommending a uniform time for announcing new models reported that with varying opinions and the fact that announcement time was a problem which each manufacturer had to solve for himself, it would be inopportune to attempt to bring about any effective co-operation at this time.

The meeting formally decided to standardize treads in motor cars at fifty-six inches after July 31, 1916. The usual automobile banquet will be held during show week.

The traffic department's report indicated continued record shipments of motor cars. This has resulted in a shortage of automobile freight cars, but the makers are co-operating with the railroads in having shipments taken up promptly.

Members of the N. A. C. C. were served first with space at both New York and Chicago, the cars receiving allotments being as follows: Overland, Buick, Studebaker, Cadillac, Maxwell, Hudson, Reo, Dodge, Chalmers, Hupmobile, Packard, Pierce Arrow, Chevrolet, Paige-Detroit, Franklin, Chandler, Austin, Kline, Stearns, Locomobile, Allen, Stutz, Peerless, Pullman, National, Moon, Marmon, Velie, Apperson, Auburn, Mercer, F. I. A. T., Moline, Lozier, Scripps-Booth, Great Western, Briscoe, Cole, Pathfinder, Inter-State, King, Regal, Glide, Elkhart, Kissel, White, Lexington-Howard, Olds, Winton, Jeffrey, McFarlan, Cunningham, Westcott, Mitchell, Haynes, Oakland, Briggs-Detroit, Imperial, Marion, Saxon, Case, Argo, Empire, Grant, Patterson, Premier, Hollier, Jackson and Abbott-Detroit.

Electric manufacturers allotted space were Anderson, Baker, R. & L., Ohio, Milburn, Waverley and Woods.

Among the others who obtained space were Metz, Crow, Davis, Trumbull, Herff-Brooks, Enger, Remington, Dort, Owen, Standard, Monitor, All Steel, Sun, Sterling, Elgin and Farmack.

Horses and Machines.

The heavy draft horse is doomed. He will not vanish suddenly, but his hour has struck. Motor trucks already are displacing him in cities. The cheap farm tractor will do the same in the country. In a few decades the great, magnificent brutes will be little more than a memory. Their places will be taken by bloodless machines, that never whinny greeting to a kind master, never search one's pockets for sugar—and never break their legs on icy pavements or drag out a friendless old age under the whips of stupid, greedy drivers.

When one thinks of these last considerations, the horseless age does not seem so gloomy a prophecy. But if man is wise, there will be no horseless age.

If man has any real wisdom—and that belief, although often disappointed, never dies—the horse will be promoted to the position of humanity's chief pet and plaything, but always with a substratum of usefulness which will keep him from degenerating into a mere toy. The draft horse, the trotter—even the "general purpose animal"—may go, but the saddle horse ought to stay and thrive. —Chicago Journal.

there are so many people who are unable to appreciate that kind of music.

The Handy Michigan Trailer

For Use With Any Make of Car

THREE STYLES:

\$50, \$55, \$100

It turns anywhere your car can turn—on or off in a minute. Let us explain just how a handy trailer will save you both time and money.

C. D. MILLER

Grand Rapids Distributor
413-415 Bond Ave.



Sometime—

you will be glad you took this advice:

"Keep a can of Diamond Cementless Patches in your tool-box all the time."

SHERWOOD HALL CO., LTD.
Distributors GRAND RAPIDS, MICH.

Let us show you how the

Studebaker Delivery Car

will save you money
Write or call for demonstration or catalog

Peck Auto Sales Co.
DISTRIBUTORS

Ionia and Island Sts. Grand Rapids

The Scripps-Booth

Is not a copy of any car, either American or foreign. It is a new type of car and a new branch of motor vehicle construction, as will be more fully realized when one has seen and ridden in this remarkable vehicle.

The more particular you are in your motor car buying, the more will it pay you to look closely into the Scripps-Booth luxurious light roadster or coupe as your next motor car possibility.

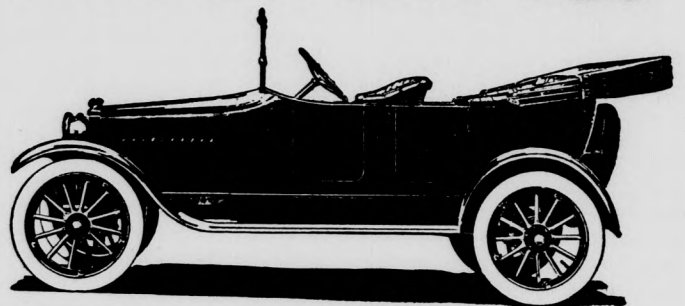
Price \$775, F. O. B. Detroit

George S. Thwing & Co

Citz. 31883

15-17 GRAHAM STREET, S.W.

SAXON SIX \$785



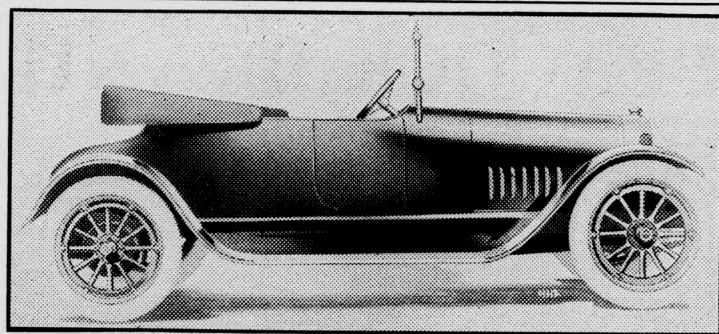
The Equal of Any \$1200 Car on the Market

Territory in Mecosta, Ionia, Ottawa, Allegan and Barry Counties open for live dealers. Do not delay if interested. See our exhibit Fair week. Write for terms.

GRAND RAPIDS SAXON COMPANY
572 Division Avenue, South



Snap Shot of Trade Extension Excursion of the Grand Rapids Wholesalers Taken at Ludington.



APPERSON SIX—The American Beauty Car

Four Passenger Roadster, Aptly Called The Chummy Car, \$1550
 Five Passenger Six, \$1485; Seven Passenger, \$1550

PHELPS AUTO SALES COMPANY, Michigan St. and Lafayette Ave.
 Distributors APPERSON and KING Cars GRAND RAPIDS



Sunbeam Mackinaws

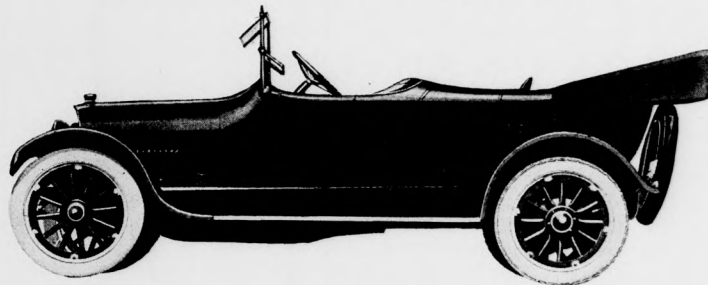
A large assortment of attractive patterns, specially selected materials combining style, finish and quality, correct in every detail.

A better idea of the line can be obtained from our winter catalogue. Send for it to-day—NOW.

BROWN & SEHLER CO.

"Home of Sunbeam Goods" Grand Rapids, Mich.

REO THE FIFTH



AND THE REO SIX

are two of the most standardized cars in the world. Reo consistency has set a new world's record

REO Six, seven passenger 45 horsepower
 REO the Fifth, five passenger, 35 horsepower

Write or Phone

W. D. VANDECAR

Citizens Phone 5088 129-131 Jefferson Ave.
 12 Years a Reo Distributor Grand Rapids, Mich.

THE MEAT MARKET

An Old Time Butcher to His Son.

Perhaps the quickest way for a man to know something is to realize that he does not know it all.

The reason why I say this is because of something that my old boss told me when I was new in the butcher game, and was just beginning to get the hang of the ropes.

In those days I was pretty much like every other young fellow. The little knowledge that I had accumulated in the short time that I had been in the business seemed to me to be a regular mountain and I was supremely confident that nothing could ever be put up to me that I couldn't have the answer for right off the bat. One day a woman came into the market and complained that she had been charged for meat that she had not purchased. I usually waited on her when she came to buy, and that being the case, the boss turned her over to me and told me to find out what the trouble.

The both of us went over her bill very carefully and finally agreed on all the items except a leg of lamb, which she claimed she had never ordered and had never received. Now I distinctly remembered selling her that leg of lamb. I went into all the details of the transaction, but she denied the whole thing, saying that she had not been in the market at all on the day when it was billed to her, and I claimed to have sold it to her. She was as firm in her belief as I was in mine, but the boss finally gave in to her, because if he persisted in making her pay for that piece of meat he figured that he would lose her trade, and he thought it was better to let it go the way she wanted it.

Two days later a woman came into the market and proceeded to pay her bill. She said that she owed 94 cents more than what we had her charged with. She even remembered that it was a leg of lamb. Then it suddenly dawned upon me that I had sold her that leg myself, and that I had thought I had sold it to the first woman. Besides that, I had made a mistake in charging.

It was only through chance that I had discovered I was wrong and that the first customer had been right. Such a thing might not happen again in a hundred years. But until the second woman came in I was as sure that the first had had that leg of lamb as I was that I was alive. I felt that she was out to do the boss, and I would have sacrificed her trade before I would have allowed her to get away with it. I would have been wrong, of course, but I figured that I would have been right.

It never does to be absolutely positive when it comes down to a question of memory. Time and time again I have seen men trip up over this, when they have been as positive as it is possible to be positive. And when a woman is a good customer, why it sometimes pays to sacrifice your own ideas to what she thinks. Remember that, my boy. — Butchers' Advocate.

Neutral Lard.

The following description may answer your purpose: The first essential in the manufacture of neutral lard is to have the leaf lard thoroughly chilled, and quickly enough so that no part of it sours. If it be chilled too slowly a strong hoggy flavor develops which it is impossible to eradicate from the fresh product. The leaf lard is chilled for twenty-four hours in a temperature of 34 to 36 degrees F. before being melted. It is then put through a hasher, which thoroughly disintegrates it, and from there to the melting kettles, which are made of very thin iron with a jacket. Many times the melting kettle is but a wooden vat with a galvanized iron kettle on the inside, the space between the wooden vat and the galvanized kettle being filled with water which is heated to the desired temperature for melting the product. It is not practical to use steam in this case. The heat would be excessive and it would be impossible to control it.

In a kettle holding 4,000 to 5,000 pounds steam is turned in the tank before permitting any lard to go in, the agitator started to revolve slowly, not to exceed six to eight revolutions per minute, and the heat is so regulated as to have the lard all melted and ready to drop in one and one-half hours from the time of starting to hash. By the time the lard is melted the temperature will be about 126 degrees to 128 degrees F. As soon as it is melted it is drawn off with a syphon into the receiving kettles, which are also jacketed and held at practically the same temperature. The scrap is then drawn out at the bottom and the kettle is ready to be refilled.

As soon as the lard has dropped into the kettle below it is salted with from one-half to 1 per cent. of salt, letting it stand for from fifteen to thirty minutes. Then the liquid lard is drawn off with a syphon, running it through cheesecloth into receiving tanks, where it is allowed to settle for at least four hours. The lard is then ready to be drawn off into tierces. This in the main is the meth-

od in use in large packing plants for the manufacture of neutral lard.

This would be a grand old world if people could purchase experience on trial with the privilege of returning it if not satisfactory.

G. B. READER
Successor to MAAS BROS.
Wholesale Fish Dealer



SEA FOODS AND LAKE FISH
OF ALL KINDS
Citizens Phone 2124 Bell Phone M. 1378
1052 Ottawa Ave., N. W. Grand Rapids, Mich.

HART BRAND CANNED GOODS

Packed by

W. R. Roach & Co., Hart, Mich.

Michigan People Want Michigan Products

Make Out Your Bills

THE EASIEST WAY

Save Time and Errors.

Send for Samples and Circular—Free.

Barlow Bros., Grand Rapids, Mich.

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.

Manufactured by Wells & Richardson Co.
Burlington, Vt.

Rea & Witzig

**PRODUCE
COMMISSION
MERCHANTS**

104-106 West Market St.
Buffalo, N. Y.

Established 1873

Live Poultry in excellent demand at market prices. Can handle large shipments to advantage. Fresh Eggs in good demand at market prices.

Fancy creamery butter and good dairy selling at full quotations. Common plenty and dull.

Send for our weekly price current or wire for special quotations.

Refer you to the People's Bank of Buffalo, all Commercial Agencies and to hundreds of shippers everywhere.



**RESCENT
FLOUR**

"Mother's Delight"

"Makes Bread White and Faces Bright"

VOIGT MILLING CO., GRAND RAPIDS, MICH.

PEACOCK BRAND
Breakfast Appetites

can be encouraged and well satisfied with a nice rasher of bacon and fresh eggs. Go to your grocer's and get some of the famous Peacock mild cured bacon and fry it, pouring off the grease as quickly as it forms. This makes it crisp. Peacock Hams and Bacon are cured by a special process—brine is not used—so they are not salty. They are especially prepared by Cudahy Brothers Co., Packers, Cudahy, Wis., for those who want the best.

Cudahy Brothers Co.

Packers

Cudahy, Wisconsin

WHOLESALE

Flour, Feed, Hay, Bags, Twine

Bakers' Supplies and Machinery, Waxed Paper, Bread Wrappers

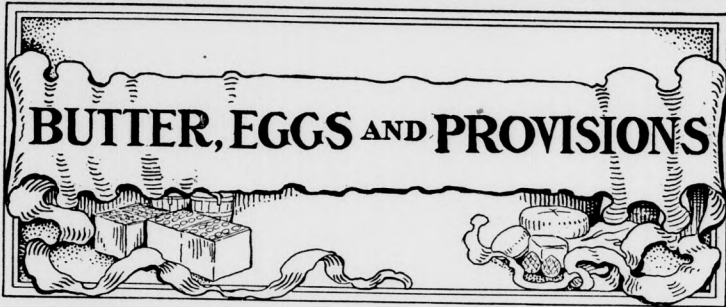
Dry Milk Powdered Egg Cooking Oil Compound

Everything for Bakers, Flour and Feed Dealers

ROY BAKER

Wm. Alden Smith Bldg.

Grand Rapids, Michigan



Up-to-Date Poultry Packing Practice.

One of the greatest problems which requires solution in the poultry packing industry is the faulty design that is found in many of these plants, due primarily to the fact that they are located in buildings which were originally intended for other purposes and which are not susceptible to remodeling so that the entire cycle of operation—receiving, feeding, dressing and packing—may be performed efficiently and economically. In many cases the labor entailed in these processes must be constantly duplicated because of the poor arrangement of the premises, giving rise to an additional hauling and trucking that adds considerably not only to the overhead cost of operation, but also to the wear and tear on the quality of the birds and the depreciation of the equipment used.

The ideal design for a modern poultry plant would be to have the work done progressively all on the one floor, but, like many other ideals, this is not to be thought of, as the amount of space that is required for such an arrangement must always be prohibitive. It is therefore necessary to divide the work between two and sometimes three floors, carefully planned so that the duplication of labor and effort may be reduced to a minimum.

The first requisite of a modern poultry plant is an abundance of light and air. Neither of these important items should ever be neglected. For it is only through a constant supply of these two essentials that the plant may be kept sanitary and clean—a necessity if the brand of poultry packed by the house is to win a reputation on the market and bring a price that will contain a fair margin of profit.

Fresh air is of vital importance in the room where the feeding is done, if the birds held there are to go from the dressing room in the best of condition. So, in the best designed poultry plants, this room is usually located on the top floor, although in some cases it is placed in a separate building. The first location is to be preferred, however, as it diminishes the amount of labor necessary in moving the stock about the plant through the application of a gravity system.

The birds as they are received should be lifted directly free from the receiving station and scales to the feeding room, thus doing away with unnecessary handling of stock and batteries. And here a word about the weighing. The best scale to use is a floor scale, on which a platform

truck, capable of holding two or three coops, can be wheeled, weighing the whole in one operation. If an ordinary platform scale is used, it requires three men to handle it, two to handle the coops and one to weigh the birds. The method recommended above requires but two.

Immediately after the weighing the birds should be placed in the feeding batteries, grading according to sex, age, etc. The old method of placing them in a large pen, while it saves a certain amount of time, hurts the condition of the stock, as many of them are unable to obtain their due proportion of feed and water. Furthermore, there is less handling of the birds, minimizing flesh bruises and broken legs and wings, and far more accurate records may be kept. The batteries should at once be transferred to the feeding room and the birds held there until they are ready to be killed and dressed.

The proper position for the killing room is directly below the feeding room. It should be the best lighted portion of the entire plant, yet in many cases it is the most poorly lighted one. In this room, more than any other, the principles of proper management need to be applied today. In many plants the methods employed are practically left to the discretion of the workmen, resulting in confusion and increased expense to the plant management. Everything therein should be standardized, the methods of killing and the implements used. In some cases two entirely different killing methods have been found in the same killing room, the bench and the string. Some men will be found killing and finishing their birds outright, while others will be found killing and roughing their birds and then turning them over to a gang of pinners. All this in the same killing room. The method of killing and dressing should be standardized, and practical experience seems to show that the quality of the output is increased when the rougher and pinner system is used, and that it is also more economical than when the bird is finished by the rougher.

The more recent labor saving devices which have been installed in the killing room, such as suitable cans for holding the tail and wing feathers, suitable protectors to prevent the soiling of the body feather by the chicken's blood, the trolley system by which the birds are automatically carried from one part of the dressing room to another, and the referee system applied to each bird before it is credited to the pinner and

rougher, are all steps in fixing this industry on a scientific basis.

It is extremely difficult to estimate accurately the saving in money and the additional price because of the better dressing of the birds obtained by the installation of such devices and the maintenance of such routines. In one poultry plant, however, where accurate book-keeping prevails, the profit from the extra number of body feathers saved during one season paid for all the new equipment, including the motor, the trolley, the feather cans, the feather trough, the shackles, etc., that were installed in the remodeling.

Hanging racks for the chilling of chickens are another important item of equipment that should be used in every modern poultry packing plant. They not only permit the chilling more promptly, but they also permit a man to grade 25 per cent. more chickens than from a side rack.

The use of an overhead scale on a track and the weighing of twelve birds on this scale is a great saving, as compared to weighing the box, packing and then weighing again. By the former method individual birds on a scale can readily be changed until the weight is within one-fourth of a pound of the weight that is desired. Since boxes are marked only

in even pounds, there is in this way a saving of one-fourth to one-half a pound in each box, yet the receiver gets full weight. In order to make sure of full-weight boxes it is the practice in many houses to allow one-fourth of the pound over the marked weight to allow for any shrinkage in transit.

Some people refuse to do things because they are near-sighted, and some others because they are far-sighted.

Make Us Your Shipments

When you have Fresh Quality Eggs, Dairy Butter or packing stock. Always in the market. Quick returns.

Kent Storage Co. Grand Rapids, Mich.

If you appreciate uniformity and high quality in butter buy BLUE VALLEY.

Blue Valley Creamery Company
Grand Rapids, Mich.

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

E. P. MILLER, President F. H. HALLOCK, Vice Pres. FRANK T. MILLER, Sec & Treas

Miller Michigan Potato Co.

WHOLESALE PRODUCE SHIPPERS

Potatoes, Apples, Onions

Correspondence solicited

Let us hear from you if you can load good potatoes

Wm. Alden Smith Bldg. Grand Rapids, Mich.

The H. E. Moseley Co. is associated with us in this business

The Vinkemulder Company

Jobbers and Shippers of
Everything in

Fruits and Produce

Grand Rapids, Mich.

Mail us sample any Beans you may wish to sell.

Send us orders for FIELD SEEDS.

Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.



Buying Active in the Knit Goods Line.

While there is no rushing to buy the business has picked up in a manner that encourages the trade and proves that the buyers are expecting business right along for people must have underwear. High grade goods are selling better, lower grades have fallen somewhat in bulk which results in plenty of this class and less of the former. To have a phenomenal year the medium-priced goods must sell freely. In hosiery especially, we are wearing to-day more high-priced hose than two years ago. Spring goods are not moving any too fast, but the amount is fair. Jobbers were late in ordering and mills are busy filling their needs as immediate delivery is always asked. This business is late, but it has assisted the trade.

Duplicate orders are slow but come along in a steady stream that helps wonderfully in the aggregate. Export business is medium, much of this being extra heavy goods for women that England wants. Buyers are seeing now that it is possible to underbuy with the idea that the department is not doing the business to pay for stocking up; if not in good shape the department certainly can not do business and to-day the public is hungry for novelties. Mills are not making up stock in advance which forces the buyers' orders if early deliveries are wished and when are they not?

Silk Underwear.

As a country we wear an immense quantity of silk garments and now that it has been declared that the wearers are immune as far as body insects are concerned it is used, as far as possible, with the ill, of which there are many, as well as those free from disease. The sanitary side is being well threshed out and the fashion side grows more powerful daily. Flesh-colored wear is favored, novelties sell well and at fair prices. Women will spend money on their underwear in these days far beyond what was done even ten years ago, but they will not spend if the goods are not shown to them.

The Hosiery Question.

Two items of interest for the average woman concerning hosiery is to have them thin and either of an odd shade or patterned in a novel manner for novelty must prevail. Broken vertical stripes, plain and French knot effects. Plaid-stripe boots are combined with drop stitches. Accordion ribs are selling; polka dot effects are still in use. Something very new is to have shoes perfor-

ated and inlaid with color and worn with hose the color of the inlay and embroidered with the color of the boot. Very high grade foot dressing often consists of a very thin silk of dark color with a black shoe or a brown, tan, gray, etc., hose with pump matching exactly.

The retailer expects business next month. Jobbers are none too keen regarding spring business in hosiery. In pure and artificial silk goods there is fair business all of the time and better very much of the month. It is up to the retailer to show more confidence and be ready with goods that will induce women to buy. Fancy hosiery will sell in the winter for customers have the novelty habit.

Exports of Hosiery.

Our mills are sending hosiery in every direction. Late steamers have carried goods to England, France, South America, West Indies, Asiatic ports, South Africa and places so remote that it requires months to get the goods there. August shows the heaviest exports of hosiery ever recorded in a month. An upward hosiery market is predicted, one manufacturer puts it at three to seven cents a dozen on spring goods.

A Fabric Leader for 1916.

The expected awakening of English mohair will bring new life to one of the most dependable fabrics that was ever put on the market. It has been the "best seller" many times and will be again if its return or increased popularity is managed rightly. It must show improvement over the fabric of former seasons and the manufacturers must meet the ideas of customers regarding weight; then it will take when shown with authority as it will deserve all of the good that can be said of it. Mohair can be relied upon and is of infinite variety in its purposes. It attracts attention and that clinches the subject when discussions arise between manufacturer and buyer, customer and clerk.

Blouses.

Separate plaid silk blouses have fairly taken the market by storm. As the suits are dark, these blouses apparently match any suit. They are simple, tailored, with long sleeves, and have found a ready demand. Velvet blouses in dark, rich tones (often braid-trimmed) have sold splendidly, and when they match the suit give the effect of a two-piece garment.

Chiffon, Georgette crepe, taffeta, lace, net blouses all sell well; in fact, manufacturers are satisfied with their orders and the good condition of the market.

Mittens made of Mackinaw Cloth in fancy assorted patterns are proving to be good sellers. Have you tried them?

Boys' sizes are \$2.25 and men's \$4.25 and \$4.50 per dozen

We also offer an exceptionally strong line of lined and unlined leather gloves and mittens at prices as follows:

Muleskin and Goatskin Gloves \$2.25; Horsehide, Hogskin, Salamander and Buckskin Gloves and Gauntlets at \$4.25, \$4.50, \$8.50 and \$9.00; Black Auto Gauntlets at \$9.00, \$12.00 and \$13.50; Cape and Mocha Dress Gloves at \$4.50, \$4.75, \$9.00 and \$13.50; Sheepskin, Horsehide and Hogskin Mittens at \$2.25, \$4.25, \$4.50, \$8.50 and \$9.00 per dozen.

Samples are being shown by our salesmen and they will be pleased to compare values.

Grand Rapids Dry Goods Co.

20-22 Commerce Ave.

Exclusively Wholesale

Grand Rapids, Mich.

Michigan Knit--That's It



No. 525. Heavy Jumbo stitch full fashioned sweater coat for men. Has large shawl collar, pockets lined. Made from best quality worsted yarn. Supplied in any color. Has proven a wonderful seller.

Sizes 34 to 44

Illustrated catalogue on application or sample assortment sent on approval.

MICHIGAN KNITTING CO.

Manufacturer of Sweaters, Sweater Coats, Hockey Caps, Gloves Mittens and Knit Goods Specialties

LANSING, MICHIGAN

Gabby Gleanings From Grand Rapids.

Grand Rapids, Oct. 11.—The Absal Guild, Bagmen of Bagdad, met October 9 and laid plans for their winter's entertainment and also outlined the work of the committees in increasing the membership. The members were divided into two teams captained by Harry Harwood and H. Fred De Graff for the purpose of rounding up new members. Some captains to lead the teams and there is no doubt there will be several surrenders. A ways and means committee consisting of W. E. Sawyer, John D. Martin and E. Stott, was appointed to forward the success of the winter's entertainments. The first of the series of entertainments will be held Saturday evening, October 23, the nature of same to be announced later.

Don't forget the big U. C. T. dance next Saturday evening, October 16.

The committees for the Grand Council meeting to be held in Traverse City next June have been appointed and are as follows: Hotel and Transportation, Past Grand Counselor John D. Martin; Sports, P. Damstra; Parade and Uniforms, Past Senior Counselor Harry Hydon; Badges, J. J. Dooley and W. E. Mellenger.

Will Frankie, accompanied by Mrs. Frankie and Mrs. W. S. Lawton, motored to Albion Friday, where they were joined by Grand Counselor Lawton and returned Saturday evening by the way of Jackson.

Our congenial Page, William E. Sawyer, was seen standing first on one foot and then another the other evening at a street crossing and upon being questioned it was learned that he was waiting for a cherry. We haven't as yet figured out what kind of a cherry he expected to appear on the scene. Put us next, Bill.

Charles T. Logie, who is located at Graveshurst, Ont., for his health, is reported to be in very delicate health. Mr. Logie is connected with the house of Rindge, Kalmbach, Logie & Co.

W. L. Berner has returned from a visit to the Yellowstone Park and reports a very pleasant trip. It was particularly pleasant due to the fact that he had no grips to lug. We are wondering where he carried the necessary utensils for an "all night's" stay.

Bobbie, the son of Mr. and Mrs. C. M. Lee, is reported recovering nicely from an operation which he underwent at St. Mary's hospital.

Time is flying and the first we know assessment No. 129 will be past due and then what?

Mr. and Mrs. E. F. Wykkel, of 1436 Wealthy street, have been entertaining Mr. and Mrs. Lee Corns, of Toledo, the past week. Mr. Corns is a member of Toledo Council, No. 10.

Kalamazoo's novel celebration—Prosperity Week—was a grand success. The city was gaily decorated with flags and bunting and every one entered into the celebration with a whole heartedness that is bound to bring success in any undertaking. One novel feature of the celebration was the offering of a prize of \$100 for the first person discovering and shaking the hands of a man representing Prosperity. Until Friday the prize was unclaimed, but as a result of the offer every one was looking for prosperity. May it come in free bloom. One of the main attractions was an exhibition ball game between the Detroit Tigers and the St. Louis Browns.

Assessment No. 129 is due on or before October 25 and the time is near. Get busy.

E. E. Kraai, of 1248 Wealthy street, is reported improving, after being confined to his home several weeks with rheumatism.

The executive committee met the first of the week and allowed the following claims: Godfrey Faude, of

Ionia, and Warren Nimmich, of Reading, Pa.

Grand Rapids and Jackson Councils, which were tied for second place in the baseball honors at the Grand Council meeting held at Lansing last June, have split the spoils 50-50. This is the first year that Grand Rapids hasn't been in the first column. Look out for next year's team, because they are going out for glory.

No doubt some of the boys will regret to learn of Fred Ireland's death. He was one of Belding's most popular business men and well liked by the traveling fraternity whose lives brought them in touch with him.

A large party was seen journeying northward recently and as we since learned their sole object was to unload Crown baking powder. We also learned why a fat man is so good natured. It seems that an over abundance of avoirdupois prohibits a fistic contest and as there is no chance for any fleet foot work, it is up to the unfortunate to be good natured.

Again, like a father, we ask you to remember the U. C. T. dance and assessment No. 129.

L. V. Pilkington.

Sagacious Suggestions From Saginaw Salesmen.

Saginaw, Oct. 11.—Born to the city of Saginaw—a new Chamber of Commerce. Harry Oppenheimer, one of Saginaw's biggest boosters, will act as its first guide and President. Let us hope that this organization will surpass anything of its kind ever before originated in Saginaw.

Learn one thing about Detroit each week: She furnished a nice bunch of pickpockets for the Saginaw fair.

Himmelhock Bros., formerly in the grocery business here, recently bought of Zeigler & Fox the building at the corner of Sixth and Lapeer streets, now occupied by Schwartz & Oldenburg, grocers. The new owners expect to open a grocery store about November 15.

Stanton & Fleming's large store, at Midland, had a narrow escape from being burned last week when their feed store adjoining was burned. The fire is thought to have started from defective wiring. Loss is fully covered by insurance.

W. D. Proud, for ten years in the dry goods business in Charlotte, sold out recently and bought out one of the oldest firms in Alma, Chas. De Leban, the latter having been in business forty-five years. Mr. Proud is closing out the grocery stock and will feature the dry goods and shoe business.

Saginaw Council is planning the biggest revival in its history for the November meeting. In September it initiated twenty-six stalwart commercial soldiers of the Valley, but watch the number to be taken in in November! With such veterans as Mark Brown, "Czar of Michigan," Deputy Ben Mercer, Wm. Mohler, Saginaw Valley's Meat King, and Tony Sansone, who carries a great deal of weight in the Council, why shouldn't they win?

G. H. Branch & Co. have opened a grocery store in Freeland, near the P. M. depot. Mr. Branch was formerly in the U. S. mail service.

Howell is one of the busiest towns in Michigan fixing up the streets. It is paving its main street. Good thing.

John Gleason, owner of the Central Hotel, Milford, has leased the house to Frank Leadly, of Northville.

A. D. McGuire, at one time in the meat business in Freeland, has opened a new shop opposite the P. M. depot.

S. O. David & Co., druggists at Coleman, have sold out to F. B. Sponenburghs & Son. Mr. Sponenburgh, Sr., has been traveling Michigan the past two years for Lambert & Lowman, of Detroit. The junior member of the concern recently came

from Portland, Oregon, where he was engaged in pharmaceutical work for the past five years.

F. E. Hafer, of Shepard, is remodeling the front of his grocery and bake shop.

Attention, grocers! Only 131 more days until the convention at Battle Creek. When discounting your bills lay the small change to one side for your expenses on the trip. Battle Creek is sending out the information that it expects to outdo any convention ever held in the State and those fellows know how. There's where Miller lives. Remember him?

A word to the Night Owls who make Marlette. The Exchange Hotel recently changed hands and one of the strict rules of the house is in regard to retiring. "When I go to bed, so also shall ye," saith the manager, the retiring hour being promptly at ten bells. The writer met some of the boys the past week who did not heed the call of the master of

the hostelry and were locked out. "There's a reason."

The next regular meeting of Saginaw Council occurs next Saturday evening, October 16. Brother U. C. T.s who happen to be in Saginaw are cordially invited to attend. Meetings held in Forest Hall.

While working along the Ann Arbor line the past week we met our friend and scribe from Battle Creek, Guy Pfander. He is still peddling the sweets and reports business good.

L. M. Steward.

Wisdom of the man who knows it all is valuable, but so is the hole in a doughnut.

We are manufacturers of TRIM MED AND UNTRIMMED HATS for Ladies, Misses and Children, especially adapted to the general store trade. Trial order solicited.

CORL, KNOTT & CO., Ltd.
Corner Commerce Ave. and Island St.
Grand Rapids, Mich.

Outings and Flannelettes

A well selected stock of Outings and Flannelettes is a mighty important factor in any store.

Not alone for the immediate profit resulting from their sale; but the merchant, who has a fine selection of these cloths, will bring customers to his store.

We have a fine complete line to select from ranging in price from 4½ cents per yard and upwards.

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.



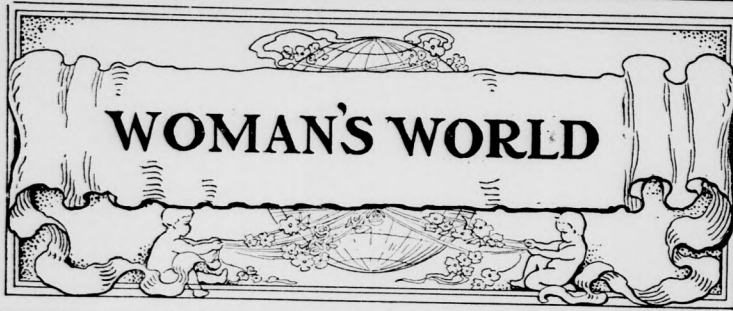
YES---

We are particularly well-fixed to cater to your sure-to-be needs for

"WHITE HOUSE" COFFEE

during "Coffee Week" and forever after

Distributed at Wholesale by
Judson Grocer Co., Grand Rapids



WOMAN'S WORLD

What the Crank Puts Other People Through.

Written for the Tradesman.

A real crank ought by rights to be an orphan, unmarried, and without relatives or close friends. He or she should live away off on some island untouched by ships and uninhabited by any other human being. Under such circumstances the rights and privileges of personal liberty, which allow one to do whatever will not injure anyone else, could be exercised to the full. One could be as cranky, as unreasonable, as full of whims and crotchets and foibles as one liked, and cause no one else any inconvenience or annoyance thereby.

But you never could persuade a crank to go off alone like that. In fact the whole idea is impossible of realization. One never could develop into a genuine crank in such a situation, nor could one remain a real crank for any length of time if placed there. A hermit or a recluse may be peculiar and eccentric to a degree, but in isolation one can not continue a full line of those unpleasant traits that go to make up the sort of person we usually designate by the term crank. To be a crank one must have other natures to annoy and exasperate, and from whom to make absurd and unreasonable exactions. Hence the necessity for lifting a voice in protest against what the crank puts other people through.

Mrs. Shirley's hobby is order and cleanliness. Her house is absolutely spotless. No fleck of dust ever is visible on casements or furniture or floors. "A place for everything and everything in its place," is a law rigidly enforced. And poor Mr. Shirley! Although the garage and the basement and the lawn and his dresser and clothes closet are always as tidy as it is possible to imagine, still, Mrs. Shirley constantly is lamenting that "William is so disorderly!" If he happens to stand a moment in a door, a plaintive "Won't you close the screen, dear?" is sure to meet his ears.

As the result of twenty years of his wife's never-abating discipline, he has learned "to put things back where they came from," as few of his sev ever learn. If in pre-occupation or forgetfulness he so much as drops the newspaper he has been reading on the floor, his martinet never fails to remind him to place it in the rack.

Last winter Mr. Shirley was very sick with pneumonia. The clutter of dishes and bottles in the sickroom and the interrupted regime of the household disturbed Mrs. Shirley so

greatly that she seemed hardly to think of her husband's extreme danger. While at present in fair health, he never seems to enjoy any relaxation or solid comfort in his home—always is on a nervous strain for fear he will break the rules in some minute particular. He is the victim of his wife's over strenuous pursuit of one idea.

Mrs. Leighton's lad is looking after the school training of her little daughter Lena. At the beginning of each school year, what seat Lena shall have in the school room is a matter which the mother wants to direct personally. It must be one on which the light falls from a certain direction and at a certain angle. It must be not too close to a radiator and not too far removed from one. And the pupils near by must be models. Manifestly it is extremely difficult to find one such seat for one pupil. It would be simply impossible to exercise such discrimination in seating every one of forty or fifty pupils in a grade.

Mrs. Leighton always is going to the superintendent or the school board with this or that, and wanting changes made in the curriculum, and other innovations that those in a position to know best consider utterly impracticable. If Lena's markings are not the highest, there is trouble and the teachers are accused of being partial to other children.

Far be it from me to say that a parent never ought to remonstrate against the injustices and absurdities of which school boards and instructors often are (perhaps unconsciously) guilty. But there is a vast difference between intelligent and forceful remonstrance, made for sufficient reason, and an incessant demand for trivial changes, most of which would either not be feasible at all, or else not calculated to benefit all the pupils alike.

The Leightons are wealthy and very prominent in business and society, so Mrs. Leighton's carping can not be ignored, even though it really effects very little. She makes it unpleasant for Lena's teachers, adding materially to their labors and worries, which at best would be fully heavy enough. But the one who suffers most from her mother's ill-advised activities is Lena herself, the very person for whose supposed benefit if there are all devised.

In strange contrast to the aggressive character of both her parents, Lena is a shy, timid, shrinking little creature, suffering daily agonies from the notoriety given her by her mother's whims. Frequently Mrs. Leigh-

Mr. Flour Merchant:

You can own and control your flour trade. Make each clerk a "salesman" instead of an "order taker."

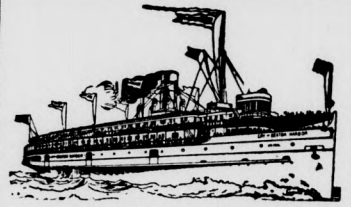
Write us to-day for exclusive sale proposition covering your market for

Purity Patent Flour

We mill strictly choice Michigan wheat, properly blended, to produce a satisfactory all purpose family flour.

GRAND RAPIDS GRAIN & MILLING CO.,

Grand Rapids, Michigan



CHICAGO BOATS

Graham & Morton Line

Every Night



"The End of Fire Waste"

COMPLETE APPROVED

Automatic Sprinkler Systems

Installed by

Phoenix Sprinkler & Heating Co.

Grand Rapids, Mich.
115 Campau Ave.

Estimates Free

Detroit, Mich.
909 Hammond Bldg



Backing Up What We Say

When you sell an advertised article, and the article proves the truth of all that's said in the advertising, it helps you.

National Biscuit Company products make for good trade and good will, because they back up, in every particular, all that is said of their high quality and goodness. These famous crackers and cookies, wafers and snaps, are national favorites, in constant demand. Hence, they are the most profitable line a grocer can sell.

If you do not know this is so, prove it by stocking with a good assortment of In-er-seal Trade Mark packages.



OYSTERETTES—The Oyster Cracker.
Improves the flavor of oysters, soups, salads and chowder. A big seller. Retail at 5 cents.

NATIONAL BISCUIT COMPANY



ton sends a note to the teacher. Lena slips up to the desk and hands it in shamefacedly, seldom however escaping the watchful eyes of her fellow pupils. Oral messages which she is required to deliver, stick in the poor girl's throat so that she hardly can get them out at all. The other children taunt Lena about her mother's interference. "What word did your ma send this morning? is a sarcastic enquiry that often greets her from the playground.

It is not an uncommon thing for cranks thus to try to carry out their preposterous ideas through some proxy or go-between, the unfortunate person who has to act in this capacity being very much to be pitied. Lena Leighton is by no means a solitary example.

Mrs. Harlan in some way manages to coerce her long-suffering husband into assuming the role of a kicker with every dealer whom she afflicts with her patronage.

"Jim, I wish you'd step into Bentley's meat market and tell 'em that last piece of veal had the most peculiar flavor," she telephones him. "Tell 'em I want a piece of veal sent up again to-day, but I won't stand for any more like that. And we'll have to have a loaf of bread. Be sure to ask whether it is fresh, and feel of it so as to know it is soft. If you don't they'll be sure to get a stale one off on to you. And Jim! won't you please call up the plumber and tell him to send a man out right away. That work last week was simply no good at all." And so on and so on.

Mrs. Harlan always contrives to have Jim take back the goods which she pronounces faulty, and voice her many complaints. While all this fault-finding is hard on the butcher and the grocer and the plumber and the others that do work for her and sell her supplies, it is far harder on Jim, who is a genial, kind-hearted man, who would like to be friendly with everybody, and is by nature most averse to making a fuss about trifles. Why does he do it?

Dear reader, tell if you can. Tell how it is that almost every crank in existence manages to make some one a slave to his or her absurd notions. (I say his as well as her, for the sterner sex furnishes its full quota of cranks.) That Lena Brighton is perfectly submissive to her mother is not to be wondered at. She is only a child. But how is it that a weak little woman like Mrs. Shirley can impose her whims on a big strong man like her husband, to the extent that he seems afraid to call his soul his own when about home? Why is it that Mr. Harlan feels obliged to be the faithful minion of his exacting wife in all her unreasonable demands? Both Mr. Shirley and Mr. Harlan have character and force and are able to make themselves felt among their fellow men. Why should either cringe before a fireside despot?

Still would rebellion be advisable in such cases? Hardly, for to tell the truth the chance of success is slim. And who wants to attempt resistance that probably must end in

defeat and downfall? For by some strange and inexplicable power, a crank almost always is able to crush out revolt. Really about the only rational hope that can be held out to the victim of crank tyranny is that of some time wearing a martyr's crown. In justice this should be of large size and made of pure gold thickly studded with rarest and most brilliant gems. Quillo.

Profit in Waste Paper.

The waste paper of a dozen firms in Springfield, Mo., including the newspapers and printing offices, amounts to over \$350 a month. This is not guess work, but is based on the assertion of B. Karchmer, who conducts an iron and metal company at Springfield, handling the waste paper end of the business.

"There is unlimited opportunity in this field for making money," declared Mr. Karchmer, "partly because there is no competition, because few think of its possibilities. Again, it does not seem to interest men who are out for financial returns, but want to secure it behind a mahogany desk. I have been in this business over twenty-six years, in St. Louis and the rest of the time in Springfield. Dealing in waste paper is a safe, quick financial deal, nothing practically invested except hard work. If a man could devote his time to advertising the business, and educate the people along the lines of saving their old literature and wrapping paper, a town of this size should furnish him a small fortune. When you see citizens out in a back alley in the evening, burning trash, it doesn't strike the average intellect that those men are destroying the units of a business which would put some family now in straightened circumstances on the road to prosperity, but it would surely do so."—Paper Dealer.

Farm Names.

A new Illinois law, which went into effect July 1, gave farmers an opportunity to register the names of their farms with the county clerk and to have the exclusive use of the name the same as a trade-mark for a special make of goods, says the Fairfield (Illinois) Record. "There are many farms in the country that are named and every farmer should have his farm name registered and have his trade-mark protected. So name your farm and put the name out where everyone can see it. Make it a trade-mark. A well-known advertised trade-mark is worth many dollars to the owner. Your farm and its products are your stock in trade. Choose a name well suited to your surroundings, a name that tells on its very sound some of the characteristics of your business home. Then have stationery printed with your name and address and the name of your farm on it, also the product which you specialize on, and you will find that you will make many sales which you would not otherwise make."

When a man's anger is smoldering, it's up to his wife to turn the hose on him.



IT'S POPULAR
Those who use
Mapleine
like it—it fills a want
How is your stock?
Order from
Louis Hilfer Co.
1503 State Bldg. Chicago, Ill.
CRESCENT MFG. CO.
Seattle, Wash.



TO REACH YOUR PATRONS AND FRIENDS
USE OUR
MICHIGAN STATE TELEPHONE

Bell Phone 860 Citz. Phone 2713
Lynch Bros.
Special Sale Conductors
Expert Advertising—Expert Merchandising
28 So. Ionia Ave. Grand Rapids, Mich.

PURITAN INSTITUTE
SHELDON AND OAKES
GRAND RAPIDS, MICHIGAN.
ECZEMA
AND ALL
SKIN AND SCALP DISEASES
SUCCESSFULLY TREATED
Puritan Plaster Method for External CANCER REMOVAL
Interested persons are invited to investigate our methods of treatment. Prompt and permanent relief must be accomplished before settlement is made.
A. T. HOXIE, M. D., Supervising Physician
ALYAH BROWN, President S. V. MAC LEOD, Secretary
JESSE J. FOX, Superintendent
MRS. MAE HAUCK, Supt. Ladies Dept.
Send for Cancer and Eczema Booklet

Let me overhaul and re-enamel your old scale. It would make it good as new. Work guaranteed.
W. E. HAZARD,
No. 1 Ionia Ave., S. W., Grand Rapids
I do all work for Toledo Scale Co. in Michigan



Its Loose Leaf opens like a Blank Book
Write us
THE Proudfit LOOSE LEAF CO.
GRAND RAPIDS, MICH.

REYNOLDS

APPROVED BY THE NATIONAL BOARD OF FIRE UNDERWRITERS
TRADE MARK
H.M.R.
ESTABLISHED 1868
OF FIRE UNDERWRITERS

SHINGLES

REYNOLDS SHINGLES

Two great questions with the prospective buyer of roofing are—"How long will this roofing last?" and "What will be the cost for repairs?"

The Reynolds Guarantee means at least ten years of service on the roof or they will be replaced without cost. This is the minimum life of Reynolds Shingles. They have been on roofs of homes for more than a dozen years and look good enough to last that much longer—but we guarantee them for ten years.

Reynolds Shingles will not fade, crack, split, curl or blow off. They are fire-safe and give the most years of good service for the money.

Sold by all Lumber Dealers.

H. M. Reynolds Asphalt Shingle Co.
"Originators of the Asphalt Shingle"
Grand Rapids, Mich.

Public Seating For All Purposes
Manufacturers of
American Steel Sanitary Desks
In use throughout the world
World's Largest Manufacturers of
Theatre Seating
American Seating Company
General Offices: 14 E. Jackson St., Chicago; Broadway and Ninth St., Grand Rapids, Mich.
ASK FOR LITERATURE




People are judged somewhat by the
FURNITURE
they keep
Klingman's
The Largest Furniture Store in America
Corner Ionia Ave. and Fountain St., Grand Rapids, Michigan



How to Conduct a Shoe Business Profitably.

Written for the Tradesman.

The shoe merchant who has a fixed plan of buying, who knows exactly what it costs to do business, who knows that he must pay over a certain price for a shoe to retail at \$2.50, \$3 or \$5 has no difficulty in placing his orders at any time during the season. The best buyers map out their stocks in advance. They know exactly how many styles they are going to put in to retail at each price. They know the conditions in their territory and can gauge the run of sizes so that the stocks will run out clean at the end of the season.

Here are some figures of the beginning a few years ago of what is now a very substantial chain of retail stores selling women's shoes at retail at \$2.50. These figures represent the basis on which the first was opened, and show how the shoes were bought so as to show a profit.

The cost of doing business in this store was 20 per cent., because it was located in an office building and the expenses were low. Most stores will find the cost of doing business to run closer to 25 per cent., and instead of paying \$1.85 for a \$2.50 shoe will find that their average price must not run over \$1.65.

How to Go About It.

With the cost of doing business and the average price at which shoes must be bought to retail at any certain price established, this same idea can be used for every run of price. The capital of the store was \$2,000; the rent was \$75; the salary of the proprietor was \$20 per week; the salary of a boy helper was \$15 per month; the incidentals brought the cost of doing business to \$200 per month.

It was accurately estimated that the business would run close to \$12,000 per year. As a matter of fact, it ran between \$11,000 and \$12,000. This made the cost of selling 20 per cent., or 50 cents on every pair of shoes retailing at \$2.50. To make any profit, they found that the average cost of shoes must not be over \$1.85. With this price established, it was found that between 1,000 to 1,100 pairs of shoes could be bought.

It was found that a few shoes could be bought as low as \$1.60 and \$1.65, and also that it was necessary to pay \$2.25 to get certain shoes to make a showing at this price. Whenever possible, the \$1.85 price was adhered to in buying, but it was found necessary to buy three lines of shoes at \$1.90, then three other lines were pur-

chased at \$1.80 to strike the average. If one line of shoes was bought at \$2.25, another was bought at \$1.60.

The following lines of figures were constantly before the buyer before purchasing, the upper row showing the price and the lower the number of styles bought.

\$1.60	\$1.65	\$1.70	\$1.75	\$1.85
1	2	2	3	11
1.90	\$2.00	\$2.05	\$2.10	\$2.25
3	2	1	1	1

Careful Planning.

With but \$2,000 to invest in shoes, it required some careful planning in the selection of sizes, widths, styles, and leathers. By the use of the accompanying table they found that the average line would include about thirty pairs.

Some lines ran over this and others were smaller. As good samples could be bought at \$1.50 net, 150 pairs were purchased and were made to cover feet which would run under the following sizes: 3½ and 4B; 2½, 3, 3½ and 4C; 2½, 3, 3½D; 2, 2½, 3E. A very few lines were purchased to include 6½ and 7B; 7, and 7½C; or 7½ and 8D and E.

To get the greatest variety and still have sizes, 50 per cent of all shoes were purchased on D width exclusively; 10 per cent on B, C, and D widths, according to the schedule, 15 per cent on C and D widths; 10 per cent on D and E widths; and 5 per cent on C and E widths. This gave them twenty-seven different styles with an average of thirty pairs to each style. This same firm, now buying for several stores, mapped out their plans for a new store of the same size as the original one. There were purchased ten styles of dull calf, five styles of tan calf, four of patent leather, three styles of k'd and five styles of miscellaneous materials.

George Wilson.

Consoling.

"Doctor," said the sick man, "the other physicians who have been in consultation over my case seem to differ from you in diagnosis."

"I know they do," replied the doctor, who had great confidence in himself, "but the autopsy will show who was right."

The poem on the front cover of the Michigan Tradesman of this week by Mr. Mitchell was suggested by a sermon by Rev. Geo. H. Hancock, pastor of the First Congregational church of Hart. Mr. Hancock is the promoter and organizer of the Men's Club of Hart, which has been addressed from time to time by some of the foremost men of Michigan.

All Weather Wear Shoes

Made Especially for Farm Wear



No. 8371



R. K. L. All Weather Wear Shoes

Are made from the best grade of chrome leather, retanned by a special process which makes it unquestionably the best leather for shoes to be worn in the barnyard.

All Weather Wear Shoes are made in both black and tan, plain toe and tipped.

Rindge, Kalmbach, Logie Company

"Makers of Shoes that Wear"

Grand Rapids, Mich.

A WATER EXCLUDER

The Shoe that Wins Favor in the Wet Weather Season

Rough Rex Shoe

Stock No. 4760—Price \$2.65



Exactly as illustrated. Cut from our own tannage—Wolverine Stock—a close fibre leather filled with preserving and waterproofing oils, carrying a heavy double, waterproof sole, full bellows tongue, six eyelets, plain toe. The nearest waterproof of any leather shoe made.

Also made with 8, 10 and 12 inch tops, at \$3.00, \$3.50 and \$3.75 respectively.

Send for sample case.

HIRTH-KRAUSE COMPANY

Hide to Shoe
Tanners and Shoe Manufacturers
Grand Rapids, Mich.

Secretary Gueting's Answer to Mr. Bode, of Michigan.

Philadelphia, Oct. 11.—In reference to the statement made by George Bode, of Fremont, at the annual convention of the Michigan Retail Shoe Dealers' Association, which was held in Detroit two weeks ago, that the officers of the National had refused to recognize the delegates of the Michigan Association, and that only after they had walked out in a body did they obtain recognition, and urging this treatment as a reason why the Michigan Association should delay affiliating with the National, Secretary A. H. Gueting, of the N. R. S. A. authorizes the following statement:

"At the convention of the Michigan Retail Shoe Dealers' Association, held September 16 in Detroit, an unfortunate statement was made by George Bode, a member of that body, which in justice to the National Association I cannot allow to pass without comment.

"Following a speech by National Organizer E. W. Murt, of Boston, urging the Michigan Association to affiliate with the National, Mr. Bode in replying to Mr. Burt's plea said that on a previous occasion the officers of the National had refused to recognize the delegates of the Michigan Association, and that only after the delegates had walked out in a body did they obtain recognition.

"I have attended every convention of the National, beginning with the first one in Philadelphia when the National was organized, and I have no recollection whatever of any such occurrence as charged by Mr. Bode.

"The officers of the National have always been deeply interested in the welfare of all local and State Associations and the only fault the National has ever found with any of these associations is that they have not displayed greater interest in the National Association, to which they are always welcome and which we feel they should make their clearing house for solving the bigger problems which arise in the retail branch of the trade.

"At the first meeting in Philadelphia there was some misunderstanding regarding the qualification for membership. This matter was fought out on the floor before the question was voted upon. When the qualification for membership advocated by the delegates from the West and South failed, these delegates declined to become part of the National.

"Time has vindicated the action taken at the first convention and the South is now affiliated with the National. Aside from this debate on the floor of the convention, I know of nothing that could be interpreted as a slight to the delegates from Michigan, as charged by Mr. Bode. The affront could not have happened on this occasion, as I recall that Mr. Bode was one of the delegates from the West who remained to attend the banquet that closed the convention.

"The officers of the National have absolutely no recollection of at any time having been guilty of the offense charged by Mr. Bode, but if he can show that they have been, we will cheerfully render a full apology.

"We want every city and state association in the country to have a separate organization and we have always encouraged this plan, but we also have urged these associations to affiliate with the National. Under this plan the trade will be thoroughly organized for protection and for solving the many problems that arise in the retail shoe business."

The Wrist Watch Becoming Popular.

There has been quite a hubub over the wrist watch of late, and it is evident that wearing them is not to brand one's self as effeminate—if one

may judge from the utterances of the representative of a large firm of watchmakers. This man, at a convention of a retail jewelers' association recently, said that 75 per cent. of the men in Europe wear them and that American men were fast taking up the fad—only he didn't call it a fad. He said that wrist watches were a necessity, that they were worn in great numbers by the soldiers of the armies in Europe, that several thousand wrist watches had been ordered for American soldiers by the War Department; the watch men also say that negotiations are under way to have wrist watches worn by New York City Policemen.

It is even said that wrist watches can be made waterproof—to be worn while bathing—and one was exhibited at the convention. It was said that this particular timepiece had been worn in the surf the day before, and that it had spent the night previous in a pitcher of ice water. It was running on time during the day of the convention.

We heartily endorse wrist watches—for outdoor use, when one is playing tennis, canoeing, golfing, motor-ing and the like.

MICHIGAN VICTORIOUS.

Michigan, the glorious,
Is again victorious!
Smiles and gleans,
Getting means
From its beans!
Plenty room for more of us!
Crops are fine;
Tree and vine
Right in line—
How the showers pour for us!
Apple jack,
Lips'll smack;
Nuts'll crack—
Heap 'em on the floor for us!
Pumpkin pie,
Cakes to try;
Cider—My!
All the things in store for us!
Come along,
Sing the song—
Sing it strong:
Life is not a bore to us;
Michigan, the glorious,
Is again victorious!

John C. Wright.

Musings.

The tides have swung me back once more,
For Summer days are done
And all the duties of the store
Have every one begun.
I wonder if it's wise to go
On pleasure bent away
When all the time we needs must know
How fleeting is the stay.
And what it means to hurry back
When duties loudly call;
To muse upon our painful lack
Of worldly wherewithal.
To bring a sigh, regret, a frown
Back to the daily bent
When work, dull work cries from the town
And hastens discontent.
Yet there's a lining silver fine
That through the cloud still peeks,
Again I'll come into all mine—
In fifty, weary weeks!

A Strong Shoe for the Price



No. 2302 Black No. 2372 Tan

which is

\$1.90

Less 5% discount

You can get this good money-maker and others that you need if you will keep in touch with us.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

One of Our Most Consistent Sellers



LAST No 18

No. 990 Gun Metal 1/2 Double Sole \$2.60

No. 990 is one of our most consistent sellers. The extra width of the last makes it a fitter where other lasts fail. The shoe gives splendid service, wins instant favor in any community and will always be in style. The best argument in its favor, however, is its fitting quality. Sample gladly sent.

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.

Mfrs. Serviceable Footwear

GRAND RAPIDS, MICH.



Grand Council of Michigan U. C. T.
 Grand Counselor—Walter S. Lawton,
 Grand Rapids.
 Grand Junior Counselor—Fred J. Moutier,
 Detroit.
 Grand Past Counselor—Mark S. Brown,
 Saginaw.
 Grand Secretary—Maurice Heuman,
 Jackson.
 Grand Treasurer—Wm. J. Devereaux,
 Port Huron.
 Grand Conductor—John A. Hach, Jr.,
 Coldwater.
 Grand Page—W. T. Ballamy, Bay City.
 Grand Sentinel—C. C. Starkweather,
 Detroit.
 Grand Chaplain—A. W. Stevenson,
 Muskegon.
 Grand Executive Committee—E. A. Dibble,
 Hillsdale; Angus G. McEachron,
 Detroit; James E. Burtless, Marquette;
 L. N. Thompkins, Jackson.
 Next Grand Council Meeting—Traverse
 City, June 2 and 3, 1916.

Michigan Division T. P. A.
 President—D. G. MacLaren.
 First Vice-President—F. H. Mathison.
 Second Vice-President—W. J. Manning,
 Detroit.
 Secretary and Treasurer—Clyde E.
 Brown.
 State Board of Directors—Walter H.
 Brooks, Chairman; Fred H. Locke, J. W.
 Putnam, J. E. Cronin, W. A. Hatcher,
 C. E. York, W. E. Crowell, C. H. Gall-
 meyer, Frank W. Clarke, Detroit.
 State Membership Committee—Frank
 H. Mathison, Chairman.

THE DOUBTFUL DRUMMER.

How He Renewed His Faith in Man- kind.

Written for the Tradesman.

The stout traveler with the "Come-on-Boys" smile firmly believed he was whistling "I Didn't Raise My Boy to Be a Soldier." On that point his involuntary auditors might have disagreed. Every now and then a jumbled melange of tooting, whistling, clanging and grinding heralded an incoming train; but the stout man continued to stroll up and down the wide platform undisturbed. He knew it was not his train. His trains—particularly on the Pleasant Valley & Great Western—were always late.

Now and then he halted, and, thrusting his fingers into his armpits, critically studied the little park with its fringe of tired trees, its rusted, waterless fountain and its bed of glowing geraniums.

"Pretty spot, isn't it?" appreciatively commented a nervous little man on a park bench.

"Pfaugh!" snorted the drummer. "In Chicago, we'd use your pretty spot for a window box. Pretty spot! Pfaugh!"

"Etil, I like it." Removing his worn panama, the little fellow massaged a singularly bald head. "It's restful. It makes me think—his tone grew tender—"of the dear old geranium beds my mother used to have on the Matthews homestead, down East. When a man gets on in years, it takes just a little hint of some far off childhood scene—"

The big man swelled portentously. "Childhood rot!"

"Ah, but"—the bald man grew yet more earnest—"those good old days—"

"Good old slush! My friend," advised the drummer, sententiously, "this is a practical world. There's no room in this hustling, busy life for sentiment. A fellow's got to keep his eyes peeled to dodge the snares and pitfalls and skin games of this dear old world you're mooning about. There was a time, friend, when they put 'em over Joe J. Thompson, even; but I can assure you"—triumphantly he beamed—"the day long since arrived when Joe J. Thompson is hep. You gotto—well, what is it, fellow?"

The ragged man, tugging at Joe J. Thompson's sleeve shrank from the vigorous question as from a blow in the face.

"Please, sir," he urged, timidly, "you look like you was good hearted—I'm a poor man and I ain't had a square meal since yestiddy mornin' and—and—"

"I pass," announced Joe J. Thompson, peremptorily. He turned to Matthews, with a wise wag of the head. "Yes," he went on, "as I was sayin', you gotto watch youself—"

But the little bald man from the far off farm 'way down East was studying the retreating figure of the shabby beggar. The hint of a tear drop lurked in one eye.

"Hold on, there," he burst forth. "Maybe—"

He thrust one hand deep into a pocket. The shabby pan-handler shambled back with an uncertain, sideways motion and a sneaky yet shrewd glance.

"Please sir," he whined, hopefully, "I ain't had a bit to eat since day before yestiddy and—"

Matthews shook his head regretfully.

"Sorry," he commented, "but the smallest thing I have is a \$5 bill."

The pan-handler's bleary eyes lit. "I'll get it changed sir, and bring the money back—honest, I will," he volunteered; eyeing the bill hungrily. Matthews surrendered it unhesitatingly.

"I'll trust you."

The two watched, while the beggar shambled out of sight.

"Better sit down invited Matthews, with a glance at his perspiring companion.

The big man acceded.

"Well," he began, with an I-told-you-so air, "you've went and done it."

"What do you mean?"

"That's the last of your noble, fine V."

"Do you really think so?" Anxiety was written on the little fellow's sympathetic countenance. "I can't believe it," he went on, earnestly. "That man will come back. I know it. He looked to me like an honest man—"

"Well, he's a dead-beat." Joe J. Thompson's tone rang with certainty. "I had him spotted the minute I set eyes on him. Just charge up that five-spot on the wrong side of loss and gain—the occupation will help you put in your time while you're waiting for him to come back."

Matthews swobbed his bald head nervously. Yet his look was stubbornly hopeful.

"No," he said, "I won't call it loss until I have to. And I know I won't have to. I've a little faith in mankind."

"Perhaps you've enough faith to bet another V that Mister Out-at-Elbows will reappear on the screen," said Thompson, tauntingly.

The little man from the farm down East pondered a moment. He scratched his head and hemmed and hawed.

"Changin' yer mind, eh?" demanded the big drummer, triumphantly. "Ain't certain now that our friend Down-and-Out has ever heard Billy Sunday?"

In a flash Matthews was all defiance.

"No, I'm not changing my mind."

"Then put up your money."

"I'll make it a ten."

"All right. Here's an X that says your faith in mankind is all rot."

Lacking a stakeholder they put the two bills on the seat between them, with a pebble for paper weight. The sight of the money seemed to make Matthews nervous.

"What's the time limit?" demanded Thompson, presently.

"Week," nervously suggested Matthews.

"Aw, come off. Say, fifteen minutes. He promised he'd be back right away."

Matthews smiled, resignedly.

"Guess I may as well be hanged for a sheep as for a lamb," he conceded. "Call it fifteen minutes."

Crumpled and forlorn now, with the last shred of confidence gone, he shrank into his end of the seat. Thompson felt inclined to pity him; but the chance to triumph was golden.

He pulled out a watch that in its blatant ticking and showy case was a mirror of himself. He counted off the minutes; presently started on the halves and quarters; eventually dropped to seconds. Matthews squirmed.

"Aw, quit, that makes me nervous."

"Just one minute, twenty-nine seconds," went on Joe J. Thompson, relentlessly. "Twenty-eight, twenty-seven, twenty-six, twen—"

"Here you are, gov'nor."

It was the shabby man.

Matthews, picking himself up with a weary smile, counted the change.

"Here's your quarter," he added, "and thank you, my good fellow."

"Thanks, gov'nor," muttered the

shabby man, biting the quarter dubiously.

Thompson stared.

"Well, I'll be blowed!" he muttered. Matthews turned mechanically. His eyes lighted on the two bills, with the pebble superimposed, resting midway on the seat.

"Mine?" he questioned, in the tone of one who did not understand. "Well—goodbye, old sport."

Thompson stared after him as he slowly crossed the little park; then, thrusting his fingers into his armpits, resumed his whistling serenade of the pigeons that fluttered over the station.

Pausing, he scanned the blackboard. "Half an hour late," announced the chalk legend.

"Guess I'll step across to the hotel and lubricate my pianola," he mused.

Half way through the little park, he glimpsed Matthews on a distant bench, leaning toward a companion. Thompson, pausing, watched; then, sharply, his whistle choked into silence.

The someone else was the shabby man.
 Victor Lauriston.

An innocent looking banana peel is often the first step to a downward career.

HOTEL CODY

EUROPEAN

GRAND RAPIDS, MICH.

Rates \$1 and up. \$1.50 and up bath.

Snyder's Restaurant

Popular Prices

41 North Ionia Ave.

4 Doors North of Tradesman

Livingston Hotel

Grand Rapids, Mich.

Fine Cafe in Connection

Entertainment Every Evening

New Kaiserhof

Fireproof Hotel

450 Elegant Rooms

*1.00 per Day—up

3.00 with Bath

*2.00 per Day—up

German Restaurant

Clark St. near Jackson Blvd.

Chicago

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Oct. 11.—Learn one thing each week about Detroit: There are half a dozen neckwear factories in Detroit which employ hundreds and use thousands of yards of the costliest silks and satins each month.

A. A. Crumley Co. held the formal opening of the sales and display rooms at 998 Woodward avenue last week. Between 10,000 and 12,000 persons viewed the display and friends of the organization remembered them with a profusion of flowers.

Gust H. Taepke, florist at 95 Gratiot avenue, is having his store enlarged and alterations made.

Thieves entered the wholesale millinery house of Garton-Fisher-Wells Co., 231 Woodward avenue, and stole silks valued at \$70.

Chicago, according to newspaper reports, was "dry" last Sunday. As dry as a wet sponge no doubt.

Frank Maisonneville has resigned his position as assistant purchasing agent for the Packard Motor Car Co. and has entered the employ of the Timken-Detroit Axle Co.

At a most enthusiastic meeting of the Traveling Men's Fair Association held last Saturday, a tentative date was set for the staging of what will undoubtedly be the greatest industrial fair ever held in the State, and incidentally, announcement of the officers and chairmen of the various sub-committees was made. The days of the big affair will be December 28, 29 and 30. Negotiations are under way to secure an auditorium that will be large enough to do the exposition full justice, announcement as to the location will probably be made next week. Following is a list of officers and committee heads: President and General Manager, C. C. Starkweather; Vice-President, M. G. Howarn; Secretary, A. W. Wood; Treasurer, Lou Burch; chairmen of the various committees, units of the General Committee: Tickets and Admission, H. F. Dorweld; Booths, John Soloman; Amusements, Frank Ferris; Ushers and Attendance, I. H. Sweet; Hotels, A. F. Erz; Cartage and Express, J. J. Murphy; Music, Harry Bassett; Publicity, A. G. MacEachron; Decorations, E. S. Cheney; Speakers, T. F. Burton; Concessions, George Fleetham; Donations, J. E. Bullock; Programmes, J. E. Hardy; Membership, M. F. Reed; Exhibits, W. S. Lineman; Printing, H. B. Jickling; Cigars, M. G. Howarn; Transportation, C. C. Gardner.

G. Young (A. Krolik & Co.) says that when a man is his own worst enemy the fight is always to a finish.

John Harrington, prominent business man and for a number of years President of the Harrington Cigar Co., died at his home in this city Tuesday, October 5. He was born in Detroit October 1, 1854, and lived here all his life and at one time was well known throughout the country as an oarsman of note. Since severing his connections with the cigar company he founded, he has been representing the Revere Cigar Co. Surviving are three sisters. Mr. Harrington was unmarried.

There is always someone to take the joy out of life. Now John D. Martin comes forward with the suggestion that we take the missus on the road with us. Traveling on the road is our idea of one of the pleasures of married life.

Bud Mendel, special pipe salesman for Lee & Cady, was in Hubbard Lake recently and while there pulled off a stunt that entitles him to honorable mention in this week's Detonations. In fact, Bud is now mentioned as our hero for October, as there is no likelihood of any one stepping forward and claiming the title from him. While in the aforementioned village Bud, with several

other knights of the cushioned seats seated himself at the table in the hotel dining room and prepared to give the noon meal a fair deal—in other words, do justice to it. In a few moments after the arrival at the table of the doughty Bud, the waitress brought forth a large soup bowl of a steaming liquid and, without more ado, Bud proceeded to start gargling it. "Hum," he muttered between gasps, "this is my idea of exceedingly rich soup!" "Say," yelled one of the boys, "when you get through drinking that gravy and if there is any left, pass it down this way." But's excuse was that he had broken his glasses.

Frank L. Day, of Jackson, and former Secretary of the late lamented Knights of the Grip and at one time Grand Counselor of the U. C. T., dean of the traveling men hereabouts, 200 pounds of real man and every real man's friend, gives his definition of a successful salesman as follows: A man that knows when to start and when to stop talking and when talking, to know what to say.

Cadillac Council keeps widening the gap between it and the other councils in the State in point of membership, five more candidates having been initiated at the meeting held last Saturday night. They were C. B. Sinsabough, representative for Armour & Co.; E. C. Mitchell, Kay Salt Co., 815 Ford building; Wm. H. Spooner, Spooner Cigar Co., 835 Michigan avenue; George Hoffman, John W. Ladd Co. and M. A. Nicholson, Armour & Co. A. W. Wood resigned as Secretary of the Council and Howard Jickling, who was Sentinel, was elected to fill the vacancy. Immediately after the election Mr. Jickling resigned the office of Sentinel and the Executive Committee appointed Mr. Wood to the office.

Joseph Dennis, aged 90, is the Mayor of Bellfontaine, Ohio. Many a man who is elected to office is named Dennis.

John I. Rose, for many years a Bay City jeweler and for the past four years manager of the jewelry department of L. Black Co., 156 Woodward avenue, died at his home last Thursday after a short illness. Mr. Rose was associated with his father and brother in the jewelry business in Bay City and moved to Detroit on the death of the former. He is survived by his mother, two sisters and two brothers, William H. Rose, of Detroit and Charles P. Rose of Bay City.

Ellis P. Lillie, of C. P. Lillie & Son, general merchants of Coopersville, was in Detroit last week accompanied by his wife. The trip to Detroit was made by auto.

The mud slinging tactics of the Detroit News in its municipal ownership campaign reminds us that a mud slinger never has clean hands.

The National Silk Co. has moved into its new location on the third floor of the recently completed Sallan building on Woodward avenue.

Tadross & Zahloute, importers of oriental rugs, have moved from 84 Broadway to new quarters in the Washington Arcade.

Detroit Council holds its regular monthly meeting Saturday night, October 16, in Elks Temple. A great deal of enthusiasm is being shown by the members over the prospects of the fall and winter meetings and a large turnout is expected next Saturday night.

Prosperity seems to be attacking many of the hustling traveling men of Detroit, while others with like ability are not as lucky. Carl Houser for instance, city representative for the National Cash Register Co., was presented with a ford to use in calling on the trade.

The Jackson Patriot wants to know if the Kaiser put the bull in Bulgaria. We don't know, but some one is likely to take the area out of

Bulgaria and to forestall others we will add that some one is liable to do the same thing to the bulge in Bulgaria.

Sam Benjamin, who has been selling ladies' coats and suits in Michigan for several years, is now representing the Wm. Fishman Co., Inc., 15-17 E. Twenty-sixth street, N. Y., manufacturer of ladies' coats and evening wraps. Sam makes his home in Cleveland but has friends everywhere. No one who comes into these parts is more welcome than he and his inexhaustible fund of stories are always listened to with delight by those who are fortunate enough to hear them. Sam's host of friends in this State wish him the success that he deserves and no doubt the broader field he has entered will be the means of bringing about that success.

The Allies will undoubtedly prepare for another spring drive. Being housecleaning time it will be much easier to secure male recruits for the army.

A. J. Lind has resigned his position with Burnham, Stoepel & Co., and will devote his time to looking after his private affairs. Mr. Lind is heavily interested in Detroit real estate.

Another veteran traveling man, prominent among the fraternity in his day, who has long since forsaken the road, but is by no means forgotten is A. W. Stitt, former Secretary of the Knights of the Grip and member of Jackson Council, U. C. T. The boys on the road and the many other friends of Mr. Stitt will be pleased to hear that he is now making his home in Monroe, is Secretary and Treasurer of the River Raisin Paper Co. and has proved very successful in that capacity. He formerly resided in Jackson and represented the Jackson Soap Co. Mr. Stitt is but another example of the importance that former traveling men are proving in the role of business men.

To those who wanted a nip in Chicago last Sunday the closing movement must have looked to them like a dry joke.

Cohen & King will open a shoe store October 16 at 2240 Jefferson avenue, W., under the style of the Delray Shoe Co.

"They must have our goods," remarked Marcus Marx, manager of the Detroit office and representative for the Phoenix Knitting Works of Milwaukee, when he reported that burglars had broken into his office at 14 Avenue theater building last week and stolen his sample line of hosiery and knit goods. Harry Love and Henry Marks, who share the room with Mr. Marx, also suffered the loss of some of their clothing samples.

Michigan observed Fire Prevention Day last week and many were pleased and relieved to note the boss also observed it. No one was fired on that day.

A. Burmeister, of Fenton, was a Detroit business visitor last week.

We fear for the future of the soldiers of Europe, so far as their religion is concerned. Surely after the war is over they will have no fear of going to such a mild place as hell.

E. A. Feters, florist, Woodward avenue and Clifford street, will open another store at 1673 Woodward avenue during November.

A. E. Chevrier, Buhl Sons Co., Detroit, and Bay City taxpayer, was in Detroit last Saturday. "Amy" brought with him a growth of hair on his (formerly) bald head that would put Buffalo Bill's woolly top to shame.

Although Christmas is in the future it reminds us of the present.

Sarasohn & Shetzer, wholesale dry goods, 309-313 Gratiot avenue, have purchased the five-story brick building on the corner of Jefferson and Cass avenues and will occupy it as soon as their present lease expires.

Fire in the lumber yards of the F. L. Lowne Lumber and Finish Co.

plant, at Dix avenue and the M. C. crossing, caused damage amounting to \$50,000, only half of which was covered by insurance.

Word was received in Detroit last week announcing the death in Florida of Steelman Stephenson, proprietor of the Detroit Saw and Grating Works. The body was brought to Detroit for burial. Surviving are a son and three daughters.

Judging by the flagrant violations of the Henry law in the State, especially that part requiring hotels to furnish individual towels, the hotel inspectors have either overlooked some of the towns or are a bit lax in their duties. A little jar now and then for some of the violators would awaken them to the fact that they must obey the laws or suffer the penalty.

The Stalker Advertising Co., of Toledo, has opened offices in the Kresge building. A. D. Pierce, well known in this city, where he has been connected with various advertising agencies, has been appointed manager.

L. H. Weldin, dry goods merchant, Battle Creek, was a Detroit business visitor last week. He was accompanied on the trip by his wife.

Some space was devoted in the Tradesman last week owing to the fact that George V. McConnell, of Grand Rapids, did not attend church. If George had attended, it would have been near a news item.

That the splendid opportunity for the various U. C. T. councils to advertise and boost themselves in the Tradesman is not taken advantage of more is beyond the writer's understanding. We have on different occasions taken it upon ourselves to boost the coming Grand Council meeting at Traverse City, because it is going to be a worth-while convention. We also know that the boys are working hard up there—all, but the Publicity Committee. At least no signs of activity have as yet been manifested by any word from them in the only real traveling man's official Michigan magazine, the Michigan Tradesman.

Why not grasp the unusual opportunity thus afforded to tell us down Staters of some of the plans and why we should all go to Traverse City in 1916? Many are now making their plans for next year.

Beltrami & Rush, tailors, corner Woodward avenue and Elizabeth street, will open a branch at 1671 Woodward avenue some time next month.

W. J. Percival, general merchant of Evart, was in Detroit on business last week.

The thin ice will soon be in the limelight and no doubt will claim a few victims for its own.

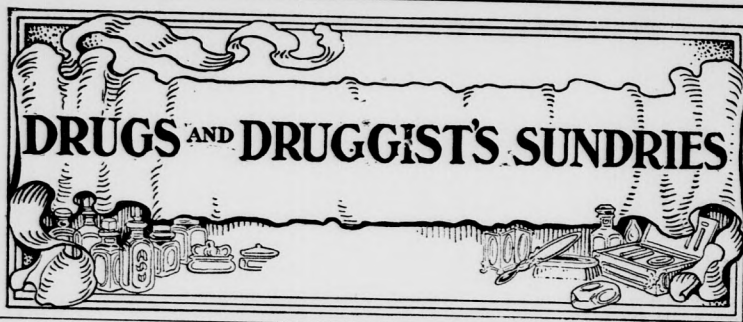
The Detroit News is so sincere in its efforts to better conditions for the poor citizens of Detroit, by saddling a street car system on them, that they neglect to state, when praising M. O. in England, that the wages paid there are in nearly every case less than one-half the ratio paid by the D. U. R., of this city and that the fare charged passengers who travel the distance that most Detroiters do to reach their homes is often in excess of the Detroit fare. That's why English cities are so congested. Why not be fair in making comparisons?

All the world loves a lover—

Our President.

James M. Goldstein.

Frank L. Day, Southern Michigan representative for the Trumbull Wagon Co., Defiance, Ohio, called on his Grand Rapids friends one day last week. His territory has been increased by the addition of Grand Rapids, in consequence of which the local trade will have the privilege of shaking hands with him every sixty days hereafter.



Michigan Board of Pharmacy.
 President—E. E. Faulkner, Delton.
 Secretary—Charles S. Koon, Muskegon.
 Treasurer—George F. Snyder, Grand Rapids.

Other Members—Leonard A. Seltzer, Detroit; Edwin T. Boden, Bay City.
 Next Meeting—Grand Rapids, Nov. 16, 17 and 18; Detroit, Jan. 18, 19 and 20, 1916.

Michigan State Pharmaceutical Association.

President—C. H. Jongejan, Grand Rapids.

Secretary—D. D. Alton, Fremont.
 Treasurer—John G. Stetekee, Grand Rapids.

Next Annual Meeting—Detroit, June 20, 21 and 22, 1916.

Michigan Pharmaceutical Travelers' Association.

President—W. H. Martin, Orion.
 Secretary and Treasurer—W. S. Lawton, Grand Rapids.

Grand Rapids Drug Club.
 President—Wm. C. Kirchgessner.
 Vice-President—E. D. De La Mater.
 Secretary and Treasurer—Wm. H. Tibbs.

Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Does a Pharmacist Make a Good Physician?

This is a question which is often asked me by pharmacists who contemplate the study of medicine, and others who are just interested to enlighten themselves generally with information regarding the physician and physician-pharmacist.

I might say, like all other callings, the standard of a man's ability lies entirely with the individual, his desire and liking for the career he wishes to pursue. Medicine, much like other professions, has its obstacles, and many of them. Pharmacists generally seem to labor under the opinion that a medical career is a profession of ease with no worries and money easily earned. Unfortunately, this is not the case as the worries are numerous and the money hard to collect. Therefore, a physician encounters the same difficulties as an everyday business man who buys and sells merchandise.

My belief is, the reason many pharmacists are spurred on to take up a course of medicine at the conclusion of their pharmaceutical studies is due largely to present-day conditions in the retail drug store. The outlook is certainly gloomy to a young man when he figures on the long houred days which he has before him day in and day out, besides being more or less compelled to stand for all kinds of abuse from the present-day public who have become "educated" through newspaper articles and pretend to know all the "mysteries" connected with pharmacy, if you charge 5 cents more than your competitor. Now that pharmacy is so commercialized, especially in the cities and larger towns, takes away the professional tone which once hung over the heads of our fathers

who commanded the respect of the entire community but which has since faded into oblivion. With many such drawbacks, the young graduate with progressive ideas is often puzzled as to just what he should do when he leaves college. A medical career seems to be one of the first thoughts to crop up in such a mind, probably because medicine is so closely allied to pharmacy in many ways. The initial requirements of the two schools, however, are vastly different, and this acts as the one big stumbling block to the majority who abandon the idea entirely on this account. It must also be remembered that the study of medicine means a big sacrifice of time and money. The time spent in preparation, college and hospital aggregates in all about ten years of hard study. The cost of such an education varies from \$8,000 to \$10,000. While this is not an actual outlay of cash, the money which one could earn at an ordinary occupation must be considered as money lost. After all this preparation, one is only prepared to start out and earn his daily bread. Is a medical career worth all this? I think it is, providing one can master his way through the hard struggle. I believe great credit is due any pharmacist who becomes a physician. What we need nowadays are more physician-pharmacists who can and would do all in their power to bring the pharmacists in closer touch with the physician, thus elevating pharmacy to a higher plane and keeping it out of the "valley" of commercialism into which it is constantly sliding.

Now that the pharmacist has attained his medical goal, the question is, "Does he make a good physician?" From personal experience the many I am acquainted with, I venture to say, such a combination makes an excellent doctor especially when it comes to the treatment of disease and prescribing therefor. It stands to reason that the knowledge gained by handling thousands of prescriptions, compounding same, is practical experience which can never be acquired unless one has passed through a course in practical pharmacy. The physician-pharmacist has a large variety of drugs at his command which he can prescribe in various ways and combinations. If he wishes to keep an inquisitive patient in ignorance, he can do so, or if he wishes to prescribe within the financial means of the patient, he can do likewise. Only practical experience behind the counter will teach him this. He is likewise conversant on most

any drug or patent on the market making it able for him to mentally analyze its worth with a single thought. If the patient, prior to his calling, has been doctoring himself, he knows immediately just what course to follow. Such knowledge is a big factor in the treatment of disease. It is this lack of knowledge which makes the average young practitioner so "shaky" when going out on his first cases where he is compelled to prescribe. Patients are always ready to bombard the doctor with all kinds of questions referable to drugs and patents, etc., and unless he is well posted is oftentimes placed in a very embarrassing position. Many physicians are not prone to infection with progress and would rather accept the flowery literature of some manufactured patent medicine as genuine and prescribe it accordingly than to write for combinations of drugs simply because they fear incompatibilities. The medical schools are mostly at fault for this as the average school spends very little time instructing its students in the art of prescription writing and incompatibles. You will find, if you delve into the history of the physician-pharmacist, that in almost every case he is a self made and was a self supporting man who has toiled day and night to accomplish his end, depriving himself of the luxuries of life, and who is now able to appreciate the hardships and the dollar when he encounters them. The twenty odd men whom I am acquainted with have been successful right from the start, with not a single exception. This is probably due to their ability to treat, handle and converse with patients, which art, no doubt, was acquired in their retail experience behind the counter. Today they are reaping their harvest, living comfortably, contented and steadily climbing the ladder of success, if capital is any standard to such a destination. Besides, these men are rendering pharmacy a great service, boosting the ethical druggist, vouch for him, and direct their prescriptions his way, and informing the patient to shun the drug corporation stores who have made pharmacy what it is to-day. Not one in this circle of physician-pharmacists ever forgets he once toiled hard behind the counter, nor do they forget to do anything in their power to try

and give the smaller honest man a "lift" in his struggle for existence whenever they can.

Summarizing, I might say, a physician-pharmacist makes an excellent doctor, capable of prescribing drugs in any combination with plenty of variety in the treatment of disease. He has confidence in himself at the onset which is a quality many lack. Success is with him from the start, but only after a long struggle; I know of no exceptions. As this is the aim of every energetic young man, the question which the individual must answer for himself is "Is the sacrifice which one must make of time, labor and money worth it?" Remember, it means ten years of additional study after the completion of a pharmaceutical course, with an outlay of \$8,000 or \$10,000, and then, don't forget, you are only starting out to earn money.

George Hohmann, Ph. G.

It pays to be honest, but sometimes pay day is late in showing up.

Doctor's Opportunity

DOCTORS READ THIS—We can sell you a home for \$4,000. Less than it is worth and put in a doctor's practice from \$6,000 to \$8,000 a year, with office equipment. Doctor's health failed and must change climate. Part down and all the time you want on the balance. L. M. Conrad Co., 2000 So. Division Ave., Grand Rapids, Mich.

THE GRAND RAPIDS VETERINARY COLLEGE

Offers a Three Years' Course in Veterinary Science
 Complying with all the requirements of the U. S. Bureau of Animal Industry. Established 1897. Incorporated under State law. Governed by Board of Trustees. Write for Free Catalogue.

200 Louis St. Grand Rapids, Michigan

Choice Comb Honey

We sell Michigan Honey only, and in lots of 100 pounds and upwards.

We guarantee safe delivery, and quality and grade as represented. Also extracted honey in 5 gallon cans. Let us quote you prices f. o. b. cars your station.

M. H. HUNT & SON
 510 North Cedar St. Lansing, Michigan

UNIVERSAL CLEANER

Great for the pots—great for the pans
 Great for the woodwork—great for the hands.

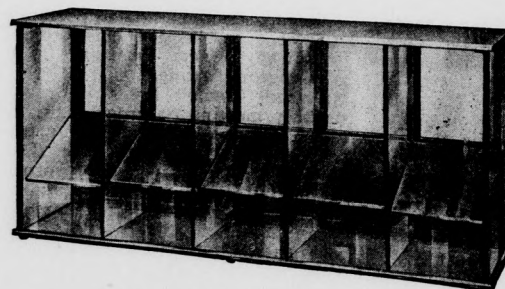
ORDER FROM YOUR JOBBER

Here It Is!

SIZE

32 inches long
 14½ inches high
 8½ inches wide

A Practical
 Sanitary
 Showcase for
 Bulk Candy



No flies, no dust, no pilfering and no waste. Quick and easy service. Far ahead of globes and jars. We are special agents for this new silent salesman and to get them placed with our trade in the shortest possible time we are offering it for a limited period with an assortment of ten pairs of our best selling candy. We want you to have one of these cases because it will more than double your candy business. More business for you means more business for us.

Ask our salesman about the proposition or write us for particulars.

PUTNAM FACTORY, Candy Manufacturers

Grand Rapids, Mich.

Our Holiday Sundry Line

We extend to all our customers and friends an earnest invitation to see this line soon so that we may have the advantage of sufficient time to give your orders careful attention and be able to fill them completely.

Our sundry department has been unusually busy since September 1st, and we respectfully ask that you arrange a date with this department as early as possible. We will make as usual a liberal allowance upon the expense of the trip.

Yours respectfully,

Hazeltine & Perkins Drug Co.



Quality Delivery Boxes

Saturday is Your Busy Day

The safest and quickest way to handle rush delivery orders is to provide the man on each wagon with "Quality" Delivery Boxes. They enable him to keep his orders straight and to carry a full load with perfect safety.

JOHN A. GRIER & CO.

1031-35 18th St.

Detroit, Michigan

CITIZENS LONG DISTANCE SERVICE



To Detroit, Lansing, Jackson, Holland, Muskegon, Ludington, Traverse City, Petoskey, Saginaw; also to all intermediate and Connecting Points.

Connection with 200,000 Telephones in Michigan.

Citizens Telephone Company

WHOLESALE DRUG PRICE CURRENT

Prices quoted are nominal, based on market the day of issue.

Acids	Acetic 6 @ 8	Boric 11 @ 15	Carbolic 1 77@1 80	Citric 68@ 75	Muriatic 75@ 82	Nitric 52@ 55	Sulphuric 2 1/2 @ 5	Tartaric 56@ 60	Water, 26 deg. .. 6 3/4 @ 10	Water, 18 deg. .. 4 1/2 @ 8	Water, 14 deg. .. 3 1/2 @ 6	Carbonate 13 @ 16	Chloride 10 @ 25																																																																																																																																																																																																																										
Ammonia	Copaiba 75@1 00	Fir (Canada) .. 1 25@1 50	Fir (Oregon) ... 40@ 50	Peru 4 75@5 00	Tolu 75@1 00	Berries	Cubeb 70 @ 75	Fish 15 @ 20	Juniper 10 @ 15	Prickley Ash ... @ 50	Barks	Cassia (ordinary) 25@ 30	Cassia (Saigon) 65@ 75	Elm (powd. 30c) 28@ 30	Sassafras (pow. 30c) 40 @ 25	Soap Cut (powd.) 35c 23@ 25																																																																																																																																																																																																																							
Balsams	Licorice 30@ 35	Licorice powdered 35@ 40	Flowers	Arnica 38@ 45	Chamomile (Ger.) 65@ 75	Chamomile (Rom) 55@ 60	Gums	Acacia, 1st 50@ 60	Acacia, 2nd 45@ 50	Acacia, 3rd 40@ 45	Acacia, Sorts .. 20@ 25	Acacia, powdered 30@ 40	Aloes (Barb. Pow) 22@ 25	Aloes (Cape Pow) 20@ 25	Aloes (Soc. Pow.) 40@ 50	Asafoetida 60@ 75																																																																																																																																																																																																																							
Extracts	Asafoetida, Powd. Pure @1 00	U. S. P. Powd. @1 25	Camphor 50@ 60	Guaiac 40@ 45	Guaiac, powdered 50@ 55	Kino 70@ 75	Kino, powdered .. 75@ 80	Myrrh @ 40	Myrrh, powdered @ 50	Opium 9 25@9 50	Opium, powd. 10 25@10 45	Opium, gran. 10 50@10 70	Shellac 28@ 35	Shellac, Bleached 30@ 35	Tragacanth	No. 1 @2 50	Tragacanth pow 1 25@1 50	Turpentine 10@ 15																																																																																																																																																																																																																					
Leaves	Sage, powdered .. 55@ 60	Buchu 1 60@1 65	Buchu, powd. 1 75@2 00	Sage, bulk 47@ 50	Sage, 3/4s loose .. 52@ 55	Senna, Alex 30@ 35	Senna, Tinn. 35@ 40	Senna, Tinn powd 45@ 50	Uva Ursi 18@ 20	Oils	Almonds, Bitter, true 8 50@8 75	Almonds, Bitter, artificial 5 75@6 00	Almonds, Sweet, true 1 25@1 50	Almonds, Sweet, imitation 65@ 75	Amber, crude 40@ 50	Amber, rectified 50@ 60	Anise 2 00@2 25	Bergamont 4 50@4 75	Cajeput 1 35@1 60	Cassia 1 75@2 00	Castor, bbls. and cans 15@17 1/2	Cedar Leaf 90@1 00	Citronella 75@1 00	Cloves 1 75@2 00	Cocoonut 20@ 25	Cod Liver 3 05@3 25	Cotton Seed 70@ 80	Croton 2 00@2 25	Cupbebs 3 75@4 00	Eigeron 1 75@2 00	Eucalyptus 1 00@1 20	Hemlock, pure .. @1 80	Juniper Berries 2 75@3 00	Juniper Wood ... 70@ 90	Lard, extra 80@ 90	Lard, No. 1 65@ 75	Laven'r Flowers. @ 60	Lavender, Gar'n 1 25@1 40	Lemon 2 00@2 25	Linseed, boiled, bbl. @ 60	Linseed, bld. less 65@ 70	Linseed, raw, bbl. @ 59	Linseed, raw, less 64@ 69																																																																																																																																																																																												
Mustard, true .. 9 00@9 50	Mustard, artif'l 5 50@5 75	Neatsfoot 70@ 80	Olive, pure 2 50@3 50	Olive, Malaga, yellow 1 55@1 65	Olive, Malaga, green 1 50@1 60	Orange Sweet .. 3 00@3 25	Organum, pure .. @ 75	Origanum, com'l 2 25@2 50	Peppermint 2 75@3 00	Rose, pure 14 50@16 00	Rosemary Flows 1 50@1 75	Sandalwood, E. I. 7 25@7 50	Sassafras, true @ 1 10	Sassafras, artif'l @ 60	Spearmint 2 75@3 00	Sperm 80@1 00	Tansy 4 00@4 25	Tar, USP 30@ 40	Turpentine, bbls @ 46	Turpentine, less 53@ 58	Wintergreen, true @ 50	Wintergreen, sweet birch 3 25@3 50	Wintergreen, art 3 00@3 25	Wormseed 3 50@4 00	Wormwood 4 00@4 25	Potassium	Bicarbonate 45@ 50	Bromide 32@ 35	Cyanide 2 90@3 00	Chlorate, xtal and powdered 42@ 45	Chlorate, granular 47@ 50	Cyanide 30@ 45	Iodide 4 32@4 40	Permanganate 1 45@1 50	Prussiate, yellow @ 1 25	Prussiate, red .. @ 3 00	Sulphate @ 30	Roots	Alkanet 40@ 45	Blood, powdered 20@ 25	Calamus 50@ 75	Elecampane, pwd. 15@ 20	Gentian, powd. 15@ 25	Ginger, African, powdered 15@ 20	Ginger, Jamaica 26@ 30	Ginger, Jamaica, powdered 26@ 30	Goldenseal pow. 6 50@7 00	Ipecac, powd. 4 25@4 50	Licorice 18@ 20	Licorice, powd. .. 12@ 13	Loris, powdered 30@ 35	Loris, powdered 20@ 25	Rhubarb 75@1 00	Rhubarb, powd. 75@1 25	Rosinweed, powd. 25@ 30	Sarsaparilla, Hond. ground @ 65	Sarsaparilla Mexican, ground 20@ 35	Squills 20@ 35	Squills, powdered 40@ 60	Turmeric, powd. 12@ 15	Valerian, powd. 45@ 50	Seeds	Anise 20@ 25	Anise, powdered @ 25	Bird, Is @ 12	Canary 8@ 12	Caraway 18@ 20	Cardamon 2 00@2 25	Celery (powd. 55) 40@ 50	Coriander 10@ 18	Dill 20@ 25	Fennel 45@ 50	Flax 5@ 10	Flax, ground 5@ 10	Foenugreek, pow. 8@ 10	Hemp 6@ 10	Lobelia 40@ 50	Mustard, yellow 16@ 20	Mustard, black @ 10 15	Mustard, powd. 22@ 30	Poppy 15@ 20	Quince 1 00@1 25	Rape @ 15	Sabadilla @ 35	Sabadilla, powd. @ 40	Sunflower 10@ 15	Worm American 20@ 25	Worm Levant .. 1 00@1 10	Tinctures	Aconite @ 75	Aloes @ 65	Arnica @ 75	Asafoetida @1 35	Belladonna @1 65	Benzoine @1 00	Benzoine Compo'd @1 00	Buchu @1 50	Cantharides ... @1 30	Capsicum @ 90	Cardamon @1 50	Cardamon, Comp. @ 60	Catechu @1 05	Cinchona @ 75	Colchicum @1 20	Cubeb @ 80	Digitalis @ 75	Gentian @ 75	Ginger @ 95	Gualac @1 05	Gualac Ammon. @ 80	Iodine @2 00	Iodine, Colorless @2 00	Ipecac @ 75	Iron, clo. @ 60	Kino @ 80	Myrrh @1 05	Nux Vomica @ 70	Opium @2 75	Opium, Capmh. @ 90	Opium, Deodorz'd @2 75	Rhubarb @ 70	Paints	Lead, red dry .. 7 @ 7 1/2	Lead, white dry 7 @ 7 1/2	Lead, white oil .. 7 @ 7 1/2	Ochre, yellow bbl. 1 @ 1 1/4	Ochre, yellow less 2 @ 5	Putty 2 1/2 @ 5	Red Venet'n bbl. 1 @ 1 1/2	Red Venet'n less 2 @ 5	Vermillion, Eng. 1 25@1 50	Vermillion, Amer. 15@ 20	Whiting, bbl. ... 1 1-10@1 1/2	Whiting 2 @ 5	L. H. P. Prepd. 1 35@1 45	Insecticides	Arsenic 6@ 10	Blue Vitrol, bbl. 6 @ 8 1/2	Blue Vitrol, less 9@ 15	Bordeaux Mix Pst 8 @ 10	Hellebore, White powdered 17@ 25	Insect Powder .. 30@ 50	Lead Arsenate .. 8 1/2 @ 16	Lime and Sulphur Solution, gal. ... 15@ 25	Paris Green 20@25	Miscellaneous	Acetanalid @1 50	Alum 8@ 11	Alum, powdered and ground 9@ 12	Bismuth, Subnitrate 2 97@3 10	Borax xtal or powdered 6 1/2 @ 12	Cantharades po 2 00@5 75	Calomel 1 78@1 82	Capsicum 30@ 35	Carmine 3 75@4 00	Cassia Buds @ 40	Cloves 30@ 45	Chalk Prepared 6@ 8 1/2	Chalk Precipitated 7@ 10	Chloroform 42@ 48	Chloral Hydrate 2 00@2 25	Cocaine 4 60@4 90	Cocoa Butter .. 55@ 65	Corks, list, less 70% @ 01	Coppers, bbls. ... @ 5	Coppers, less @ 6	Coppers, powd. .. 4@ 6	Corrosive Sublim 1 75@1 80	Cream Tartar 41@ 45	Cuttibone 45@ 50	Dextrine 7@ 10	Dover's Powder .. @2 50	Emery, all Nos. 6@ 10	Emery, powdered 5@ 8	Epsom Salts, bbls. @ 4 1/2	Epsom Salts, less 5@ 8	Ergot 2 00@2 25	Ergot, powdered 2 75@3 00	Flake White 15@ 20	Formaldehyde, lb. 10@ 15	Gambier 15@ 20	Gelatin 75@ 80	Glassware, full cases 80%	Glassware, less 70 & 10%	Glauber Salts bbl. @ 1 1/4	Glauber Salts less 2 @ 5	Glue, brown 11@ 15	Glue, brown grd. 10@ 15	Glue, white 15@ 20	Glue, white grd. 15@ 20	Glycerine 30@ 45	Hops 45@ 60	Indigo 1 25@1 50	Iodine 5 68@5 91	Iodoform 6 18@6 30	Lead Acetate 15@ 20	Morphine 5 65@5 90	Lycopodium 1 35@1 50	Mace 85@ 90	Mace, powdered 95@1 00	Menthol 3 50@3 75	Menthol, white .. 3 50@3 75	Morphine 5 65@5 90	Nux Vomica @ 15	Nux Vomica pow. @ 20	Pepper, black pow. @ 30	Pepper, white ... @ 35	Pitch, Burgundy .. @ 15	Quassia 10@ 15	Quinine, all brds 43@ 53	Rochelle Salts .. 35@ 40	Saccharine 10 50@10 70	Salt Peter 22 1/2 @ 30	Seidlitz Mixture 30@ 35	Soap, green 15@ 20	Soap, mott castile 12@ 15	Soap, white castile case @6 75	Soap, white castile less, per bar .. @ 75	Soda Ash 1 1/2 @ 5	Soda Bicarbonate 1 1/2 @ 5	Soda, Sal 1 @ 4	Spirits Camphor @ 75	Sulphur roll 3 @ 5	Sulphur Subl. 2 1/2 @ 5	Sulphur roll 3 @ 5	Tamarinds 15@ 20	Tartar Emetic .. @ 60	Turpentine Venice 75@ 85	Vanilla Ex. pure 1 00@1 50	Witch Hazel 65@1 00	Zinc Sulphate ... 7 @ 10

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

Table with columns: ADVANCED (Evap. Milk, Holland Herring, Some Flour), DECLINED (Rolled Oats)

Index to Markets

By Columns

Main index table listing various goods (Ammonia, Axle Grease, Baked Beans, etc.) and their prices. Includes sub-sections for AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUING, BREAKFAST FOODS, BROOMS, BUTTER COLOR, CANNED GOODS, etc.

Continuation of the index table, listing goods such as CHEWING GUM, CHOCOLATE, CLOTHES LINE, COCOA, COCONUT, COFFEES ROASTED, CRACKERS, CONFECTIONERY, and various nuts and specialties.

6

7

8

9

10

11

Table with 2 columns: Item Name, Price. Includes Butter, Soda, Oyster, Sugar Wafer Specialties.

Table with 2 columns: Item Name, Price. Includes CREAM TARTAR, DRIED FRUITS (Apples, Apricots, Citron, Currants, Peaches), California Prunes.

Table with 2 columns: Item Name, Price. Includes EVAPORATED MILK (Red Band Brand), FARINACEOUS GOODS (Beans, Farina, Original Holland Rusk).

Table with 2 columns: Item Name, Price. Includes FISHING TACKLE (1/2 to 3 in.), Cotton Lines (No. 1 to No. 9), Linen Lines (Small to Large).

Table with 2 columns: Item Name, Price. Includes Poles (Bamboo, 14 ft., 16 ft., 18 ft.), FLAVORING EXTRACTS (Jennings D C Brand).

Table with 2 columns: Item Name, Price. Includes FLOUR AND FEED (Winter Wheat, Purify Patent, Fancy Spring).

Table with 2 columns: Item Name, Price. Includes PEANUT BUTTER (Best-Car-Mo Brand), PICKLES (Medium, Small).

Table with 2 column: Item Name, Price. Includes GRAIN BAGS (Broad Gauge, Amoskeag), Herbs (Sage, Hops, Laurel Leaves).

Table with 2 columns: Item Name, Price. Includes Tallow (No. 1, No. 2), Wool (Unwashed, med., Unwashed, fine).

Table with 2 columns: Item Name, Price. Includes HORSE RADISH (Per doz., Jelly), MAPLEINE (2 oz. bottles, 1 oz. bottles).

Table with 2 columns: Item Name, Price. Includes MUSTARD (1/2 lb. 6 lb. box), OLIVES (Bulk, 1 gal. kegs).

Table with 2 columns: Item Name, Price. Includes PETROLEUM PRODUCTS (Perfection, Red Crown Gasoline, Gas Machine Gasoline).

Table with 2 columns: Item Name, Price. Includes Picnic Boiled (Hams, Boiled Hams, Minc'd Ham, Bacon), Sausages (Bologna, Liver, Frankfort, Pork, Veal, Tongue, Headcheese).

Table with 2 columns: Item Name, Price. Includes Beef (Boneless, Rump, new), Pig's Feet (1/2 bbls., 40 lbs.), Kits, 15 lbs.

Table with 2 columns: Item Name, Price. Includes Canned Meats (Corned beef, 2 lb., 4 lb., 7 lb.), Fancy (Japan Style, Broken), RICE (Rolled Avenna, Steel Cut).

Table with 2 columns: Item Name, Price. Includes SALAD DRESSING (Columbia, 1/2 pint), SALERATUS (Packed 60 lbs. in box), SAL SODA (Granulated, 100 lbs. cs.).

Table with 2 columns: Item Name, Price. Includes SEEDS (Anise, Canary, Smyrna, Caraway, Cardomon, Malabar, Celery, Hemp, Russian, Mixed Bird, Mustard, white, Poppy, Rape).

Table with 2 columns: Item Name, Price. Includes SHOE BLACKING (Handy Box, large, Handy Box, small), Bixby's Royal Polish, Miller's Crown Polish, SNUFF (Scotch, in bladders, Maccaboy, in jars).

Table with 2 columns: Item Name, Price. Includes SPICES (Whole Spices: Allspice, Jamaica, Cloves, Zanzibar, Cassia, Canton, Cassia, 5c pkg. dz., Ginger, African, Ginger, Cochin, Mace, Penang, Mixed, No. 1, Mixed, No. 2, Mixed, 5c pkgs. dz., Nutmegs, 70-130, Nutmegs, 105-110, Nutmegs, 105-110), Pepper, Black, Pepper, White, Pepper, Cayenne, Paprika, Hungarian, Pure Ground in Bulk, Allspice, Jamaica, Cloves, Zanzibar, Cassia, Canton, Mace, Penang, Nutmegs, Pepper, Black, Pepper, White, Pepper, Cayenne, Paprika, Hungarian).

Table with 2 columns: Item Name, Price. Includes STARCH (Corn, Kingsford, 40 lbs. bbls., Muzzy, 40 lb. pkgs.), SYRUPS (Barrels, Half barrels, Blue Karo, No. 1, Blue Karo, No. 2, Blue Karo, No. 2 1/2, Blue Karo, No. 5, Blue Karo, No. 10, Red Karo, No. 1, Red Karo, No. 2, Red Karo, No. 2 1/2, Red Karo, No. 5, Red Karo, No. 10 1/2), Pure Cane, Good, Choice, Folger's Grape Punch, Quarts, doz. case, TABLE SAUCES (Halford, large, Halford, small), TEA (Uncolored Japan, Medium, Choice, Fancy, Basket-fired Med'm, Basket-fired Choice, Basket-fired Fancy, No. 1 Nibs, Siftings, bulk, Siftings, 1 lb. pkgs., Gunpowder, Moyune, Medium, Moyune, Choice, Ping Suey, Medium, Ping Suey, Choice, Ping Suey, Fancy, Young Hyson, Fancy), Oolong (Formosa, Medium, Formosa, Choice, Formosa, Fancy), English Breakfast (Congou, Medium, Congou, Choice, Congou, Fancy, Congou, Ex. Fancy), Ceylon (Pekoe, Medium, Pekoe, Choice, Flowery O. P. Fancy).

Table with 2 columns: Item Name, Price. Includes TOBACCO (Blot, Bugle, 16 oz., Bugle, 10c, Dan Patch, 8 and 16 oz., Dan Patch, 4 oz., Dan Patch, 2 oz., Fast Mail, 16 oz., Hawatha, 16 oz., Hawatha, 5c, May Flower, 8 oz., No Limit, 8 oz., No Limit, 16 oz., Ojibwa, 8 and 16 oz., Ojibwa, 10c, Ojibwa, 5c, Petoskey Chief, 7 oz., Petoskey Chief, 14 oz., Peach and Honey, 5c, Red Bell, 16 oz., Red Bell, 8 foll., Sterling, L & D, Sweet Cuba, canister, Sweet Cuba, 5c, Sweet Cuba, 1 lb., Sweet Cuba, 1/2 lb. tin, Sweet Cuba, 1/4 lb. foil, Sweet Burley, 5c L&D, Sweet Burley, 8 oz., Sweet Burley, 16 oz., Sweet Mist, 1/4 gro., Sweet Mist, 8 oz., Telegram, 5c, Tiger, 5c, Tiger, 25c cans, Uncle Daniel, 1 lb., Uncle Daniel, 1 oz.).

Table with 2 columns: Item Name, Price. Includes Plug (Am. Navy, 16 oz., Apple, 10 lb. butt, Drummond Nat. Leaf, 2 and 5 lb., Drummond Nat. Leaf, per doz., Battle Ax., Brazer, 6 and 12 lb., Big Four, 6 and 12 lb., Boot Jack, 2 lb., Boot Jack, per doz., Bullion, 16 oz., Climax Golden Twins, Climax, 14 1/2 oz., Climax, 7 oz., Day's Work, 7 & 14 lb., Creme de Menthe, 3c, Derby, 5 lb. boxes, 5 Bros., 4 lb., Four Roses, 10c, Gilt Edges, 2 lb., Gold Rope, 6 and 12 lb., Gold Rope, 4 and 8 lb., G. O. P., 12 and 24 lb., Granger Twist, 6 lb., G. T. W., 10 and 21 lb., Horse Shoe, 6 and 12 lb., Honey Dip Twist, 5 and 10 lb., Jolly Tar, 5 and 8 lb., J. T., 5 1/2 and 11 lb., Kentucky Navy, 12 lb., Keystone Twist, 6 lb., Klismet, 6 lb., Maple Dip, 20 oz., Merry Widow, 20 oz., Nobby Spun Roll 6 & 8, Parrot, 12 lb., Patterson's Nat. Leaf, Peachey, 6, 12 & 24 lb., Picnic Twist, 5 lb., Piper Heldstleck, 4 & 7 lb., Piper Heldstleck, per doz., Polo, 3 doz., per doz., Redcut, 1 1/2 oz., Scrapple, 2 and 4 doz., Sherry Cobbler, 8 oz., Spear Head, 12 oz., Spear Head, 14 oz., Star, 6, 12 & 24 lb., Standard Navy, 7 1/2, 15 and 30 lb., Ten Penny, 6 and 12 lb., Town Talk, 14 oz., Yankee Girl, 12 & 24 lb.).

Table with 2 columns: Item Name, Price. Includes Scrap (All Red, 5c, Am. Union Scrap, 5c, Bag Pipe, 5c, Culas, 2 1/2 oz., Globe Scrap, 2 oz., Happy Scrap, 2 oz., Honey Comb Scrap, 5c, Honest Scrap, 5c, Mail Pouch, 4 doz., Old Times, 5c, Old Times, 1/4 gro., Polar Bear, 5c, Red Band, 5c, Red Man Scrap, 5c, Scrapple, 5c pkgs., Sure Shot, 5c, Yankee Girl Scrap, 2oz., Pan Handle Scrap, 1/4 gr, Peachey Scrap, 5c, Union Worker, 2 1/4 & 7 oz.).

Table with 2 columns: Item Name, Price. Includes Smoking (All Leaf, 2 1/4 & 7 oz., BB, 3 1/2 oz., BB, 7 oz., BB, 14 oz., Badger, 3 oz. tins, Badger, 10c tins, Badger, 3 oz., Badger, 7 oz., Banner, 5c, Banner, 20c, Banner, 40c, Belwood, Miture, 10c, Big Chief, 2 1/4 oz.).

SPECIAL PRICE CURRENT

Table with 12 columns: 12, Smoking, Big Chief, Bull Durham, etc.

Table with 13 columns: 13, Pilot, Soldier Boy, Sweet Caporal, etc.

Table with 14 columns: 14, Palls, Toothpicks, Traps, etc.

BAKING POWDER K. C. Doz. 10 oz., 4 doz. in case 85, etc.

ROYAL 10c size .90, 1/4 lb cans 1.35, etc.

COFFEE OLD MASTER COFFEE, San Marto Coffee, etc.

FITZPATRICK BROTHERS' SOAP CHIPS, White City, Tip Top, etc.



White House, 1 lb. White House, 2 lb. Excelsior, Blend, 1 lb.



Royal Garden Tea, pkgs. 40 THE BOUR CO., TOLEDO, OHIO.

SOAP LAUTZ BROS. & CO. Acme, 70 bars 3 05, Acme, 100 cakes, 5c sz 3 75, etc.

Proctor & Gamble Co. Lenox, Ivory, Star, etc.

Swift & Company Swift's Pride, White Laundry, Wool, etc.

Tradesman Co.'s Brand Black Hawk, one box 2 50, etc.

A. B. Wrisley Good Cheer, Old Country, etc.

Scouring Sapolio, gross lots, Sapolio, single boxes, etc.

Soap Compounds Johnson's Fine, Johnson's XXX, Rub-No-More, etc.

Washing Powders Armour's, Babbitt's, Gold Dust, etc.

The only 5c Cleanser Guaranteed to equal the best 10c kinds 80 - CANS - \$2.90



AXLE GREASE MICA, 1 lb. boxes, per gross 8 70, etc.

TELFER'S ROAST COFFEE, MADE IN DETROIT USA

CHARCOAL Car lots or local shipments, bulk or sacked in paper or jute.

FOOTE & JENKS' Killarney (REGISTERED) Ginger Ale (CONTAINS NO CAPSICUM) An Agreeable Beverage of the CORRECT Belfast Type.

SOMETHING MORE The chances are that you want something more than printing when you want a job of printing—ideas, possibly, or suggestions for them; a plan as likely as possible to be the best, because comprising the latest and the best; an execution of the plan as you want it and when you want it. This is the service that we talk about but little, but invariably give. Tradesman Company :: Grand Rapids

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Rent—Best store building in best location in town of 1,200 population, about Jan. 1, 1916. Address, Ben W. Davis, Galesville, Wisconsin. 507

For Sale By Owner—Seven thousand acres of fertile land in the Mississippi Valley, Craighead county, Arkansas. Part in cultivation, part cutover and part in virgin timber, not subject to overflow and well drained with natural drainage and canal. Fourteen miles from town of fifteen thousand people. Four miles to Cotton Belt railroad, four miles to Frisco, nine hours run to St. Louis and Kansas City and four hours to Memphis. Standard gauge logging road through the center of the tract. Will sell land and timber but prefer to sell land only. Will put balance of land in cultivation. Will sell this proposition as a whole or in blocks to suit with land cleared ready for the plow, properly fenced and suitable houses. This proposition will net better than 10 per cent. on the investment and will bear a strict investigation. L. A. Goodrich, Box 597, Jonesboro, Ark. 508

To Trade—A farm for a stock of merchandise. Address Phillip Lippert, Stanton, Michigan. 510

For Sale—My up-to-date suburban grocery. Stock of groceries and modern residence. One of the best locations in the city. Full description upon request. C. A. Garside, Atchison, Kansas. 511

For Sale—Drug stock including soda fountain in best farming and manufacturing village 2,100, in Southwestern Michigan. Cash deal or might trade for small farm. Address No. 513, care Michigan Tradesman. 513

For Sale—Good bakers' oven, mixer, gasoline engine. Also soda fountain and ice cream fixtures. Enquire H. N. Coombs, Box 325, Edmore, Michigan. 514

Barber Shop For Sale—Two chairs, best business; a bargain, Box 32, Laingsburg, Michigan; a bargain, Box 32, Laingsburg, Michigan. 515

For Sale or Exchange—For farm property. New \$4,000 stock of hardware in one of the best towns of 600 population in the State. Good surrounding country; eighteen miles from Saginaw. Address, A. L. Hall, Montrose, Michigan. 509

For Sale—Store in good business location and doing a good business; will sacrifice same on account of health; worth while investigating. Ed. C. Lembrand, Monroe, Michigan. 516

Shoes—We are stock buyers of all kinds of shoes, large or small, parts of or any kind of merchandise. Largest prices paid. Write at once. Perry Mercantile Co., 524 Gratiot avenue, Detroit, Michigan. 517

For Sale—New all steel Hazen paper baler. Cost \$40. Will sell for \$18. Address, A. L. Hall, Montrose, Michigan. 518

Watchmaker—Situation or location wanted. Work first-class. Write, Jeweler, 606 Second Ave., Detroit, Michigan. 519

For Sale—Drug store at a bargain. Stock and fixtures formerly owned by J. H. Watson, of Ithaca. For particulars write H. S. Phillips, trustee, Ithaca, Michigan, or the Hazeltine & Perkins Drug Co., Grand Rapids, Mich. 498

For Sale—Old established undertaking business in town of 3,000 in Eastern Michigan. Death of owner reason for selling. Address, Estate, care Tradesman. 501

For Sale—A \$375 National cash register, one drawer, six keys, registers \$99.99, delivers cash slips, just overhauled and adjusted. A bargain. Address No. 477, care Michigan Tradesman. 477

For Sale—Old established plumbing, heating and sheet metal business at invoice price in a good town of 15,000 inhabitants in the Willamette Valley. Address H. G. Welch, Eugene, Oregon. 492

For Sale—Allen-Sparks Lighting System; American adding machine. L. C. Dawes, Rapid City, Michigan. 493

Hotel—Department Store—Best location in the best city in Michigan. We have a beautiful corner lot on East Michigan only a block from three R. R. depots and all the Interurban cars pass the door or within one block of it on double track car line passing passengers to every line in city. Now is the time to locate here and grow with the fastest growing city in the country where land values are constantly increasing. The opportunity you want for your business both as to place and site. Call or write. Young Bros. Realty Co., Lansing, Mich. 494

For Sale—A general store in small but good town; old established business. On account of poor health will sell very cheap. Address, W. B. Spike, Ney, Ohio. 506

Position Wanted—As manager or buyer for general store. Careful buyer, good salesman and AI stock-keeper. You will always find me working. Twenty years' experience with two firms. Can give the best of recommends. Address No. 500, care Michigan Tradesman. 500

General Merchandise—For sale, general merchandise store in small country town. For particulars, address E. W. Ruge, Bellingham, Washington. 496

For Sale—Restaurant and dairy lunch, good location for bakery in connection; good business, good lease, cheap rent. Boston Dairy Lunch, Lapeer, Michigan. H. Robinson. 503

For Sale—Computing scale, for less than one-quarter first cost. Used only a short time; will guarantee to pass inspection. Time given to responsible person. Address 491, care Tradesman. 491

For Rent—Store, twenty-two by eighty feet, opposite Hotel Belding. One of the best locations in city. Enquire, 716 Broas St., Citizen phone No. 368, Belding, Michigan. 487

Turn Old Merchandise Into Cash—Send me all your unsalable merchandise, out of style, dry goods, shoes, clothing, job lots, countermands, etc. Sales every day. Cash returned within 10 days. Highest banking and mercantile references. Joseph Landau, 2002 Beaver Ave. N. S., Pittsburgh, Pa. Merchandise Broker and Cash Store Buyer. 485

Hotel De Haas, recently thoroughly remodeled, a thirty-five room brick hotel, fifteen other rooms available, on main corner in Fremont, a live growing town of 2,500 in the fruit belt of Western Michigan; this is a money maker, as it is the only first-class hotel here; cost \$30,000; will sell for \$17,000; easy terms; will not rent; reason, age. No license and four sub-rentals. Address, Dr. N. De Haas, Fremont Michigan. 479

Delivery Automobile For Sale—Covered body delivery Overland. Would be pleased to show. Jennings Mfg. Co., 25 Campau Ave., Grand Rapids, Mich. 484

Special Sales Conducted. Stocks reduced or closed out entirely. Greene Sales Co., Jackson, Michigan. 465

Auctioneer: Merchandise and real estate auctioneering is my specialty. Magnus Wangen, Hartland, Minn. 453

For Sale—Drug Store in Southern Michigan town of 6,000; excellent conditions and good trade. Best of reasons for selling; full particulars on application. Address No. 462, care Michigan Tradesman. 462

Safes Opened—W. L. Slocum, safe expert and locksmith. 97 Monroe Ave., Grand Rapids, Michigan. 104

Here is a chance to buy a thriving fuel and feed store in Grand Rapids, in fine location. Owner must sell for a very good reason. Address Fuel and Feed, care Tradesman. 202

For Sale—Restaurant centrally located city of 50,000, doing profitable business. Address No. 428, care Michigan Tradesman. 428

Stocks Wanted—If you are desirous of selling your stock, tell me about it. I may be able to dispose of it quickly. My service free to both buyer and seller. E. Kruisenga, 44-54 Ellsworth Ave., Grand Rapids, Michigan. 870

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houma Bldg., Grand Rapids, Mich. 859

Wanted—I want to buy a shoe stock for spot cash. Price must be low. Address "Hartzell," care Tradesman. 907

Move your dead stock. For closing out or reducing stocks, get in touch with us. Merchant's Auction Co., Reedsburg, Wisconsin. 963

FACTORIES WANTED—Carson City, Michigan, wants factories; large or small. Located on the G. T. Railway system, in the center of the best agricultural district in the State. Offers additional capital for stock in established enterprises that can stand investigation, also free factory sites. Plenty of labor, also undeveloped water power. Come and investigate. Address Chester R. Culver, Secretary Town and Country Improvement Association. 391

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kauer, Milwaukee, Wis. 925

Merchandise Sales Conductor. For closing out entirely or reducing stocks, get Flood, Dexter, Michigan. 18

POSITION WANTED.

Wanted Position as Baker—Good references, eight years' experience, had charge of last three shops worked in. Salary seventeen dollars for steady position. Kenneth Rice, Chestnut St., Dowagiac, Michigan. 512

Wanted—Position as registered pharmacist by man with six years' experience. Services are immediately available. Address No. 502, care Michigan Tradesman. 502

Position Wanted—As grocery clerk by young man with two years' experience. References furnished. Address, F. W. K., Box 224, Elkhorn, Wisconsin. 497

Position Wanted—Middle aged man with many years of mercantile experience desires a position as manager of general store. Capable of handling every detail of business. Address No. 373, care Michigan Tradesman. 373

HELP WANTED.

Wanted—Experienced salesman, to carry B. S. K. silk and cotton petticoats for western and southwestern states. Principally Iowa and Nebraska. Large commission basis. Splendid values. Stitting fourteen to eighteen stitches to inch. Address, Skadan, Kerns & Co., Weedsport, N. Y. 469

Grand Rapids Store Fixture Co.

No. 7 Ionia Ave. N. W. Grand Rapids, Mich.

New and Used Store and Office Fixtures

for every kind of business

We Pay Highest Cash Price for Fixtures

We will take your Old Fixtures in Trade



SUN-KIST Seeded Raisins are NOT PACKED by any association or combination of growers or packers like thousands of other brands are. They ARE PACKED by the owners of the SUN-KIST Brand, who have absolute control of the quality and who cater to the desires of particular people.

SUN-KIST Seeded Raisins have an individuality of their own—not only in the WAY THEY SELL but in the satisfaction they give. Your customers will use more raisins if you give them SUN-KIST because that is the kind they want.

NATIONAL GROCER CO.'S Houses
ASK THEM

WHAT IS PSYCHOLOGY?

Psychology is a word often used to explain the meaning of something which we don't understand after it has been explained, and which, if we did understand it, would not do us any good. The psychology of advertising means that some one who hasn't the ability to succeed at it tries to reduce to a mental formula the method of those who do succeed at it. Psychology, in short, like the policeman after the fight, comes around after the thing is done, swings its club and looks wise.

The psychology of Shakespeare is the guess of some one with a college degree, as to what Shakespeare was thinking about when he wrote his plays, always completely ignoring the fact that the only things Shakespeare was thinking about were the box receipts and how to keep his audience interested. The principal difference between psychology and astrology is that astrology tells you what is not so beforehand and psychology does it afterward.

A phychologist by any other name would know as little.

Psychology is, we are told by the experts, the science of the mind.

But the great beauty about the mind is that no matter how much machinery there is, no matter how many new theories there are, no matter how many new systems of thought arise and have their brief day, it still remains unscientific and breaks into new fields without rhyme or reason.

Psychology, however, need not be utterly discredited. It has one great useful function. It occupies the exclusive attention of a lot of mediocre intellects who, if they were doing anything else, would not do it well enough to constitute a gain over others who do it better. It is, therefore, much better for them to be engaged in an occupation the exercise of which keeps them doing something which might be worse.

Psychology, in conclusion, is the sum total of all that is not known about a given subject, reduced to a formula.

YOUR CALLING LIST.

There are successful dealers who make a practice of calling up a certain number of their customers daily, some of them averaging fifty such calls, telling them of new goods received, giving the latest market quotations, and keeping them generally posted along their respective lines of interest. This may be beyond the capacity or need of the average dealer, requiring too much time in the consummation. Yet there is a thought in it worthy of more than passing notice.

Take it in farming communities, where your patrons, when they come to town, are usually in a hurry. By calling them up in advance at some slack time, say in the evening, you might easily secure an order for new stock. This could be put up during your own slack time of the early morning and it would then be awaiting them, perhaps saving them valuable time during your rush hours, as

well as doing away with the bother of hitching a team.

It pays, too, to keep a tab on the reception of your products. You may be thoroughly sincere in making your purchases, yet it is one thing to buy and another to prove yourself doing actual service within your circuit. Find out just what satisfaction each and every thing of importance is giving among your patrons. Is it efficient? Is it giving the best possible returns for the money invested? The lawn mower which becomes impaired the first season is bound to give you a black eye unless you look after its work and make good any deficit. The vacuum cleaner which falls short of representation will work havoc with future sales unless you do your part in setting things aright. Make it your rule that every sale made means a friend to you, and follow reports with a watchful eye. They mean more to you than to any other person in the world.

President Hadley's short way with sensational newspapers—in a word, ceasing to buy them—recalls his suggestion of social ostracism for business men who offend the conscience of society. For a community to stigmatize any particular action as ungentlemanly is undoubtedly to make it more difficult of performance, but the placing of such a stigma is not apt to be the result of taking thought. It is a more or less unconscious development, or is not a development at all. Nevertheless, President Hadley does well to put the case of the untrustworthy newspaper squarely before the Yale students. Yet one element has to be taken into account. This is the fact that people read newspapers for more purposes than the primary one of obtaining information, even information that, as he notes, they wish to be true rather than information that is true. Some read newspapers because this is their chief form of reading anything. They do not desire to be deceived about who has been elected Governor or President, although they rather like to have their hopes bolstered up for a day or two after the election, but they are not so particular about many classes of "news." What is the difference whether the prominent couple are or are not in the divorce courts? Their affairs make as interesting reading as those of the equally life-like couple in "Lady Jane's Lost Lover." To term the taste for this sort of thing mere love of gossip is to conceal its kinship to the taste for melodrama.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Oct. 13.—Creamery butter, fresh, 23@29c; dairy, 22@26c; poor to common, all kinds, 18@21c.

Cheese—Selling well, new fancy, 15½@16c; new choice, 14@14½c; held fancy, 15½@16c.

Eggs—Choice fresh candled, 30c; fancy, 32@36c; at mark, 27@30c.

Poultry (live)—Chicks, per lb. 14@17c; cox, 11c; fowls, 12@16c; ducks, 13@15c.

Beans—Medium, \$3.75; pea, \$3.30; Red Kidney, \$3.75; White Kidney, \$4; Marrow, \$4.

Potatoes—New, 70@81c per bu. Rea & Witzig.

Death of Well-Known Store Manager.

Baltic, Oct. 12.—John B. Dee, manager of the South Range Mercantile Co., died recently at his home here after an illness of more than a year. His death is mourned by virtually the entire population of the south range district as well as by a legion of friends throughout the copper country.

Mr. Dee went to Rochester, Minn., about a year ago for a serious operation. This was believed to be successful. He returned to his active duties in the copper country and although he failed to regain his strength he maintained a cheerful outlook on the future and advanced only the complaint that his voice, which had been affected by the operation, had not regained its strength. But his physical condition continued to be affected and it became necessary some two months ago to resort to new treatment.

The sufferer went to Battle Creek and there learned that it was cancer that was his malady. A consultation with a specialist in Chicago meant Mr. Dee's death warrant. He came home prepared for the end and has waited it with a cheerfulness and fortitude that has been an inspiration to his friends.

John B. Dee was born forty-seven years ago at the Phoenix mine in Keeweenaw county and thus, although a man in the prime of life, was one of the oldest residents of the copper country. When about 20 years of age Mr. Dee associated himself in the telephone business with his brother, James R. Dee, who was the pioneer of the telephone business in the Upper Peninsula.

John B. Dee was manager of the telephone office in Marquette for a number of years and resigned to take the position of solicitor for the Peninsula Electric Light & Power Co. in Houghton. He held this position until shortly before the sale of the company to the Stone & Webster interests of Boston. He then became associated with his brother, James R. Dee and H. S. Goodell, in the organization of the South Range Mercantile Co., with large establishments at Baltic and Painesdale. He was actively engaged with the business until his death, being the active manager of the Baltic store and making his home here.

Mr. Dee was prominent in the social affairs of the copper country. He was a member of the Houghton, Ontonagon Yacht, Miscowauvik and Portage Lake Golf Clubs. He also was a member of the Hancock lodge of Elks. He was a director of the Copper Country Commercial Club and always took an active interest in matters relating to the promotion of the commercial interests of the district.

John B. Dee was possessed probably of as large an acquaintance as any business man in the copper country. He had an attractive personality and temperament. In the south range district his death will be mourned particularly as he was looked upon as one of the leading men of that particular section and was held in high esteem by all classes.

Upper Peninsula Bankers Meet Thursday.

Houghton, Oct. 12.—The first meeting of the Upper Peninsula bankers—Group I of the Michigan Bankers' Association—takes place in Houghton Thursday. There will be three important incidents. The business meeting is to take place at the Houghton Club at 12:30 p. m. At 2 o'clock the party will be taken in automobiles for a tour of the county, the particular objective being the

Calumet & Hecla stampmills at Lake Linden.

The party will return to Houghton in time for dinner at 7 o'clock at the Houghton Club. Following the dinner, John H. Rich, of Minneapolis, Federal reserve agent of the Minneapolis Federal Reserve Bank, will deliver an address. Mr. Rich is the principal speaker, but there will be other addresses and other programme details for later arrangement.

The visitors to Houghton on this occasion will number 125, representing all of the National and State banks of the Upper Peninsula, organized as Group I of the Michigan Bankers' Association. E. S. Bice, Vice-President of the First National Bank of Marquette, is President of the group and R. A. Packard, Cashier of the Commercial Bank of Menominee, is Secretary and Treasurer.

The copper country bankers have an informal organization largely for the purpose of arranging the entertainment for the group.

Welcome Change at the Hotel Phelps.

The Muskegon Brewing Co., which owns the Hotel Phelps, at Greenville, has retired Frank R. Green from the management and placed it in the hands of S. A. Story, who conducts the express office in the same block. Mr. Story is reported to be a young man of good character who will undertake to conduct the hotel with due regard to the comfort of his guests. He will not maintain a blind pig for the convenience of himself and guests.

The Hotel Phelps enjoyed an excellent reputation while under the management of the late Mr. Phelps, but Landlord Green was anything but acceptable to the commercial trade. An old-time traveler who has traveled in Western Michigan territory for thirty years, recently stated to the Tradesman that the Phelps Hotel under the Green auspices was the poorest excuse for a hotel in his territory.

One Blessing.

Grubbs—I have just thought of something we ought to remember and be grateful for on next Thanksgiving day.

Stubbs—What is it?

Grubbs—That there will be mighty few returning European travelers to whose experiences we shall have to listen.

Ishpeming—A. R. Meen, recently of Rhineland, Wis., who is establishing a creamery, will begin operations about Nov. 1.

P. J. Karman has opened a boot and shoe store at the corner of East Fulton and Holland streets.

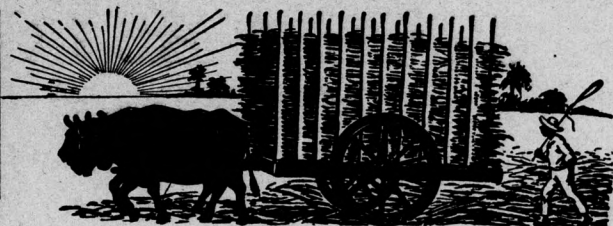
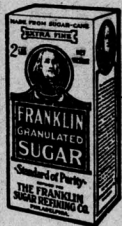
Houseman Bros. will open a meat market at the corner of Fulton street and Carlton avenue.

BUSINESS CHANCES.

For Sale—Up-to-date, established, high-class grocery business, San Diego, California, population 100,000. Center of high-class shipping district. Best up-town location. Lowest rent, long lease. Stock and fixtures about \$4,000, will sell at invoice as I must leave city. Address, 316 W. Douglas St., San Diego, California. 521.

For Sale—Good, clean department store stock, principally dry goods, china and notions, in city of 3,000, with good farming country. Attractive price to a quick buyer. If you do not mean quick business, do not bother me. C. J. Tucker, Grand Lodge, Michigan. 522.

Mr. Merchant—My guaranteed collection system will get your past due accounts cleaned up. Write me—you can't lose. Fred Gallaher, Sabina, Ohio. 520.



Franklin Carton Sugar Is Made From Sugar Cane

Don't forget to tell your customers that FRANKLIN CARTON SUGAR is made from SUGAR CANE, because there is a decided preference for cane sugar on the part of the consumers and that makes it easier to sell. It is also true that FRANKLIN CARTON SUGAR is refined by the most modern processes, and then packed in the substantial cartons with the head of Franklin printed in blue on them, and sealed against dust, dampness and insects. It therefore comes to you as the sweetest, cleanest, daintiest sugar you can offer your customers, and the ready-to-sell cartons save you time and prevent loss by overweight.

Original containers hold 24, 48, 60 and 120 lbs. FULL WEIGHT of all CARTONS and CONTAINERS guaranteed by us

THE FRANKLIN SUGAR REFINING COMPANY
Philadelphia

Takes the Grand Prize

At the great International Exposition
at San Francisco for

Purity and Excellence of Product
Clean, Hygienic Factory
Welfare Work Among Employes
High Commercial Standing

Shredded Wheat

Also two Gold Medals for unique shredding and baking machinery, and for completeness in operating exhibit in Food Products Building.

Millions of men and women have awarded Shredded Wheat first place among cereal foods for purity and nutritive value. It is first in the favor of youngsters and grown-ups: first in the affections of men who do the work of the world with hand or brain.

MADE ONLY BY

The Shredded Wheat Company
Niagara Falls, N. Y.

We, The Manufacturers

would not *make* a baking powder which was illegal under the pure food laws.

You—Mr. Dealer

do not want to *sell* a baking powder which is illegal under the pure food laws.

And You—Mrs. Housewife

do not want to *use* a baking powder which is illegal under the pure food laws.

Some Baking Powders Are Illegal

KC Baking Powder

Is Legal

under all pure food laws, state and national.

It Contains No Albumen

(sometimes called white of egg)

and we have never used the fraudulent "water glass test."

25 Ounces for 25c
(More than a pound and a half for a quarter)

At all grocers, who sell and guarantee it to you to be pure, legal and to please you or will refund your money.

Jaques Mfg. Company, Chicago



"Little Buster" as a Salesman

Naturally you are interested in pushing the sale of such articles as will repeat and will induce sales in other departments of your store.

"Little Buster" Popping Corn

does that. It is a constant, persistent sales force. The customer who purchases a package of "LITTLE BUSTER," in addition to being pleased with her purchase, will buy butter, salt, chocolate, lard, eggs, honey, flavoring, etc.

You make a handsome profit and give the customer the largest obtainable value for the money—16 full ounces for ten cents.

Order a case from your jobber to-day. Full cases 48, half case 24—1 pound packages.

THE ALBERT DICKINSON COMPANY
Chicago, Ill.

DUTCH MASTERS CIGARS



Made in a Model Factory

Handled by All Jobbers

Sold by All Dealers

Enjoyed by Discriminating Smokers

G. J. JOHNSON CIGAR CO., Makers
GRAND RAPIDS

We're going to give this
\$2.25 Solid Pure Aluminum

10½-in. **Karo** Griddle
(REG. U.S. PAT. OFF.)

to every one of your customers who sends us 85 cents in cash and the labels from

50 CENTS' WORTH OF KARO (red or blue)

(Griddle sent by parcels post, prepaid)

We are featuring this offer in our big advertising campaign and you'll have a rush of KARO sales and KARO profits as a consequence.

MAKE A DISPLAY OF KARO

and tell your customers about this wonderful offer and you'll sell 50 cents' worth of KARO to every woman that comes into your store. We are making this offer to increase KARO consumption; a griddle that will bake the best cakes for the best syrup—KARO. This will also increase your sales of pancake flour. All in all, it means a bigger KARO business than you've ever had before.

Corn Products Refining Co.
New York

P. S.—Get one for your wife and you will understand what this means to your customers.

