

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$1 PER YEAR

Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 27, 1915

Number 1675

## The Indian Summer

'Tis the time  
When the chime  
Of the season's choral band is ringing out.  
Smoky brightness fills the air,  
For the light winds everywhere  
Censors full of flowery embers swing about.  
There is sweetness that oppresses,  
As a tender parting blesses;  
There's a softened glow of beauty,  
As when Love is wreathing Duty;  
There are melodies that seem  
Weaving past and future into one fair dream.

To her bier  
Comes the year—  
Not with weeping and distress, as mortals do;  
But to guide her way to it  
All the trees have torches lit;  
Crimson maples are ablaze the woodland through;  
Gay witch-hazels in the river  
Watch their own bright tapers quiver;  
Flickering burn the birches yellow;  
Walnuts glimmer, brown and mellow;  
Dark, sad pines stand breathless by,  
Mourners sole, and mourning that they cannot die.

Through the trees  
Tolls the breeze;  
Tolls, then rings a merry peal, and tolls again.  
Dead leaves, shaken by the sound,  
Slowly float and drop around;  
So does memory lull or echo thoughts of pain;  
Dead leaves lie upon earth's bosom,  
Side by side with many a blossom,  
Gentians fringed with azure glory—  
Sky-flakes, dropped on meadows hoary;  
Asters thick and bright as sparks  
Struck by seraph oarsmen from their starry barks.

Oh, to die  
When the sky  
Smiles behind the Indian Summer's hazy veil!  
Thus to glorify decay,  
Going in life's best array,  
Unto graves where death is a forgotten tale!  
Falls a sparrow on the spirit?  
Heavenly hopes are springing near it.  
Earth, a happy child rejoices,  
Keeping time with angel voices.  
When such autumn days are done,  
There's a crown behind thy rays, thou setting sun!

*Lucy Larcom.*

## Don't Delay

Sending in that order for your Fall and Holiday line. Come now and make your selections while stocks are fresh and complete. We are in splendid shape to serve you as ALL IMPORTED LINES ARE NOW COMPLETELY RECEIVED.

Our spacious sample rooms are crowded with such splendid selling lines as:

**FANCY GOODS** For Department Stores, Jewelers, Druggists, Stationers and other stores. Toilet Sets and French Ivory and Celluloid Novelties of every kind. The finest line ever offered.

**IMPORTED** Every kind of Fancy China in every range of CHINA price. Beautiful new shapes and decorations. Also staple Dinnerwares. A complete assortment.

**TOYS** In all their inconceivable variety, both German and American made. We never showed a more attractive line nor a more extensive one.

**DOLLS** Imported Dolls of every kind, style and price. A large variety of the popular American unbreakable dolls and all doll furnishings.

**GAMES** From the greatest factories of the country. All the leading staples and the best selling novelties. A wonderful assortment.

**BOOKS** A very extensive line. Books for Children and Young People; Copyrights for all ages.

Come and see our line or will send catalogue on request.

DO IT NOW

H. LEONARD & SONS

Cor. Fulton and Commerce

GRAND RAPIDS

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Grand Rapids, Michigan

not only is the largest wholesale wallpaper house in Michigan, but has an established reputation over the United States and Canada as

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We have the *pick* of the wallpaper lines of seventeen of the best factories in the world. When you buy from factory salesmen you see only one or two lines.

When there are any big job-lots available, nobody can beat us to them. And we are just as strong on

### Paints, Brushes, Oils and Leads

Buy from your neighbor and get neighborly service, care and appreciation.

Heystek & Canfield Co.

161-163 Commerce Ave., Grand Rapids

Try us for co-operation—that means dollars to you

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DUDLEY E. WATERS, PAUL H. KING, Receivers

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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.

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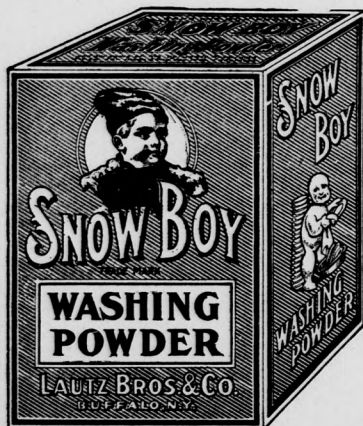


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Bread

It's Good  
for You

The Best Bread is  
made with

## Fleischmann's Yeast



## 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 27, 1915

Number 1675

## SPECIAL FEATURES.

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### ELIHU ROOT FOR PRESIDENT.

The other evening in New York City a company of 600 or more prominent Republicans were present at a dinner given in honor of Elihu Root, this method being taken to show their appreciation of his distinguished service to the country in general and particularly to the State in the last Constitutional Convention. The occasion was improved by the presiding officer, James R. Sheffield, formally to suggest the nomination of Mr. Root by the Republicans for President of the United States, and it was enthusiastically received and warmly seconded by several able and eloquent speakers on the programme. It was not only the consensus, but the unanimous opinion of those present that Senator Root is far and away the best man to head the Republican ticket next year.

There is nothing particularly new in this suggestion. He has been talked about in the newspapers for months and whenever Mr. Root has been approached on the subject he has emphatically said that he is not a candidate and does not desire the nomination. His ground for refusal is that he has led a pretty strenuous life, much of which has been concerned in public affairs and that he is now over 70 years of age, which he counts too advanced for a man to undertake the arduous duties of a Presidential campaign, and more particularly of an administration. There is no mistake as to the chronology, but everybody knows that some men are older at 55 than others are at 75, and if the Senator had been more reticent about his age, none seeing him would have suspected the truth. He is certainly mentally, and appears to be physically, as alert as ever, and it is agreed that there is no other man in the country with better intellectual equipment or more familiar with the duties of the Presidency, or better able to discharge them ably and satisfactorily. The effort is being made to impress Mr. Root with the fact that it is his duty to lay aside personal preferences and undertake this task for the good of the party and the good of the country, relying upon

his patriotism. It is fair to say that is the argument most likely to appeal to him and if he should be nominated and elected, everybody agrees that he would make a splendid President.

### SUNDAY SALOONS.

The closing of the saloons on the last two Sundays in Chicago, without excitement or lawlessness, may, it is to be hoped, open the eyes of some of the newspapers to the fact that life, liberty, and the pursuit of happiness is still possible, even if a man can't get a drink on Sunday.

When some official in city or town decides to enforce the Sunday liquor laws, the scare headings in some newspapers make one feel that the world is a desert drear and that a man might as well be dead as dry.

There is a tone in the articles on Sunday closing which implies that "somebody is always taking the joy out of life."

Now we know that many of the remarks in the press on liquor-law enforcement are intended to be jocular, but, by exaggeration of the "terrible situation brought about by the drought," there is a danger of playing into the hands of the lawless liquor crowd.

Some of our mayors or police commissioners may be so impressed by such headings as "A Drinkless Day" or "A Terrible Thirst," or be imposed on by the reporters' masterly painting of the sufferings of the parched people wandering from street to street, that they will think that the people of the city do not want the Sunday laws enforced.

So they smile, and smile, and are willing still to have the side and back doors of the saloons swing serenely every Sunday, provided the window screen is removed so that the policeman and the passer-by can look in and see the white-robed angel of the bar deal out the drinks for the thirsty in the back room.

A mayor or police commissioner who says that the Sunday liquor laws cannot be enforced ought to take a trip to Boston and Philadelphia, St. Louis and Chicago, that their eyes might be enlightened and that (as the prophet Malachi says) they might "return and discern between the righteous and the wicked, between him that serveth God and him that serveth Him not."

For the past twenty years, step by step, we have gained a higher ethics in business; and the desire for purer politics is being manifested all over the country. Officials in the future will find it to their advantage to observe and enforce the law and obey their oath of office without any mental reservations in favor of some privileged class.

Carranza's determination to encourage baseball in Mexico as a substitute for bullfights and other demoralizing

forms of sport is more than a delicate compliment to us. His consular agent at Los Angeles lays stress upon his chief's recognition of the evils attendant upon racing and gambling, and his intention to put an end to them. This attitude towards these time-honored Mexican institutions will increase confidence in the de facto master of Mexico as more than a military chieftain and more than a shrewd politician. It aligns Carranza with the forces of respectability as opposed to the sort of following popularly associated with the name of his late companion-in-arms, Pancho Villa. Not only the bandits, but the bandit forms of recreation, are to fall under his displeasure. Of itself, small as it may seem, this is one of the hopeful signs of a better spirit in the government at Mexico City, but its real significance will be regarded as lying in the indication it gives of Carranza's general position upon matters in which it might be thought that he would hesitate to move. He has no fear of remaining a revolutionary where revolution means order.

Reports of the extraction of potash on a commercially profitable basis from Utah veins of alunite must be accepted with caution. Although Secretary Lane believes that permanent production from this source can be developed on a large scale, and announces the discovery of a new and simple process, the figures given out by the Department of the Interior indicate that the exploitation is still at an experimental stage. The possibility of obtaining potash from alunite has long been known, but it has heretofore been thought impossible to make use of the mineral, found as it is in remote sections of the country, in competition with the production from sylvite and carnallite at Strassfurt in Germany. Unless a cheap process of reduction can be perfected, the added cost of the long haul to Eastern and Southern markets would make it difficult to undersell the sea-shipped German potash. Everything depends upon the new methods announced by the Department. But in this activity, as well as in its encouragement of a greater use of the kelp of the Pacific for potash-making, the Department deserves praise. In many fields since the opening of the war it has helped to place the chemical industries of the country upon a new basis of independence.

Straw school bags are used for carrying the motor knitting outfit, but they are improved with silk linings and appliqued bunches of silk grapes, peaches or apples at either side. The straw handles also are wrapped with silk cord to match.

Some people could write all they know on a post card.

### THE INFLUX OF GOLD.

It was one unfailing tradition of mediæval warfare that the richest neutral market became the refuge for all the gold that the outside world could send to it, except what was buried in the earth or locked in fortresses. With the rise of modern international finance, very much the same thing often happens, through transfer of capital to the strongest neutral market, by means of bills of exchange. To cover such a movement, gold had to follow the exchange remittances.

The greatest amount of gold ever brought from abroad on a single consignment reached New York one day last week. The amount, \$25,000,000, came from London through Canada. The largest previous single consignment was the \$19,534,000 received from England via Halifax on August 11. With last week's arrival the gold imports of the United States for 1915 to date crossed the \$300,000,000-mark. Prior to 1915, the largest gold import movement by this country, in any full calendar year, was the \$158,163,000 of 1898.

Most of the gold—more than three-fourths of it—has come this year from the reserves of the London and Paris banks. That being so, it is worth while to ask how the position of those banks has been affected. This week's showing of gold holdings by the Bank of England was \$53,000,000 below the opening of the year; but the report of the Bank of France showed gold holdings \$91,700,000 larger than in January.

The French Bank has contributed, directly and indirectly, \$50,000,000 to the American consignments, more than offsetting them by the contribution of gold by French citizens to the Bank—which has exceeded \$191,000,000 in the sixteen weeks since the government asked for it. The reason why the loss by the Bank of England is not greater is, first, that it now gets all the output of the Transvaal gold mines, but, second, that the London joint-stock banks have been contributing gold from their own reserves for export.

How has the gold been distributed which has come to the United States? The Federal Reserve Banks show that they have increased their gold holdings \$57,720,000 since the first of the year. The banks and trust companies in the New York Clearing House show, at the same time, that their specie (practically all gold) has increased \$182,800,000. Up to October 1, according to the Government's monthly report, the stock of gold in the United States has increased by the remarkable sum of \$326,000,000, or no less than 17 per cent.

## DETROIT DETONATIONS.

## Cogent Criticisms From Michigan's Metropolis.

Detroit, Oct. 25—Learn one thing each week about Detroit: Detroit-made electric flat irons are supplying a world market.

"The opposition to the purchase plan bases the greater part of its argument on untruths, half truths and garbled truths." From the Detroit News, Oct. 23. This is one of the characteristic arguments used by the News in its campaign for the purchase of the D. U. R. lines at-a-price-to-be-made after election is over. Heavens, what a lot of liars will be discovered after Nov. 2!

J. R. Harrison has announced his retirement as advertising manager of the Chalmers Motor Co. He has not made public his plans for the future.

Mr. Glass, of Glass Bros. & Co., Harbor Beach, was a Detroit business visitor last week.

At the present rate of Armenian murders the Turks will soon be obliged to cease the massacre of the innocents for the want of victims.

W. J. Hartwig & Co., manufacturers of electrical supplies and machinery, 205 Jefferson avenue E., has announced that contracts have been awarded for the construction of a one-story addition to its factory at West Fort street and Fourteenth avenue.

A city employee who was arrested for stealing testified that he had been arrested three times as a plain drunk, according to a newspaper story this week. Can you imagine such a man operating a street car under the control of a city hall coterie?

Shelving, heavily loaded with bottled and canned goods in Koury & Saba's grocery at 2370 Jefferson avenue E., collapsed, causing damage to the extent of \$400.

Owing to the necessity of increased space, Melvin Early, druggist at 1465 Fourteenth avenue, started to build a 20 foot addition to his store and was temporarily restrained by an injunction gotten out by the adjacent residents, who claim that the new addition would reduce the valuation of their property. Mr. Early anticipates no trouble, however, in having the injunction dissolved as he believes he is clearly within his rights.

Everywhere in the city one hears the remark, "Why does the Detroit News devote the greater part of its space to the municipal ownership, or rather so called M. O. campaign?" Surely if they were working for the interest of the citizens, they would take some cognizance of the frightful botch the present administration has and is making of the burned Belle Isle bridge deal.

The International Color and Chemical Co. and the Detroit Ball Valve Co., have leased about 10,000 square feet of floor space in the Colwell Lead Co. building.

The shell game is proving to be one of the prominent out door sports in Europe.

Benjamin Webster has rented floor space at 435 Guoin street, to be used for the manufacture of automobile accessories.

J. B. Sperry, proprietor of a department store in Port Huron, was in Detroit on a business trip last week.

Frank Sleder, well-known druggist at 1157 Chene street, is recuperating from an operation for appendicitis which he recently underwent in a local hospital.

N. B. Rush has leased space in the Warren Capsule plant, West Grand Boulevard and the M. C. railroad to be used for the manufacturer of auto accessories.

Hosiery manufacturers are willing to dye for their country if they can only get the dye.

Emil Colby, druggist at the corner of Junction and Dix avenues, is busily passing the cigars owing to the arrival at his home of a bouncing baby

boy a few days ago. Mr. Colby intends moving into a new building being erected by him in the next block to his present location. The building will be completed during the present week.

George H. Phelps has been appointed advertising manager for Dodge Bros. to succeed George C. Hubbs, who was recently promoted to another position by the corporation.

As usual, the saloon interests in Chicago are aiding the prohibition movement by fighting those who are attempting to enforce the law.

The writer has been surprised and disappointed to note the number of traveling men who leave Grand Rapids on the Michigan Central for Detroit. The Pere Marquette, essentially a Michigan Railroad is doing all in its power to please the traveling men and Neil De Young, district passenger agent, would and does go to extremes in his efforts to accommodate the boys. The service on the Detroit-Grand Rapids branch of the P. M. is all that can be asked and it is the earnest hope of the writer that the boys will bear these facts in mind in the future and patronize the road that spends its money in Michigan, thereby indirectly benefitting those who are selling goods in the State.

One encouraging feature of the war is that there won't be so many English titles to marry American money.

Philip Pano has leased space on the second floor at 501-505 Woodward avenue to be used for a billiard academy.

Lee Cuson, proprietor of the Motor Mart, announces that, owing to the increase in their automobile business, he has been obliged to open a large branch sales room at the corner of Gratiot avenue and the Boulevard. The main office of the company is located at 851 Woodward avenue.

Jack Blitz, representative for Johnson, New Brunswick, N. J., says there should be a law passed compelling newspapers to print only the truth. Good law, Jack, but how could the Detroit News carry on a buy a pig-in-a-poke street railway campaign?

A. K. Jensen, formerly of Cheyenne, Wyoming, after looking the city over a few months ago, decided that of all the cities he had visited Detroit appeared the most promising and he demonstrated his faith by purchasing the drug stores of J. H. Webster, 933 Lafayette avenue; James Hug, 1183 Jefferson avenue, E., and M. C. Chapman, 1022 Lafayette avenue.

Carroll & Welch have rented the southeast corner of Hancock and Woodward avenues to be used as an auto tire salesroom.

Hughes & Hatcher, men's furnishing goods, corner Woodward avenue and Montcalm street, will open another store at 343 Woodward avenue this week. The management of the store will be assumed by J. P. Moore.

Robert Dunbar has opened a wholesale liquor store at the corner of John R. and Elizabeth streets.

A great deal of favorable comment has been passed on the Halloween window display of Stephen Trybus, shoe dealer at 918 Chene street. Mr. Trybus in one of Detroit's enterprising business men, as his attractive window displays signify. Steve lays claim to another distinction. Recently he became the father of twins—something that will bring a large bonus in Europe after the present slaughter over there subsides.

Davey Jones, former big league base ball star and proprietor of the Davey Jones Drug Co., 115 Adams avenue, E., accompanied by his family, has gone for a trip to California, where they will visit the Fair.

The Wetmore-Quinn Co., distributor for Saxon and Paige cars in Detroit, with headquarters at 279 Jefferson avenue E., will shortly open a branch on Woodward avenue.

We will be in a better position to advise the Saginaw scribe whether or

not the Detroit News is running the city after November 2. We have a sneaking suspicion that, aside from the present political machine, the people of Detroit will display a mind of their own.

Announcement of the marriage on Oct. 18 of Miss Florence Smith to Andrew Leutheuser, of Climax, has been received by friends of the couple in Detroit. Mr. Leutheuser is in the general mercantile business and is an extremely popular young man. He is well known in this city through his business connections. Mrs. Leutheuser was one of the popular members of the younger social set of Adrian. The Tradesman joins with the many friends of the young couple in wishing them a long and happy wedded life.

Clothing made of pressed feathers as a substitute for wool has been invented by an Italian priest. That ought to tickle a man to death.

R. H. Huston, of Almont, was a Detroit business visitor last week.

John A. Rivard has leased the two upper floors at 24 Michigan avenue and opened an up-to-date billiard academy.

Odd hosiery, according to an Eastern report, is the latest fad. Now to unmatch the "good" socks.

The Douglas Shoe Co. will open stores at 214 Randolph street and 281 Woodward avenue, the company having leased buildings for a term of years.

Conrad Jacob, 71 years old, for eighteen years in the grain and feed business at Riopelle and Winder streets, died at his home in this city on Oct. 18. Mr. Jacob was born in Essen, Germany, and, with his wife, came to Detroit in 1885. Soon after his arrival here he opened the feed store which he continued until his retirement twelve years ago. He is survived by a widow, two sons and two daughters.

J. Harry Tregore, Secretary and Treasurer of the National Association of Credit Men, will be the chief speaker at the monthly meeting of the Detroit Association of Credit Men, held in the Board of Commerce building to-day. Members of the Saginaw Association have been invited to attend.

Bubbling over with enthusiasm and firmly imbued with the idea that the football team did not exist that could defeat the U. of M., Charlie Mann, druggist at the corner of Woodward and Forest avenues, hid himself to Ann Arbor last Saturday. Charlie has a reputation for being an all around good fellow and a kind employer, but nevertheless our heartfelt sympathy is extended to the clerks who were obliged to report for duty Sunday, Oct. 24. And to think it was done by a squad of husky farmer lads.

Some of the "lambs" who think they are going to make money on stocks should bear in mind that what goes up must come down.

Another Liggett drug store has been added to the large chain already in operation in this city, the latest being opened a few days ago at the corner of Grand River and Woodward avenues. William Taft has been appointed manager of the new store. He has been employed in the Gratiot avenue store for a number of years. That his ability would be recognized was a foregone conclusion by his many friends in the city, who can be counted in great numbers.

E. B. Butler, clothier of Morenci, was in Detroit last week on a business trip.

Mr. Wood is Secretary of the Traveling Men's Fair Association, that will stage the Industrial Fair to be held in Detroit, Dec. 28, 29 and 30. He is manager of the local office of the American Ribbon and Carbon Co., with offices at 302 Buhl block. As Secretary of Cadillac Council, he demonstrated his efficiency and ability. At a recent meeting of the Council,

Mr. Wood tendered his resignation as Secretary and will devote his time to the furtherance of the traveling men's pet project. His experience will prove invaluable to the Association. Mr. Wood reports that from all sources great interest in the coming Fair is manifested and proffers of help from prominent business men have been received, assuring the committees in charge of success.

Granger & Chester have rented the store at 1005 Woodward avenue to be used for an automobile salesroom.

While Dr. B. O. Harris, with offices at 335 Brush street by his calling hardly comes in for special mention in a trade paper, he knows so many of the boys of the road that he really seems as one of them, withal he is one of Detroit's rising young physicians. Doc. has been making many mysterious trips in his ford car to Mt. Clemens and on his return home invariably finds that some part of his machine was left along the road. One of the Doctor's friends suggested that possibly he was so nervous when making the M. C. "call" that he shook the parts from the car.

November 2 has been designated as a day of Rebuke to certain Detroit "interests."

Many travelers will get in on the Rebuke. James M. Goldstein.

## Quotations on Local Stocks and Bonds.

	Bid	Asked
*Am. Light & Trac. Co., Com.	342	346
*Am. Light & Trac. Co., Pfd.	107½	110
Am. Public Utilities, Com.	30	33
Am. Public Utilities, Pfd.	63½	66
*Comw'th Pr. Ry. & Lgt., Com.	54	57
*Comw'th Pr. Ry. & Lgt., Pfd.	80	83
Pacific Gas & Elec., Com.	52	55
Tennessee Ry., Lt. & Pr., Com.	6	8
Tennessee Ry., Lt. & Pr., Pfd.	24	29
United Light & Rys., Com.	38	41
United Light & Rys., 1st Pfd.	67½	69½
Comw'th 6% 5 year bond	99½	101½
Michigan Railway Notes	99½	101½
Citizens Telephone	69	73
Michigan Sugar	96	98
Holland St. Louis Sugar	6¾	7½
Holland St. Louis Sugar, Pfd.	8	9
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	
Kent State Bank	250	260
Old National Bank	195	203
Peoples Savings Bank	250	
* Ex dividend.		
October 27, 1915.		

## A Fair Start.

"Why do you object to my marrying your daughter?"

"Because you can't support her in the style to which she has been accustomed all her life."

"How do you know I can't? I can start her on bread-and-milk, same as you did!"

## Matak School of Music

Grand Rapids, Mich.



Ottokar Matak, Pianist  
Founder and Director

The permanent Xmas gift to your children is

A Thorough Musical Education Under Capable Teachers

For Catalogue address  
234 East Fulton St., Grand Rapids, Mich.

## UPPER PENINSULA.

## Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Oct. 25.—The annual meeting of the stockholders of the Soo Co-operative Mercantile Association was held last week and two new directors were elected to fill the vacancies caused by the resignation of J. Donevan and W. H. Closser. Mr. Donevan's resignation takes immediate effect, while Mr. Closser's resignation will take effect Nov. 1. The corporation reports a very satisfactory trade during the past year under the able management of Leo LeLievre. Mr. Closser expects to leave for the South, where he will be engaged in farming during the winter. He expects, however, to return to the Soo again next summer.

W. J. Wood representing the Puritan Candy Co., of Milwaukee, is booking orders here this week.

David Armstrong, the well-known health officer and meat inspector for the past three years prior to May 1, passed away at the home of his daughter, Mrs. D. A. McLeod, in Painesdale. Mr. Armstrong was 73 years old. The remains were brought here for interment. Deceased is survived by his daughters and one son, Wm. J. Armstrong, our local grocer. The bereaved family have the sympathy of the entire community, as Mr. Armstrong was one of the best known men here, having spent most all of his life in the Soo.

The Russians ought to be healthy, they retire so early and often.

William Fenlon, former resident of the U. P., has returned with his family after an absence of fourteen years. He has been located at Everett, Washington.

Cy. Spellman, well-known traveler representing the Markham Candy Co., has resigned and expects to accept a position with a Milwaukee confectionery house. He will cover the same territory.

Emil Seith, who has been employed at the H. P. Hossack & Co. store during the past summer, has left for Detroit, where he expects to spend the winter.

Mr. and Mrs. George LeFleur, proprietors of the confectionery and souvenir store at the Snows, left last Thursday for the sunny South. Mrs. LaFleur went to Navarre, where she will remain until Nov. 1, and then leave for St. Petersburg, Fla. Mr. LaFleur has gone to Elgin, Ill., where he will join his friend, Otis Hoyt, and together they will make the trip to Florida by automobile. Mr. Hoyt is an enthusiastic amateur photographer, while Mr. LaFleur is a professional in that line, and they expect to take many pictures of interest. Their friends here will look for some good pictures on their return in the spring.

Harold Arnold, formerly connected with the Arnold Transportation Co., but now residing in Los Angeles, Cal., was a visitor at Mackinac Island last week, being the guest of his uncle, George T. Arnold.

The Pangborn meat market, at Engadine, is now completed and, since putting on the finishing touches, is much improved in appearance.

Mrs. L. Prentiss, the new proprietress of the grocery and confectionery store at Gilchrist, was a business visitor here last week.

Henry Hokenson, the well-known telegraph operator for the D., S. S. & A., at Marquette, has been transferred to Trout Lake.

The Fiborn Limestone Co., at Fiborn Quarrie has completed the new hotel, which is a three-story graystone structure, equipped with steam heat, electric lights, hot and cold water in every room and all other modern conveniences. This new hotel will certainly be appreciated by the traveling public.

John Nevins, popular proprietor of

the Nevins Hotel, at Trout Lake, who has been confined to his home on account of sickness, is again able to be around attending to his duties.

Patterson & Cole, of Garnet, have taken a logging contract in Portage township with the Stack Lumber Co. They expect to carry on the operations on a large scale this coming winter.

George Blair, our well-known townsman and former manager of the circulating department of the Sault Evening News, who left for Rochester, Minn., to undergo an operation at the Mayo Bros. hospital, has successfully withstood the ordeal and hopes for his speedy recovery are now entertained. This is good news to his many friends, who have been anxiously waiting the news.

G. H. Campbell, superintendent of the D., S. S. & A., dining car system, returned from a business trip to Chicago last week.

D. N. McLeod, one of the largest lumber operators in Cloverland, located at Garnet, has put in a large crew to operate around Newberry this winter. He is making arrangements to have the men paid at Newberry, which will be good news to the merchants in the latter town.

Engadine has not only cement walks throughout the village, but expects to soon have the plans completed for paving the main street. This will put the little up-to-date village in line to put on metropolitan airs.

The telephone cable between St. Ignace and Mackinac City was out of order last week, one of the wires being broken. This caused much inconvenience.

W. H. O'Neil, one of our leading hardware merchants, entertained a number of friends with an auto trip to Crystal Falls this week, some of whom have never had the pleasure of seeing this magnificent sight before and few people are aware of the fact that within a few miles of the Soo, some of the finest scenery is to be viewed. It is the unanimous opinion of those fortunate enough to have seen the sights that Cloverland is in a class by itself.

Some men know it all, some know some of it and some know what is left.

M. F. Fair and wife returned last week from Rochester, Minn., where they went to join their son, who successfully underwent an operation at the Mayo Bros. Hospital.

Mr. Hillyer, the popular manager of the general store of the Naubinway Mercantile Co., at Naubinway, for the past few years, left last week for Southern Michigan with his wife. The Street-Chatfield Lumber Co., which has been operating in this vicinity for the past several years, has just completed its cut and expects to close its mills, although it has been endeavoring for sometime to secure possession of a new tract of timber in order that it may continue operations, but up to the present time it has been unsuccessful and expects to close up for an indefinite period. However, as there is much more available timber near the property, it is hoped that before spring it will succeed in arranging to handle same, as it has been one of the largest cutters in that vicinity. Mr. Hillyer and wife go to Bronson to spend the winter with Mr. Hillyer's father and hope that by the end of the winter period they will be able to locate again in Cloverland as they have become very much attached to this country and are genuine boosters. Their many friends join in wishing them a pleasant vacation.

William G. Tapert.

## Sagacious Suggestions From Saginaw Salesmen.

Saginaw, Oct. 25.—The Saginaw Daily News was the instigator of what was known as the Dollar Day here last Thursday. The merchants made special inducements to their city and rural patrons on that day. It was a decided success and was the means of bringing hundreds of bargain seekers to the city.

Music was furnished during the day by Amsden's Third Regiment band.

While fighting the fire on Jefferson avenue, Wednesday night, Chief Geo. W. Wallis was stricken with heart failure. He was connected with the local fire department for over forty years and at his death was President of the State Firemen's Association. His passing caused a great gloom over the city, as he was one of Saginaw's most esteemed citizens. The fire originated in the rear of the Model bakery.

A. McDonald, of Vassar, expects to open a clothing store soon. He recently sold out his barber shop and cigar stand.

What promises to be the musical sensation of the Saginaw Valley the coming winter is the Specialty Men's Quartette, composed of the following well-known travelers: E. M. Owen, representing the Proctor & Gamble Co., first tenor; F. E. Wiggin, the Calumet Baking Powder man, leader and second tenor; Harold DuBois, who sells Gold Medal flour, baritone; Vernon Sharkey, representing the Merehon, Eddy & Parker Lumber Co., bass; H. E. Reeves, Hershey Chocolate Co., pianist and advance man. Only cities with large halls should make arrangements for securing dates with the company. In case the organization is not a success, they could start a bake shop, as they have flour, Crisco, baking powder, chocolate and wood to burn in the ovens. This part is just a suggestion.

Thomas McLaughlin, of Saginaw, former grocer, has just patented what is to be known as Mack's safety egg tray. The carrier holds twelve eggs. After putting the eggs in the carrier it can be carelessly thrown to the floor in any position without the least harm to the contents. In demonstrating the tray they fill it with eggs and allow a grown person to stand on it with no harm to the eggs. It is also frost proof. It is a wonderful friend to the groceryman in helping solve the problem of handling eggs.

F. T. Sumbrink, at one time merchant of Shepherd, started on the road last week selling flour for the Alma Rolling Mills.

E. H. Fairbanks, formerly in the grocery business at Suckles, has purchased the general stock of W. C. Folkert, of Wheeler.

G. J. Sandel, of Shepherd, has sold his department store to D. Fisher, of Milwaukee.

Mr. Day, of the firm of Glover & Day, Flint, has been sick for the past month. He went to visit his old home at Redford during his vacation and while there was threatened with typhoid.

R. G. Emerson, special representative for W. F. McLaughlin & Co., of Chicago, recently moved from Tiffin, Ohio, to Bay City. He has had charge of the Buckeye field for the past five years. While this State is the home of the Postum products, yet there are folks who must have their "Sip o' coffee in the mornin'." Mr. Emerson is a loyal U. C. T. and, no doubt, Mr. Ballamy

will immediately arrange for his transfer to Bay Council.

William Hill, from Alberta, Canada, has opened a restaurant in Marlette.

A. T. Maxwell, of Mayville, is closing out his grocery stock. He expects to move to Flint and open a grocery store in the near future.

E. M. Owen, local representative for the Proctor & Gamble Co., has been called to Muskegon to work Western Michigan for Horace Williams, who was hurt in an accident last week.

Lloyd Cartwright, member of the firm of J. F. Cartwright & Sons, Mayville, was a business visitor in Saginaw last Friday.

Brother traveling men, I move a rising vote of thanks be given to C. I. Henrikson for his article in last week's Tradesman on "Don't forget the salesman is a man." I wish every merchant in Michigan could read it.

A number of towns along Lake Huron are working hard to get a boat line from Detroit to Saginaw, with stopping points at the following places: Lexington, Port Sanalac, Forester, Forestville and Port Hope.

Some folks are born lucky. This is the fate of Dick Benway, local representative for the Blanckney Cigar Co. While spending a year one day last week in Ruth, he was, after much coaxing persuaded to take a chance in a goose raffle and, as expected, came out victorious. The prize, an eight-year old goose, reached his wife in Saginaw the day following and we predict a fine Thanksgiving feast; also the following month a big gas bill.

We are sorry to note the dissatisfaction of the traveling fraternity in regard to the new management of the Exchange Hotel, in Marlette. The word is generally being passed along "avoid Marlette. They have turned the salesman's sample rooms into a large pool room. The dining room service is anything but satisfactory. Strict orders are given as to closing hours. Under the old management the boys always made it a point to get to Marlette for the night and we are sorry the new owner cannot see his way clear to give the source of his livelihood better service. The merchants in general of this thriving little town are very much peeved over the manner the hotel is being run, as they find the boys are shunning the town.

If you are a U. C. T. you owe a boost to the Michigan Tradesman. One good turn deserves another.

Ray Dickman the Thumb representative for the Liggett & Myers Tobacco Co., with headquarters at the Port Huron Y. M. C. A., was a visitor in Saginaw last week. We wish Ray would get an expense allowance to cover drayage or have a valet to carry his extra baggage.

L. M. Steward.

"It's far better to think without speaking than to speak without thinking."

## The Same Old Standby



10¢ CIGAR

It Has Sold Itself For 14 Years

We make it, and we know what goes into it

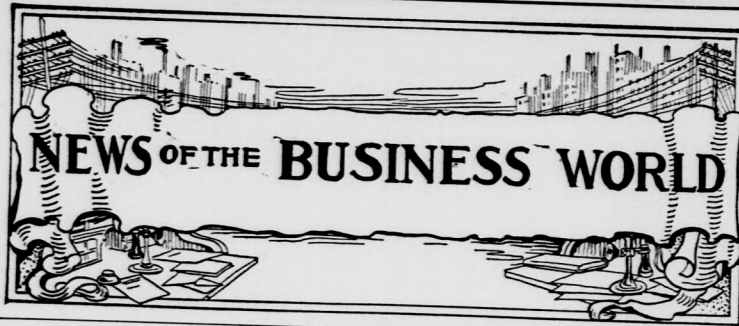
Order of any Grand Rapids jobber or direct from us

H. Schneider Company

132 Monroe Ave.

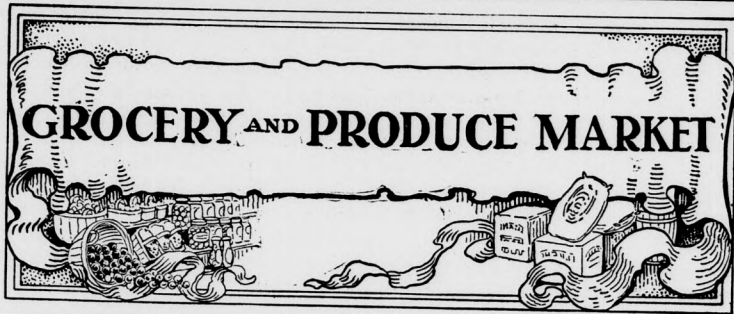
Grand Rapids

Your best trade will know the "Templar"



### Movements of Merchants.

- Cedar Springs—Peter Keech has engaged in the meat business.
- Kingsley—Henry Hoeflin has sold his feed mill to A. B. Hackman.
- Thompsonville—Fire damaged the I. J. Quick & Son grocery stock Oct. 25.
- Stanton—L. L. Forward, formerly of Belding, has opened a cigar factory here.
- Dexter—H. W. Schall, of Sparta, has engaged in the drug business here.
- Tustin—A. B. Westman has engaged in the grocery, shoe and dry goods business.
- Muskegon—Bryant & Rudell succeeded the Wolkerson Grocery Co. in business.
- Otsego—Garrett Naber & Son succeeded Gilbert & Rogers in the grocery business.
- Cass City—Pearl Lee has closed out his furniture stock and removed to Detroit.
- Vernon—Frank Nichols, of Chicago, has opened a men's furnishing goods store.
- Saugatuck—Mrs. Josie Plummer has opened a bazaar store in the Davis building.
- Sand Lake—Edward Ryan is succeeded in the hotel business by Herman D. Baker.
- Bellaire—Charles F. Lutz succeeds N. H. Dishrow in the hay, coal and wood business.
- Muskegon—David Mann will shortly engage in the grocery business at 254 Lake street.
- Berrien Springs—P. C. Immel has engaged in the meat business in the Webster building.
- Detroit—The Fenwick Laundry Co. has increased its capital stock from \$10,000 to \$20,000.
- Scottville—Fred Hunter succeeds Harry Lane in the cigar, tobacco and soft drink business.
- Muskegon—George J. Proehmer, Jr., has closed his bakery and removed to Stockton, Cal.
- Swartz Creek—Edward Morrison, recently of Reese, has engaged in the meat business here.
- Detroit—Huetteman & Cramer Co. have decreased its capital stock from \$200,000 to \$125,000.
- Hastings—John Freeman has engaged in the grocery business on South Jefferson street.
- Alpena—William Zann has taken over the Richelieu Hotel, purchasing it from Daniel Murphy.
- Vassar—J. McDonald & Son have purchased the clothing stock of Cohen Bros., at Alma, and have removed it to this place, where they will continue the business.
- Chicora—Will Smith has opened a meat market here.
- Detroit—The Mistele Coal and Coke Co. has decreased its capitalization from \$30,000 to \$20,000.
- Kalamazoo—The Kalamazoo Beef Co. will open a market at 228 East Main street in the near future.
- Ishpeming—Eric Carlson has opened a confectionery store and lunch room in the Voelker building.
- Pentwater—L. C. Carney has sold his confectionery stock to Abram Peck, who has taken possession.
- Yale—J. M. Smith has sold his stock of general merchandise to Glenn Daykin, who will continue the business.
- Richmond—The Farmers' Elevator Co. has purchased the Richmond Elevator Co. plants here and at Columbus.
- Dimondale—Thieves carried away about \$40 worth of stock from the Winegar & Mulhollan hardware store Oct. 24.
- Muskegon—The capital stock of the Continental Motor Manufacturing Co. has been increased from \$2,400,000 to \$2,900,000.
- Corunna—Fire damaged the C. L. Carland stock of general merchandise Oct. 22. The loss was covered by insurance.
- Onaway—Arthur E. Starks has sold his stock of general merchandise to Peter Gagie, of Elmira, who has taken possession.
- Lakeview—Lee J. Bass has purchased the E. C. Bishop & Co. stock of general merchandise and will continue the business.
- Otsego—Gilbert & Rogers have sold their grocery stock to G. Naber & Son, recently of Grand Rapids, who have taken possession.
- Royal Oak—W. S. La Londe has purchased the John Klein meat stock and will continue the business in connection with his grocery store.
- Mulliken—Fred Holland has purchased the remainder of the S. F. David furniture stock and will conduct a furniture and undertaking business.
- Yale—Frank Ernest has purchased the interest of W. C. Ernest in the Yale Lumber & Coal Co. and will continue the business under the same style.
- Marcellus—Fred Dedrick has traded his residence and hardware stock to Herman Rifenberg for his farm. Possession will be given about Nov. 1.
- Alma—A. R. Smith has sold a half interest in his shoe stock to Bruce E. Failing and the business will be continued under the style of Smith & Failing.
- Charlotte—Homer Parish has sold his interest in the plumbing stock of Parish Bros. to his brother, Charles, who will continue the business at the same location.
- Detroit—The Central Ice & Fuel Co. has engaged in business with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.
- Jackson—Fire damaged the meat and grocery stock of J. A. Phillip, at the corner of Ganson street and Stewart avenue, Oct. 23. The loss is covered by insurance.
- Mancelona—Dean & Abdalah, recently of Boyne City, have leased the Hoffman store building and will occupy it with a stock of general merchandise about Nov. 1.
- Scottville—W. C. Freedy has sold a half interest in his stock of general merchandise to Rollo Miller and the business will be continued under the style of Freedy & Miller.
- Battle Creek—W. P. Williams has purchased the interest of Joseph Grienberger in the State street public market and the business will be continued under the same style.
- Freeport—George J. Nagler & Son have sold their warehouse and produce stock to John and Charles Overholt, who will continue the business under the style of Overholt Bros.
- Vermontville—Inventory is being taken by the Lamb Hardware & Implement Co., preparatory to Charles H. Lamb selling his interest in the stock to his father and brother, Louis.
- Kalamazoo—Donald K. Strickland has purchased the stock of the City drug store and will continue the business at the same location, at the corner of Burdick and Dutton streets.
- Niles—The C. H. Rudduck Co., jobber of soda fountain supplies and confectionery, has filed a voluntary petition in bankruptcy. Liabilities, \$1,297.60; assets, \$333 above exemption.
- Allegan—Mrs. Fred Littlejohn and Mrs. William Randall have formed a copartnership and taken over the millinery stock of the late Mrs. H. H. Cook and will continue the business.
- Detroit—The Manufacturers Wholesale Furniture Co. has engaged in business with an authorized capitalization of \$10,000, of which amount \$7,500 has been subscribed and \$1,000 paid in in cash.
- Grand Ledge—Jack Hollens has purchased the interest of his partner, C. Frank Wells, in the stock of the Grand Ledge feed store and will continue the business under the same style.
- Detroit—The Hallock-Lauppe Co. has engaged in business with an authorized capitalization of \$5,000, of which amount \$4,000 has been subscribed, \$300 being paid in in cash and \$3,700 paid in in property.
- Holland—Bert Slagh has leased a store building which he will occupy Nov. 1 with a stock of wall paper paints and oils, brushes and picture frame moldings. One large room on the second floor of the building will be furnished with a couch, easy chairs and a writing desk and set aside for the use of customers and visitors as a rest room.
- Fennville—H. L. Reynolds has taken over the interest of his brother, C. E. Reynolds, in the dry goods and grocery stock of Reynolds Bros. and will continue the business at the same location.
- Dowagiac—August Richey, manager of the Richey & Co. dry goods store, has purchased the stock of the owners, Lee Bros. & Co., bankers, and will continue the business under the same style.
- Muskegon—Tuuk & Sietsema, grocers, have dissolved partnership and the business will be continued at the same location by Harry Sietsema, who has taken over the interest of his partner.
- Muskegon—The Michigan Art Novelty & Manufacturing Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and \$2,000 paid in in cash.
- Hastings—Barnaby & Paton have dissolved partnership and the restaurant and confectionery business will be continued by William H. Barnaby, who has taken over the interest of his partner.
- Coats Grove—Arlie Townsend, dealer in general merchandise, is closing out his stock of dry goods, gloves, hosiery and notions and will devote his entire attention to the grocery stock.
- Westphalia—The Westphalia Co-Operative Creamery Association has been organized with an authorized capitalization of \$5,000, of which amount \$2,000 has been subscribed and paid in in cash.
- Detroit—The Acme Motor Truck Co. has engaged in business with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed, \$4,000 being paid in in cash and \$21,000 paid in in property.
- Vicksburg—H. B. Preston, senior member of the furniture and undertaking firm of H. B. Preston & Son, who recently underwent a serious operation at Ann Arbor, has returned home, very much improved.
- Sunfield—P. T. Barnum has sold his interest in the Barnum & Taylor stock of groceries, shoes and men's furnishing goods to a Mr. Higgins and the business will be continued under the style of Taylor & Higgins.
- Traverse City—Steinberg Bros., dealers in dry goods, men's furnishings and clothing since 1903, have dissolved partnership. The business will be continued by J. H. Steinberg, who has purchased the interest of his brother.
- Alpena—Louis T. St. Onge, who has conducted a meat market at 525 Chisholm street for the past thirty-one years, has sold his stock and fixtures to Wilfred LeBlanc, who has been in the employ of Mr. St. Onge for the past seven years.
- Coldwater—J. B. Branch, for many years one of the leading dry goods merchants in Southern Michigan, has blossomed out as a manufacturer, having opened up a third manufacturing floor, giving employment to seventy-five machine operators in the manufacture of boys' wash suits and rompers.



**Review of the Grand Rapids Produce Market.**

Apples—Standard varieties, such as Baldwins, Greenings, Wagner, Twenty Ounce and Wolf River command \$3@4 per bbl.; Northern Spys, \$3.75@4.25 per bbl.

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

Beans—\$3.50 per bu. for medium.

Beets—50c per bu.

Butter—The market is steady, with a good consumptive demand. Prices are unchanged for the week. Arrivals of butter show an average good quality for the season, and the quantity is also about normal. The possibility of an export trade is still uppermost in the minds of owners of cold storage stocks of butter. It is reported that the drought in Australia has caused a decided shortage which has led to the exporting of butter from San Francisco to that country. This will help the American market without doubt as it takes away a part of the competition ordinarily experienced from Australian goods. It is also reported that the butter supplies of the Scandinavian countries are going to Germany in part and that this causes a shortage on the English market. While comparatively little butter has been exported so far the best posted men in the trade look for a large export demand as soon as refrigerated transportation can be secured to accommodate it. Fancy creamery is quoted at 27½@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.

Cauliflower—\$1.25 per doz.

Carrots—50c per bu.

Celery—16c per bunch for home grown.

Cocoanuts—\$4 per sack containing 100.

Cranberries—\$7.50 per bbl. for Cape Cod Early Blacks.

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

Eggs—Fresh have advanced 3c per doz. during the past week and the market is firm at the advance to 30c per doz. Very few of the present arrivals are showing high grade and the bulk of the receipts therefore have to be sold at prices based upon their varying quality. Storage eggs are held with considerable confidence and the movement out of storage is confined chiefly to the medium and lower priced qualities, the fancy marks being held at 27c and No. 2 at 24c.

Egg Plant—\$1.25 per doz.

Grapes—Concords fetch \$1.75 per

doz. for 4 lb. baskets; 17c for 8 lb. baskets. California Tokay, \$1.50 per 4 basket crate; California Malaga, \$1.40 per 4 basket crate; Spanish Malaga, \$5@6 per keg.

Grape Fruit—Cuban commands \$5@5.50 per box.

Green Onions—Silver Skins, 15c per doz.

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

Lemons—California, \$3.75 per box.

Lettuce—Home grown head, \$1.50 per bu.; home grown leaf, \$1 per bu. or 10c per lb.

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—California Valencia are steady at \$5@5.50.

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

Peaches—Smocks and Salways are the only varieties still in market. They command 50@75c per bu.

Pears—Anjou, \$1.25 per bu.; Kiefers, 75@90c per bu.

Peppers—Green, \$1.25 per bu. for home grown and \$2.25 per hamper for Southern grown.

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 has its ups and downs, but high prices will rule.

Quinces—\$2.50@3 per bu. Most of the fruit handled in this market this season is from New York.

Radishes—15c for round.

Squash—1½c per lb. for Hubbard.

Tomatoes—60c per bu for green; ripe are out of market.

Turnips—50c per bu.

Frank M. Gardner, who has covered Western Michigan territory several years for Hirth, Krause & Co., with headquarters at Traverse City, has resigned to engage in the sale of fords at Galva, Ill., under the style of the Gardner Auto Co.

L. D. Wilson, who recently sold his interest in the Stewart & Wilson grocery stock, at Harbor Springs, to his partner, has engaged in the grocery business on his own account. The Worden Grocer Company furnished the stock.

To talk is 5,000 per cent. easier than to find someone willing to listen.

**The Grocery Market.**

Sugar—Quotations on refined are 10 points higher than one week ago, placing New York granulated on a 5¼c basis and Michigan granulated on a 5.05c basis. The Eastern refineries have entered into an agreement not to accept any orders at the old price after an advance is announced. The main cause of the recent advance is the closing of the Panama Canal. This prevented England and France from getting Peruvian sugars they had bought and compelled them to go into the market suddenly and buy Cubas. This had an instantaneous effect upon the market, and the present situation is very strong. Raws are expected to go higher. As soon as sugars that had been bought can be made available, however, the situation will probably ease off.

Tea—The tea market shows no particular change during the week, except that the situation in new Congous is somewhat unsettled. There have been preliminary rejections of new Congous which, if they indicate what the Government is going to do about the Congous still to come, will mean that several millions of pounds of this grade of tea will be shut out of this country. This has also had its effect upon the market. Other grades of tea show no change for the week and fair demand.

Coffee—The domestic demand for Rio and Santos coffees is very fair, but prices are unchanged from a week ago. Mild grades show no change for the week. Low-priced Maracaibos are becoming cleaned up and there is a prediction that soon the supply will be gone. Java and Mocha show no change.

Canned Fruits—California canned fruits of practically all lines are displaying a stronger tendency for both spot goods and future shipments from the Coast. The strength in the spot market is attributed by brokers to the diminishing stocks which are in evidence owing to the poor traffic conditions existing between Coast points and the East. Future shipments are being held more firmly by the Coast packers, according to brokers, on account of the limited pack that was made this year and the fact that buyers are beginning to realize that stocks may be short before next season's pack is available.

Canned Vegetables—Buyers are taking very few tomatoes now, and if they come in with any kind of orders the market will probably react, but it may not get quite as high in as short a time as was prophesied some time ago. Undoubtedly the supply of tomatoes will be short during the coming season. Corn shows no change. The situation is still firm. Peas were steady, although it was reported that there was practically no buying being done in this line, jobbers apparently having sufficient supplies on hand to satisfy their demands.

Canned Fish—Salmon shows no change for the week and the demand is fair. Domestic sardines are quiet. Advices from Eastport are to the effect that the domestic sardine pack for the present season is practically completed, and with bad weather interfering with the operations of the fishermen it is reported that the catch which will be

made from this time until the end of the season will probably be smaller than usual. The heavy storm which swept along the Maine coast several weeks ago, destroying the fishermen's weirs, seriously hampered the fishermen in making further catches. There is only a slight attempt made to repair the damage to the weirs as the season is approaching its close and the run of fish had begun to slow up when the storms arrived. Several of the packing houses are reported to have closed down for the season and others are said to be practically at the end of their pack. The season for catching sardines ends by law on November 30, but packers say that all the packing houses will probably be closed before that date. Portuguese are still offered to some extent, but at very high prices. Norwegian are also moving upward; scarcity, rather than manipulation appears to be the cause of the movement.

Dried Fruits—Late advices received from the Coast report that the future market for all grades of Santa Clara prunes is very strong, and that packers are advancing their quotations from the marks that they were offering earlier in the week. At the figures now being made by the Coast packers there is said to be very light buying. Peaches are quiet and unchanged. Apricots, largely on foreign demand, but particularly on domestic demand, are still very firm, but at unchanged prices. Seedless raisins are going to be very scarce and high during the entire season. No change has occurred during the week. Currants are exceedingly scarce on spot and the price is almost impossible to quote. It is difficult to see how any new ones can be gotten much inside of a month.

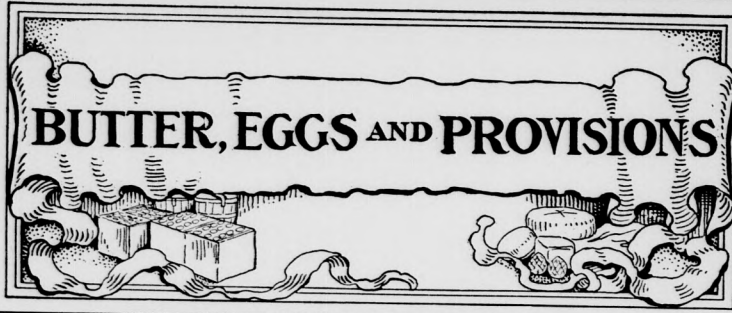
Rice—The market is strong and active, the trouble being to obtain supplies, as the spot rice is greatly reduced in quantity. The trade is taking offerings at full prices, there being especial scarcity of Honduras fancy head. Blue Rose is moving freely at the advance. New Orleans reports the mills oversold, and there is delay in shipment. Shipments are being diverted from Galveston to the latter city owing to the freight embargo.

Cheese—Is firm at an advance of ¼c. The consumptive demand is good and the quality of the receipts is good. The market is healthy throughout.

Salt Fish—The Norway mackerel situation has not improved. Spot stocks are very small and prices are firm. It looks like practically no new Norway mackerel this year.

Provisions—The market is showing some very unusual advances for the season. An advance was noted last week and this week there has been another advance in all cuts of smoked meats of ¼c. The consumptive demand is only moderate, but apparently the export demand is the cause of the higher prices. Pure and compound lard are also firm at an advance of ½c. The consumptive demand is good. Dried beef, barreled pork and canned meats are all unchanged and in moderate demand.

And the man who has all his property in his wife's name can't even call his soul his own.



#### Advantage of Standardizing Dressed Poultry Packages.\*

I want to take you back for a moment to a time in our history which is undoubtedly within the memory of at least some of my hearers—to that cold winter day when the farmer killed half a dozen hogs, a beef or two, a couple dozen each of turkeys, geese and ducks, and brought them to the nearest market for sale.

Gradually the amount offered became more than the small community could use, and the enterprising country merchant put the surplus promiscuously into whatever second-hand box or barrel he might happen to have and sent them to the nearest larger market. Some of you perhaps can, in your mind's eye, see these packages as you received them.

It is not my intention to mention the evolution in the methods of packing, transporting and receiving this class of goods, any one of which might well be the subject of a volume—but to confine this paper to packages.

Gradually the old second-hand barrel and box gave way to the new packages.

For eggs, after the farmer's basket or box, came the barrel, holding 120 dozen each, packed in cut straw. Early in the history of this industry, however, or, to be exact, about 1878, a case with a heavy, crude filler, holding fifty-six dozens of eggs, came into use. This was followed by a thirty-six-dozen case. A few years later the present uniform thirty-dozen case was adopted.

There have been some changes made in the weight of the latter package, occasioned very largely by the changed and improved methods of transportation, but the size and carrying contents remain the same.

The organization of creameries in the West began about this time. It was not long before we had the sixty pound ash tub, so popular even to this day. There has been comparatively little change in butter packages for forty years.

Poultry continued to be packed in barrels—some old, some new—for many years.

Finally a bold Western shipper conceived the idea of packing his poultry in boxes. He had no definite notion of the size box he wanted or of the number of pounds or birds it would contain, so the local box man was called into consultation—the result of which was a package which held about 240 pounds of turkeys.

\*Address by W. Harry Davis before National Poultry, Butter and Egg Association.

This package was still in vogue when the present speaker came on the scene as a dock walloper, and his back still aches when he thinks of those boxes of "toms."

These boxes held from two to three dozen, depending on the size of the birds.

In the early 80's people began to eat a bird which had hitherto been regarded as valuable only for laying eggs. I speak now of the Great American Hen and her progeny.

Shortly afterward receivers began to demand smaller packages. At first chicken boxes were made to contain two dozen birds; later on a dozen and a half, and then a dozen.

Inasmuch as a package required to hold a dozen birds in Iowa would not serve the same purpose in Illinois, nor the Illinois package in Indiana or Minnesota, it became necessary for every packer to have his own sizes, in order to meet the requirements of his particular locality.

The methods which brought about this condition have since been radically changed, until to-day a dozen birds packed in Kansas will not vary more than six ounces from the same number packed in Indiana or Minnesota.

In view of this condition, can you give a reason why there should be some 700 different poultry box sizes in the United States?

One of the large Western jobbers recently sent us his list of poultry boxes, on which he asked us to name prices, and we found on looking it over that it contained 267 sizes, some of them varying not more than one-eighth inch.

You can imagine the confusion that would exist in your receiving markets to-day if eggs were packed twelve, fifteen, seventeen, twenty-one, twenty-eight and thirty-six dozen to the case. I can readily appreciate what it would be were we to receive an order for a carload of egg cases containing that number of sizes, and yet every car of poultry boxes contains many more.

From the standpoint of the manufacturer, the present methods could be vastly improved, and I believe greatly to the benefit of the industry.

You require your stock at a time when the box factories are the busiest. Each car contains from five to twenty sizes. It takes more time to set the gauges and get the machinery in shape to cut 500 boxes than it does to actually make the shooks. Imagine the amount of lost motion—all of which costs and must be paid for—in making these changes to cut a car of boxes containing ten or fifteen different sizes and thicknesses.

If your sizes were standard, manufacturers could lay aside such cuttings as develop during the season that would be suitable for your packages and manufacture them into poultry boxes at times which best suited their convenience, the same as they do egg cases, knowing that they could be used by anyone requiring poultry boxes.

The packer could not help but be greatly benefitted by this condition, as he would not be obliged to wait two or three weeks for the execution of an order after it was filed with the factory.

In addition, the saving in dollars and cents would be no small item. This would amount to at least 5 per cent. on approximately half a million dollars worth of business, or \$25,000.

I have no doubt but what a further saving could be effected all along the line—transporting, receiving and storing.

The correct theory of package building is to produce a box strong enough to carry the contents in perfect condition from producer to ultimate consumer. Anything heavier than this is a waste, both in material and transportation charges. You must remember that every pound of wood carried to New York from

points west of the Mississippi River cost 1¼c.

Your Association is to be congratulated upon the work of the committee appointed to standardize the weights and quality of dressed poultry. The adoption of their recommendations cannot help but bring about a wonderful improvement in the industry, and I trust that we shall soon see the day when poultry is graded and packed uniformly throughout the entire country.

Can you not consistently go a step further and standardize the package?

The package makers have no axe to grind. If the present methods best meet your requirements, we shall go on as we have in the past and serve you to the best of our ability, but, if you agree with me, I trust that this meeting will appoint a committee, composed of a representative from each part of the industry, to decide upon practical, standard specifications which will appeal to and be adopted by all packers.

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

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Mail us sample any Beans you may wish to sell.

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**Gabby Gleanings From Grand Rapids.**

Grand Rapids, Oct. 25—H. A. Gish, representing Dr. Hess and Clark, Ashland, Ohio, has returned from the Canadian Northwest, where he has been for the past four months. This is his ninth trip to that territory. Mr. Gish stood second among twenty-seven salesmen for his house in point of sales during September, which is little less than remarkable, considering the territory he was covering, in which towns are far between and business is none too good, on account of the interruption incident to the war.

W. E. Sawyer, E. Scott and John D. Martin, who make up the personnel of the ways and means committee of Absal Guild, A.M.O.B., which convened Saturday evening, Oct. 23, expect to tell you something the Bagmen will have to offer in the way of entertainment in the next issue of Gabby Gleanings.

C. C. Perkins is certainly some leader of the Grand March.

We wonder how long the P. M. road will continue the very inconvenient policy of having but one vestibule open for the discharging and loading of passengers?

"Rasty" Stark is a past Senior Counselor, a Bagman and now he is going to be a "watchman."

We are pleased to note the four weeks' trip of L. F. Thompson, of C. Elliott Co., Detroit, accompanied by his wife. Goldstein, please sit up and tally.

Will Frankie and his wife motored to Conklin Sunday.

The annual meeting of the Grand Rapids Traveling Men's Benefit Association will be called Saturday afternoon at 2 o'clock, Nov. 25, at the council rooms. Every member is requested to be present, as some important constitutional changes will be made.

C. R. Lawton expects to leave Friday evening for Chicago. We hope Claude has the good fortune to see Chicago and get back to home and friends.

Homer Bradfield spent Sunday up somewhere near the arctic circle. We understand he took his meals at Petoskey.

J. B. Wells, of Grand Rapids, a member of Grand Rapids Council, representing the Reynolds Roofing Co., accompanied by his wife, will leave for California Nov. 1. They expect to take in the exposition and also visit his mother, who is past 85 years of age. They will be gone about six weeks.

Harry L. Wood, Vice-President and heating engineer of the Rudy Furnace Co., of Dowagiac, will move to Dowagiac as soon as he can dispose of his property here.

R. J. Ellwanger and wife, accompanied by Mr. and Mrs. Charles Jones, of St. Johns, who have been visiting them the past few days, had

a slight motoring experience Saturday evening. They left Muskegon en route to Grand Rapids early in the evening and everything went lovely until they reached Casnovia, when bang went their pleasure and trouble was ushered in unannounced. As far as they could figure things out, their carburetor and illumination was O. K., but later they discovered a burned out bearing. This little accident caused the gentlemen to see their ladies safely homeward bound on the late P. M. train, while they waited for repairs. They reached home about 12:30 a. m. and, as a result, missed church Sunday morning. We would sympathize with drivers of automobiles, but when any one gets stuck with a gasoline can, nix on sympathy.

W. E. Sawyer went hunting Sunday. We are wondering if it was cherries he was after.

If England is seeking the Key in Turkey, who is it in Italy?

Bob La France, of Kingsley, expects to have his remodeled hotel open for business in the near future. Arms & Cole, of Traverse City, are installing the plumbing and heating.

The first U. C. T. dance seemed to have done George Clark worlds of good, as he was dancing in and out of the customers' doors with a smile of satisfaction on account of having booked some nice bread and butter getters and going through a few steps while waiting for trains. We all should go, as I believe there is ginger being dished out up there which some of us are not hep to.

Oct. 30. U. C. T. dance. "Nuff said. "Woodrow Wilson" Hart, Sweetheart tea man for the Worden Grocer Company, was seen leaving his mark, which consists of a Japanese good luck stamp, on every name card, napkin and table cloth in the Northern territory. Never mind, "Woodrow" gets the biz.

Hub Baker, who made his first trip over his territory when they were digging the hole for Lake Michigan, says he got the fastest ride of his career the other evening on the G. R. & I. He says they were going anywhere from twenty to twenty-one and one-half miles per hour. Hub has been used to a Saxon.

W. S. Laughenberg, alias "Kelly with the Golden Hair," representing the Bay State Milling Co., of Winona, Minn., is leaving footprints of Wingold in every town he visits.

Some day Andrew Carnegie is going to hear of Wallie Wendell—and then there will be another medal struck. When a man whose sole ability, seemingly, is in selling paints, oils and glass, can step into a grocery store and help a grocery salesman put a big salmon order, thus saving the community a fish famine during Lent, he is a hero.

We wonder if Doc Ferguson has forgotten us all while engrossed in the sights of the Golden West! Be-

fore going away he promised us some letters and, on the strength of same, I traded my address to him for some letters, but as yet no letter. Is it a case of larceny or breach of promise?

Next Saturday night is the second of the U. C. T. dances and from the turnout and comments on the first one, we should have a record breaking turnout. Everybody get into the boat and spend Halloween tripping the light fantastic.

L. V. Pilkington.

**Sparks From the Electric City.**

Muskegon, Oct. 25—It has been reported to our scribe that one of the Muskegon travelers was mistaken for a certain Mr. Bush, who is a famed lecturer throughout the country. No doubt the party who made the mistake heard our worthy brother, Jay Lyons, expounding the beauties of handling Goldenberry coffee to a customer.

At our last meeting the Secretary was instructed to invite Grand Counselor Lawton to help participate in our diddings.

Leonard Hogan, who travels for the Chase Hackley Piano Co., was initiated into the U. C. T. mysteries last meeting.

We are sorry to report the deaths of two of our old merchants in Western Michigan—J. DeKoster, of DeKraker & DeKoster, of Holland, and W. B. Parkhurst, of Nunica. Both of these men were well liked by the traveling men and the general public. It can well be said that the world is better because these two men lived.

One of our local papers state that the signs of the times are showing winter underwear in the show windows and flannel cakes on the bill of fare.

S. Steindler and daughter, Julia, have returned from a trip to Louisville, where they attended the wedding of Mr. Steindler's niece, Miss A. Inlander.

Our last meeting was so interesting for Sam Lipman that he fell asleep and woke up during the time a motion was being voted on. The first thing Sam said was, "What are you voting on?" Senior Counselor Welton replied, "We are voting on the question of purchasing a bed, so you can rest easy." And a large smile spread over Lipman's face.

Mayor Thompson, of Chicago, is to be complimented on enforcing the law, even if it is regarded by some as a dead law. Why not make a saloon keeper obey the law, the same as any other citizen? There should not be any exceptions.

The cry is on, do your Christmas shopping early. Milton Steindler.

P. F. Ostema, with Durand & Kasper Co., sold a stock of groceries to Charles H. Hill of South Haven, who will open his store Nov. 1. Mr. Hill was formerly engaged in the retail clothing business at South Haven, previous to which time he was engaged in the drug and grocery business there.

**Boomlets From Bay City.**

Bay City, Oct. 25—E. F. Carr, formerly in the meat business at Gaylord, is now representing the Bay City branch of the Cornwell Beef Co., of Saginaw, covering the territory on the D. & M. north of Bay City.

Clifford Erway, formerly of Rhodes, is now engaged in general trade at East Billings, having recently opened a store at that place.

Fred Narrin, formerly of Connine & Co., Grayling, who about a year ago bought a stock of general merchandise at Sigma, has succeeded in working up a very satisfactory business. Fred's pleasant manner and courteous treatment of his customers contributes largely to his success.

William Noirot, the popular landlord of the Otsego Hotel, Gaylord, ever on the lookout for the comfort of his guests, always obliging and courteous, has made his hotel a place where the traveling men feel welcome. When in Gaylord, call and see Bill.

The members of Bay Council, at their last regular meeting, decided to inaugurate a campaign for new members, the class to be initiated at the next regular meeting Nov. 13. A committee was appointed and immediately got busy and have already secured twenty applications, with thirty more prospects on the list which they expect to sign up. Grand Counselor Lawton has accepted our invitation to be present and a big time is anticipated. Bay Council is after the big prize offered by the Grand Council.

The State convention of the Odd Fellows, held in Bay City last week, is conceded to be the most successful and harmonious meeting the Grand Lodge of Michigan ever held. The Grand officers, delegates and visitors were almost a unit in praise of the royal manner in which they were entertained by the people of Bay City while they were here. Bay City's reputation for hospitality in entertaining visitors has spread broadcast, which accounts for the large number of conventions held here each year. W. T. Ballamy.

Were it not for clouds, people would be unable to appreciate sunshine.

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

October 27, 1915.

**BUSINESS METHODS IN WAR.**

It is something inexplicable to contemplate the marvellous business ability of the Teutonic race in the conduct of the war and the management of their internal affairs, and with it the lamentable lapses into unprofitable atrocities. Everything done in the conduct of a war, considered cold-bloodedly as a business proposition, from the German standpoint, should effect some weakening of the enemy or some strengthening of the German cause. Taken by itself the recent deliberate execution of Edith Cavell in Belgium was justified under the rules of the game. The fact that she was a woman, that she had nursed German soldiers, and was of a high type of womanhood did not nullify the fact that she had aided a few of the enemy's soldiers to escape, and that her life was forfeit.

The wonder is that the Germans, with all their astuteness in business, should do a thing like this that has inflamed all Britain and the English-speaking world. Instead of weakening the enemies of Germany, it has wonderfully strengthened their hands. Looking at the matter in the same coldblooded way, from the Allies' standpoint, the execution of Miss Cavell under all the circumstances is worth to them as much as the accession of 10,000 efficient soldiers. It has been difficult in England to raise troops by voluntary enlistment to compete with Germany's practical enrollment of the whole nation. It has been the bombardment of unfortified coast towns, the dropping of Zeppelin bombs in London, the wanton and brutal murder of innocent passengers on the Lusitania and the coldblooded enforcement of the hard rules of war against a woman like Edith Cavill that fires the British heart and swells the enlistment rolls.

The German mind cannot in the least comprehend the feeling that the English and Americans have about the execution of a woman and probably regard it as a sentimental weakness. As a business proposition, however, it is incomprehensible why the supposedly able and intelligent men who preside over Germany's military operations cannot perceive that every savage deed that results in the de-

struction of women, children and non-combatants strengthens the enemies of Germany, swells their armies, increases their resources and adds to their morale and fighting power. The worst enemies of Germany are those who have directed these brutalities, for their acts will prolong the war, postpone peace, and by the bitterness engendered will cost the lives of unnumbered innocent German soldiers who daily die until peace comes again.

Why should Germans who are not terrified themselves suppose that any degree of frightfulness will intimidate races like those with whom they are engaged? How is it that they cannot learn that, as a matter of fact, all these actions merely cumulate the forces, moral and physical, which are opposed to them? Why does not their business sense lead them to refrain from those things that only infuriate their adversaries and make them more determined to push the conflict to the bitter end? Do they vainly imagine that the reason England does not retaliate in kind—does not kill women and children—does not send her airfleet to drop bombs on German non-combatants—is because Englishmen are afraid? How shall we account for the strange, fantastic streak of savage imbecility in the otherwise forceful Teutonic intellect?

The general situation in Serbia is a grave one for the Allies. We can only wonder what may be the general Serb plan of campaign. Knowing themselves outnumbered at least two to one by the Teutons and the Bulgarians, one would imagine that a quick retirement from the North for the purpose of concentrating their forces would have been the most prudent plan. Instead we find the Serbs attempting to hold the enemy on every side. They are not only resisting the main Teuton advance in the valley of the Morava, but in the extreme East, on the Rumanian border, they have been opposing a German crossing of the Danube at Orsova. It may be, of course, that along parts of this line there is merely a show of resistance, and that large Serb forces are on their way South to meet the Bulgarian attack. But that is only conjecture. It may turn out, on the other hand, that the Serbs are fighting a losing but a delaying game, with an eye to Allied reinforcements from the South. These are now appearing on the scene.

No law is binding on the human subject which assaults the body or violates the conscience. The right of personal security consists in a person's legal and uninterrupted enjoyment of his life, his limbs and his reputation. Both the life and the limbs of a human subject are of such high value in the estimation of the law that it pardons even homicide if committed in defense of them in order to preserve them.

Make floral offerings to your friends before they reach the point where they are unable to sniff the fragrance.

**OUR GREATEST MONEY CROP.**

The announcement that our wheat crop of 1915 exceeds 1,000,000,000 bushels assures us not only of again leading the world as a wheat producer, but that we are supplying a larger percentage of the world's wheat crop than in former years. In the past fifteen years our share of the record wheat crop of the world has averaged about 20 per cent., in some years a little less and in some a little more. In the decade 1900 to 1910 our share of the wheat crop of the world was a little more than 20 per cent. From 1910 to 1913 we produced a little less than 20 per cent.; in 1914 our production was 23 per cent. of the world's crop. Whether our crop of 1915, which is more than 100,000,000 bushels in excess of any earlier year, will make our percentage of the world's production larger than in 1914 is somewhat uncertain, for the latest advices from other parts of the world indicate an increased production in nearly all the wheat-producing countries, especially when compared with the figures of 1914. It seems almost certain now that the 1915 wheat crop of the world will exceed 4,000,000,000 bushels and may be larger than that of any earlier year; if so, our percentage of the world's 1915 production may not be any higher than that of 1914, when we supplied 23 per cent. of the world's crop.

This fact that the world's wheat crop in 1915 will probably be the largest ever recorded and will for the second time in history pass the 4,000,000,000-bushel line is especially interesting when we remember that in 1900 Sir William Crookes startled the world with the suggestion that its wheat supply was likely to run short, or at least would not keep pace with the growth in population. This prediction, which seemed then not an unreasonable one in view of the fact that the best wheat land of the world had been put under cultivation, has not been confirmed, partly because of increased production per acre in the various wheat-producing sections of the world and partly by an enlargement of the area producing wheat. The yield of wheat in the United States in the ten years prior to 1900 averaged thirteen bushels per acre, while in 1912 and 1913 it averaged fifteen and one-half bushels per acre, an increase of nearly 20 per cent. in the producing power of a given area. In Russia the average production advanced from nine bushels per acre in the decade ending with 1900 to thirteen bushels in 1913; in Austria from sixteen bushels per acre to twenty; in Great Britain from thirty-one bushels per acre to thirty-four in 1911, and in Germany from twenty-four and one-half bushels per acre in the decade ending with 1900 to thirty-five bushels per acre in 1913.

These increases in the producing power of the land, which are brought about by increased care of the soil and more careful selection of varieties of wheat grown, have been supplemented by an enlargement of the wheat-producing area, both in the United States and in other parts of the world. Experiences and studies made a few years ago developed the fact that certain classes of wheat could be successfully grown on lands receiving but small quantities of

moisture. These classes of wheat, which could be produced in what could be termed semi-acid areas, were hard and contained more gluten than those formerly produced and required a very different treatment in turning the wheat into flour. By long and careful experiments, however, the mills of the United States and of the world learned to use these hard wheats by what is known as the gradual reduction process, crushing the wheat between steel rollers instead of grinding it between mill stones, and thus it became possible to greatly enlarge the wheat area of the United States and the world by utilizing certain semi-arid sections which were formerly valueless for wheat production. Every continent has more or less arid or semi-arid area adjacent to those great districts which we call deserts, and this discovery of a wheat which could flourish in a semi-arid climate pushed the wheat belt farther in toward the deserts and thus enlarged materially the producing power and the actual production. The area devoted to wheat production in the United States in 1890 was 36,000,000 acres; in 1900, 42,000,000 acres; in 1910, 48,000,000 acres, and in 1914, 55,000,000 acres, while the production increased from 400,000,000 bushels in 1890 to 1,003,000,000 in 1915, an increase of 150 per cent. in quantity produced, while the area was increasing 64 per cent.

It must not be assumed, however, that this growth in production and the consequent demand upon those supplying the finances for crop movement is peculiar to wheat. The increase in other agricultural products has been equally great, this increase being largely due to increased transportation facilities, by which the interior of any continent may market its product in the interior of any other continent.

Now, as to the future of agricultural products, and especially of wheat, production is likely to increase in the near future as it has in the recent past. There are large areas capable of production and only awaiting transportation facilities to enable them to add to the great requirements of men. In South America there are still large areas capable of producing wheat and other agricultural products, but at present unused because of lack of railways to carry their possible products to market. This is true also of certain sections of Canada and in a large degree of Manchuria and Siberia. A narrow belt of country adjacent to the Trans-Siberia Railway and those of Manchuria has great capacity for wheat production now that facilities are offered for transportation of their product to markets, and it only requires an enlargement of transportation facilities to greatly increase their contributions to the world's wheat supplies, and this is also true of other agricultural products.

On June 1 the number of automobiles for pleasure purposes in the United States reached the two million mark. This number is being increased at the rate of 700,000 cars a year. There are over 200,000 motor trucks. Assuming about four people on an average have the use of each pleasure car, there are about 9,000,000 people in this country enjoying the pleasures of automobiling this season.



**The Problem of Farm Mortgage Credit.\***

During the past two years, the Department of Agriculture has been making a special study of rural credits in the United States. Information has been obtained bearing on both the conditions and facilities for supplying farm loans in the different states. I shall endeavor to indicate briefly some of the results of this study with special reference to farm mortgage credit.

The average cost of farm mortgage loans, for interest and commission together, as indicated by a recent enquiry made by the office of market and rural organization, ranges from about 5½ per cent. in New York, where commissions are seldom charged, to 10 per cent. in Montana, where the commission amounts to about 1½ per cent., with 8½ per cent. interest. In Iowa, where the farm mortgage loan business is pretty well standardized, the average cost for interest and commission together is 5-9/10 per cent. comprising 5-6/10 per cent. for interest and a commission paid once for all in advance. In Missouri the average cost for these two items is 6-8/10, comprising 6-2/10 per cent. for interest and 6/10 per cent. for commission. In Texas the average cost for interest plus commission is 9 per cent., with a little more than ½ per cent. going for commission; and in Alabama interest and commission together average nearly 9½ per cent., of which ¾ per cent. is for commission.

In Iowa there is relatively little variation from the average rate, 6 per cent., the lowest figure reported from any locality being 5 per cent. interest with no commission charged, and the highest figure for interest plus commission, about 8 per cent. From Texas, on the other hand, with an average of 9 per cent., we have reports from different localities giving the prevailing cost for interest plus commission as low as 7 per cent. and as high as 13 per cent.; and from Alabama, with an average of 9½ per cent., reports ranging from 7¾ per cent. to 15 per cent. In general, the lowest charges both for interest and commission are found in the more developed agricultural sections of the East and Middle West. The extreme figures apply in the South and Rocky Mountain states.

The most common term for farm mortgages throughout the corn belt is five years, with a good many loans made for three years and some for as

\*Address by C. W. Thompson, Expert in Rural Credits of the United States Department of Agriculture, Washington, before Farm Mortgage Association Convention at St. Louis.

long a time as ten years. In the South, the greater part of the farm mortgage loans made by banks from their own funds are made for one year or less; loans made by insurance companies and mortgage companies in the South, however, usually run for a longer period—from three to ten years. In the Rocky Mountain and Pacific states farm mortgage loans appear to be made rather more often for a term of three years or over than for a shorter period, but the banks at least make a considerable portion of their loans of farm mortgage security for a period of one year or less.

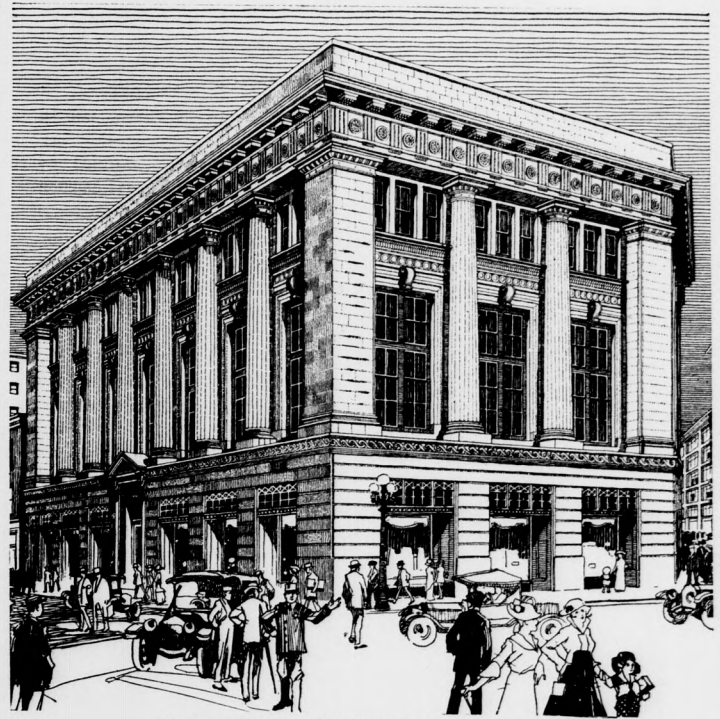
The great majority of the banks making farm mortgage loans for a term of three years or over give the borrower the privilege of paying any part of the principal (in even hundred) either at any time or on any interest date. Some banks, however, lend at a lower rate of interest where the contract does not carry the prepayment privilege. Most of the banks, both in the South and in the West, which make farm mortgage loans for one year or less report that they usually renew satisfactory loans when desired; some of them require the payment of a part of the principal, but the majority seem to be willing to renew the whole amount, so long as the security is good.

A general survey of conditions in the country as a whole would seem to indicate that charges for interest and commissions are needlessly and unreasonably high in many localities. Farmers in these localities are clearly in need of better access to the open investment market. Such access would not only afford more reasonable rates but would also enable the farmer to obtain mortgage loans for longer periods than is ordinarily possible at the present time.

Farm mortgage loans are obtained, in general, from four important sources, namely, banks, life insurance companies, mortgages or loan companies, and private individuals. A word may be said with regard to the relative importance of these agencies.

From reports furnished by the twenty-seven life insurance companies in the United States having assets above \$20,000,000 and by two-thirds of the smaller companies, we have computed the amount of farm mortgages held by these companies in each state, the total for all states being \$660,000,000. We have also estimated the amount of farm mortgages held by banks (including trust companies), and, on the basis of the thirteenth census figures, the total

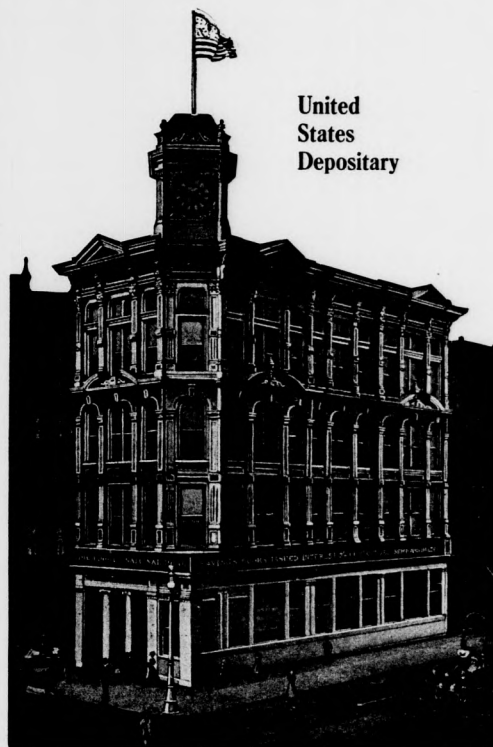
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L. Z. CAUKIN, Cashier

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

amount of farm mortgage loans outstanding in each state.

For the United States as a whole, the life insurance company mortgages reported up to the present time (October 5, 1915) represent about one-fifth of the estimated total for all farm mortgages, and the mortgages held by banks a little more than one-fifth. The reports yet to be received from some of the smaller companies, however, promise to bring the insurance company total up pretty close to the estimated bank total.

For the State of Georgia the figures show that the insurance companies hold farm mortgages amounting to nearly one-half the estimated state total, and the banks a little more than one-fourth, leaving only a quarter of the total for mortgage companies and private individuals. In a majority of the other Southern states the insurance companies are relatively unimportant as sources of farm mortgage loans—although they have made considerable gains in this section of the country even within the last two years.

For the State of Iowa, the insurance company mortgages represent 32 per cent. of the estimated total, and the bank mortgages 22 per cent.; for Missouri, the insurance company mortgages represent 26 per cent. and the bank mortgages 16 per cent. In Nebraska and Kansas, however, the insurance companies are more important as compared with the banks, reporting in each case more than one-third of the estimated total, while the banks report only a little more than one-twentieth. In Oklahoma, likewise, the insurance companies report nearly 40 per cent. of the total, and the banks only about 3 per cent., and in Texas the banks have only 6 per cent. of the total, as compared with 18 per cent. for the insurance companies. In Louisiana and in California, on the other hand, the banks take care of more than 40 per cent. of the estimated total farm mortgages, while the insurance companies report less than 7 per cent.

Life insurance companies hold very few mortgages on farms in the New England or the Middle Atlantic states; and a considerable portion of the farm mortgages held by the banks in some of the New England states, at least, are mortgages on Western lands.

No definite information is at hand relative to the amount of farm mortgages permanently or temporarily held by mortgage and loan companies, but the aggregate is without doubt very large. A number of foreign companies are engaged in this business on a large scale. Many mortgage companies are primarily mortgage merchants, but many also have large funds permanently invested in farm mortgages.

The activities of the mortgage and loan companies are middlemen, purchasing or negotiating mortgages for sale to other investors, have already been mentioned. The banks, likewise, in many localities, negotiate large amounts of farm mortgages for insurance companies and other outside in-

vestors, in addition to making loans from their own funds.

The banks in North Dakota, for example, which hold farm mortgages to the amount of \$5,000,000 (estimated), negotiate for other investors about \$40,000,000 in a year—or eight times their own permanent holdings. The banks in Nebraska, likewise, are estimated to handle \$33,000,000 in farm mortgage business for other investors or three times the amount of their permanent holdings (\$11,000,000). In general, the banks in most of the states west of the Mississippi River engage rather extensively in the business of handling farm mortgages for other investors. New England banks, on the other hand, do practically no business of this kind, and the other states in the Northeastern section of the country do relatively little. In the South, likewise, outside of the States of Georgia, Oklahoma, and Texas, the volume of such business handled by the banks is relatively small.

Under the present system of marketing farm mortgages, the mortgages themselves are generally sold direct, so that it is necessary to find a purchaser who wants a mortgage of a given amount, running for a given time, and with given terms. This fact renders farm mortgage investments less attractive to the small investor and also to the large investor who wishes to have his capital in such form that he can readily turn it into cash on occasion—since the mortgages, drawn for varying amounts and falling due at different times, will sell less readily in the open market than would standardized securities.

The farmer himself is not generally in a position to find a purchaser for his own mortgage. He lacks proper contact with the investment world. He does not know the facts regarding securities in which the investor is interested. Neither can he draw up loan papers and pass on titles. Convenient facilities are necessary to perform all these functions. Reliable and suitable standards must be maintained in these matters. To this end the selections of farm mortgage loans must be placed on a strictly quality basis. The farmer with security of superior quality must not be compelled to pay commission and interest rates similar to those charged his neighbor whose security is much inferior. A sound credit system must put a premium on mortgage security of superior quality. It is for the latter class of mortgage loans that adequate provision should be made in order that they may reach the open investment market. So long, however, as farm mortgage loans are offered for sale in their original form there will be a large body of investors who cannot be reached. To meet the demands of this class it is necessary not only to supply mortgage securities of superior quality, but also to offer them for sale in the proper form. Farm lands bonds offer these advantages as compared with the original mortgage notes. The bonds may be issued in even amounts; they run for convenient periods of time; they afford a convenient means for

## Manufacturers and Merchants

Find Frequent Opportunities to Save  
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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.

### Tax Exempt in Michigan

## United Home Telephone Company

(Muskegon, Michigan)

## First Mortgage 6% Gold Bonds

Due 1934

Approved by the Michigan Railroad  
Commission

The \$200,000 bonds are secured by an *absolute first mortgage* on the real and personal property of the company, valued at upwards of \$650,000.

Earnings are more than twice the annual interest charges.

Descriptive circular upon request.

**GRAND RAPIDS TRUST COMPANY**

Ottawa and Fountain

Grand Rapids, Mich.

collecting the interest; and they relieve the investor of all concern as to the keeping up of the farm loan security.

Institutions are needed, therefore, to fix reliable and suitable standards for farm mortgage loans and to market these in the form of bonds. To perform these functions properly such institutions must develop adequate systems of appraisal, proper safeguards for the maintenance of the quality of the mortgages used as collateral, and they must have sufficient financial strength to inspire confidence in the open investment market.

This does not imply the necessity of setting up a complicated mechanism. On the other hand, it suggests the importance of creating institutions as simple as possible, with specific and limited functions.

Moreover, such institutions should utilize the service of existing agencies as much as possible. Not to do so will involve needless duplication and waste the facilities now existing, in that they make a greater efficiency and economy in the marketing of farm mortgage securities.

In planning such institutions we should be careful to profit by the lessons of past experience and avoid the mistakes made by debenture issuing institutions in this country during the eighties and early nineties. The almost complete failure of that business in 1893 affords ample warning. We need to take stock of all the factors that contributed to that failure, the granting of loans out of proportion to protection funds, the failure to build up adequate reserves, the basing of loans on boom estimates in land values, the extension of loans on lands of uncertain returns, the substitution of inferior for standard collateral securities, the utter lack of inspection and supervision under state and Federal law—these practices quite naturally lead to disaster. The resulting almost complete collapse of these early debenture companies reminds one forcibly of our pioneer history in banking and insurance. The fact, however, that insurance and banking have later attained to a high degree of standardization suggests the course that is necessary in the development of sound debenture issuing institutions.

Legislation is clearly necessary for this purpose. We need legislation by the individual states in order to afford a proper basis for mortgage credit. It is desirable to obtain greater uniformity in state laws affecting land titles and foreclosures, if the confidence of investors is to be secured. Laws relating to the taxation of mortgages and mortgage securities deserve careful attention. It is desirable to provide for the incorporation and supervision under state law of co-operative associations among farmers, including those for the im-

provement of personal and mortgage credit. The states should also make adequate provision for facilities that encourage the accumulation of local savings for investment purposes.

On the other hand, it seems desirable that institutions be provided under a Federal law to furnish the farmer adequate connection with the outside capital of the open investment market. Such connections often involve wide area reaching across many states. They also require a degree of uniformity in supervision and control that can best be obtained through Federal legislation.

The need for Federal action is not to supply the farmer with the Government's cash or credit.

So far as public funds are proposed for use in this way, they had far better be supplied and administered by the state or local government. The Federal Government may very properly, however, assist in the establishment of suitable bond issuing institutions for the development of farm mortgage credit on a sound business basis. These institutions should serve to increase the efficiency of our farm mortgage credit system as a whole. They should be as simple as possible. They should utilize existing facilities as far as practicable. They should ensure the purchase of mortgages on a quality basis, through a just appraisal of the underlying land values. They should properly safeguard the quality of mortgages held as collateral for bond issues. They should be of such financial strength as will ensure the ready sale of the investment securities. The primary aim of these institutions should be to enable the farmer to obtain capital for relatively long periods of time, on suitable terms of repayment, and at the lowest cost consistent with business policy. This implies the need of such regulation and control as will protect the farmer against the unreasonable charges now prevailing in many localities.

If a boy doesn't love his mother his is a hopeless case.

**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.

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**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.

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Main Office Fountain St. Facing Monroe

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Capital - - - - \$500,000

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**3 1/2 Per Cent.**

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Ask us about opening City Account

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Coupon Certificates of Deposit pay 3 1/2 % 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.

**Guardian of Property**

Few things are as important as the support of those who are unable to support themselves. The property or income that is to provide for them should be carefully guarded. This company has had twenty-five years successful experience in such matters and its charges are very reasonable.

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

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



### Seasonable Opportunities for Selling Tools.

Written for the Tradesman.

There are two great classes of people who have need of tools—mechanics and others. As a rule, the mechanic is well equipped. Good tools, high class articles, are essential, for instance, to the carpenter who would give his employers satisfactory work. The man who handles tools as a preliminary to earning his livelihood appreciates the need of thorough and up-to-date equipment.

Hence, the hardware dealer can rely on considerable patronage from mechanics to whom good tools are an essential. There are few dealers who do not go energetically after the trade of the mechanics. In securing this trade, personal acquaintance is a very helpful factor; including a willingness on the merchant's part to recognize the man in the overalls when he meets him on the street. The average mechanic dislikes to deal with a stiff or condescending person; he appreciates the merchant who meets him on an even plane of genuine friendship. Outside this, the merchant must know a good tool, must furnish tools that live up to the recommendation he gives them; and must use ordinary aggressiveness in going after the business.

There are a great many people in every community who are not mechanics, and who yet are not sufficiently wealthy to afford the services of mechanics every time some little thing goes wrong about the house.

An instance came to light not long ago. A man moved into a new house early in the spring, when the storm doors were still on. They stayed on nearly all summer. The reason simply was, that the man hadn't any screwdriver; and, after the manner of most men who are not mechanics, persistently put off the purchase of a screw driver to remove those doors. Ultimately, his wife solved the difficulty after a woman's fashion; she borrowed a screw driver from her next door neighbor and took the doors off herself. That was in August.

The same state of affairs, only a little less ridiculous, exists in scores and hundreds of cases in every community. Screen doors stay on all winter for lack of a screwdriver; a broken down step remains a source of danger because the householder hasn't any saw and doesn't want to buy one; this, that or the other bit of repairs is postponed time and again for lack of a hammer. Meanwhile, the property is depreciating. The door that hangs loose on its hinges

may eventually hinder a sale when the owner wants to sell; the children play house with the big window screen that was left in the basement for lack of a catch wherewith to fasten it on. Tools—and little hardware incidentals—are daily needed in every home; but (outside the homes of mechanics) they are not purchased in one home out of every ten where they are needed.

This is no exaggeration at all. For one man who systematically keeps up his property, with the aid of a proper equipment of tools and incidentals, there are nine who just let things go.

The hardware dealer's business is to reach the neglectful nine, and sell them the tools they need.

Now, it is out of the question to hunt these men up individually. It will probably pay a hardware dealer to wheel or motor along the streets and spot the houses that need fresh paint; but the minor repairs needed are invisible to the naked eye, and are, anyway, too "small potatoes" to justify personal solicitation. For the sort of tools which the average householder will purchase for his own use are usually the sort to be found on the 5-10-25 cent sales table in the hardware store.

To reach such customers, the hardware dealer must advertise; and he must advertise, not merely screw drivers and wrenches and hammers and saws, but saving money and maintaining property values.

"Don't let the house depreciate" is a good slogan; or, better still, the positive version, "Keep Up Your Property."

This is not cutting into the business of the hardware dealer's very good patron, the carpenter. The man who will be reached by this advertising is the man who cannot afford to hire a carpenter for every little job, and who therefore lets the necessary repairs go. For a big job, the carpenter will be hired just the same. Particularly at the present time, people are in the mood to save, and, if the only way to get the work done is to hire it done, the work will inevitably be put off.

Householders can be reached in three different ways—by display, by newspaper advertising, and by circular letter. The appeal in every case will be much the same. "Keep Up Your Property" is the line of argument for the hardware dealer to adopt. Or he may urge, as an alternative argument, that the houseowner save money by doing himself in odd moments the work which otherwise he would have to hire done.

The dealer cannot very well urge the purchase of a screwdriver alone, or a hammer alone, but—he can urge, and with effectiveness, the advisability of having in every home a complete tool kit sufficient to meet any ordinary emergency.

What would constitute a complete tool kit is a difficult matter to say. One man would include certain tools which another would exclude, and vice versa. But, as a general rule, the ordinary person's complete tool kit would include only the commoner tools—such, for instance, as a good, general purpose saw, a hammer, a screw driver, an axe, a wrench, and perhaps an auger, a plane and a chisel. Add to these a folding rule, an assortment of nails and spikes and screws, and the average man is fairly well equipped to undertake minor repairs.

A good plan is to put together several assortments, offering each lot of tools at a specified price, which may—but need not—be a shade lower than the aggregate of what the tools would bring if sold singly. Some merchants feature an assortment at a very moderate price as a trade attracter; but push assortments of better tools when it comes to the actual selling. This is a matter of individual policy. It is worth remembering, however, that there are customers to whom the strongest appeal is that of price. Others will pay more money in order to secure quality. The proper course for the hardwareman, while always strongly urging quality and the wisdom of purchasing good goods, is to give each man what he insists on having. So it pays, if a man won't buy the better type of tools, to have in stock an outfit at a moderate price which will give fairly good service and which represents good value for the money.

The main point is, that instead of selling single tools, the merchant sells complete tool kits, comprising four, five or half a dozen tools; and the chances are that, in most instances, little extra effort will be required. It is worth remembering that, once a man starts doing his own work with a fairly comprehensive tool equipment and picks up a little facility in mechanical work, he is apt to desire a larger equipment; hence the tools which are not included in the original outfit are likely to be bought later as the need arises.

The merchant who tries this tool-selling plan will find it worth while to follow up his sales, and learn what individual customers accomplish in the way of saving money. Thus, one customer who bought a \$2 saw in his spare time put together a complete set of full-sized window screens for his house. His actual outlay, including the saw, wire screen and lumber, for a large house, was about \$11; the outfit would be worth anywhere from \$25 up, the extra amount representing the return for a very little time put to good use. The ability of the merchant to cite what customers have done, with his tool kits, will prove immensely helpful in making sales.

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.

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218 Pearl Street Grand Rapids, Mich.



"The End of Fire Waste"

COMPLETE APPROVED

Automatic Sprinkler Systems

Installed by

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115 Campau Ave. 909 Hammond Bldg.

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Wholesale Hardware



157-159 Monroe Ave. :: 151 to 161 Louis N. W.

Grand Rapids, Mich.

# THE MEAT MARKET

## Deodorizing Cottonseed Oil.

This is a process of comparatively recently development and consists, first, of placing the oil in a jacketed kettle in which there are a large number of spiral coils. The oil is then subjected to a temperature of from 320 to 360 degrees F. After being held at this temperature from an hour to an hour and one-half, it is ready for the washing process. This is done by means of a two-inch perforated pipe at the top of the kettle, through which is sprinkled cold water into the body of the oil. The extreme temperature at which the oil is held evaporates the water very rapidly and at the same time causes a precipitation. The water should be allowed to run for five minutes and then the body of the oil should be let stand for from one to two hours. The cone, or bottom of the kettle will be found to carry much sediment which has been precipitated from the oil by the lowering of the temperature. The bottom should be drawn off and the steam again turned on in the coils.

When the oil is brought up to as high a temperature as possible a two-inch live steam pipe should be opened into the oil, the object being to deodorize the material. The extreme heat of the oil evaporates and throws off this steam very rapidly, the steam carrying with it the cottonseed flavor.

Another method often used with good results in deodorizing cottonseed oil is, when the oil has been brought to a maximum temperature, to admit a three-quarter-inch pipe at the bottom of the deodorizer, allowing it to run from two to five minutes. The extreme heat of the oil rapidly evaporates the water and the steam thus generated carries off a great deal of the objectionable cottonseed flavor.

The length of time necessary for treating the oil depends greatly upon its flavor, some oil being more neutral and some more nearly odorless than others, consequently no exact rule can be laid down to fit all cases; it must be left to the judgment of the person handling the oil.

## Kosher Killing.

This term designates the method of killing animals for the Jewish trade. The orthodox Jew to-day abides by the same laws that were laid down many thousands of years ago by Moses for his ancestors. In many of the large cities this trade is considerable, thousands of cattle being killed weekly by this method.

The killer is known as the "shek-

ter," and is usually appointed by the rabbi of the congregation. His duty is to kill the animals that are to be slaughtered by cutting their throats with a knife that is especially designed for the purpose, and which is kept extremely sharp with a hone whetstone. The method of killing that is usually used is to put a sling or chain around one hind leg, lifting them off the floor with hand or power machinery until the animals fall on one side. The head is then turned over, stretching the neck very tightly; then the slaughterer severs the veins and arteries of it with his knife. The animal is then allowed to bleed to death.

During the course of the dressing a careful inspection is made of the lungs by the same man, and if they are found to be in a healthy condition, the animal is considered fit for food. If there is any adhesion to the ribs, or the lungs show any sign of discoloration or disease, the meat is consumed according to the orthodox Acohrding to the Mosaic law, no meat can be eaten where the veins have not been removed; consequently only the forequarters of beef are consumed according to the Orthodox belief, this consisting of the five ribs of the forequarters and the neck, which is known to the trade as the kosher chuck. The kosher part of the meat trade is little known to the general meat trade outside of the big cities.

## Defense of Eating Meat.

No man who lives on meat was ever known to kick his wife or ask for a divorce. Adam got into a row right off because he had no hog meat, butter or black bass. Napoleon lost Waterloo because the allied forces had bacon for breakfast in the morning of the fight. The French had vegetable soup. The South had to give in at Appomattox because they had no meat. No war can be successfully waged without hog meat. Ingalls would have gone back to the Senate had he not lived on oatmeal, baked apples and blind robins. A vegetable diet woman is as cold and clammy and unlovable as a turnip. If you wish to put roses in the cheeks of young girls, vitality in their every motion and brains in their heads, feed them meat. If you want your boy to get a job and hold it, go to the front and amount to something, give him bacon grease, ham fat or tallow three times a day. The world is full of cranks who are always getting up some new fad about hay soup and corn fodder tea.—Jones Magazine.

## 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.

## Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

## 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



## 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.

## 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



## 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

## AUTOMOBILES AND ACCESSORIES

### License Will Average \$12 Next Year.

Just now the owners of automobiles are taking great interest in the new Michigan motor vehicle law, which goes into effect on January 1, and under which applications for registration and licenses may be made on November 1.

This is different from the old law, particularly in regard to the cost. Instead of the old flat rate of \$3 per car, there is a new tax which is 25 cents per horse power, plus 25 cents for each 100 pounds of weight, and this will bring the average up to from \$11 to \$12 for every pleasure car in the State.

For instance, ford cars, which are in the majority, will cost the owners \$8.75 under the new law, and some of the big cars will cost from \$25 to \$30.

Whether the law is constitutional is a question yet to be answered. Some say it is not, but if the law stands as it is, the cost will not be any greater than it now is, for the tax paid to the State is the only one which has to be paid. It is to take the place of the personal tax which had to be paid to the city under existing conditions, and at the rate taxes have soared, this is quite an item when the assessors happen to charge up anywhere near the valuation of the car. If one were taxed on even \$300 valuation for a ford, this with the flat \$3 would be more than the \$8.75 under the new law.

Section 7, of the new law, headed: "Taxes to be paid prior to registration," is as follows:

The Secretary of State shall collect the following taxes: Before registering a motor vehicle or vehicles in accordance with the provisions of this act, which taxes shall be all the lawful tax collectable on such motor vehicle, and shall exempt such motor vehicle from all other forms of taxation, the taxes shall be collected in accordance with the following schedule:

(a) Before the registration of a motor cycle, 25 cents per horse power, plus 25 cents for each 100 pounds of its weight.

(b) Before the registration of an automobile:

1. If an automobile operated by gasoline power, 25 cents for each horse power, plus 25 cents for each 100 pounds of its weight.

2. If an automobile operated by steam power, 25 cents for each horse power, plus 25 cents for each 100 pounds of its weight.

3. If an automobile operated by electric power, \$1 for each horse

power of its motor, plus 25 cents for each 100 pounds of its weight.

The provisions of the law for motor trucks, which includes vehicles built and operated for the purpose of transporting articles other than persons, are somewhat different. In both gasoline and steam power the rate is 15 cents per horse power plus 15 cents per hundred pounds of weight, and in electrics it is 50 cents per horsepower and 25 cents per hundred pounds of weight.

The old rate for dealers was \$10 for the first license and \$2 for each additional one. The new law boosts this to \$50 for the first and \$10 for each additional plate.

Under the old law the flat rate prevailed until August 1, then was cut in half for the remainder of the year, but the new law moves the date of cut rate licenses back to September 1. Applications will be received after November 1, and licenses assigned consecutively in the order of the receipt of the applications. Plates will be mailed before January 1. Uncertified checks will not be received; drafts or money orders are preferred.

The applications this time are on blanks which contain many more items than the old forms, and in view of the fact that the clerks had to spend some time on the others they anticipate plenty of work when the rush comes, for some of the owners know very little about their cars, other than the name and how to drive them.

The new license plates are to be more attractive than the 1915 serial, as blue letters stand out on a cream background.

Under the provisions of the new motor law all of the money collected goes into road improvement. Up to date more than 115,000 licenses have been issued in Michigan and it is expected the total will reach 135,000 for 1915. A big increase is scented for next year, for the department has ordered 175,000 license plates.

If the taxation under the law is as much as \$12 on the average and there are 175,000 licenses, the aggregate received will be \$2,100,000, which will be a pretty fair-sized chunk with which to level the ruts and bumps and increase the mileage of good roads.

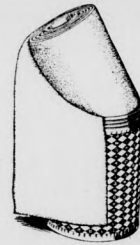
Each county receives half of the money it collects. Kent county is approaching the 6,000 mark in licenses and will go past it next year, and this would mean the collection of \$72,000, of which \$36,000 will be available for the good roads system

of this county, now the most famous in the country.

The remainder of the money is used up in other counties where the collection is too small to build or maintain good roads. In other words, Kent county will send \$36,000 out into the State to be spent where needed. This seems to be about the only way roads can be built in some sections.

While 1916 models as a class are faster than those of other years the new law takes a shot at the speed bugs, and puts the limit at 25 miles an hour on any highway. Dealing with the rate of speed Section 21 says:

No person shall operate a motor vehicle upon a public highway at a rate of speed greater than is reasonable and proper, having regard to the traffic and use of the highway, or so as to endanger the life or limb of any person or the safety of any property; and shall not in any event while upon any highway run at a



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See us for the best of Repair Materials in convenient packages, they're

### Diamond Tires

SHERWOOD HALL CO., LTD.  
Distributors Grand Rapids, Mich.

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Wholesale and Retail  
For Every Purpose

Fixtures, Mazda Lamps, Flashlights  
Novelties

Why not save time, money and annoyance by dealing direct

GRAND RAPIDS ELECTRIC CO.  
9 So. Division Grand Rapids  
Send us that "Get-acquainted" order

## 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.

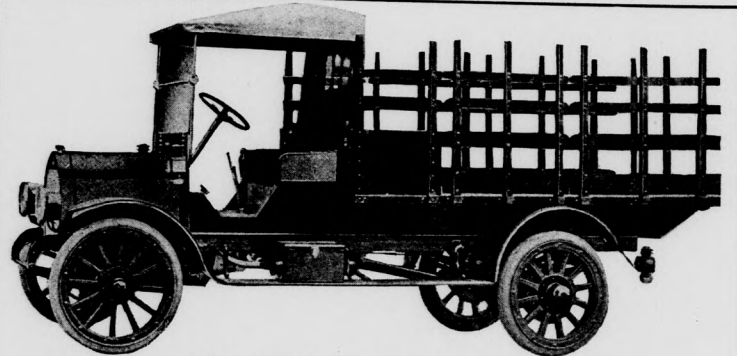
The more particular you are in your motor car buying, the more will it pay you to look closely into the Scripps-Booth luxurious light roadster or coupe as your next motor car possibility.

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

George S. Thwing & Co.

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15-17 GRAHAM STREET, S.W.



### "THE MENOMINEE" MOTOR TRUCKS

Are Built for Your Service

D. F. POYER CO., Menominee, Mich., Manufacturers

BURTLESS MOTOR SALES CO.

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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.

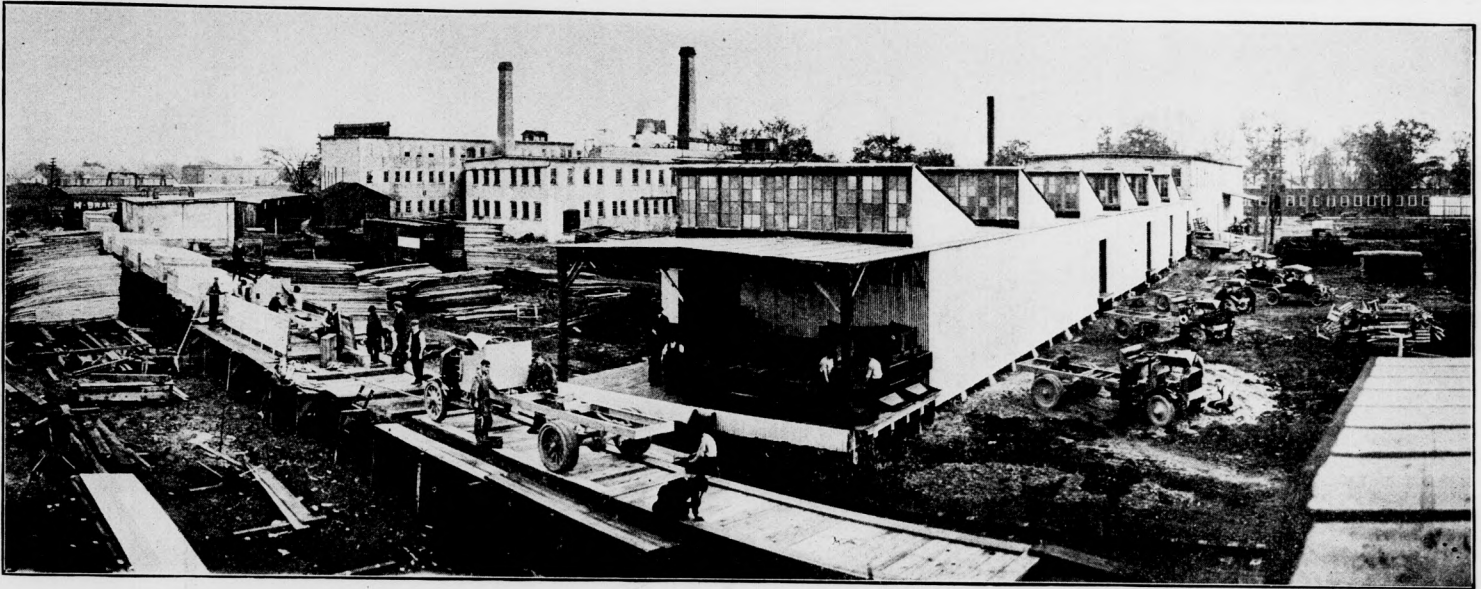
It will not char or carbonize.

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





Loading Fifteen Trucks on Five Flat Cars at United Motor Truck Co. plant.

higher rate of speed than 25 miles an hour, and within the corporate limits of all cities and villages the rate of speed shall not be greater than 10 miles an hour in the business portion of any such city or village, and not greater than 15 miles an hour in all other portions thereof.

The penalties under the new law are a fine not exceeding \$25 and costs, or if the fine is not paid 10 days in jail for the first offense; \$50 and costs or 30 days for the second offense, and \$100 and costs or 60 days in jail or the house of correction for the third and subsequent offenses.

The question of penalties has been widely discussed and there is a strong undercurrent in favor of the revocation of licenses in cases of repeated offenses, similar to the laws in some of the Eastern states. The time is not far distant when Michigan will do something of that sort itself.

**Europe Must Buy American Cars.**

That the United States will soon supply almost the entire automobile trade of Great Britain and such parts of Continental Europe as are open for commerce is the assertion of Ernest A. De Lorenzi, of London, who has been for several days in conference with the officers of his automobile company at Detroit.

Mr. De Lorenzi believes that the automobile manufacturers should expand the scope of their export campaign, even to a greater extent than the normal rate of increase provided for in the allotment of cars in the season's schedule.

"European factories are producing virtually no passenger carrying cars for private consumption," says Mr. De Lorenzi. "Most of them are working solely on government contracts, building cars adapted for war purposes with various types of body. Some of them are changing their entire plants over to the production of aeroplanes. Touring cars of British make are produced only in such a limited way as to create no market.

"British makers are still further handicapped by the fact that, unless they are working on government contracts, they have only the lame, the halt and the blind among the nation's workmen. The pick of the British mechanics are either at the front or at work on government enterprises.

"To increase still further the handicaps of the British makers the price of skilled labor has increased nearly 100 per cent.—a condition which would bar the door to the production of any car at a profit."

Mr. De Lorenzi says that, aside from the smallness of his allotment of cars, the feature which worries him most is the difficulty of getting them across the Atlantic. Virtually all the available vessels are chartered for war munitions, and his company has a considerable shipment of cars which has been awaiting transit for two weeks.

**One in Forty-Four Has a Car.**

One in every forty-four persons in New York State owns an automobile, according to statistics made public by Secretary of State Francis M. Hugo last week. The June census enumeration shows the State's population to be approximately 9,700,000, and 225,025 owners and dealers of automobiles had registered their cars on October 1. Up to the present time the receipts of the automobile bureau amount to \$1,824,313, all of which will be spent on highway improvement, and it is expected that within another month the receipts will pass the two million mark.

**Getting Even.**

"There's a church near," said the country farmer to his paying guest; "not that I ever put my nose in it."

"Anything the matter with the vicar?"

"Well, it's this way. I sold the old vicar milk and eggs and butter and cheese, and seeing as he patronized me I patronized 'im. But this new chap keeps 'is own cow and 'ens. 'If that's your game,' I thought, 'We'll 'ave 'ome-grown religion too.'"

**Auto Wins Collision Verdict.**

Motor cars which dispute the railroad right of way with occupants of the tracks usually come out second best, but such was not the case with B. Fuller of Farmer City, Ill., whose automobile was hit by a speeder without damage to the car but with disastrous results to both the speeder and its occupant.

A compound fracture of the neck is said to be the only sure cure for the grumbling habit.



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.

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

**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.

**EVEREADY**  
**FLASHLIGHTS**

are made in 75 styles, among which your customers are bound to find some that just meet their needs. Vest pocket lights, tubular pocket lights, house lamps, hand search-lights, fountain pen lights, guest candles and flashlight clocks are just a few of the many kinds.

The EVEREADY Line is a real profit maker.

LET US TELL YOU  
MORE ABOUT IT

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



# OUR Money Back Guarantee

## A Woman's Intelligence

is not questioned nowadays.

Only the inexperienced or thoughtless fail to recognize the great value of the intelligent, conscientious woman's influence in creating and maintaining a higher moral and intellectual standard of living.

Business men have confidence in woman's ability; many firms employ them in preference to men.

We appeal to woman's intelligence in introducing Lily White Flour to her.

Furthermore, Lily White Flour is satisfactorily meeting the most exacting requirements of the most particular housewives from Maine to Michigan and from Lake Superior to the Gulf of Mexico.

In fact

# Lily White

*"The Flour the Best Cooks Use"*

is made for women who want only the best, the purest, the most healthful and wholesome, and in reality the most economical.

Bread, biscuits, rolls, dumplings, cookies, cakes and pies baked from Lily White Flour are light, tender, flaky and in every way healthful and appetizing.

Not soggy and heavy, nor sour and unhealthy.

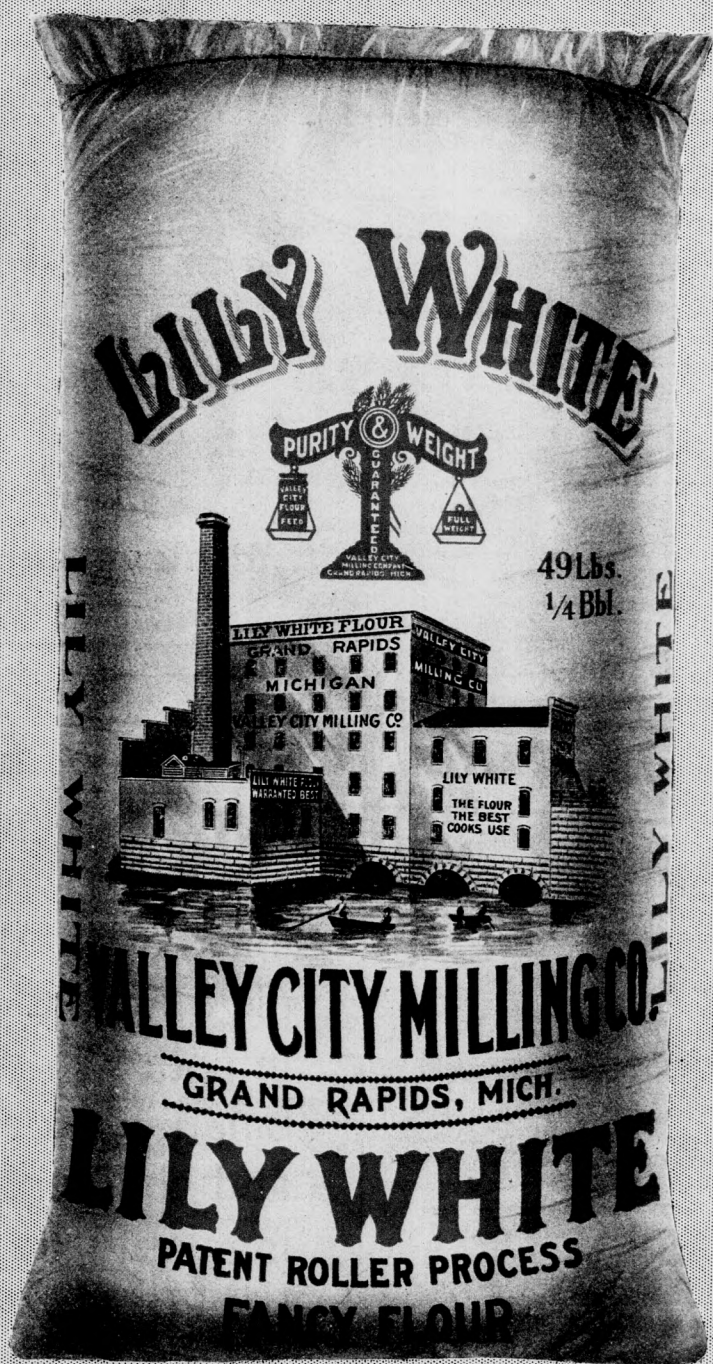
Be particular to note the taste; it is really delicious.

Test Lily White any way you like; for color, flavor, texture or purity and if you do not like it as well or better for both bread and pastry baking than any flour you ever used your grocer will return your money.

We have confidence in your judgment of good flour and believe you will be thoroughly delighted with Lily White, "The flour the best cooks use."

**Valley City Milling Company**  
GRAND RAPIDS, MICH.

This is copy of  
advertisement  
we are running  
in Michigan  
newspapers.



*“The Flour the Best Cooks Use”*



### Deductions From a Long and Successful Experience.

Written for the Tradesman.

Recently I spent some hours in a new store—a mammoth structure erected and owned by the wealthy firm that moved into and opened it to the public only a few weeks ago. This store is located in a city of toward half a million inhabitants—a metropolis that is quite remarkable for its large, fine retail stores. The firm occupying this new building has had thirty-two years of unusually successful experience in dry goods merchandising in this city. It certainly can be assumed that they know something about selling dry goods.

Financially and otherwise they were in a position to build and equip and stock this store as their judgment and inclination dictated. One can not go wrong in drawing the conclusion that every salient feature in construction, in arrangement, in methods of conducting business, has some well-thought-out reason behind it, and that reason in all probability a deduction from actual experience. In this and possibly in one or two succeeding articles, I shall bring out some points observed regarding this establishment, points that are noteworthy as embodying certain ideas. Coming from so high authority as the firm mentioned, these ideas deserve consideration, even though they may be at variance with one's opinions and prejudices.

The building itself, inside and out, would be classed as plain—massive, substantial, well finished, but not ornate. While it cost a great deal of money—indeed is spoken of as “the million-dollar home” of this well known firm—and no expense has been spared in those directions which make for the comfort of shoppers and employes and the facilitation of the work of waiting upon customers, delivering goods, etc., the impression that is gained is that the structure was built “for business” and is expected to pay out as an investment of capital. While the requirements of good taste are everywhere met and there even is much of elegance, money has not been recklessly nor ostentatiously expended.

The inside finish is plain throughout, the ceilings and supporting columns being without ornamentation. All festooning or decoration with artificial flowers and vines is also absent. Unmistakable the dictum of the management is that handsome and costly goods well displayed are ornamental enough in themselves—all they need are suitable backgrounds and an arrangement to bring out their

beauties. Any such gewgaws as artificial flowers would serve only to detract.

This firm is sticking quite closely to “legitimate” dry goods—they have not put in shoes, hardware, china, groceries and the like, as so many of the large stores do. Whatever may be the ethical and mercantile evils that inhere in department stores, “buying everything under one roof” is popular with that large part of the public that we term “the masses.” However, with the dry goods stores that cater to the more exclusive trade, there is the feeling—very likely not without foundation—that they would lose class by selling lawn mowers and canned tomatoes and boiled ham.

Since a store that sells to wealthy patrons must carry a much larger, more varied and far more expensive stock than one that contents itself with middle-class trade, the position indicated by this old firm that dry goods alone offer a field broad enough for one store, may after all be well taken. It perhaps should be said that for years this firm has carried a stock second to none in the city. In rich and expensive goods suited to very high class trade, and in all the better grades of medium-priced goods demanded by upper middle-class trade, it may perhaps justly claim precedence of all competitors. Dry goods, when applied to such an assemblage of goods as they display, is a large term. Very likely they are wise to confine their efforts to their chosen line. Certain it is that to the customer of aristocratic tastes the exclusive dry goods store has an appeal that the large emporium of general merchandise can not hope to attain.

In regard to the mooted question of cash or credit, this store continues to give credit to all reliable customers—in fact solicits charge accounts. In their new store they have installed the phone charge system, for speed and economy of labor. Through the efforts of a co-operative association of merchants and manufacturers in the city, the paying qualities of every resident are known, so the loss on poor accounts is small.

During the last thirty or forty years the tendency in business has been toward the cash system. I believe the time may not be far distant when practically all retail business—and possibly wholesale as well—will be on a cash basis. But, strange to say, the advantages of the cash system have seemed to appeal least to people of wealth, who buy the most expensive goods and who, it might be supposed, always are in a position to pay. With

## Michigan Knit Specialties

For Colleges, Athletic Associations  
Baseball Teams, Etc.



During the season of 1913, the Michigan Knitting Co. received an order for Hockey Caps amounting to \$700 from one merchant in a college town. This unusually large order prompted the Company to add special equipment for handling orders of this nature, and for the past several seasons we have had exceptionally good success with this line.

With our superior manufacturing facilities we are able to furnish on very short notice all special orders for Sweaters, Sweater Coats or Hockey Caps knit with the college colors or athletic association monograms or specially lettered sweaters for baseball teams, etc.

Write us for special prices on Athletic Specialties.

### Michigan Knitting Company

Lansing, Michigan, U. S. A.

These cool, frosty mornings will bring forth a great demand for wool and fleeced underwear. We have a complete line at popular prices in both two piece and combinations for men, women and children. When ordering designate “Lincoln Mills” brand and you are sure of quality at the right price.

### Grand Rapids Dry Goods Co.

Exclusively Wholesale

20-22 Commerce Ave.

Grand Rapids, Mich.

such people a prejudice in favor of the old credit system seems to continue, difficult alike to account for and to overcome. Accordingly, stores that, like the one described, cater to very high class trade, usually consider it not advisable to discontinue the practice of making charge accounts. Of course they are no blind to the economies of the cash system, but they feel that by adopting it they would lose the patronage of many free-buying and good-paying customers.

Regarding the arrangement of the stock in this new building, one observes that wool dress goods, silks, and also wash dress goods, are on the second floor. I believe removing these lines from the main floor is now meeting with favor in some quarters. While the building described is remarkable well lighted—in fact notably a daylight store—the light is of course better on the second floor than on the first. Also there is greater freedom from dust. Whether these advantages are sufficient to compensate for the disadvantage of devoting the precious space of the main floor to lines that certainly are secondary in importance to dress goods and silks—that is a question on which opinions will differ. The management of this store believes that customers will be willing to take a short elevator ride, in order to inspect their very large and well selected stocks of dress goods and silks under the best possible conditions.

One feature more. This is distinctive for it is something widely at variance with what we nowadays expect to find in a large store. This is a very thoroughly carried out system of protecting the goods from handling, and from the dust and dirt that are inevitable even with frequent vacuum cleaning. As the reader well knows, it has during recent years become more and more customary to throw goods out on tables and counters, to be inspected by whoever may be passing along the aisle, often without assistance from a salesperson. This practice of letting goods sell themselves has its strong points of advantage, its main drawback being that there is considerable damage, particularly to fine and delicate fabrics, from soiling. In weighing the pros and cons this store has decided against, for only to a very limited extent are goods so exposed. Instead, every practicable means has been taken to display goods and at the same time keep them perfectly fresh and clean.

A good-sized fortune has been invested in plate glass floor show cases. In many departments these are used as counters, chairs with high seats and short backs being placed along in front for the convenience of shoppers. The cases back of the counters, where the stock is kept, in many instances have glass fronts. Nothing especially new about all this, but I never before have seen it carried out to any such extent. Even the sample mattresses in the bedding department are kept in great drawers.

Without doubt they are succeeding

in keeping well-displayed goods immaculate. As applied to costly articles, the good sense of this appeals to any thoughtful shopper. For instance, they handle metal ribbons that retail at \$15 to \$20 per yard. Such goods ought to be under glass—no one could think otherwise.

But taking their system as a whole, it does not cater to that perfectly natural and human liking to get one's hands on things, and to consider whether or not an article is what one wants to purchase, without taking the time and attention of a salesperson. Probably wealthy shoppers do not so greatly value this privilege, so it is not unlikely that this firm, whose mercantile genius seems to run very much in the line of meeting the requirements of the best and most exclusive class of trade, may win out in their policy of protecting their goods. Fabrix.

**He Was On the Lookout.**

There was once a traveling grocery salesman who became dissatisfied with his prospects and determined to look about for an opportunity to get into some sort of manufacturing business on his own account. The manufacturers he knew were nearly all reasonably prosperous.

For two or three years after he made his resolution, he remained on the road, selling groceries at \$1,800 a year. But during this period he never lost an opportunity to visit a factory and study it. Unfortunately, as it seemed, most kinds of manufacturing required a good deal of capital, and he had very little. What to go into was a serious problem.

One day chance led him to a large glove factory, and suddenly he got his inspiration. He would make gloves—but not the sort they made here at this plant! Instead of making gloves to retail at a dollar and a dollar and a half, he would make them to sell at ten cents! At that time nobody had heard of ten-cent gloves. This was an original idea.

Immediately he set about acquiring the necessary information about manufacturing these goods, and the possible markets. He examined quite a number of available locations, looked into labor conditions, and finally settled in a small city. He rented a "loft," got some sewing machines, hired some girls, and began business.

The five-and-ten-cent stores proved to be veritable gold mines as markets, and the business grew as fast as the bean stalk of story-land. Today ten-cent cotton gloves sell by the hundreds of thousands.

The point of this story, as I look at it, is this: When a man has a definite purpose and eternally looks for his opening, he will find it. Except for his purpose, this man would have gone along as a traveling salesman all his life, perhaps. Instead, he is rich.

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.

**Once Again**

We call your attention to the fact that we carry the famous VELLASTIC Brand Fleeced Underwear in one and two piece garments for Men, Women and Children.

If our salesman does not call on you, write for samples.

**Paul Steketee & Sons**

Wholesale Dry Goods

Grand Rapids, Mich.

Buy  
**Klingman Furniture**

and sing "Home, Sweet Home" with accelerated enthusiasm

**Klingman's**

The Largest Furniture Store in America

Corner Ionia Ave. and Fountain St., Grand Rapids, Michigan



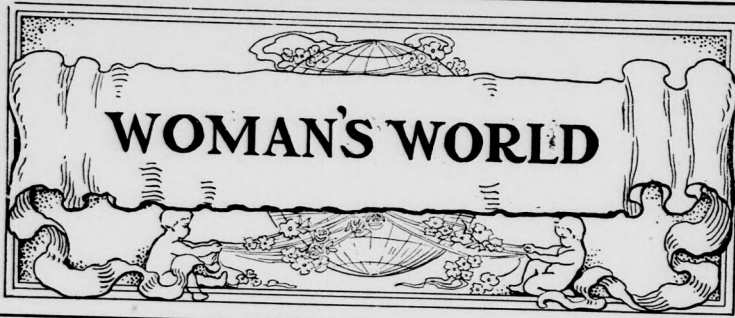
**It Beat the Record Last Week**

Fortunate indeed that Dwinell-Wright Co. had just increased facilities—for many carload orders are jumping in for immediate delivery—to repair depleted stocks.

HOW'S YOURS?

Distributed at Wholesale by

**Judson Grocer Co., Grand Rapids, Mich.**



### Miscellaneous Hints for Practical Everyday Living.

Written for the Tradesman.

Cultivate a spirit of neighborliness. It is one of the worthwhile things in life. Try to know and be on friendly terms with the people who reside near you. Often we hear city dwellers speaking in this way: "We've lived on Such-and-Such a street five years, and we don't know our next door neighbors." This is a truly regrettable state of affairs, and one to be prevented whenever practicable.

There are reasons why friendly association in a large city runs in somewhat different lines from those that prevail in the small village or in the country. Social life of necessity is more formal. Then too, there are so many people that it is an utter impossibility to know all. Acquaintance naturally follows the trends of church, club, and business relations, and immediate proximity of residence is apt to cut but little figure.

I confess that one living in a typical city home of thirty or forty years ago—a big tall house on a street crowded with other big houses—it would have required a good deal of hardihood of spirit to try to get acquainted with one's neighbors. Brick and mortar are not conducive to the spirit of neighborliness. Sometimes it might be extremely difficult to find out whether one's neighbors were really desirable people to know.

But now that suburban dwelling has become so general it ought not to be hard to make the acquaintance of the nice people whose bungalow is next to yours and whose lawn touches your own. If you are an old-timer, make it a point to call on newcomers, preferably without much formality, and in other ways show a disposition to be neighborly. If you are the newcomer, it may be worth your while to scrape acquaintance a little with those who live near—at least be ready to meet halfway every overture toward friendship. Amid all the pressing demands upon you, try to find a little time for the excellent people who chance to be your neighbors.

Avoid making an important decision when you are over-weary or when you are feeling depressed and blue. Remember under such circumstances you can not see things exactly as they are. After a good night's rest or a walk in the open air, things may look entirely different. A mood of elation, or unusually high spirits, is not the best for considering the pros and cons of any matter of moment. Things then look

too rosy. Your judgment is best when your state of mind is normal.

Don't be too hard on yourself. Don't fall into a habit of constant self-depreciation and condemnation. Perhaps you don't reach the heights to which you earnestly aspire, either in spiritual excellence or in intellectual attainment. Very likely what you are able to accomplish in the way of work seems puny and trifling compared with what you have hoped to do. Earnest, conscientious persons are apt to have these feelings of intense dissatisfaction with themselves. Don't carry the matter to an extreme. Give yourself credit for having good intentions at least. And when you consider the results of your efforts, make your comparisons, not with the impossibly large and high standards that your aspirations have set, but instead with the actual achievements of people about you.

We advice-givers of the pen have to be all the time holding down the egotists, in order that their self-importance may not get the better of them. This is necessary. But in actual fact, too poor an opinion of one's self may be almost as hurtful as one that is too good; and a morbid tendency to minimize one's virtues is nearly as great a failing as a slightly excessive self-sufficiency.

This next is a suggestion for mothers, teachers, and all others who have the oversight and control of children. If the little ones are quarrelsome, it commonly is just a waste of breath to bid them "Now, dears, don't fuss, but play together nicely and peacefully!" Instead find the underlying causes of the constantly recurring difficulties. Investigation generally will discover that the trouble is occasioned by one or more individual youngsters who are disposed to hector and torment those who are smaller or weaker than themselves, or those whom for any reason they can make victims of their irritating insolence. One or two such bullies will keep a whole playground of children stirred up all the time. Until these offenders are made to feel the firm hand of correction and restraint, it is idle to issue exhortations for tranquillity.

The beauty and expediency of a peace policy is not going to take any great hold of a child's mind if he or she is being continually imposed upon. It is human nature to fight for one's rights, and if one is hit, to strike back. You can not expect a child to crush out so innate and universal a tendency as that of self-de-



### OILED CLOTHING

JOBBERS  
COATS—PANTS—HATS  
Write for Catalog  
Chas. A. Coye, Inc.  
Grand Rapids, Mich.

Bell Phone 860

Citz. Phone 2713

**Lynch Bros.**  
Special Sale Conductors  
Expert Advertising—Expert Merchandising  
28 So. Ionia Ave. Grand Rapids, Mich.

### OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

*The Tisch-Hine Co.*

237-239 Pearl St. (near the bridge) Grand Rapids, Mich.



139-141 Monroe St.  
Roth Phone  
GRAND RAPIDS, MICH.

### Make Out Your Bills THE EASIEST WAY

Save Time and Errors.  
Send for Samples and Circular—Free.  
Barlow Bros., Grand Rapids, Mich.



### 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.

### 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

# REYNOLDS

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

# SHINGLES

Do not merely "roof" a building, but protect it permanently. The roof of your home is essential—that is why you cannot afford to use anything but the best roofing—a roofing that will resist the ravages of weather and time.

Reynolds Asphalt Shingles completely resist every element of decay. They are water-proof. Heavy rains or snows will not affect a Reynolds Shingle roof. They will not crack, split, curl, rust, fade or blow off and they are fire-safe.

It will pay you to be sure to get Reynolds—substitutes are known to be inferior. Reynolds Guaranteed Shingles insure and assure you against roofing troubles.

For sale by all Lumber Dealers.

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

### ASK Your Miller for Flour Packed in

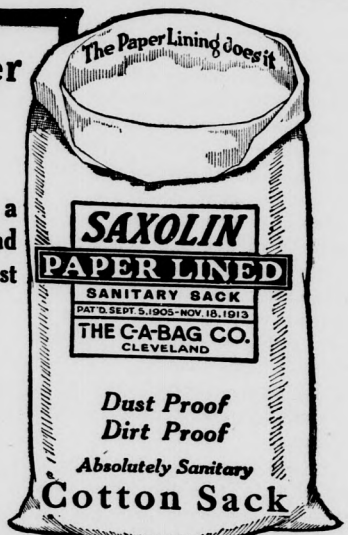
**SAXOLIN**  
Sanitary Sacks

You are sure to receive a  
high grade Flour—Clean and  
Pure—Free from Dirt, Dust  
and Moisture.

### The Paper Lining

Closes the porous mesh of the cotton sacks and prevents the Flour from Sifting out and the Dirt from getting in.

400 Millers Use  
**SAXOLIN SACKS**  
for Popular Flours.



The Sack that keeps  
the Flour IN and the Dirt OUT

### Our Entire Line of GROCERY BAGS BEAR THIS MARK OF QUALITY

Our Improved Square, self-opening, Grocery and Sugar Bags are the standards of quality.



Every bag full size and uniform strength.

Write for jobbing price list.

**THE CLEVELAND-AKRON BAG CO., CLEVELAND**

fense. It would be bad for him if he did. Find out who are the offenders and deal with them.

Sometimes the mother so dislikes to inflict any punishment that she will allow an older boy or girl to make a practice of teasing a small brother or sister—this cruel and outrageous performance being allowed to go for years. Such weakness is rank injustice to both.

Before committing one's self to any fad or hobby or eccentric notion, it is well to face squarely this question—"Am I willing to make good the deficiency which the thorough-going pursuit of this idea will be likely to occasion?" If one can not heartily say yes to this enquiry, it may be best not to take up the hobby.

To illustrate: Mrs. Severance is a firm believer in the tenet that no child should be placed in school until 8 years of age. Let us be perfectly fair and give this opinion or dogma credit for all the good there is in it. It doubtless originated years ago when it was the inhuman practice to keep wee tots for long hours in schools not at all adapted to their needs or capabilities. The educational processes of those days sometimes stunted rather than developed the young mind. A small child may have been better off at home. Even now it often may be unwise to send a child physically weak or otherwise defective to an ordinary school. But before keeping bright, healthy children away from school, it is well to consider whether they will fare really as well at home.

But Mrs. Severance has gotten hold of the 8-year-old idea, or the idea has gotten hold of her, and she applies it rigorously in the case of her two small boys aged 5 and 7 years, despite the facts that they are perfectly normal children and that excellent kindergartens and primary schools are close at hand. And she does not make good on the deficiency. She fails to provide her little sons with anything to take place of the elementary instruction and occupations calculated to entertain and develop, that they would have at school.

A clever mother, if she will devote the time and effort, can supply these measurably well. Mrs. Severance does not see fit even to make the attempt. She does not give her children the companionship that a good teacher would give them. Her boys spend part of their time in play and long hours in utter idleness, when they really need something to do and some one to direct and amuse them. They would be far happier in a kindergarten or school, and their minds would be making better growth and advancement.

Not alone as to this but regarding other such ideas, and fads and hobbies in general, it is well to look out for the lack somewhere, which their too zealous pursuit is sure to cause. Quillo.

And many a man squanders so much coin on his ideals that he can't afford to marry.

**Can Undersell Mail Order Houses.**

Genoa, Oct. 25—The very fact that the mail order houses sell as many goods as they do, increasing the volume of their business year after year, as they do, is the best proof that they are not deliberately deluding the people. They actually are giving value received in most cases in what they ask for their goods. The worst possible way to meet mail order house competition is to run down the quality of their goods. Take stoves, for instance. I have on my sample floor a stove which is the same identical stove, bought from the same manufacturers, as the one which one of the big Chicago mail order concerns illustrates in its catalogue and sells. It is a good looker and is worth every cent the mail order house asks for it. In competing with it I merely call the attention of my customers to the difference between it and the one I carry regularly and recommend and show them by actual comparison wherein mine is superior. I will sell them the mail order stove if they want to buy it on the same terms they would from the Chicago house and I will sell it cheaper, f. o. b. here, than it is catalogued at, f. o. b. Chicago, and still will make a good profit on it. I tell my customers it is a good enough stove for the money, but that it is not as good a stove as they ought to buy and can afford to buy. My sample mail order stove is quite safe. I never get a customer for it.

I keep a canvasser out, but I do not allow him to waste his time canvassing for sales on things on which I cannot make good money. For instance, I tell him not to drive one mile out of his way to sell a binder or a cultivator, yet I carry both in stock regularly, but it does not pay to canvass for them. Instead, he puts in his time on stoves and wagons and buggies, something I can make money on. Oh, yes, I can sell buggies and make good money on them. I buy by the carload and consider this one of the most profitable departments of my business. Speaking generally, there isn't much left in the implement business, but there's always something which can be sold at a profit if one looks for it.

Thos. Skilliter.

**One Way Out.**

A short time back, while a certain general was inspecting a regiment just about to depart for new quarters, he asked a young subaltern what would be his next order if he was in command of a regiment passing over a plain in a hostile country, and he found his front blocked by artillery, a brigade of cavalry on his right flank, and a morass on his left, while his retreat was cut off by a large body of infantry.

"Halt! Order arms, ground arms, kneel down, say your prayers!" replied the subaltern.

**NUTS** 1915 crop black walnuts \$1 bu. shell bark hickory nuts \$2 bu.  
Cash with order 3 and 4 bu. barrels  
**E. Wood Co. Moulton, Iowa**


**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

## 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

## Hand and Power Feed Cutters

### "Dick Famous Line"

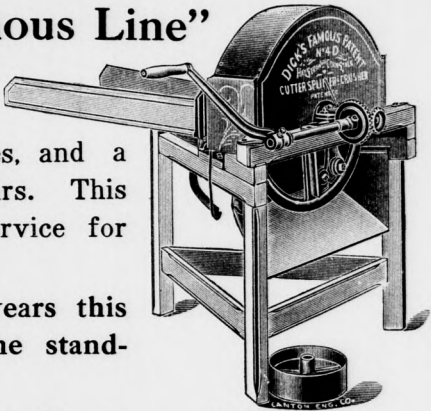
We carry a complete stock of these machines, and a full line of repairs. This means instant service for our customers.

For over 40 years this line has been the standard.

**Get Our Dealers' Proposition.**

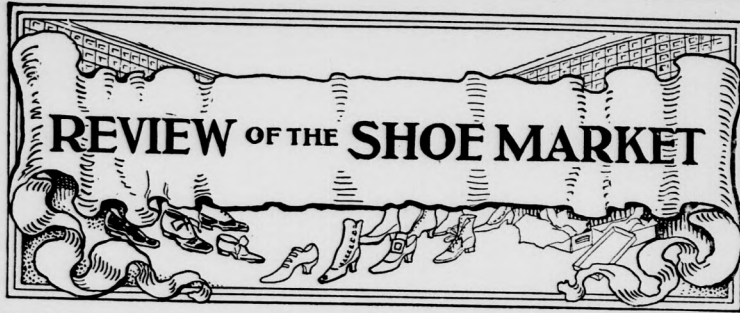
**Why not get your share of this business?**

And Remember: We stand back of you on every machine. Send for our book giving first hand information from satisfied dealers and users.



No. 4-D Power Cutter

**Clemens & Gingrich Co.**  
Distributors for Central Western States  
**Grand Rapids, Michigan**



### Keynote of Success in the Shoe Business.

Written for the Tradesman.

The keynote of the success of any business, whether it be political, industrial or mercantile, is satisfaction with which it meets the demands of a patronizing public.

Much of America's success must be attributed to the individual enterprise and endeavor of the hustling wide-awake business man who has been the indirect means of making the impossible of yesterday become the reality of to-day.

Men are beginning to specialize in all branches of industry. Indeed, we are living in an age of specialization. In the business, professional and theatrical world, men are aiming to adapt themselves to some special vocation wherein they can satisfy the demands of a critical patronage. Shoe retailers have specialized in one of the most necessary and important commodities of mankind. Just as the body needs the proper kind of food for its growth and development, so, too, do the feet require the most careful consideration in order that the comfort of the body may be enhanced.

All shoe men are keenly alive to the possibilities of their particular trade. Are they catering to the public demand in a satisfactory way? If not, how shall they secure this satisfaction which I have already stated is the keynote of success?"

Have a comprehensive stock of dependable merchandise capable of filling the demands of your locality.

Have your establishment as attractive as possible, remembering that "cleanliness is next to godliness." A systematically and neatly arranged stock is often an index to the general character of the store.

A business to be successful must be founded on unswerving honesty. Be honest and truthful in dealing with your patrons. Rest assured any misrepresentation will find you out, and the result will be wide-spread. A dissatisfied customer who feels that he did not get a square deal in your store will soon call the attention of others to your discrepancies. On the other hand, what splendid advertising a satisfied patron is! He is ever willing to praise and encourage his friends to trade with you.

It has been a fixed policy of a certain firm to encourage harmony and good will among their employes. A staff of neatly appearing, courteous clerks who understand their business is a most necessary stock in trade. They should be treated at all times with the utmost consideration. In

doing this, the Golden Rule works both ways. Very often a clerk reflects the actions and manners of his employer.

#### Percentage of Sales.

They have a co-operative system in their store by which a clerk reaps the reward of his enthusiasm and energy. Over and above his regular weekly salary, an employe receives monthly, an additional 2 per cent. of all sales. It works like a charm. This method has completely eliminated carelessness and a propensity to shirk, and has produced alertness and eagerness to a marked degree.

In order to get this extra 2 per cent., a clerk must show a living profit which is fixed at 33½ to 35 per cent.

To be a success, a business establishment must be conducted on a systematic basis. They have a tabulated system whereby a record is kept of each salesman, his amount of sales, profit and general conduct. They compile a daily, weekly and monthly record and would not be without it for thousands of dollars. It requires

extra time and much labor to keep a systematic account of this kind, but the benefits derived from it are incalculable.

#### On Deck Every Day.

Do you keep your business? No captain can conduct his ship from the shore. So it is with a merchant, he must be right on business every day of the week, if he would conduct his business properly. Pleasures at the club may attract and the business be left to run itself. It generally does but its course is downward.

Many merchants act as though it were up to the public to find them. They have that hunt-me-if-you-want-me air that is gradually but surely placing them in the business junk heap. Modern, wide-awake business men are going after trade. Honest advertising, and a strict adherence to the statements therein contained, is the great medium through which a merchant brings his commodity before the public. He who really wants to get ahead, will quit criticising the bad things he sees in business and will spend his time in creating good things. Build a backbone in your business. Aim at construction rather than destruction.

#### Contest is Good Advertising.

In order to stimulate trade and secure new patronage conduct from time to time a contest, giving as a prize, a piano, an automobile, a pony and trap or some other article. A successful contest for children was recently held with a pony and cart as a reward for their efforts. It was a voting contest, each purchase of

## High Top Shoes



## Rouge Rex Quality

Black

Stock No.	Price
412	8 inch Kangaroo Kip Blucher, plain toe, single sole .....\$2.75
418	10 inch Kangaroo Kip Blucher, plain toe, single sole, hob nailed ..... 3.35
426	8 inch Kangaroo Kip, plain toe, ½ double sole ..... 2.90
430	12 inch Waterproof Kip, cap toe, ½ double sole ..... 3.60
454	9 inch Waterproof Wolverine Kip Blucher, cap toe, outside counter, two full soles and slip 3.50
482	8 inch Wolverine Waterproof Blucher, plain toe, D. S. ... 3.00
484	10 inch Wolverine Waterproof Blucher, plain toe, D. S. ... 3.50
486	12 inch Wolverine Waterproof Blucher, plain toe, D. S. ... 3.75
496	12 inch Wolverine Side, Heavy Chrome single sole, welt, cap toe, blucher ..... 4.15
4460	12 inch Waterproof Wolverine Side, blucher, tip, 3 soles .. 4.25

Chocolate

408	12 inch Wolverine Kip Blucher, double sole, viscolized bottom, cap toe ..... 4.10
422	8 inch Wolverine Kip Blucher, plain toe, ½ double sole ... 2.75
427	18 inch Wolverine Kip Blucher, straps and buckles, three soles, standard screw ..... 5.50
451	14 inch Wolverine Waterproof Kip Blucher, tip, nickle hooks and eyes ..... 3.75
463	10 inch Kip Blucher, Tip, Cuff and Buckle ½ D. S. .... 3.50
465	8 inch Kip Blucher, Tip, Cuff and Buckle, ½ D. S. .... 3.10
469	12 inch Veal, 4 inch Cuff, no Buckle ..... 3.00
471	12 inch Kip, no Cuff, 2 Buckles, ½ D. S. cap toe ..... 3.75
481	16 inch Kip, Welt double sole, two buckles, cap toe ..... 4.75
490	8 inch Wolverine Kip, 2 inch Cuff, ½ D. S. cap toe ..... 3.25
4114	8 inch Wolverine Kip, Blucher Oak-a-Tan soles ..... 2.30

Boys' High Cuts

6502	Boys' Black 9 inch Wolverine Kip, Cuff and Buckle, 2½-5½ \$2.60
6402	Youths' Black 9 inch Wolverine Kip, Cuff and Buckle 12½-2 2.35
6528	Boys' Chocolate 9 in. Wolverine Kip, Cuff and Buckle 2½-5½ 2.60
6428	Youths' Chocolate 9 inch Wolverine Kip, Cuff and Buckle 12½-2 ..... 2.35
6531	Boys' Chocolate 8 inch, Cuff and Buckle, 2½-5½ ..... 2.25
6431	Youths' Chocolate 8 inch, Cuff and Buckle 12½-2 ..... 2.00

Hirth-Krause Company

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



## Blizzards Sandals Arctics Leather Tops Rubber Boots

### How Complete is Your Stock?

The season is here when it is not safe longer to be without a complete stock of

## The Wales Goodyear Bear Brand RUBBERS

They are and have for years been looked upon as the standard of quality and our stock is complete. We can fill orders promptly.

Figure out your probable needs and send us the order. You want to be prepared for the first big rush when it comes.

CATALOGUE AND PRICE LIST GLADLY  
SENT ON REQUEST

HEROLD-BERTSCH SHOE CO.

Distributors

Manufacturers "H. B. Hard Pan" and "Bertsch" Shoes  
GRAND RAPIDS, MICH.



50 cents entitled the purchased to one vote which was credited to his favorite candidate. Sixty-five children entered but the number finally dwindled to three. A politician never conducted a campaign with more system or vim than did these youthful candidates. Cards bearing their pictures and appealing to the public to vote for them were spread broadcast through the city. Local moving picture houses flashed the same on the screen during their regular performances. Votes were solicited from friends and relatives in distant cities. The result far exceeded all anticipation. Business grew enormously. New patrons and much free advertising were secured. So energetically did the contestants work that on the night the contest closed, it was decided to give the pony, cart and harness to the winner, and a pony and cart to the second highest.

Do not ignore the necessity of advertising extensively. Several times a year visit surrounding towns and distribute business cards, folders and style books, calling attention to your merchandise and soliciting patronage.

#### A Few Necessities.

In summing up, here are a few of the successful features of any business:

1. Have a neat but attractive establishment with a comprehensive stock of dependable merchandise.

2. In order to cater to the demands of a popular patronage, surround yourself with a staff of employees who are courteous and painstaking, and treat them at all times with the utmost consideration.

3. Know the value of a smile and pleasant manner. It is a great assistance in making a sale.

4. Last, but by no means least, advertise just as extensively as your means will permit. "It pays to advertise."

All these features will combine themselves into one perfect whole which spells the word satisfaction, which is after all the "Keynote of Success." George Wilson.

#### The Real Way to Cut Expenses.

A large wholesale house in Chicago formerly paid its electric light bills in a lump sum, without separating the cost of lighting the different departments. Then it installed separate meters, and, as soon as sufficient comparative data was accumulated, began to analyze the lighting cost of the whole building.

Results showed that it cost much more to light some of the rooms than to light others, due to allowance being given to the outside light, to the size of the rooms, and to the number of persons at work in them. This led to experiments that showed where the excess expense lay—in the wall tints.

This, in turn led to an investigation of wall colors and their relation to light. It was found that some colors absorbed light, while others reflected it. Finally, the walls were retinted in a scientific way and the light bills cut very decidedly.

This is merely an illustration of the benefits to be gained from expense

analysis. The same principle can be applied to every form of expense. By having comparative tables, yearly, monthly, and weekly, it is possible to establish in most cases a standard ratio of expense. You can determine how much light should be used—or how much soap. No item need be too insignificant to come into the radius of the comparative tables. Then, with the standard expense ratio known, any abnormal expense will be discovered.

#### The Goose King of Illinois.

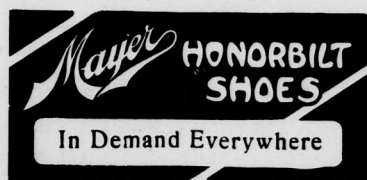
Fisher, Ill., Oct. 25—Perhaps you have heard of the Goose King at Mansfield, Ill. Well I visited the goose farm of William Firke and found 6,500 geese already there. Mr. Firke informed me he fed 26,000 last year and expected to feed as many this. He buys them in Kentucky and Tennessee and ships them to New York when fattened. Mr. Firke has 1,500 acres of choice Illinois land adjoining the home of ex-Vice-President Fairbanks; also 600 acres near Alma, Mich. On Mr. Firke's farm is a barn 150 feet square with double doors, electric lights and patent feeders throughout. One of his hobbies is ventilation and he has a perfect system in his barns. At the rear of his feed barn is a vitrified tile silo holding 250 tons and the barn is equipped with waterers throughout. At the top of the weather vane are two 280 candle power lights which can be snapped on from the house, which lights up the entire set of buildings. Mr. Firke shipped twenty-one cars of stock in one day in June, 1915, from his Illinois farm. He purchased 1,279 lambs in Omaha last spring at the highest price ever paid on that market, fed them fifty-five days, had 1,256 which he shipped to Chicago at a net profit of \$1,591, which is going some. Mr. Firke is a very interesting talker, enjoys visitors and is a self made man of very modest appearance and a visit to his farm is certainly a treat and a sight never to be forgotten. Mr. Firke is the largest of three goose feeders of Mansfield, Ill. One man who requested his name not to be used told me he had 10,000 geese now on his feeding farm.

E. P. Monroe.

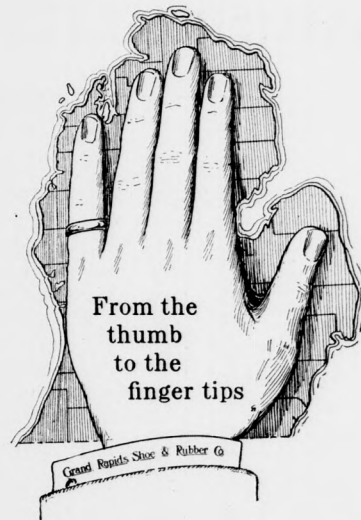
#### Evidently Needs Disciplining.

Pontiac, Oct. 25—I note your recent reference to the Exchange Hotel, at Marlette, and I am glad to observe that the correspondents of the Tradesman have gotten after the man who labors under the delusion that he can conduct a hotel successfully by antagonizing everyone who tries to patronize him except loafers. The writer was in Marlette the past week and as I stepped off the train I was approached by three salesman telling me, as well as four other salesmen, to avoid the Exchange Hotel. The last time the writer was in this hotel he waited at the table twenty minutes before being approached by a waitress. They use one waitress, where the old management used three. I personally talked with several of the merchants and they all predict his failure as a hotel manager. Radix.

T. P. Farrell, heavyweight grocer of Pontiac, has moved his stock about three blocks south of his old store.



Go Up One Side



Down the Other

and you will find that

## HOOD RUBBERS PREDOMINATE

Get in touch with this "livest" merchandise

**Grand Rapids Shoe & Rubber Co.**

The Michigan People

Grand Rapids

## Durability—Comfort—Dryness



No. 8066

No. 8066—Men's Black Chrome Blucher, 11 inches high, heavy ½ double sole.

No. C8066—Same in Brown.



These qualities found in all R. K. L. high cut shoes mean quick sales for the dealer—and best of all

**Satisfied  
Customers**

**All Numbers  
Carried in Stock**

**Rindge, Kalmbach, Logie Company**

"Makers of Shoes that Wear"

Grand Rapids, Mich.



**Grand Council of Michigan U. C. T.**  
 Grand Counselor—Walter S. Lawton, Grand Rapids.  
 Grand Junior Counselor—Fred J. Moutler, 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. Gallmeyer, Frank W. Clarke, Detroit.  
 State Membership Committee—Frank H. Mathison, Chairman.

#### What Some Michigan Cities Are Doing.

Written for the Tradesman.

Saginaw has awarded the contract for a new police signal system, to cost \$5,000.

Retail dealers of St. Clair have arranged with a local livery for the free care of farmers' rigs. The farmer simply asks the merchants for a ticket.

Lansing has adopted an ordinance raising its license fee for circuses to \$150 and its fee for carnivals to \$100 per week. The nominal fee for Chautauquas is \$1 per week.

The Newaygo Improvement Association has been reorganized, with the following officers: President, J. B. John; Vice-President, N. J. Christensen; Secretary, E. M. Young; Treasurer, W. A. Ansgore. The Association hopes to secure a canning factory. A voluntary fire department will be organized.

Wire fence factories at Adrian are in full operation and will soon begin putting on night shifts. The price of wire is a little higher for the coming season.

Rockford needs more houses. The tannery of the Hirth-Krause Co. is running to its full capacity and the shoe factory is turning out about 1,500 pairs a day.

With the closing of the New Emmet and the Elmo for the season, Harbor Springs feels the need of a good all year round hotel.

The Howell Electric Motors Co., capital \$30,000, has been organized at Howell and will build a cement factory, 40 x 120 feet, for the manufacture of electric motors. Carl L. Daun is general manager and will remove

from Saginaw to Howell. C. F. Norton, sales manager, will have headquarters in Chicago.

Mason will serve roast ox in generous helpings to all visitors on the occasion of the fall festival Oct. 20.

Albion will put up street signs, about 200 of them, at a cost of \$2 apiece. They will be galvanized iron, set in cement.

Conklin will have electric lights, with plant installed in the elevator, in charge of Amos Stockhill.

The Mt. Pleasant Board of Trade has elected the following officers: President, H. E. Deuel; Secretary, J. A. Damon; Treasurer, C. E. Hagan.

Ovid has secured a handle factory which will be in operation Nov. 1, employing twelve men.

The village of Breckenridge has closed a contract with the Gratiot County Gas Co. for thirteen street lights.

Imlay City has installed a septic tank to take care of the city sewage.

Sturgis needs more houses for its workman. The Kirsch Curtain Rod Co. and the Carbon Coated Paper Co. have built large additions to their factories and now the Sturgis Go-Cart Co. will double its plant.

Bay City has accepted the generous offer of Mrs. J. Frank Eddy of a handsome rest pavilion for Wenonah park.

Saginaw will vote again Dec. 3 on the proposition to issue bonds for \$750,000 for a consolidated water-works plant. Almond Griffen.

#### No More Blind Pigs or Poker Joints.

Greenville, Oct. 25—Enclosed is an article which I wrote at the request of Messrs. Ranney and Slawson, with the idea of securing its publication in the Tradesman.

I believe I voice the sentiment of every business man in Greenville in extending to you a sincere vote of thanks for the articles you published concerning the Hotel Phelps in your issues of Oct. 13 and Oct. 20, as they will help to clear the air to a great extent throughout the State.

Mr. Storey kindly handed me your letter of the 19th addressed to him and I note your request for further information as to the identity of purchasers of the hotel and the article I enclose will give you that information.

I may assume to assure you, also, that, with Messrs. Ranney and Slawson in possession of and practically in personal direction of Hotel Phelps, there will be no blind pigs, poker joints or other disgraceful features detrimental to the hotel.

I shall be glad to have you use any part of or all of the article enclosed, as may best serve your judgment and convenience. On behalf of Mr. Ranney, Mr. Slawson and the Greenville Development Association, I thank

you for the interest you have taken in the Hotel Phelps. W. S. Moon, Sec'y Greenville Development Association.

Greenville Hotel Changes Hands. Greenville, Oct. 23—Hotel Phelps, favorably known to the traveling public for over thirty years, has passed from the ownership of a non-resident corporation into the hands of two public-spirited citizens of this city and its old reputation—built up and maintained at a high standard by the late T. I. Phelps, who erected and operated it for many years—will soon be re-established. F. E. Ranny and E. B. Slawson are the purchasers of the property. Mr. Ranny is President, both of the Ranney Refrigerator Co. and the Commercial State Savings Bank and is the present Mayor of Greenville. He always has had the welfare of Greenville at heart. Mr. Slawson, although a younger man, comes of an old Greenville family long identified with the growth and upbuilding of the city. For a number of years Mr. Slawson has been actively engaged in the coal, feed and building materials business here—is President of the local Development Association and has always been active in any movement for the advancement of the city. Due to a lack of interest in the property by the former owners, Hotel Phelps had, of late, lost prestige, both with the traveling public and the people at home; and it was with a determination to thoroughly re-establish the property as a hostelry of the highest class that Messrs. Ranny and Slawson stepped into the breach and purchased the entire plant. The buildings are in first-class physical condition from top to bottom and the furnishings and equipment are complete and up-to-date to the last detail. A new management has been placed in charge which assures the best of service and the maintenance of the cuisine at the highest possible standard of excellence. Hotel Phelps again enjoys the confidence and support of Greenville people and will command the patronage of the traveling public, to many of whom it has long been a home.

#### Take Your Choice.

Clerk—What price room will you have sir—\$1, \$1.50 or \$2?

Traveler—I guess a one dollar room will do.

Clerk—I am very sorry, sir, but our \$1 and \$1.50 rooms are all gone.

**HOTEL CHARLEVOIX**  
 CAFE IN CONNECTION  
 Cor. Monroe Ave. and Michigan St.  
 Grand Rapids, Mich.  
 Newly Furnished Running Water Private Baths  
 Rooms \$ .50, \$ .75, \$ 1.00  
 EUROPEAN MRS. M. BEDFORD, Manager

#### 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

**HOTEL CODY**  
 EUROPEAN  
 GRAND RAPIDS, MICH.  
 Rates \$1 and up. \$1.50 and up bath.



#### 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.

#### 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

### Some Morals Drawn From the Green Fiasco.

Two or three years ago Mr. Goldstein, who is one of the most painstaking correspondents the Tradesman has ever had, chronicled some things derogatory to the manner in which Frank R. Green conducted the Hotel Phelps, at Greenville. The publication produced a storm of protest on the part of certain Grand Rapids traveling men, who sent a card to the Tradesman denouncing the criticism and holding the hotel up as a model institution. The Tradesman published the card as a matter of course, in keeping with its established policy of presenting both sides of every controversy and permitting the reader to form his own conclusion.

In the meantime the Tradesman editor made occasional visits to the hotel and was forced to reach the conclusion that the traveling men who testified to its good qualities must have been hoodwinked in some manner. The food was poor, the cooking was worse, the service was wretched—and guests were drinking liquid out of tea cups which did not look like tea! Regular guests talked glibly about poker joints and blind pigs. Cornelius Crawford, who ought to be a pretty good judge of hotels after thirty continuous years on the road, asserted that the Hotel Phelps was the worst hotel in his territory. In the meantime Green was buying goods indiscriminately—and paying grudgingly and spasmodically. There could be but one outcome to this condition and that was the absconding of Green, leaving creditors to the tune of \$4,000 and avoiding possible criminal prosecution on the part of the State and National governments. Green is reported to have gone to Galion, Ohio, but it is more likely that he is in hiding in Canada.

None felt the disgrace more keenly than the citizens of Greenville, who realized that the hotel was a demoralizing factor in the community and took steps to purchase the property from the Muskegon Brewing Co., which acquired it some years ago at a cost of about \$25,000. The men who were active in the movement were mostly creditors of the discredited landlord who undertook to secure themselves against loss and rescue Greenville from an unfortunate situation at the same time. They obtained an option on the hotel for about \$18,000, but before they could complete their negotiations with the brewery owner of the property, F. E. Ranney quietly slipped over to Muskegon and purchased the property for \$15,000 cash. The sequel to this purchase is set forth in the communication from the Secretary of the Greenville Development Association, published on the 24th page of this week's edition.

There are several morals to be drawn from this recital as follows:

1. Brewery owned hotels are never a credit to a town, any more than brewery owned saloons are. They are acquired solely to "push the stuff" and, as a rule, such hotels and saloons are the most demoralizing factors law abiding citizens have to contend with, because they are usually assignation houses in disguise as well as purveyors of the amber foaming fluid.

2. The placing of Green on a pinnacle as a model landlord was a mis-

take which the traveling men who hastened to testify to his high character and the excellence of his hotel will probably concede without qualification or reservation.

3. The members of the Michigan Hotel Men's Association must feel highly honored to realize that the man who fathered the organization and who served as its first President was a gentleman of such lofty character and high ideals. It is understood that Green's idea in calling the hotel men together was to perfect an organization to undertake to combat the gathering storm which will shortly sweep the liquor traffic into oblivion. Because the Tradesman published some inside facts in regard to this movement at the time it was made the subject of a vicious assault by the Hotel World, the recognized organ of the hotel and saloon interests of the West. The Tradesman paid no attention to the attack, knowing that Time would sustain the truth of its statements and justify the position it then assumed. And Time has made good, as usual.

4. Poker joints and blind pigs are not essential to the conduct of a first-class hotel.

The Tradesman accepts the thanks of the business men of Greenville, as expressed by the Greenville Development Association elsewhere in this week's paper, and joins with every law abiding citizen of Greenville and Michigan in the hope that the Hotel Phelps, under the new management, may regain and retain the prestige and excellence it so long enjoyed under the ministrations of its lamented founder.

### Honks From Auto City Council.

Lansing, Oct. 25—G. F. Armstead has sold his stock of groceries and store fixtures at 111 South Jones street to Maynard Wise, who has taken possession and will continue the business.

Fred Mott (Elliott Grocer Co.) was taken seriously ill last Friday while calling on the city trade. His condition, however, is much improved at this writing.

H. G. Gill (Bateman Manufacturing Co.) leaves Tuesday for a special trip of two weeks in Kentucky and Southern Indiana. Mr. Gill is one of singularly successful salesmen in the implement line covering Michigan territory and will shortly become a member of our Council.

Mr. and Mrs. A. J. Griffis, of Ludington, have purchased the lease and fixtures of the Phenix Hotel, at Edmore, and will take immediate possession.

J. C. Kinney reports a substantial increase in business over 1914 in spite of the continued wet weather, but casually remarks that it is most noticeable in towns in which automobiles and parts are manufactured.

F. H. Hastings is home from an extended trip through the Western states and reports more than usual success with his line of aluminum solders.

Extensive improvements are being made in the Capitol National Bank building, which, when completed, will greatly enhance the beauty and convenience of the block, as well as provide more commodious quarters for this prosperous financial institution.

A very beautiful wedding occurred at Osceola, Iowa, last Wednesday, when Charles R. Nesen, of the Elliott Grocer Co., and Miss Viola Fuchia were united in marriage at the home of the bride's parents in the above mentioned city. The hap-

py couple stopped at Chicago for a short visit with friends and arrived at Lansing Saturday evening, where a splendid reception had been arranged for them at the home of the parents of the groom at 420 West Lenawee street. Mr. Nesen is a prominent member of our Council and the congratulations of our entire membership are extended herewith.

On October 9 the management and sales force of the National Grocer Co. issued a challenge to the officers and salesmen of the Elliott Grocer Co. for a bowling match at the Majestic alleys, which was promptly accepted and played Oct. 16 and resulted in the defeat of the former to the tune of ninety-one pins. The victors claim they could easily have made it 100 pins had it not been for the fact that their star bowler, Chas. R. Nesen, had so much on his mind on this particular date that he was unable to think seriously or handle the balls in his usually dexterous manner.

We believe an apology is due Geo. O. Tooley and C. S. Waters for items in our letter of last week. We are unable to understand though how in tunket the name ford got into our correspondence unless through a typographical error. In justice to the two above mentioned gentlemen, we wish to state that neither have ever owned or driven a ford, although both have admitted in the presence of the writer that they were strongly tempted to do so. We can readily understand why any reference to rough riders and trouble makers be construed as meaning fords, but it isn't always safe to jump at conclusions, as there are others. We are not inclined to boost Mr. Ford's business through this column or use the hammer to any extent. We would, however, with Mr. Stowe's permission, be willing to give our experience with a tin lizzie. Since August 2 we have owned our fourth ford and have driven it over 4,000 miles at a cost of much less than 1 cent per mile and should we sell it now for the price we are offered, our mileage would have cost less than two cents per mile. During the week of Sept. 27 we drove 398 miles on fifteen gallons of gas, one and one-half quarts of cylinder oil and two quarts of water. There are no contraptions on it to save fuel or prolong the life of the driver. It is just as Ford built it, except a tool box on the running board and extra tubes under the rear seat. We have used it mostly for business, but admit several joy rides with grass widows and those who were not the least bit grassy. None that we have asked to ride have ever refused on account of its being a ford. H. D. Bullen.

### Late News of Interest to Travelers.

The Hotel Saulsbury, at Morenci, one of the best known hostleries in Southern Michigan, changed hands Oct. 20, under a lease given by the present proprietors, Mr. and Mrs. Frank Blair. The lease gives possession to Mr. and Mrs. Winfield Scott, of Lansing, and is for a term of five years, while Mr. and Mrs. Blair go to Hotel Butler at Butler, Indiana, where they have purchased a new \$27,000 structure which has just been completed. The people of Butler have planned an opening for two nights, one for the citizens of the village, and another for the traveling public. The hotel will open about Thanksgiving time. Mr. and Mrs. Blair have had charge of the Saulsbury hotel for the past fourteen years. During that time the hotel has ac-

quired a wide reputation for hospitality and service. During the past few years it has been freely patronized by hundreds of visiting auto parties who were drawn by the reputation of its bountiful table. Mr. Scott, the new proprietor, is a brother of Mrs. Blair. He has been in business in Lansing the length of time to a day which the Blairs have been in Morenci. He has a wide acquaintance in Morenci and vicinity.

A St. Louis correspondent writes: Richard Terwilliger has resigned his position at Buck's grocery store, where he has been for the past six years, and has accepted a position with the Michigan-Ohio Oil & Drum Co., as traveling salesman.

John Van Zanten is now the landlord of the Hotel Bristol, at Holland. Mr. Bell, the former proprietor, has sold his interests to Van Zanten and the latter and his wife will try their hand at the hotel business.

W. G. Bancroft, 34 Whitney street, Detroit, has removed to 149 Carlton avenue, Grand Rapids. Mr. Bancroft states that he will be a resident of Grand Rapids this winter and possibly permanently. He travels for the Rochester Stamping Co., and Robeson Cutlery Co., Rochester, N. Y.

### Grocery Stock For Sale

Good location on Michigan St., N. E., Grand Rapids, Michigan. Stock reduced to \$250, inventory. Fixtures \$550, including a Carter Car Delivery Auto. Must be disposed of before end of week. Joseph R. Gillard, Trustee, 1025 Michigan Trust Building, Grand Rapids, Mich.

### EVERY SALESMAN



has use for a Corona Folding Typewriter. It enables him to type his letters and reports while traveling from place to place. The Corona weighs 6 lbs. and is as durable as the large office machine.

Drop a postal for Corona booklet A-1.

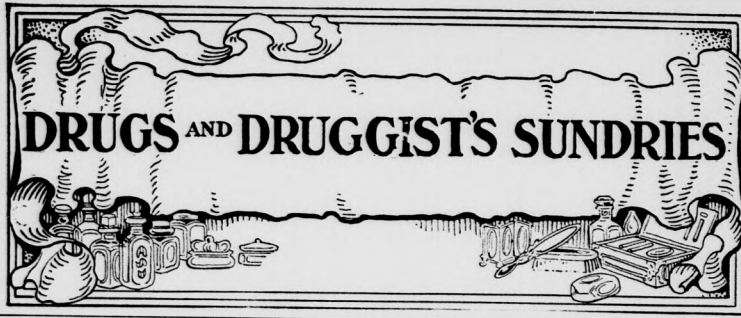
Corona Sales Office  
333 Michigan Trust Bldg.  
Grand Rapids Michigan

### Your Old Friend O. W. STARK

is now with  
J. J. Thomson  
Jewelry Co.

327 Monroe Ave.  
Grand Rapids, Mich.

Glad to see you  
Your credit is good  
COME



**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. Steketee, 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.

#### Selling Goods From a Window Display.

Did you ever see anything in a show-window that you wanted, and, on going in to buy it, have a clerk politely send you to the back part of the store, or down in the cellar that had been fitted up as a basement; and have another clerk paw over a lot of goods; or, perhaps walk out to the front of the store, to have you point out what you want; feeling in the meantime as though all the other clerks were looking at you and saying "here's another sucker," and then have the clerk take you back and sell you the "very same thing" from stock?

If you have, did you take a look at the window as you walked out to see if the article purchased was the same as the sample?

Perhaps you never have, yourself, but if you watch your customers you will find that they invariably stop and take one more look at the sample.

Are they satisfied that the article is the same as the sample? If so why do they, like Lot's wife, look back? They know that none of the inferior goods are displayed, but are they sure they are getting the same value?

This brings up the question of selling goods from the window.

If you talk with storekeepers you will find there is a considerable difference of opinion on the subject.

In the large department stores, where they have almost an unlimited amount of goods, it is not necessary, as there is always plenty of variety to select from. But, in the smaller stores, like the average drug store, although there are some drawbacks, there are many points in favor of it.

There are a number of trims which necessarily display more trimmings

than goods, for instance, Decoration Day or Fourth of July; also trimmings of crude drugs, corks, and various other articles, that the customer does not expect goods from the window. Fountain syringes or bed pans should never be sold from the window; and most customers prefer tooth and hair brushes from unhandled stock.

But there is a lot of goods like sponges, chamois, loofahs, whisk-brooms, of which a customer sees a particular one that suits his fancy, and prefers the article displayed.

Some storekeepers say that in selling from the window you spoil the display, and also get the goods soiled or mused.

Of course, the systematic order with which the window has been laid out will be disarranged, but it does not take any more time to place the goods back in the window than on the shelf, provided the display has been made with that idea in mind; besides some extra goods might be laid in the window. As for spoiling the goods, the bright sunlight will do that about as fast as the customer, and when you take the goods from the window, especially in the summer months, they are often so faded as to make it necessary to sell at a reduced price.

Whereas, if you have been selling from the window, the goods have been renewed from day to day, and when the window is changed, the goods are all in salable condition.

People like to buy with the crowd; if they see others are buying they will not hesitate to come in to enquire about the goods, if not to buy.

Frequently you will find that for two or three days your goods do not move, then somebody starts, people see the goods are selling and they fall in line.

I have also noticed that sometimes by readjusting the goods will start selling, especially if the original trim has been made with too much precision; chamois and wash cloths in neat piles, or sponges in strings are not as likely to sell as when tastefully spread out.

I remember once of seeing a clerk trying to sell a sponge from the end of a string when the lady wanted one in the center. She finally took the one the clerk gave her but she was not satisfied.

The same thing applies to the window. The customers may take what you give them but are they satisfied?

In my opinion, if you cannot sell from the window at least have the goods near by—thus enabling the cus-

tomers to compare them and assure himself that they are the same as displayed. George Garrie King.

#### High Prices for Tartar Products.

Among other articles of Italian production that have taken on a much firmer tone in the markets since Italy's entrance into the war may be mentioned the tartar products—argol, or crude tartar, tartaric acid and cream of tartar. These articles are by-products of the great Italian and French wine industries, especially of that in Sicily, the argol forming as a crust on the sides of the vats during fermentation. Refinement is effected by recrystallization. Some tartar is obtained in most other countries where wine is made, especially in Portugal and Spain, but Italy and France still remain the chief sources.

Cream of tartar and tartaric acid are used extensively in the manufacture of baking powders, effervescent drinks, seidlitz powders, etc., and also in various dyeing processes. They have never been manufactured on a large scale in the United States from domestic argol, although some progress has been made in that direction in California, where it should be possible to increase the output greatly if the present high prices continue. On July 12th the wholesale price of cream of tartar was 35 cents a pound, which was an increase of 11 cents over the price immediately before the war, a jump of 5 cents within a month. Tartaric acid was selling at 44½ cents a pound on July 12th, which represents an increase of about

14 cents since the outbreak of hostilities. It also has been showing great firmness for a month or more. The price of argol has not been affected by the war, the quotation of 2¼ to 18 cents a pound on July 12th being almost identical with that of a year previous.—Commerce Reports.

#### Dead Right.

Doctor to Assistant: That's an odd thing I have just done.

Assistant: What is that, doctor?

Doctor: In signing this death certificate I put my name where the cause of death should be.

#### Doctor's Home and Practice

Beautiful home, extra lots, garage, office fixtures, practice \$6,000 to \$8,000 per year; house insured for \$5,000; lots worth \$3,000. If taken within 30 days all for \$5,500. Easy terms. Serious illness reason for sacrifice. L. M. Conrad Co., 2000 So. Division Ave., Grand Rapids, Michigan.

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

#### UNIVERSAL CLEANER

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

ORDER FROM YOUR JOBBER

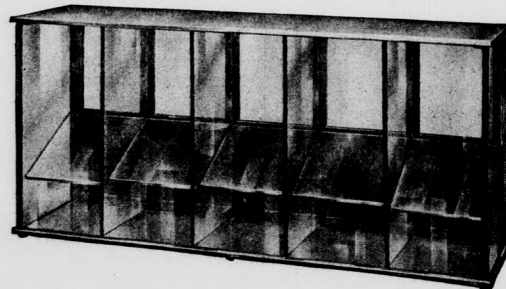


### Quality Delivery Boxes

Do Your Customers Ever Complain?

If they do, it is probably because their orders are mixed up in delivery, or their groceries reach them in a damaged, unfit condition. Hundreds of grocers are eliminating this trouble by adopting "Quality" Wire-Bound Boxes for delivery service. Let us figure with you on the cost of using them on all your wagons.

**JOHN A. GRIER & CO.**  
 1031-35 18th St. Detroit, Michigan



### Bulk Candy Showcase

HANDSOME PRACTICAL AND SANITARY

SIZE  
 32 inches long  
 14½ inches wide  
 8½ inches high

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.



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.

ADVANCED

- Cheese
Twine
Green Peas

DECLINED

Some Flour

Index to Markets

By Columns

1

2

Table with columns A, B, C, D, E, F, G, H, J, M, N, O, P, R, S, T, V, W, Y. Lists various grocery items like Ammonia, Axle Grease, Baked Beans, etc.

Table with columns AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUING, BREAKFAST FOODS, BROOMS, BUTTER COLOR, CANDLES, CANNED GOODS, CHEESE, etc.

Table with columns Clams, Corn, French Peas, Lobster, Mackerel, Mushrooms, Oysters, Plums, Peas, Peaches, Pineapple, Pumpkin, Raspberries, Salmon, Sardines, Sauer Kraut, Shrimps, Succotash, Strawberries, Tomatoes, Tuna, Catsup, etc.

CHEWING GUM

Table listing chewing gum products: Adams Black Jack, Adams Sappota, Beeman's Pepsin, Beechnut, Chiclets, Colgan Violet Chips, etc.

CHOCOLATE

Table listing chocolate products: German's Sweet, Premium, Caracac, Walter M. Lowney Co., etc.

CLOTHES LINE

Table listing clothing items: No. 40 Twisted Cotton, No. 50 Twisted Cotton, No. 60 Twisted Cotton, etc.

COCOA

Table listing cocoa products: Baker's, Cleveland, Colonial, Epps, Hershey's, Huyler, Lowney, etc.

COCOANUT

Table listing coconut products: Dunham's, 1/2 lb. case, 1/4 lb. case, 1/8 lb. case, etc.

COFFEES ROASTED

Table listing coffee products: Rio, Santos, Maracaibo, Mexican, Guatemala, Java, Mandling, Aukola, Mocha, Long Bean, H. L. O. G., Bogota, etc.

McLaughlin's XXXX

McLaughlin's XXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago, Ill.

Extracts

Table listing extracts: Holland, 1/2 gro. bxs. 95, Felix, 1/2 gross 1 15, Hummel's foll, 1/2 gro. 85, Hummel's tin, 1/2 gro. 1 43

CONFECTIONERY

Table listing confectionery products: Stick Candy, Palls, Horehound, Standard, Standard, small, Twist, small, Jumbo, Jumbo, small, Big Stick, Boston Sugar Stick, Mixed Candy

Peanuts

Table listing peanut products: Fancy H P Suns, Raw, Roasted, H. P. Jumbo, Raw, Roasted

CRACKERS

Table listing cracker products: National Biscuit Company Brands, In-er-Seal Trade Mark Package Goods

Per doz.

Table listing various products: Baronet Biscuit, Flake Wafers, Cameo Biscuit, Cheese Sandwich, Chocolate Wafers, Fig Newton, Five O'Clock Tea Bct, Ginger Snaps NBC, Graham Crackers, Lemon Snaps, M. M. Dainties, Oysterettes, Pretzels, Royal Toast, Social Tea Biscuit, Saltine Biscuit, Saratoga Flakes, Soda Crackers, N.B.C., Soda Crackers Prem., Uneda Biscuit, Uneda Ginger Wafer, Vanilla Wafers, Water Thin Biscuit, Zu Zu Ginger Snaps, Zwieback

Other Package Goods

Table listing other package goods: Barum's Animals, Soda Crackers NBC, Fruit Cake

Bulk Goods

Cans and boxes

Table listing bulk goods: Animals, Atlantics, Ass'd., Avena Fruit Cakes, Bonnie Doon Cookies, Bonnie Lassies, Banquet Wafers, Cameo Biscuit, Cecelia Biscuit, Cheese Tid Bits, Chocolate Bar (cans), Chocolate Drop Center, Chocolate Puff Cake, Choc. Honey Fingers, Circle Cookies, Cracknels, Cream Fingers, Coconut Taffy Bar, Coconut Drops, Coconut Macaroons, Coconut Molasses, Coconut Honey Fingers, Coconut Honey Jumbles, Coffee Cakes Iced, Crumpets, Dinner Pail Mixed, Extra Wine Biscuit, Family Cookies, Fig Cakes Ass'd., Fireside Peanut Jumb, Fluted Coconut Bar, Frosted Creams, Frosted Raisin Cook., Frosted Creams, Full Moon, Ginger Drops, Ginger Gems Plain, Ginger Gems, Iced, Graham Crackers, Ginger Snaps Family, Ginger Snaps Round, Hippodrome Bar, Honey Fingers Ass't, Honey Jumbles, Household Cookies, Household Cooks, Iced, Imperials, Jubilee Mixed, Kaiser Jumbles, Lady Fingers Sponge, Leap Year Jumbles, Lemon Biscuit Square, Lemon Cakes, Lemon Wafers, Lemona, Lorna Doon, Mace Cakes, Mary Ann, Manalaya, Marshmallow Peccans, Mol. Frt. Cookie, Iced, NBC Honey Cakes, Oatmeal Crackers, Orange Gems, Oreo Biscuit, Othello, Penny Assorted, Picnic Mixed, Raisin Cookies, Raisin Gems, Revers Asstd., Rittenhouse Biscuit, Snaparoons, Spiced Cookie, Spiced Jumbles, Iced, Sugar Fingers, Sugar Crimp, Sultana Fruit Biscuit, Sweethearts, Vanilla Wafers

6

Table with 2 columns: Item Name and Price. Includes Butter (N B C Square, Seymour Round, etc.), Soda (N B C Sodas, Premium Sodas, etc.), Oyster (N B C Picnic Oysters, Gem Oysters, etc.), Sugar Wafer Specialties (Adora, Nabisco, etc.), Dried Fruits (Apples, Apricots, Citron, Currants, etc.), Evaporated Milk (Baby, Tall, etc.), Farinaceous Goods (Beans, Farina, etc.), Fishing Tackle (1/2 to 1 in., 1 to 2 in., etc.), and Linen Lines (Small, Medium, Large).

7

Table with 2 columns: Item Name and Price. Includes Poles (Bamboo, 14 ft., per doz. 55), Flavoring Extracts (Jennings D C Brand, Extract Lemon Terpenless, etc.), Flour and Feed (Winter Wheat, Purity Patent, etc.), Kansas Hard Wheat (Voigt Milling Co., Calla Lily, etc.), Spring Wheat (Mazepa (new), Golden Horn bakers, etc.), Iron Barrels (Perfection, Red Crown Gasoline, etc.), Pickles (Medium, Small, Gherkins, etc.), Piping (Clay, T. D. full count, etc.), Fruit Jars (Mason, qts. per gro. 4 65), Gelatine (Cox's, 1 doz. large 1 45), Grain Bags (Broad Gauge, Amoskeag), Herbs (Sage, Hops, etc.), and Hides and Pelts (Green, No. 1, 14; Cured, No. 1, 13; etc.).

8

Table with 2 columns: Item Name and Price. Includes Tallow (No. 1, No. 2), Wool (Unwashed, med., Unwashed, fine), Horse Radish (Per doz. 90), Jelly (5 lb. pails, per doz. 2 30), Jelly Glasses (1/2 pt. in bbls., per doz. 15), Mapleine (2 oz. bottles, per doz. 3 00), Molasses (New Orleans, Fancy Open Kettle, etc.), Mustard (1/2 lb. 6 lb. box, etc.), Olives (Bulk, 2 gal. kegs 1 10, etc.), Peanut Butter (Bel-Car-Mo Brand, 24 lb. fibre pails, etc.), Petroleum Products (Perfection, Red Crown Gasoline, etc.), Pickles (Medium, Small, Gherkins, etc.), Piping (Clay, T. D. full count, etc.), Fruit Jars (Mason, qts. per gro. 4 65), Gelatine (Cox's, 1 doz. large 1 45), Grain Bags (Broad Gauge, Amoskeag), Herbs (Sage, Hops, etc.), and Hides and Pelts (Green, No. 1, 14; Cured, No. 1, 13; etc.).

9

Table with 2 columns: Item Name and Price. Includes Picnic Boiled (Hams, Boiled Hams, Minced Ham, Bacon), Sausages (Bologna, Liver, Frankfort, Pork, Veal, Tongue, Headcheese), Beef (Boneless, Rump, Pig's Feet), Tripe (Kits, 15 lbs.), Casings (Hogs, Beef, Beef middles, Sheep), Uncolored Butterine (Solid Dairy, Country Rolls), Canned Meats (Corned Beef, Roast Beef, Potted Meat, Ham, Deviled Meat, Ham, Potted Tongue), Rice (Fancy, Japan Style, Broken), Rolled Oats (Rolled Avena, Steel Cut, Monarch), Salad Dressing (Columbia, Durkee's), Saleratus (Packed 60 lbs. in box), Salt Soda (Granulated, 100 lbs. cs.), Salt (Common Grades, 100 3 lb. sacks, etc.), Warsaw (56 lb. sacks), Solar Rock (Granulated, Fine), Salt Fish (Large, whole, Small, whole, Strips or bricks, Pollock, Smoked Salmon), Halibut (Strips, Chunks), Holland Herring (Y. M. wh. hoop bbls., Y. M. wh. hoop 1/2 bbls., Y. M. wh. hoop kegs, Y. M. wh. hoop Milchers), Standard (bbls., 1/2 bbls., kegs), Trout (No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs., No. 1, 2 lbs.), Mackerel (Mess, 100 lbs., Mess, 40 lbs., Mess, 10 lbs., Mess, 8 lbs., No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs., No. 1, 2 lbs.), Lake Herring (100 lbs., 40 lbs., 10 lbs., 8 lbs.).

10

Table with 2 columns: Item Name and Price. Includes Seeds (Anise, Canary, Smyrna, Caraway, Cardomon, Malabar, Celery, Hemp, Russian, Mixed Bird, Mustard, white, Poppy, Rape), Shoe Blacking (Handy Box, large 3 dz. 3 50, Handy Box, small 1 25, Bixby's Royal Polish, Miller's Crown Polish), Snuff (Scotch, in bladders, Maccaboy, in jars, French Rapple in jars), Soda (Boxes, English), Spices (Whole Spices, Allspice, Jamaica, Allspice, lg Garden, 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, 70-180, Nutmegs, 105-110, Pepper, Back, Pepper, White, Pepper, Cayenne, Paprika, Hungarian, Pure Ground in Bulk, Allspice, Jamaica, Cloves, Zanzibar, Cassia, Canton, Ginger, African, Mace, Penang, Nutmegs, Pepper, Back, Pepper, White, Pepper, Cayenne, Paprika, Hungarian), Starch (Kingsford, 40 lbs., Muzzy, 20 1lb. pkgs., Kingsford, Silver Gloss, 40 1lb., Muzzy, 40 1lb. pkgs., Argo, 24 5c pkgs., Silver Gloss, 16 3lbs., Silver Gloss, 12 6lbs., Muzzy, 48 1lb. packages, 16 3lb. packages, 12 6lb. packages, 50lb. boxes), Syrups (Corn, Barrels, Half barrels, Blue Karo, No. 1 1/2, 4 doz., Blue Karo, No. 2, 2 dz., 1 95, Blue Karo, No. 2 1/2, doz., Blue Karo, No. 5, 1 dz., 2 30, Blue Karo, No. 10, 1/2 doz., Red Karo, No. 1 1/2, doz., Red Karo, No. 2, 2 dz., 2 30, Red Karo, No. 2 1/2, 2 dz., 2 75, Red Karo, No. 5, 1 dz., 2 70, Red Karo, No. 10 1/2 doz., Pure Cane, Fair, Good, Choice, Folger's Grape Punch, Quarts, doz. case 6 00), 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., Moyune, Medium, Moyune, Choice, Moyune, Fancy, Ping Suey, Medium, Ping Suey, Choice, Ping Suey, Young Hyson, Choice, Fancy), Oolong (Formosa, Medium, Formosa, Choice, Formosa, Fancy), English Breakfast (Congou, Medium, Congou, Choice, Congou, Fancy, Congou, Ex. Fancy), Ceylon (Pekoe, Medium, Dr. Pekoe, Choice, Flowery O. P. Fancy).

11

Table with 2 columns: Item Name and Price. Includes Tobacco (Blot, Bugle, Dan Patch, Dan Patch, 8 and 16 oz., Dan Patch, 4 oz., Fast Mail, Hiawatha, Hiawatha, 5c, May Flower, No Limit, No Limit, 16 oz., Ojibwa, 8 and 16 oz., Ojibwa, 10c, Ojibwa, 5c, Petoskey Chief, 7 oz., Petoskey Chief, 14 oz., Peach and Honey, Red Bell, 16 oz., Red Bell, 8 foll., Sterling, L & D, Sweet Cuba, canister, Sweet Cuba, 5c, Sweet Cuba, 10c, Sweet Cuba, 1 lb. tin, Sweet Cuba, 1/2 lb. foll, Sweet Burley, 5c L&D, Sweet Burley, 8 oz., Sweet Burley, 16 oz., Sweet Mist, 1/2 gro., Sweet Mist, 8 oz., Telegram, Tiger, 5c, Tiger, 25c cans, Uncle Daniel, 1 lb., Uncle Daniel, 1 oz.), 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 16 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, Derby, 5 lb. boxes, 5 Bros., 4 lb., Four Roses, 10c, Gift 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 10 lb., J. T., 5 1/2 and 11 lb., Kentucky Navy, 12 lb., Keystone Twist, 6 lb., Kismet, 6 lb., Maple Dip, 20 oz., Merry Widow, 12 lb., Nobby Spun Roll 6 & 3 58, Parrot, 12 lb., Patterson's Nat. Leaf, Peachey, 6, 12 & 24 lb., Piner Twist, 5 lb., Piner Heidsieck, 4 & 7 lb., Piner Heidsieck, per doz., Polo, 3 doz., per doz., Redcut, 1 1/2 oz., Scrapple, 2 and 4 doz., Sherry Cobler, 8 oz., Spear Head, 12 oz., Spear Head, 14 1/2 oz., Spear Head, 7 oz., Sq. Deal, 7, 14 & 28 lb., Star, 6, 12 and 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.), Scrap (All Red, 5c, Am. Union Scrap, Bag Pipe, 5c, Cutlas, 2 1/2 oz., Globe Scrap, 2 oz., Happy Thought, 2 oz., Honey Comb Scrap, 5c, Honest Scrap, 5c, Mail Pouch, 4 doz. 5c, Old Songs, 5c, Old Times, 1/2 gro., Polar Bear, 5c, 1/2 gro. 5 76, Red Band, 5c, 1/2 gro. 5 76, Red Man Scrap, 5c, Scrapple, 5c pkgs., Sure Shot, 5c, 1/2 gro. 5 76, Yankee Girl Scrap 2oz. 5 76, Fan Handle Scrap 1/4gr 5 76, Peachey Scrap, 5c, Union Workman, 2 1/2 6 00), Smoking (All Leaf, 2 1/2 & 7 oz., BB, 3 1/2 oz., BB, 7 oz., BB, 14 oz., Badger, 10c tins, Badger, 3 oz., Badger, 7 oz., Banner, 5c, Banner, 5c, Banner, 20c, Banner, 40c, Belwood, Mixture, 10c, Big Chief, 2 1/2 oz.).

SPECIAL PRICE CURRENT

12

13

14

Smoking

Table of smoking products including Big Chief, Bull Durham, and various cigars with prices.

Pills

Table of pills including Pilot, Soldier Boy, Sweet Caporal, and various other brands.

Toothpicks

Table of toothpicks and traps including Birch, Ideal, Mouse, and various trap types.

15

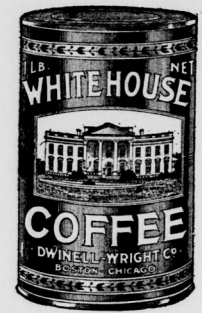
16

17

BAKING POWDER K. C.

Table of baking powder products including 10 oz., 15 oz., 20 oz., and various other sizes.

Roasted Dwinell-Wright Brands



White House, 1 lb., Excelsior Blend, 1 lb., Excelsior Blend, 2 lb., Tip Top Brand, 1 lb., Royal Blend, Royal High Grade, Superior Blend, Boston Combination, Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Lee & Cady, Kalamazoo; Lee & Cady, Saginaw; Bay City Grocer Company, Bay City; Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.



Royal 10c size, 1/4 lb cans, 6 oz cans, 1/2 lb cans, 3/4 lb cans, 1 lb cans, 3 lb cans, 5 lb cans.

CIGARS

Johnson Cigar Co.'s Brand, Dutch Masters Club, Dutch Masters, Inv., Dutch Masters, Pan, Dutch Master Grande, Little Dutch Masters (300 lots), Gee Jay (300 lots), El Portana, S. C. W., Worden Grocer Co. Brands Canadian Club.

COFFEE OLD MASTER COFFEE

Old Master Coffee, San Marto Coffee, Fitzpatrick Brothers' Soap Chips.



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

SOAP

Lautz Bros. & Co. Acme, 70 bars, Acme, 100 cakes, Acorn, 120 cakes, Cotton Oil, 100 cakes, Cream Borax, 100 cks, Circus, 100 cakes, Climax, 100 oval cakes, Gloss, 100 cakes, Big Master, 100 blocks, Naphtha, 100 cakes, Saratoga, 120 cakes.

Proctor & Gamble Co.

Lenox, Ivory, Star, Swift & Company.

Tradesman Co.'s Brand

Black Hawk, one box, Black Hawk, five bxs, Black Hawk, ten bxs.

A. B. Wrisley

Good Cheer, Old Country, Scouring.

Soap Compounds

Johnson's Fine, Johnson's XXXX, Rub-No-More, Nine O'Clock.

Washing Powders

Armour's, Babbitt's 1776, Gold Dust, Kirkoline, Lautz Naphtha, Pearlina, Roseine, Snow Boy, Snow Boy, 100 5c, Snow Boy, 24 pkgs., Snow Boy, 20 pkgs., Laundry Size, Swift's Pride, 24s, Swift's Pride, 100s, Wisdom.

The only 5c Cleanser

Guaranteed to equal the best 10c kinds. 80 - CANS - \$2.90



AXLE GREASE



1 lb. boxes, per gross 8 70, 3 lb. boxes, per gross 22 70

TELFER'S Dry Roast COFFEE



Jamo, 1 lb. tin, Eden, 1 lb. tin, Belle Isle, 1 lb. pkg., Bismarck, 1 lb. pkg., Vera, 1 lb. pkg., Koran, 1 lb. pkg., Telfer's Quality 25, Mosan, Quality, W. J. G. Tea, Cherry Blossom Tea, Telfer's Ceylon.

CHARCOAL

Car lots or local shipments, bulk or sacked in paper or jute. Poultry and stock charcoal. M. O. DEWEY CO., Jackson, Mich.

Table of soap chips including White City, Tip Top, No. 1 Laundry Dry, Palm Pure Soap Dry.

FOOTE & JENKS' Killarney (BRAND REGISTERED) Ginger Ale. An Agreeable Beverage of the CORRECT Belfast Type. Supplied to Dealers, Hotels, Clubs and Families in Bottles Having Registered Trade-Mark Crowns.

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.

Hotel and furniture with bar; only hotel in town 1,800, doing \$20,000 yearly. Health positively reason. Take farm, hardware. Describe fully first letter. Address No. 546, care Tradesman. 546

Wanted—A good veterinary to locate. Large territory; good opening. Address J. T. Bickel, M. D., Mountain View, Missouri. 547

For Sale—New cement brick garage 30 x 70 feet, galvanized roof, well equipped with lathe and tools for general repairing; a snap for a man with cash. Address L. Box 30, Central Lake, Michigan. 548

Wanted—Second hand Pure Food counter about eighteen feet long with about forty drawers in it. Address S. Street, Elida, New Mexico. 549

For Sale—Meat market located at 112 Michigan St. Good location and doing fine business. I have two markets and since the death of my brother have not been able to take care of both. One requires all my time. Address Walter Thomasma, 400 Leonard St., Grand Rapids, Michigan. 550

Harness Business For Sale—The harness business of M. R. Brown of Logan, Kansas; stock will invoice about \$5,000; the past seven years' business about \$15,000; building for sale also; reason for sale, the death of Mr. Brown. Address E. I. King & Co., Logan, Kansas. 550

Wanted—A line of sellers to department stores; will sell on commission or can carry my own accounts as a broker and discount cover all. Particulars in your first letter; all correspondence strictly confidential. Address Dan Murray, 611 Broadway, New York, Rooms 603 and 609. 551

For Sale—Stock of drug patents, toilet articles, stationery sundries, etc., with fixtures. Six floor cases, box case and soda fountain. Will be sold at great sacrifice, \$3,000 stock for \$1,500. Must act quick. Stock must be moved. A bargain. Address, Box 656, Buchanan, Michigan. 552

For Sale—Meat market at Kalamazoo; up-to-date; doing good business. Owner wishes to retire. This is an exceptionally good chance. Will hear close investigation. Address No. 553, care Tradesman. 553

For Sale—Grocery and china stock in live Southern Michigan town. Invoices about \$5,000. Established 34 years. Present owners 16 years. Leading store in town. Modern building, two floors, basement and warehouse at reasonable lease. Will continue as a money maker for any hustler. Address No. 554, care Michigan Tradesman. 554

Wanted—Stock general merchandise, clothing or shoes. State size of stock. M. A. Jestic, Carthage, Illinois. 555

For Sale—Paving grocery and feed business, auto livery in connection. Located about three rods from depot on G. R. & I. railroad. Seven miles from Petoskey. Reason for selling, other business. Address Box 37, Clarion, Michigan. 556

Wanted—To hear from owner of good business for sale. Box 1735, Houston, Texas. 557

Doctors Attention—If you are looking for a change of location it would pay you to read and investigate advertisement on drug page of this issue. 558

For Sale or Trade—New bakery outfit, double deck, portable oven, and two-story store building in center of city. C. F. Gish, South Haven, Michigan. 559

For Sale—Good paying dry-goods business in live manufacturing town of 3,000 population. Excellent farming country surrounding. Stock \$6,000. Snap for cash buyer. Address Box 561, Tradesman. 561

To Exchange By Owner—320 acres fine wheat ranch, cultivated, Southern Idaho. Price \$12,800, for general merchandise. Address, Box 43, Aberdeen, Idaho. 562

For Sale—If you want a good general store doing a good cash business, investigate this. Address I. X. L., care Michigan Tradesman. 564

For Sale—General store, groceries, dry goods, shoes, in a town of 5,000. Doing \$20,000 business a year, nearly all cash. Mostly farm trade. The best location in town. Reason for selling have other business. If you are looking for a good clean cash business look this over. James Gracey, Greenville, Michigan. 565

For Sale—First class bazaar in finest little city in Michigan. Population 5,000. First class location. Wish to sell because of other necessary business. Doing fine business. Will sell reasonable. Address No. 541, care Michigan Tradesman. 541

For Sale—Variety store, best residence part city. Invoices about \$2,200. Reason for selling, illness. Address 928 Eggleston Ave., Kalamazoo, Michigan. 542

Fruitbelt Farms at bargain prices. Catalogue or \$50 selling proposition free. Pardee, Traverse City, Michigan. 543

For Sale or Rent—A good bakery. Apply to N. Muma, East Jordan, Michigan. 524

Creamery—Disability compels me to offer for sale my going ice cream and creamery business, consisting of an excellent milk route, wholesale and retail ice cream business, refrigerating system, brine freezer, two auto trucks, full supply of tubs, cans, extracts, etc., doing more business than I could handle, will sell business for \$7,000 and give long lease on property, or will sell entire holdings for \$15,000. Property consists of two acres of best land in town, five buildings all modern. Pavement through to Detroit and Pontiac. Any live wire can make the price of this proposition in two years. Will make very liberal terms. Triflers please do not annoy me. Birmingham Creamery, Birmingham, Michigan. 528

For Sale—At a bargain, my bakery, confectionery, ice cream parlor, and cigar store; only one in town of 1,500. Doing \$10,000 business a year. Will stand closest investigation. Must sell at once on account of ill health. Address Box 554, Ovid, Michigan. 529

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

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, P. O. Box 193, San Diego, California. 521

Hotel Business For Sale—In Northern Missouri town of 2,000; excellent proposition for right party; best reasons for selling; bargain. Address Miller & Worth, Novinger, Missouri. 531

Wanted—Competent, experienced lady clerk for general store. Good wages to right party. Address, Box 86, Marion, Michigan. 536

For Sale—Grocery, paying business, your opportunity. Stock and fixtures \$1,850, population 1,000. Address No. 537, care Michigan Tradesman. 537

For Sale—Ice cream factory, fully equipped. Established business, Michigan city of ten thousand. Good shipping point. Small investment. Great opportunity to add profitable line for winter. Investigate this. Other business. Address T. R. G., care Michigan Tradesman. 538

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 Ledge, Michigan. 522

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

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

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

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

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, 546 Houseman 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

For Sale—Ice cream parlor, confectionery and cigar store in good town 2,000. Cheap rent, good business. Other business reason for selling. \$1,500 will swing deal. Address Frank Quinterel, Paw Paw, Michigan. 534

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 location, cheap rent; an old established business; a bargain, Box 32, Laingsburg, Michigan. 515

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

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 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

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

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

## BAD DEBTS

Collected everywhere  
No charge unless successful  
PHILIP S. GOODMAN  
989 Simpson St. Bronx, N. Y.

Conservative  
Investors  
Patronize  
Tradesman  
Advertisers

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. Krusenga, 44-54 Ellsworth Ave., Grand Rapids, Michigan. 870

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

## POSITION WANTED.

Wanted—Position as book-keeper. Have had experience. Can furnish references. Address No. 545, care Michigan Tradesman. 545

Position Wanted—As buyer or manager of general store with twenty years' experience. Have always made good. Conservative buyer, always at the head as salesman and good stock-keeper who can always find something to do without being told. If you want someone who never watches the clock or the boss, I am the man you want. Can furnish the best of recommends as to character, ability and honesty. Address, Radix, care Michigan Tradesman. 544

Position Wanted—An all around man, seven years' experience in general store, three years grocery. Thomas Lambert, Charlottesville, Indiana. 539

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—In every State high grade salesmen who call on department stores, to sell as a side line a very novel patented baby shoe. Little Chick Shoe Co., 130 No. Fifth Ave., Chicago. 563

Trade  
Stimulators  
For  
Price  
Advertising

Our monthly catalogue of General Merchandise abounds with these.

Get acquainted with the Yellow Page Specials in each issue of "Our Drummer." They will help you pull trade to your store.

Butler Brothers

Exclusive Wholesalers of  
General Merchandise

New York Chicago

St. Louis Minneapolis

Dallas

**Late Banking News.**

Bushoff & Co., of Reese, have engaged in the banking business at Henderson.

With a capital stock of \$20,000 the Posen Bank of McColl, Learmont & Co., which was established in the spring of 1907, has been re-organized into a State institution under the style of the Posen State Bank.

The stone which is to be used to remodel the Maynard-Allen State Bank, at Portland, has arrived, and the Bank is doing business in the rear of the building, while the front is being remodeled.

Louis Smith, 75 years old, proprietor of Smith's Bank, at McBride, and a Montcalm county pioneer, died Oct. 25 of apoplexy. He had resided at McBride since 1879. He formerly was a prominent lumberman in that vicinity.

A most extraordinary incident is told about the life of John Torrent, the pioneer lumberman and banker, who died at his home at Muskegon last Thursday. It is said that when Mr. Torrent purchased the Hannah, Lay & Co.'s pine and plant at Traverse City and Long Lake in 1885, he wrote a check for \$800,000 and had it honored the same day he wrote it. Such a feat has perhaps never been done before in the history of the State of Michigan.

The Farmers & Merchants Bank of Nashville is putting up in all directions from Nashville handsome steel road signs, giving the distance to that place. They will cover a radius of six to eight miles from the village, and will be a great convenience to strangers driving through the country, as well as a fine advertisement for the Bank.

The First State and Savings Bank of Howell has negotiated the purchase of the Goodnow block, including two of the largest stores in Howell, located on the main four corners of the city, Grand and Division streets. The price is not given out, but it is understood to be around \$20,000, one of the largest real estate deals that has been made in Howell for some time.

The Industrial Savings Bank of Flint will hold a crop growing contest in the corridors and in the directors' rooms at the Industrial Bank. There will be \$300 in gold given away as prizes for the best exhibits shown. Competent judges have been engaged, one of them a member of the M. A. C. faculty.

**Late State Items.**

Lansing—The Auto Wheel Co. capital stock has been increased from \$150,000 to \$300,000.

Jackson—The Hayes Wheel Co. has increased its capital stock from \$300,000 to \$1,000,000.

Escanaba—The Escanaba Veneer Co. has increased its capital stock from \$25,000 to \$50,000.

Detroit—The capital stock of the Detroit Gear & Machine Co. has been increased from \$150,000 to \$500,000.

Ionia—Anthony Scully has sold his interest in the Barrett & Scully cigar factory to his partner, W. H. Barrett, who will continue the business.

Bay City—The Island Lumber Co. has been organized with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Detroit—The Detroit Safety Signal Co. has been incorporated with a capital stock of \$12,000, all of which has been subscribed and \$5,000 paid in in property.

Detroit—The Detroit Bedding Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Detroit—The Mills-Fox Baking Co. has been organized with an authorized capitalization of \$30,000, of which amount \$18,100 has been subscribed and \$12,000 paid in in cash.

Detroit—The Griffiths Jans Furniture Co. has been incorporated with an authorized capitalization of \$8,000, of which amount \$5,000 has been subscribed and \$2,000 paid in in cash.

Skaneec—The N. M. DeHaas & Co., Inc., manufacturer and dealer in lumber, has been incorporated with an authorized capitalization of \$40,000, all of which has been subscribed and \$20,000 paid in in cash.

Lansing—Joseph and Ward Trimble, farmers and stock breeders, have traded their farm and herd of Holstein cattle to Frank Davidson, for the plant and business of the Central Electric Welding Co. Trimble Bros. will take possession Nov. 15.

Detroit—The Theodore Kirchheimer Co. has been organized to manufacture and deal in butchers' supplies, refrigerators and all kinds of machinery, with an authorized capitalization of \$25,000 all of which has been subscribed and \$3,500 paid in in property.

Chesaning—The Chesaning Farmers' Elevator Co., of Saginaw, has been organized for the purpose of buying and selling grain, hay, fertilizer and implements and conducting a general elevator and warehouse business on the co-operative plan, with an authorized capital stock of \$400,000, of which \$25,000 has been subscribed.

Detroit—About fifteen employees of Leonard A. Seltzer, druggist, at 32 Adams avenue West, will hereafter share in the profits. It has been decided to distribute 10 per cent. of the profits during the period of July 1, 1915, to July 1, 1916. At the end of that time it is possible that the amount of the distribution will be increased for the succeeding year if business expands at the rate which present conditions indicate.

**Prosperity Week a Money Maker.**

Kalamazoo, Oct. 25—Prosperity week, at a minimum estimate, cleared \$2,950, which will be applied on the debt of the Kalamazoo Chamber of Commerce.

This announcement was made by Commissioner Harry Allyn, official head of Prosperity week. He made it at the first noonday luncheon of the Chamber of Commerce. The applause which greeted the reading of the letter to President Frank H. Milham from Harry Allyn was prolonged and enthusiastic.

This successful financial report brings joy to the hearts of the scores of workers who spent hours and weeks planning, working, giving of their time and energy, for the success of the undertaking.

**Status of the Bean Market.**

The bean market has declined about 30c per bu. during the past week and the demand is exceedingly light for this time of the year, on account of the present high price.

State crop reports show that California had 425,000 bags last year, against 555,000 bags this season, and from a careful estimate, I believe at least 800 carloads of these beans have already been sold for prompt and November shipment in territory ordinarily supplied by the Michigan shippers. Many of these beans have already been shipped into New England markets via Panama Canal, being distributed from New York and Boston.

While threshing reports show light yield in some territories, in others we find they are yielding as high as thirty bushels to the acre and I believe, as a whole, Michigan will develop a crop of beans fully up in quantity to last year's crop.

However, the beans are showing more waste this season and the merchantable beans may be somewhat less.

We find the pick or waste of beans in Michigan this year an average of about nine pounds to the bushel against about three pounds average weight last season.

The farmer who sells his beans to-day will get the long price and I doubt very much if he will have an opportunity any time during the remainder of the season to realize in dollars and cents for his bean crop as much as he can get for them right now.

E. L. Wellman.

**Ohio State Retail Grocers.**

The Ohio State Retail Grocers' Association held its annual convention in Columbus week before last and decided to hold its next convention at Newark.

Among the resolutions adopted were the following:

Favoring the enactment of a uniform weights and measures law.

Favoring the enactment of a law to tax mail order houses doing business in the State but not paying taxes.

Favoring the enactment of the Stevens bill.

Favoring making each class of postal business self-supporting and in favor of 1-cent-letter postage.

Favoring more merchants in political office.

Favoring a law to make it a misdemeanor to move from one house to another, owing grocery bills, without leaving the new address.

One resolution criticised the placing of orders among consumers at less than the regular retail price was condemned and called for the refusal of such orders, but as it bore somewhat on the order of price fixing and price maintenance the resolution was referred to the board of directors for consideration.

It was decided to seek the 1917 convention of the National Retail Grocers' Association for Toledo, the convention for 1916 having settled on New Orleans.

**Ludington Merchants Getting Together.**

Ludington, Oct. 25—At the last meeting of the Mason County Business Men's Association, the members resolved themselves into an organization of the merchants of the city, the

county part of it having been dropped. It has been suggested that the name Retail Merchants' Association would be more appropriate for the organization than the name by which it is now known.

It is the object of the Association to induce every retail merchant in the city to affiliate himself with the organization to assist in the solution of the problems which confront each and every one of its members. It will not in any way conflict with any other organization that shall be formed for the improvement of industrial conditions in the city. It is to be a mercantile association only, such as merchants in practically every city in the United States have organized.

M. F. Quigley was elected Secretary of the Association for six months, it having been decided to reduce the term of office from one year. The next meeting, which will be a get together meeting, will be at the call of the President.

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

Buffalo, Oct. 27—Creamery butter, fresh, 25@28½c; dairy, 22@26c; poor to common, all kinds, 18@21c.

Cheese—Selling well, new fancy 15@15½c; new choice, 14@14½c.

Eggs—Choice fresh candled, 32@33c; fancy, 38@43c; at mark, 27@31c.

Poultry (live)—Chicks, per lb. 14@17c; cox, 11c; fowls, 13@16c; ducks 13@15c.

Beans—Medium, \$3.90@4; pea, \$3.65@3.75; Red Kidney, \$4; White Kidney, \$4; Marrow, \$4.

Potatoes—New, 70@85c per bu. Rea & Witzig.

Frank M. Keats, 61 years old, manager of the F. F. Adams Tobacco Co., Milwaukee branch of the American Tobacco Co., and a resident of Milwaukee since 1877, died Oct. 19. The funeral was held Oct. 22. Mr. Keats was born near East Troy, Wis., on March 31, 1854. He entered the employ of the F. F. Adams Tobacco Co. in 1877 as clerk, eventually becoming President and general manager. A few years ago, when the plant was acquired by the American Tobacco Co., he retained the position of general manager. Mr. Keats was a visitor to the Grand Rapids market for over thirty years, either in the capacity of traveling representative or as general manager to keep up his acquaintance with the trade. He was a man of pleasant address and sterling integrity and made a close personal friend of every customer and acquaintance. He had a bright smile and a cheery word for every one he met and the world is better for his having lived in it.

Benjamin Sterken, shoe dealer at 900 Grandville avenue, has traded his stock to his brother, John L. Sterken, of Zutphen, for his farm and will give possession Nov. 1.

Louis H. Bassett, who engaged in business at 39 Market avenue about a year ago under the style of the Bassett Fruit Products Co., has retired from trade.

**BUSINESS CHANCES.**

Grocery Stock For Sale—Good location on Michigan street, N. E., Grand Rapids, Michigan. Stock reduced to \$250. Inventory. Fixtures, \$550, including a Carter Car Delivery Auto. Must be disposed of before end of week. See display advertisement on page 25. Joseph R. Gillard, Trustee, 1025 Michigan Trust Building, Grand Rapids, Michigan. 566

**K C — BAKING POWDER — K C**

BAKING  
POWDER

BAKING  
POWDER

**PURE GOODS**

Sold at an honest price  
to consumer with full  
profit to grocers.

Guaranteed to give perfect  
satisfaction in every respect.

Retail price refunded on any  
can returned.

**CONTAINS NO ALBUMEN**  
(Sometimes Called White of Egg)

**K C — BAKING POWDER — K C**

**DUTCH MASTERS  
SECONDS**



Will stimulate your trade.

Handled by all jobbers.

**G. J. JOHNSON CIGAR CO., Makers**  
GRAND RAPIDS



**THE FRANKLIN CARTON WAY and the  
HARD WAY of Selling Sugar**

When you get your container of FRANKLIN CARTON SUGAR, you can open it with a pen knife, and there are the ready-to-sell cartons, ready for you to lift out and place on your shelf or put into orders or hand to the customer. No weighing, no tying, no bother, no loss by overweight. Just the most convenient way for you to handle sugar. The original containers are easy to handle, carry, or place neatly in any part of the store, their contents being 24, 48, 60 and 120 pounds of all grades bought by housekeepers. Grocers who *once* start to handle FRANKLIN CARTON SUGAR never go back to the barrel and bother with weighing, tying and risking loss by overweight.

**FRANKLIN CARTON SUGAR is GUARANTEED FULL  
WEIGHT and made from Sugar Cane**

**THE FRANKLIN SUGAR REFINING CO.**  
Philadelphia

**Grand Rapids Safe Co.**  
TRADESMAN BUILDING

**Dealers in Fire and  
Burglar Proof Safes**

**WE** carry a complete assortment of fire and burglar proof safes in nearly all sizes, and feel confident of our ability to meet the requirements of any business or individual.

Intending purchasers are invited to call and inspect the line. If inconvenient to call, full particulars and prices will be sent by mail on receipt of detailed information as to the exact size and description desired.

PINEAPPLE DAY, NOV. 10TH

# Hawaiian Canned Pineapple

*Every Disc a Delight*

Sliced, Crushed  
Grated

**\$8,000.00**  
to Grocers

An easy chance to win money and at the same time increase your business.

Write us about it today

ASSOCIATION OF HAWAIIAN PINEAPPLE PACKERS  
109 N. Wabash Avenue, Chicago, Illinois

Membership represented by agents and brokers in all principal markets



## "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.

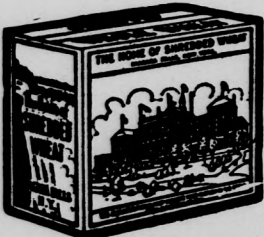
## THE BEST PROCESS

You can grind up a mixture of wheat, and barley, and hay, and call it a "breakfast cereal," but you can't make

# Shredded Wheat



that way. The shredding process is the best process ever devised for making the whole wheat grain digestible in the human stomach—but it doesn't permit us to use anything but perfect, cleaned grains of whole wheat. All broken, defective grains are discarded. There is but one Shredded Wheat; it stands alone, unique among cereal foods. No free deals—no premiums—just a good, steady profit from a steady demand which we create through continuous, persistent educational advertising.



The Biscuit is packed in odorless spruce wood case which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

The Shredded Wheat Co.  
Niagara Falls, N. Y.

# 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