

MICHIGAN TRADESMAN

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Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 3, 1915

Number 1676

The Rustling of the Leaves

We read of the rustle of angel's wings,
And the splash of the boatman's oar,
And hush at the thought of the unreal things
That suggest an unknown shore.
So in nature's realm there's a calling time,
But its warning never grieves,
'Tis the autumn tints and the nature rhyme
In the rustling of the leaves.

And they recall the sunny days,
And the breeze-swept, grateful shade,
And the songsters that warbled to us the praise
Of the home-world for us made.
And they speak to us of the harvest home
As the garner its wealth receives,
And the nature rest that again has come
With the rustling of the leaves.

And as the feet through the banks make way
Where the winds have piled them high,
There is something that on the heart doth play
Like a weird, sweet lullaby.
And it seems to impart an inner thrill,
That the consciousness receives,
As nothing else in the wide world will,
In the rustling of the leaves.

For the years we live in the round of life
Are less than their fleeting days,
And so we learn in the glare and strife
From them sweet nature's ways.
So welcome to the autumn tints,
With the thrill the soul receives,
In their mellowed, ripened hues and glints
And the rustling of the leaves.

Hart, Mich

L. B. Mitchell.

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

MICHIGAN TRADESMAN

Thirty-Third Year

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IF THE WAR SHOULD STOP.

More positive, yet vague, predictions of early peace among the warring countries of Europe have aroused much discussion in this country as to the possible bearing such an event might have upon munition manufacturing concerns and their securities. No one in the financial district thinks the suggestion of peace really had direct bearing in causing last week's wide breaks in war specialties on the New York market. The setback was looked upon as a sequence of both an overbought condition, and a previous very large realizing movement by professional speculators.

As to the real influence of a sudden ending of the European conflict upon business and securities, opinion is widely at variance. Every one admits that a great readjustment is destined to follow, but all agree on the impossibility to surely forecast the outcome. The general judgment is, that if the situation should suddenly indicate the termination of this monumental struggle, a very severe shrinkage would occur in prices of war specialties; but that shares not directly involved, and which have not been flagrantly inflated, would suffer no great depreciation.

One prevalent theory is, that the country's exports would pick up as a necessary factor in the extensive material reconstruction that would have to take place throughout Europe. As against this conclusion, there are leading business men who take the stand that Europe will be so impoverished that a long time will be needed before any of the present belligerents will be in position to make heavy expenditures on this side. The extraordinary profits now accruing to American manufacturers, in exports both of munitions and of general merchandise, are coming largely out of war loans and taxes on the European people. This will handicap foreigners from taking other necessary things on the old-time scale until long after the war.

From the standpoint of the manufacturer, however, there are those who hold

to the opinion that the present widening circles of activity in domestic business, a consequence of the stimulus given by war profits, will afford a sufficient momentum to largely offset the loss of Europe's war supplies. So far as Michigan is concerned, the precaution against loss on account of new machinery installed for the purpose of turning out these munition orders will prevent the abrupt ending of the conflict from costing them other than trifling sums, as in nearly all cases the necessary outlay for additional buildings and equipment has been paid for by the foreigners.

GERMANIC FINANCIERING.

How is it that Austria continues to float its war loans easily enough, and that Germany has achieved, by all accounts, a greater success with its third war loan than with either of the preceding governmental borrowings? Where do the multitude of individual subscribers get the money? These questions, often asked from outside of Germany and Austria, have been answered, tersely and practically, by one of the largest bankers of Berlin.

Funds have been made available, he holds, which were never available for public loans before. In private life and in the pursuit of industry, every individual, during this war, has practiced severe economy. No new enterprises are planned; no journeys are undertaken; nobody builds himself a house or makes any repairs, no matter how badly they may be needed. No new clothes are purchased. No purchases of any kind are made except for the scantiest kind of food and even food is of the coarsest kind. No one thinks of patronizing a barber or dentist or shoe shining stand. Men have discontinued the use of tobacco, women have ceased to use perfumery and cosmetics and children no longer buy candy or gum. Thus great sums are saved, for which there is no better and perhaps no other investment than the war loan. Those industries, which are profiting enormously by the war, think it a duty to invest their working capital in the war loan. Industries which, because of the war, are condemned to inactivity invest their working capital in the same way.

Up to the present time, the subscriptions for the war loans have been perfectly genuine; that is to say, the subscribers pay for them with their own money. Speculation has hitherto had a very small part in the subscribing for the war loans. Of course, everybody will not be in a position to keep his war-loan bonds forever. After the war there will be lively dealings in government securities and the heads of industrial firms will be sure to sell their bonds.

One boy in school beats a dozen in a poolroom.

NEUTRALITY AND PEACE.

The proposal that the neutral nations should join in an attempt to end the war meets with what seems like a crushing rejoinder—that the combatants are not ready to consider the question now, and that when they are ready, it will be too late for the neutrals to do anything.

But there is another point of view. The war has had a vastly disturbing effect on neutral countries and will have more. What is done cannot be undone. The great need now is to prevent future evils of the same kind.

Why, then, should not this country call a conference of neutral powers to consider their own interests and consult as to their future safety? Neutrals have rights. Why should they not combine to set forth their views as to what those rights are? And why should they not further consult as to possible ways and means to make wars hereafter, if not impossible, at least much more difficult and dangerous for those who originate them? These seem to be questions that should be tackled early, for they cannot be settled quickly.

And further, if such a conference were called, and some sort of preliminary understanding reached, what is there to prevent an invitation being sent to the nations at war to send delegates to consult, not about the question of the present war, but as to the means of preserving future peace?

And finally, if such a conference were in session, the representatives from the neutral powers in it might, when the time came, be able to exert more influence in ending the present war than any organism that now exists.

The energetic and efficient Assistant Secretary of the Grand Rapids Association of Commerce is devoting considerable time nowadays to addressing local and district organizations for the purpose of explaining why Grand Rapids has not succeeded in landing a large automobile factory. Mr. Bierce sets forth several very valid reasons, but the most important reason of all he appears to have overlooked altogether—the fact that Grand Rapids is in a wrong zone, on account of the discrimination of the railways, to enable it to attract any large manufacturing institution which must obtain much of its raw material in the East and market a portion of its product in that part of the country. This is the greatest handicap under which Grand Rapids labors at the present time and its existence fully explains why Flint, Pontiac and Detroit have gone forward by leaps and bounds in the production of automobiles, while Grand Rapids has made no progress.

If the Association of Commerce really wishes to see an automobile industry established in the community, its first act must be to secure for our shippers and receivers of freight the rate to which we are justly entitled. Considering that this is the greatest obstacle which confronts this community, it would appear as though it should be made the first and foremost work of the organization. This would be a master achievement for an organization which has done wonders for Grand Rapids and is destined to accomplish even more in the future than it has in the past. That Grand Rapids has been able to increase her population and manufacturing industries in the face of obstacles which would check the onward march of a less resolute community speaks louder than words of the spirit which has animated and sustained Grand Rapids people in the race for supremacy.

Every pilgrim from this side of the Atlantic who has visited the holy land will feel shocked to learn of the manner in which the most sacred spots in and around Jerusalem have been recently desecrated by the Turkish troops, acting under the orders of their German officers. For until the present war these places, revered as holy by Christians of every denomination, have been respected through many hundreds of years by the Moslems. The Mount of Olives has been converted into a training ground for the instruction of Turkish soldiers in the art of trench digging, and the mount is torn up by trenches in every direction. Not content with this, the German officers of the Turkish army have established a shooting range on Mount Golgotha, and all day long Turkish soldiers are engaged in perfecting their fire on the spot hallowed in the eyes of all Christians as the scene of the crucifixion.

The session of Congress which is soon to assemble is often referred to as the short session, and, anyhow, it must adjourn by the fourth of March. There is little likelihood that it will end before that time. There are a good many important things which are to come up for consideration before that body about which the members still insist upon making stump speeches by the yard. Both the Republicans and the Democrats, in view of the approaching presidential election, will play politics for all they are worth in the hope of setting their party right before the people. There is an unquestionable amount of serious and important business to be brought up and considered, so every member when he starts for Washington may as well take two trunks, because he will need all they can carry before the session adjourns.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Nov. 1—McKinney & Sons, successors to Peppard & McKinney, have moved from their old stand on Portage avenue across the street into their new building. This firm was established by Peppard & McKinney Co. over twenty-five years ago. The new structure is a fine two-story building of modern design and one of the best stores in the city. Mr. McKinney's three sons, Herbert, Walter and Julian, are all hustlers and the new firm starts with the brightest of prospects.

D. K. Moses, proprietor of the Leader store, but at present residing in New York, was a business visitor here last week. Mr. Moses is one of our hustling business men and is always pleased to pay the Soo a visit at every opportunity.

We notice by the papers that a man at Jackson by the name of A. W. Hobbs eats a square meal. If this is anything unusual, we would advise Mr. Hobbs to come to the Soo, where square meals are common.

W. L. Murdock, of the Northwestern Leather Co., returned from the East last week, after a two weeks' absence.

J. S. Royce, our well-known shoe man, who has been taking a vacation for the past few weeks visiting relatives in Canada, returned last week much improved in health and reports having had a delightful time. He stopped off at Port Huron on his return where he was the guest of Mr. and Mrs. Stanley D. Shaw, our former Methodist minister.

George W. Pattison, our well-known Spruce street grocer, who has been suffering from aneurism and confined to his home, is reported much improved and his friends hope to see him on the job again within a few days.

The retailers of Delta county have launched an organization which they expect within two weeks will become a permanent factor. Over forty retailers of Escanaba, Gladstone and the smaller villages of Delta county met to discuss the plan for the organization, which will have for its prime object the improvement of the business of its members. They have picked out a lot of hustling officers and many good results will be looked for.

That the Soo has a wonderful climate will be vouched for by Dan Cameron, who is still picking strawberries from his vines, which are in the pink of condition. The plants were purchased from L. H. Conley, expert gardener here.

The first bankruptcy proceedings held here in years among the merchants was that of A. Nicholas, well-known wholesale and retail general merchant, who for the past fifteen years has been at the Soo. Mr. Nicholas started in business with but a few dollars in his possession, locating at Algonquin, where he soon became the prince among his people, conducting a large general store and boarding house. He later opened up a meat market in another one of his buildings and had almost the entire monopoly on the business at Algonquin. As he was naturally of a progressive disposition and eager to pile up wealth, he lately entered into the wholesale business on Portage avenue, where he met with a few reverses, necessitating his making the assignment. However, Mr. Nicholas assures his creditors and the public in general that every dollar will be paid, although it may take him a year or two to accomplish his plans. His acquaintances here have every reason to believe that Nick will make good if given an opportunity.

Thos. Haugh, one of Ashmun

street's leading grocers, has returned from Battle Creek, Ann Arbor and Detroit. Mr. Haugh witnessed the game in Ann Arbor last Saturday, being one of the 25,000 spectators. Tom says he had the time of his life and, as Tom knows a good thing when he sees it, his friends do not doubt that it is a fact.

Colonel Fish, the well-known goat king, residing at DeTour, states that the embargo in the State of Arkansas has not helped matters any on the goat farm, but they are going right ahead and expect that conditions will soon be normal and are looking forward to better times in the near future.

Chas. Hass, of Uneeda biscuit fame, made the fall trip for the winter orders at down river points last week and returned in a happy mood, as his auto was taxed to its capacity with fellow travelers and fall orders. Charley says he got what he went after and that there will be no shortage of National Biscuit Company's goods down there this winter.

Andrew Gill, popular customs clerk for Uncle Sam here, has returned from Gladstone, where he went on official business.

Mr. and Mrs. D. S. Stites left last week for Flint, where they will make their future home. Mr. Stites was general clerk for J. D. Rockefeller here for the past few years and made many friends who regret to hear of his departure. Mr. Stites has accepted a responsible position in the Buick automobile factory and they both leave with the best wishes of their many friends for a bright and happy future.

James Hotton and family, of Texas, arrived in the city last week and expect to locate here again, as his former home in Texas was destroyed by the recent storms. Cloverland never looked so good to him as it does at the present time when compared with Texas.

The many friends of Fred J. Johnson, of Chicago, who has been visiting here with his wife and two children, were pleased to see them again, as Mr. Johnson was a former resider in the Soo when in charge of the Grant Smith contract at the time of building the Neebish cut. They left for their home with many pleasant memories of their former friends here.

That was some football game between the Soo high school team and Alpena on Brady Field last Saturday, with a score of 27 to 0. It was accompanied by the biggest noise heard during the football season so far this year, but we will not make any mention of what happened the week previous between the Soo and Houghton teams.

The business men of Newberry are more than pleased with the promising prospects for a new sawmill and flooring factory which they expect will soon be located there. The attraction at Newberry is a 12,000 acre tract of virgin hardwood timber, known as the Cartier tract and located a few miles south of Newberry. Two wealthy operators, Henry Stephens, the millionaire lumberman of Waters, and the Wiley Cooperage Co., of Saginaw, are negotiating for the purchase of this tract, and either will build plants here for the manufacture of the products if their negotiations culminate in the purchase of the tract. Timber cruisers have been looking over the tract for several weeks and the reports they are sending to their superiors are said to be of a very favorable nature.

Jack Hickler, of Hickler Bros. foundry, and W. J. Wynn, agent for the Dodge cars here, have completed a trip around Lake Michigan, which extended to Indiana cities. They made a record breaking trip from Escanaba to Chicago, and in coming back were delayed at Mackinac City, waiting for the ferry across the

Straits. From what we can learn they are figuring on organizing a company to construct a tunnel between St. Ignace and Mackinac City, but it is not expected that any work will be done on it this winter.

James Desy, formerly engaged in the grocery business at Mackinac City, made an assignment to the Petoskey Grocery Co. last Monday.

The Ozark quarries are now running full capacity, with a large crew of men who are now engaged in breaking up rock of a coarser grade. The Ozark rock is said to be superior to any that has been found in the Upper Peninsula, which accounts for the big demand.

Nelson Hall, Jr., member of the firm of Conway & Hall, one of our largest local drug stores here entertained a party of business friends and their families at a chicken dinner on the Newcomb farm last Sunday and, while it was not a clam bake, a most enjoyable time was reported.

C. A. Parker, proprietor of the Parker grocery, at Gould City, was on the sick list last week.

The A. B. Klise Lumber Co.'s mill, at Gilchrist, is closed for the season and the town expects to be dull until the whistle of the mill is heard again. Some of the mill hands have gone away for the winter, which will mean a small decrease in the population around Gilchrist.

A number of our local travelers had a unique experience in making some of the D., S. S. & A. towns last week. They prepared a little song entitled "The little old ford that rambled right along," which was very appropriate until the blamed thing stopped and they were obliged to change their song to "The little old ford that forgot to ramble along." As the walking was not bad and the ford is not a heavy car, it was easily towed an extra mile to town by four-man power.

William G. Tapert.

Leisure Hour Jottings From Jackson.

Jackson, Nov. 1—H. M. Brown, the Albion grocer, is about to erect a new store building on the main street of this city. It will, of necessity, be larger, for his business has outgrown his present store.

Last week the Franklin Sugar Refining Co. had a salesman in Jackson introducing its carton sugars. It was a common remark from merchants here that they had noticed the Franklin advertisements that have been running in the Michigan Tradesman and this helped the salesman in landing large orders. It pays a good concern to advertise a good product in a good journal.

Clyde J. Smith, Greenwood avenue grocer, is about to move into his new store building. This store is so located that he will have an entrance and display windows on both Greenwood and First streets, with an up-to-date office in the center. Mr. Smith's career as a grocer has been successful and he is still young.

E. J. Ellis is now located on Fourth street and says he is over there by himself and business is good. Mr. Ellis used to be County Clerk and has a good following in Jackson.

There is much interest being taken in the pure food show the retail grocers are planning for this winter. The date as yet has not been fully decided upon, but will probably be some time in February. Last year was their first show and it was a pronounced success. This year it will be larger and more complete, as the merchants propose to put the progressive spirit back of it.

Local contractors are authority for the statement that there were never more important building propositions in sight at any time in the history of Jackson than now. Spurgeon.

The Grand Rapids Varnish Co. has increased its capital stock from \$5,000 to \$50,000.

The C. J. Litscher Electric Co. has increased its capital stock from \$75,000 to \$150,000.

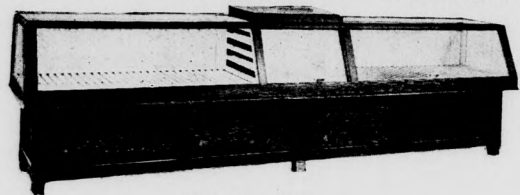
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Grand Rapids

Apple Storage Suggestions.

Before being put into the storage house apples should be carefully graded. All scabby and wormy apples should be separated for the cider mill. A mere speck of apple scab on an apple at packing time will, after two or three months of ordinary storage, develop into a large spot and hence lessen the value of that apple. The size of the apple seems also to be an important factor in determining its keeping qualities. It is well known that the large, overgrown apples do not keep half so well as the smaller-sized fruit of the same kind. Also larger apples lose their flavor more quickly. Such apples should be graded and packed separately and given a shorter period of storage. As regards core rot the size of apple is no determining factor. Large and highly colored apples and small and poorly colored ones are equally subject to the trouble.

Color of apples is also an important factor to be considered. Well-colored apples picked when still firm are the best keepers. This condition is usually reached when the seeds are turning black. But this rule does not apply to all varieties. The soil on which the trees are grown often has marked influence on the keeping qualities of apples. It seems that the fruit grown on sod is more highly colored, and keeps longer than that grown under clean culture.

For purposes of good keeping it is essential that the apples should be cooled before going to storage. If apples are stored in barrels they should not be allowed to stay out too long in the sun

and become heated up, nor should picked apples be stored immediately if the weather at the time is warm. In both cases the fruit should be allowed to cool.

Whenever possible cold storage for apples is far superior to ordinary storage. Any building or cellar intended for apple storage should be dry and well ventilated.

The low temperature actually prevents the growth of fungi that produce decay, and at the same time retards transpiration and ripening processes. In cold storage and in a temperature of thirty to thirty-two degrees Fahrenheit, core rot, apple scald, scab, pink rot, black mold, black and bitter rot will be kept in check. Higher temperatures will favor these diseases. Unfortunately blue mold is not greatly influenced by low temperature. The only known remedy for this is more careful handling, to avoid bruises and scalds

J. J. Taubenhaus.

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

Buffalo, Nov. 3.—Creamery butter, fresh, 25@28½c; dairy, 22@26c; poor to common, all kinds, 18@21c.

Cheese—Selling well, new fancy 15½@16c; new choice, 15@15¼c.

Eggs—Choice fresh candled, 32@33c; fancy, 40@45c; at mark, 27@32c.

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

Beans—Medium, \$3.90@4; pea, \$3.85; Red Kidney, \$4@4.25; White Kidney, \$4@4.25; Marrow, \$4.50.

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

Trade Stamp Hearing Postponed Until January.

The argument and briefs in the case of State of Michigan vs. Sperry & Hutchinson will not be submitted at the October term of the Supreme Court, as expected. The attorneys for the State—and the merchants—were all ready to try this case at this term of the Court, but the trading stamp people secured a stay of proceedings until the January term, which, according to law, they were entitled to if they asked for it. However, both sides have now exhausted their rights to postponement, the first one being caused by Mr. Wykes' illness, and the case will be tried in January.

The State of Washington has won out against the Sperry & Hutchinson Co. and that corporation has appealed the case to the United States Supreme Court, which case is now being tried. Attorney Wykes states that the indications are the Washington case will be sustained, which will have a direct bearing on the Michigan case. However, Attorney Wykes is satisfied that we have a stronger case against the trading stamp people than the State of Washington had.

An Interesting Will.

Muskegon, Nov. 2.—Making his entire property holdings a trust estate for twenty-one years, the will of John Torrent ex-Mayor of Muskegon and former pioneer lumberman of Michigan, is one of the most unusual documents of the kind ever filed in the local Probate Court. With the exception of four minor bequests, the entire estate is to be held in trust

for twenty-one years before any division is made.

With the Michigan Trust Company of Grand Rapids trustee, the will provides that Mrs. Caroline Torrent, the widow, shall receive an annual income from the estate and that each of the sons, Squire, Fred, Ray, H., John and Lewis, shall receive an annuity. If for any reason it is found impossible to pay the full amount of these bequests in any one year, the available moneys shall be divided upon a pro rata basis. Should any of the beneficiaries die, his issue shall be entitled to that share or if no heirs, the other beneficiaries will divide pro rata that portion. Mrs. Torrent is given all the household furniture and is privileged to select any house in the estate she may desire as a residence. The beneficiaries of the will are bound to accept its terms by a clause which provides that any contest on their part will debar them from receiving any portion of the estate thereafter.

News From State President McMorris.

Bay City, Nov. 1.—I have arranged to go to Battle Creek Nov. 8 to meet with the Grocers and Butchers' Association there to make plans for our State convention in February next, which will be held in that city. They have a splendid Association and are going to eclipse any mercantile convention ever held in this State. Will write you fully on my return.

We had the pleasure of a call from State Vice-President, John A. Lake, of Petoskey, last Wednesday. In company with M. L. DeBats, I showed him our city and had a special meeting of our Association called in the evening in his honor. As Chairman of the Committee on Legislation, he spoke on the status of the garnishment law as amended and the trading stamp suit to date.

Wm. McMorris, State President.

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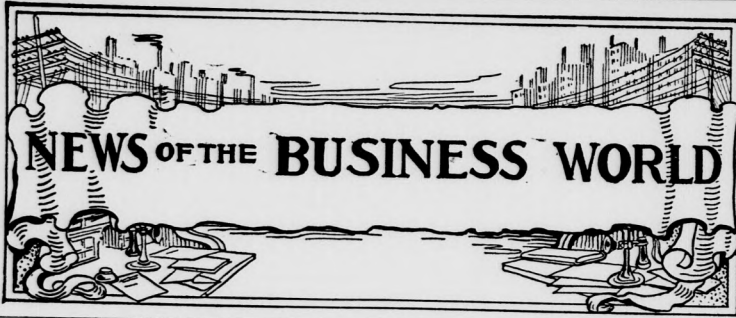


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Movements of Merchants.

Penn.—S. C. Norton succeeds P. O. Davis in general trade.

Crystal—R. H. Radcliffe has engaged in the confectionery business.

Mt. Pleasant—Leffingwell & Potter have engaged in the grocery business.

Bronson—The grocery stock of the late George Robinson has been closed out.

Lewiston—D. M. Wheeler has added a line of groceries to his meat stock.

Muskegon—J. J. Stevenson has opened a second-hand store on Pine street.

Manistee—Otto Peterson succeeds Henry V. Marsh in the coal and wood business.

Manton—Nadeau & Lindberg succeed Miss O. R. Farrar in the bazaar business.

Jackson—A. Traub & Son will engage in the wholesale cigar business about Nov. 10.

Benton Harbor—M. J. Teed has engaged in the meat business at 78-80 West Main Street.

Copemish—C. C. Bigelow has completed his grain elevator and has opened it for business.

Detroit—The East Side Creamery Co. has increased its capital stock from \$40,000 to \$100,000.

Ishpeming—Sinclair Bros., tailors, have added a stock of men's furnishing goods to their stock.

Cadillac—J. C. Busby has sold his restaurant to Floyd M. Bush and removed to Berkeley, Calif.

Lansing—Roy Carnes succeeds Lee H. Brown in the cigar and tobacco business on Turner street.

Detroit—McCoy Bros., dealers in furniture, have increased their capital stock from \$4,500 to \$15,000.

Union City—William H. Wilbur will open a grocery store in the Wilbur building about Nov. 15.

Quincy—John B. Ganong, plumber and implement dealer, died at his home Oct. 26, following a brief illness.

Kingsley—B. Benbeneck has completed his new store building at Hannah and is conducting a grocery store in it.

Lansing—Harry E. Saier succeeds R. C. Whitehead in the coal, coke and seed business at 125 East Michigan avenue.

Ishpeming—Meen Bros. are erecting a creamery on Ely street which they will open for business about Dec. 1.

Bellaire—L. G. Ball, recently engaged in the meat business at Manacelona, has purchased the E. J. Potter meat stock and has taken possession.

Mt. Pleasant—Jesse Struble has leased the O'Brien building and will occupy it with a stock of meats about Nov. 15.

Ionia—Nick Pappas has sold his confectionery stock to Jimos Bros., recently of Manistee, who have taken possession.

Ann Arbor—The Washtenaw Lumber Co., incorporated for \$15,000, has taken over the lumber business of S. Wood & Co.

Traverse City—C. H. Limpricht lost his stock of harness by fire Oct. 29. Loss, about \$1,000 which is covered by insurance.

St. Louis—W. R. Brewer has purchased the Charles Housel meat stock and fixtures and will consolidate it with his own.

Benonia—John A. Gibb has closed his branch drug store here and will devote his entire attention to his store at Beulah.

Jackson—The Palmer Shoe Co. will soon occupy the entire store building of which it at present occupies but the first floor.

Conklin—Nay & Hokanson have sold their meat and grocery to George Bleckley, the former owner, who will continue the business.

St. Louis—The Tyroler Dry Goods Emporium has sold its stock of groceries to James Buck, who will consolidate it with his own.

Jackson—R. S. Howland & Co. grocers and bakers at the corner of Jackson and Main streets, suffered a loss by fire Oct. 29 of about \$5,000.

Bay City—The Kelton-Aurand Manufacturing Co. has been organized with a capitalization of \$50,000 and will manufacture furniture.

Kalamazoo—The Kalamazoo Beef Co. has opened a retail meat market at 228 East Main street under the management of George Schmidt.

Howard City—G. W. Beach has sold his ice cream parlor and bakery to Henry W. Mitchell, the former owner, who has taken possession.

Belding—R. H. Waldo, who has had twenty years' experience in the jewelry business has opened a jewelry store and repair shop on West Main street.

Charlevoix—Henry Jacobs and E. L. Dawson have formed a copartnership and will engage in the grocery business in the Paddock building about Nov. 15.

Detroit—F. M. Randall, a well-known advertising agency man, has resigned from the Taylor-Critchfield-Clague Co. and entered in business for himself under the title of the F. M. Randall Co., with offices at 605 Ford building, where he will handle a number of important advertising accounts.

Grant—George Seaman, formerly engaged in general trade at Bailey, has purchased the B. Rose stock of groceries and bazaar goods and has taken possession.

Benton Harbor—The Lockway & Stouck Paper Co., wholesale dealer in paper, paper bags and merchants supplies, has opened a store at 138 Territorial street.

Onaway—Miller & Plumber, of Bay City, have purchased the Onaway Steam Laundry and will equip it with new machinery and open it for business about Dec. 1.

Detroit—The Carroll Plumbing & Heating Co. has been organized with an authorized capital stock of \$1,000, of which \$100 has been paid in in cash and \$900 in property.

Battle Creek—Mrs. Adelaide Stewart, who has conducted the Arbor Tea Shop for the past four years, has closed it and put the furniture and fixtures in storage.

Kalamazoo—Fire damaged the store building and grocery stock of Jacob Donker, one-half mile south of the city limits on West street, Nov. 1, causing a loss of over \$3,000.

Battle Creek—Jay Morehouse and Marcus Rafelson have formed a copartnership and will open a cigar store and billiard parlor at 37-9 West Main street under the style of the Club.

Detroit—The Chatman-Trenary Land Co. has been organized with an authorized capitalization of \$25,000, of which amount \$12,500 has been subscribed and \$2,500 paid in in cash.

Emmet—The Emmet Elevator Co. has engaged in business with an authorized capital stock of \$8,000, all of which has been subscribed, \$3,000 paid in in cash, \$5,000 paid in in property.

Alpena—Alfred Fradette, who conducts a second-hand store on Chisholm street, has leased the Eagle hotel and is converting it into a store which he will occupy with his stock.

Grand Haven—William Nay, recently engaged in trade at Conklin, has purchased the meat stock of I. Seifert, who has conducted a meat market here for the past thirty-five years.

Constantine—Bert A. Dickerson has sold his interest in the Morrison & Dickerson grocery stock to John Wood and the business will be continued under the style of Morrison & Wood.

Lapeer—Sidney T. Gray has sold his stock of hardware, stoves, paints and oils to W. Frank Laughlin and William Lamond, who have formed a copartnership and will continue the business.

Newaygo—The Pike Hardware Co. has purchased the J. F. A. Raider drug stock and has cut an archway between the two stores and will continue the business in connection with its own.

East LeRoy—White Bros. & Co., who have owned the East LeRoy elevator, for a number of years, among others, and who recently sold a part interest to Roe & Mills, have disposed of their entire holding to Frank S. Case, of Schoolcraft, who is now sole owner of the property and will continue the business under his own name.

Jackson—A. B. Johnson & Son have sold a half interest in their undertaking stock to Wilber J. Gildersleeve and the business will be continued under the style of Johnson & Gildersleeve.

Lapeer—Harry Raymond, owner of the Smoke Shop, met death without warning Oct. 26, when he was thrown from the rear platform of an interurban car between Detroit and Rochester.

Detroit—The Barnett-Sturm Co. has engaged in the wholesale and retail furniture business with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Gaylord—William Sisco, who has conducted the hotel and restaurant here for the past seven years, has leased the property to William Damuth, of Deward, who will continue the business.

Owosso—Charles Little, meat dealer at the corner of Dewey and Oliver streets, has sold his stock and fixtures to O. E. Moore and H. Newman, who have formed a copartnership and have taken possession.

Detroit—The Godfrey Furniture Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed, \$1,000 paid in in cash and \$500 paid in in property.

Columbus—The Columbus Elevator Co. has been incorporated with an authorized capitalization of \$5,000, of which amount \$4,800 has been subscribed, \$1,500 paid in in cash and \$3,300 paid in in property.

Detroit—The McCormick Plumbing Supply Co. has engaged in business with an authorized capitalization of \$15,000, all of which has been subscribed and \$500 paid in in cash and \$7,500 paid in in property.

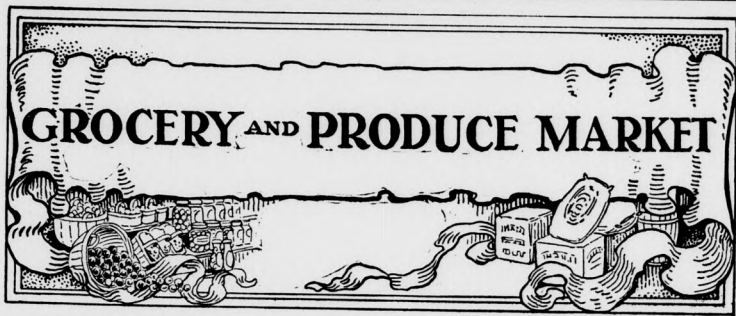
Hillsdale—H. E. Neely, who conducts clothing stores in Mason and Schoolcraft, has purchased the John O'Meara clothing stock and will continue the business at the same location as one of the chain stores.

Grand Ledge—The Grand Ledge Milk Co. has engaged in business with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed, \$12,136.50 paid in in cash and \$17,863 paid in in property.

Hersey—Miss Maude Coakley has sold one-third of her interest in the stock of the Coakley Hardware Co. to Robert Bregenzer and one-third to William O'Neil. The business will be continued under the same style.

Jones—R. W. Johnson, who conducts a drug store at Three Rivers, has purchased the C. G. Putman drug stock and will continue the business as a branch store, adding lines of confectionery, cigars and stationery.

Detroit—The Security Trust Co. has been named trustee under a mortgage for the benefit of the creditors of McDonnell Brothers Co., commission merchants at 35 Woodbridge street, West. The firm has been in business for sixty years, twenty five years at its present location. The trustee has taken possession and will immediately liquidate the assets, the proceeds to be distributed among the creditors.



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, \$1.50; Jumbo, \$1.75; Extra Jumbo, \$2; Extreme Extra Jumbo, \$2.25.

Beans—\$3.50 per bu. for medium.

Beets—50c per bu.

Butter—The consumptive demand has been good and the market is firm at an advance of 1c per pound on all grades. The make of butter is falling off to some extent, while the quality is unusually good for the season. A continued good consumptive demand is indicated. Fancy creamery is quoted at 28@29c in tubs and 30@31c 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—New-laid continue very scarce and readily command 30c per doz. The average receipts are not strictly fancy. Storage eggs are also moving out fairly well at steady and unchanged prices—28c for No. 1 and 24c for No. 2.

Egg Plant—\$1.25 per doz.

Grapes—Concord's fetch 18c for 8 lb. baskets. California Tokay, \$1.75 per 4 basket crate; California Malaga, \$1.50 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—12c per lb. for hot house leaf; \$1.50 per bu. for head.

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 Valencias 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 still in market to a limited extent. They range in price from 50@75c per bu.

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

Peppers—Southern grown command \$1.25 per 4 basket crate.

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.

Quinces—\$2.50@3 per bu.

Radishes—15c for round.

Squash—1½c per lb. for Hubbard.

Turnips—50c per bu.

The Grocers' Baking Co.

The organization of the Grocers' Baking Co. has been perfected by the election of seven directors as follows: Fred W. Fuller, L. John Witters, W. C. Mounteer, Gilbert Daane and Roy Watkins. The directors have elected officers, as follows:

President—Fred W. Fuller.

Vice-President—L. John Witters.

Secretary—W. C. Mounteer.

Treasurer—W. C. Mounteer.

Nearly 100 retail grocers and restaurateurs have already subscribed for stock and it is expected to increase this number to 200 by Jan. 1. The company has purchased the property at 335 Lexington avenue, formerly operated under the style of the German Rye Bakery, and is already in possession. The watchwords of the corporation will be: Quality, Service and Sanitation. The company will have a full line of baked goods on the market by Nov. 15.

William P. Granger has leased the vacant store at 112 Louis street and engaged in the provision, poultry, egg and oyster business, specializing on fresh pork, veal and poultry. Mr. Granger's experience in the provision trade dates back to 1883—thirty-two years ago—when he entered the employ of the Grand Rapids Packing & Provision Co. as shipping and billing clerk. He was local manager of the National Packing Co. three years and engaged in the brokerage business in this market nine years. For the past three years he has been local manager of Sulzberger & Sons Co. Mr. Granger is not only experienced in the business, but he is a thoroughly reliable business man who will deal fairly with his shippers and make Grand Rapids more of a market for poultry and fresh meats than it has ever been before.

George Liwosz succeeds Joseph Kamantowski in the meat business at 506 Leonard street, West.

The Grocery Market.

Sugar—Refined was advanced another 10 points Oct. 30, making the present basic price 5.35c for Eastern granulated and 5.15c for Michigan. All refiners are living up to the understanding relative to immediately going firm, recently announced, and the prospects favor a continuance of this sound method of doing business. The trade is generally taken care of for one to two weeks, and no large movement in granulated is awaited. The export movement is light, as the bids have been below refiners' ideas, the British Commission apparently having ample supplies for the next few months. There is no sign of any immediate further change, although of course the refiners, being on control of the market, may change it at any minute.

Tea—There is a quiet market reported for tea in the trade, little interest being shown in a large way. Some routine orders are filled for black and green teas, but the general attitude of the country is to wait for developments. The tone is steady to firm, reflecting the lessened pressure to sell. Primary cables have been better and the stricter inspection also has its influence.

Coffee—Rio and Santos grades are slightly firmer and higher for the week. There is no radical advance and probably will be none, for the reason that the supplies of coffee are so large that they will prevent this. Milds are still in good foreign demand and line is firm on this account. Java and Mocha grades are unchanged and quiet.

Canned Fruits—Apples are unchanged and quiet. California canned goods are heavy at unchanged prices. There is considerable surplus of lower grade fruits, but not very much of the higher grades. Small Eastern staple canned goods show no change and light demand.

Canned Vegetables—Report of the Tri-State Packers' Association, which met in Delaware last week, shows the following figures covering the tomato pack in Maryland, Delaware and New Jersey in 1915-1914-1913: 1913, 8,809,000; 1914, 7,963,000; 1915, 4,882,468. This is slightly more than 50 per cent. of last year's pack, and as these are the principal packing states, it may be seen what a deficit there is likely to be. The demand for tomatoes is very dull. Corn shows no change for the week. The market is thoroughly healthy because the supply is light. Corn is unchanged. Peas are unchanged and still inclined to be heavy.

Canned Fish—Salmon show no change in any grade. Domestic sardines are unchanged and in light request. Imported sardines are very high, scarce and active.

Dried Fruits—The market for Santa Clara 1915 prunes is displaying a much stronger tendency, with quotations being advanced on the part of practically all of the California packers for future shipment. Apricots continue high on good foreign demand. Domestic demand is fair. Holders of peaches predict an advance because they are very low indeed, and other dried fruits are relatively high-

er. They think this will turn the public attention to peaches. Raisins are in good demand. Seeded raisins are especially active, partly because packers are this year selling bulk seeded raisins at 1c per pound below the cartons. This has created an unusually good demand from independent packers and from bakers. Seedless raisins are scarce and very high. Currants are also in a critical condition, on account of short supplies. Arrivals of new currants are quite uncertain, and the market is merely nominal. Dates are ruling about the same as last year.

Pineapple—The success of the Hawaiian pineapple campaign seems assured. Dealers entering the window display contest have already begun to forward photographs for the judges, who go to work Dec. 1. Some of these dealers have put in extra orders for Hawaiian canned pineapple and consumers have struck a new gait in this line, probably prompted by the window and newspaper and trade paper advertising.

Cheese—The market is firmer at ½c advance on all grades. The consumptive demand is about what it ought to be for the season, and with the fact that there is now some export demand, this makes the market healthy throughout.

Rice—The market is quiet and strong, with the same comparative scarcity of all grades. Blue Rose is the feature, being firmer in sympathy with the South. New Orleans reports the tendency upward. The market for Honduras at primary points has been decidedly firmer; both low grades and storm damaged bring higher prices. In Arkansas there is a light movement to date. Planters are asking full prices for the rough.

Provisions—Hams, bellies and bacon are firm and unchanged, with a good consumptive demand. Both pure and compound lard are also in good demand at unchanged prices. A fair demand is reported for barreled pork, canned meats and dried beef; all at unchanged prices.

Salt Fish—There is some new Norway mackerel in Norway, but the quality is not good and American buyers are not willing to pay the enormous prices asked for such poor fish. Cod, hake and haddock are in fair demand, under the circumstances, at about ½c advance.

John A. Lake, of the firm of Smith & Lake, grocers at Petoskey, attended the annual convention of the State Teachers' Association at Saginaw last week. He arrived home just in time to welcome a fine boy, who put in an appearance about an hour after Mr. Lake reached Petoskey.

Otsego—Weldon Smith, who conducts a bakery at Allegan, has formed a copartnership with Ray Elliott and purchased the Campbell bakery and will continue the business as a branch bakery under the management of Ray Elliott.

Nogle & Backus, grocers at 716 Wealthy street, have sold their stock to Walter Averill, who has taken possession.

Card From Michigan State Hotel Association.

Flint, Nov. 2—I note your article in the last issue of the Michigan Tradesman regarding Frank R. Green, formerly of Greenville and beg leave to state that you are correct in stating that he was our first President. In your article you state that he was instrumental in forming this Association. This is absolutely without foundation. The Michigan State Hotel Association was formed by such men as E. M. Statler; Geo. Wolley, of the Pontchartrain, Detroit; Harry Zeese, of the Cadillac; Reno G. Hoag, at that time of the Charlevoix; Walter Hodges, of the Burdick, Kalamazoo; Ernest McLean, of the American House, Kalamazoo; Harry Van Orman, of the Otsego, Jackson; W. L. McManus, of the Cushman House, Petoskey; Mr. Kerns, of the Wentworth, Lansing; myself of the Dresden, Flint; in all between seventy-five and eighty representative hotel men of the State. Mr. Greene was elected President at the request of several traveling men who worked in his behalf. He was chosen, being from the country and being thought to be representative, and you certainly should cast no slurs on the Michigan Hotel Association because Frank R. Greene happened to be elected its President. Mr. Greene was never in any way affiliated with it, and, in fact, did not attend our regular yearly meeting which was held in Detroit last December and attended by about 150 representative hotel men of this State and a few representative hotel men of Ohio and Illinois. We had a very successful meeting and shall hold another in your city December 2 and 3 of this year through the invitation of one of our members, J. Boyd Pantlind; and we shall ask you to contradict the statement you make in regard to Mr.

Greene's idea in calling the hotel men together, as he certainly had nothing to do with it and the organization was not formed to further the liquor traffic. Nor was it formed for anything but to organize the hotel men, to get them better acquainted and to benefit in the running of hotels throughout the State. This has been its sole object and nothing has been taken up in the hotel meetings in regard to the liquor traffic, except that all members present at the last Association meeting voted that where liquor was sold in hotels they should live up to the law absolutely; and if there were any who did not, it was not the wish of the Association, nor would they be encouraged by the Association, and we feel that you should give this Hotel Association (if you care to publish anything at all) a fair and just item.

It is just as necessary that the State of Michigan have hotels, and good hotels, as it is that it have good groceries and good dry goods stores, and because one of its members, as you state, has made a mistake in Greenville, the whole fraternity should not be criticised. We often read of editors of papers and magazines going wrong, but this does not signify that they all are wrong.

I trust you will take this letter in the spirit in which it is written and assure you that the Hotel Association, of which I am now President, is working only for the interests of its members and for the interest of the hotel fraternity.

E. C. Puffer, President.

In partial reply to the above card, the Tradesman begs leave to state that, subsequent to the organization of the Michigan State Hotel Association, Frank R. Green voluntarily called at the office of the Tradesman and volunteered the statement that he had

gotten the hotel men to effect an organization to secure amendments to the present liquor laws and to oppose any other legislation which would be detrimental to the liquor selling department of the hotel business. The Tradesman editor suggested that such an organization seemed to be superfluous, in view of the organization already in existence among the saloon keepers of the State. Mr. Green thereupon stated that he—as President—had entered into an alliance with the organization of saloon keepers to work together in combatting unfriendly legislation. The Tradesman does not vouch for the truthfulness or accuracy of Green's statement—it merely presents it in connection with Mr. Puffer's present statement to the effect that the liquor feature of his organization is to be subordinate to other objects. It must be remembered, however, that at the time Green made the above statement he stood in the same position that Mr. Puffer does now, so far as being the official head of the organization is concerned.

The Tradesman has no controversy with well-kept hotels which maintain reasonable rates or with landlords who pay more attention to hotel keeping than to liquor selling. Mr. Puffer's hotel has long been regarded as unfriendly, because of the unfair advantage he takes of customers who are his guests for fractions of a day. A guest who elects to pay a \$3 rate at the Hotel Dresden and leaves after he has stayed three-quarters

of a day, is confronted with a bill for \$2.75. The Hotel Dresden is not the only hotel in Michigan which is pursuing this practice, but Mr. Puffer has been so persistent in insisting on taking an undue amount of toll from his guests by this means that he has come to be regarded as the embodiment of unfairness and imposition. Possibly his elevation to the Presidency of the Michigan State Hotel Association is due to the unsavory reputation he enjoys in this respect among the traveling fraternity. If Mr. Puffer has any valid reason to offer as an excuse for his methods, the columns of the Tradesman are open to him, without price.

A movement is on foot which seeks to establish a uniform code for automobile traffic all over the United States. It is suggested by the Safety First Federation, and there is much to commend the suggestion. The local drivers know, understand and usually observe the local regulations, but they may be different in some other city or state. If there is a uniform code adopted and put in force all over the country, then everybody will be expected to know and obey it. This it is believed will contribute to the safety of automobilists as well as to those in other vehicles or on foot. The touring business has gone to such an extent that thousands from every state visit other states, and it would be well to have rules which they will all be expected to know and regard.



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DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Nov. 1.—Learn one thing each week about Detroit: The Industrial Fair, under the auspices of the Traveling Men's Fair Association, will be held in this city December 28, 29 and 30.

"When we check out a guest for a meal," remarked a clerk in one of Michigan's large hotels last week, "we give him credit for 50 cents and when he brings a customer to the hotel we always charge him 75 cents for the extra meal." And yet the country solons persist in devoting the greater part of the State's time legislating against the railroads.

The Detroit Battery Co. has announced that plans have been approved for the erection of a reinforced concrete fireproof building, 70 x 100 and three stories high at 104 High street. The company is now located at 607-611 Fort street, W.

It takes more than the insignia of a traveling men's organization to make a salesman of a traveler.

Julius Jacques has taken over the shoe store formerly conducted by Joseph Jacques, at 1074 Kercheval avenue.

G. W. Tiffany has been placed in charge of the Detroit branch of the E. C. McGraw Co., of East Palestine, Ohio, manufacturer of truck tires.

William M. Mervin, Secretary-Treasurer of the Best Stove Co., left his automobile in front of the factory building at 39-41 Atwater street, E., one day last week. William is now a contributor to the Eastern octopus which controls the D. U. R. and whose tentacles, according to a Detroit newspaper, are tightly entwined about poor downtrodden Detroit. A reward has been offered for the return of the machine.

A man named Jacobs, from Sturgis, write a letter to the Detroit News advising those directly interested to send the D. U. R. to hell. Mr. Jacobs' letter came in the nick of time, as Detroiters were at their wits' end to know what to do with their own affairs. Isn't it grand to know that when we cannot conduct our own business that Sturgis has at least one citizen who can tell us how it should be done?

Burglars broke into the office of the Berry Rug Co., 116 Michigan avenue and, after blowing open the safe, escaped with postage stamps valued at one dollar.

Joseph Muer, manufacturer of the Swift cigar, 588 Gratiot avenue, accompanied by his wife and Dr. Arndt and wife, has started on a motor trip through the East. Boston is the objective point and the party will take in the scenery of the Catskill and Berkshire mountains en route.

The mail order houses in Europe

will have to undertake a general revision of their mailing lists when the war is at an end.

J. B. Webber, director of the J. L. Hudson store, has gone for a two weeks' hunting trip in the Canadian wilds. He is accompanied by a party from Midland, Ont.

Cleveland has forced twelve saloons to move because located too close to schools. In German cities, like Milwaukee, the school buildings would be removed.

Gail Murphy, formerly advertising manager of the Art Metal Construction Co., of Jamestown, N. Y., has been appointed advertising manager for the Chalmers Motor Co. At one time Mr. Murphy was a member of the advertising staff of the Burroughs Adding Machine Co.

From a Lansing paper we learn of the stork's visit to the home of Harle Von Eberstein on Oct. 19. A baby girl was left to bless the home of the happy couple. Mr. Von Eberstein, until a few months ago, represented Burnham, Stoepel & Co., of this city, making his headquarters in Traverse City. He resigned to engage in business, locating in Lansing.

Election is only a day or so away, which is cause for a general rejoicing. The Detroit News may again resume its regular function as a news distributor—at least that is what its patrons pay for.

Merchants and traveling men from all parts of Michigan and several from all over the country attended the Knights of Columbus celebration at which ninety were initiated into the mysteries of the order, Oct. 24 and 25. E. H. Doyle, owner of the Majestic building and ex-State Bank Examiner, acted as toast master and James Flaherty, of Philadelphia, was the principal speaker of the occasion.

Carl Schuman, dry goods and furnishing goods has moved from his former location at 1075 Kercheval avenue, to a new store at Bewick and Mack avenues.

Fox & Co. have opened a men's furnishing goods store at 1737 Mack avenue.

W. T. Cullem, manufacturers' agent, has moved from his former quarters in the Majestic building to 997 Woodward avenue.

Paul Roach, who represents Hazeltine & Perkins, of Grand Rapids, as their special cigar salesman, but who swears allegiance to Detroit, says that the best thing he can find in other cities are the railroad tickets printed; "Good for one continuous passage to Detroit."

In Europe, iron, Victoria and double crosses are being distributed among the heroes. In this country the traveling men who are obliged to put up with some of the hotels receive no special recognition whatever.

The last meeting of Detroit Council, U. C. T., proved to be one of the

best of the season and the officers are putting forth efforts to break all fall and winter meeting records. The next regular meeting of the Council will be held in the Elks Temple, Saturday, Nov. 20, and will be called at 8 p. m. sharp.

The most disagreeable people to a disagreeable man, are those who always agree with him.

E. H., better known as "Ed" Derby, is now in charge of the Traverse City office of Burnham, Stoepel & Co. and will cover the territory adjacent to the branch office. Mr. Derby, before coming to Burnham, Stoepel & Co. about three years ago, was employed by Newcomb, Endicott & Co. as a department manager. He has had a general experience in the dry goods business in all its branches and is possessed of a pleasing personality which has already made him many friends on the road. The addition of Mr. Derby to the young but growing colony of Traverse City traveling men should prove a fortunate one.

H. H. Crawford, former General Manager of the Krit Motor Car Co. and one of the best known automobile men in the country, has joined the forces of the Kelsey Wheel Co.

The Associated Clothing Stores, with stores in different cities, has opened a retail clothing store in the new Farwell building on Griswold street and will specialize in \$15 suits exclusively. Harold Holderness is manager of the new store.

Frank Shefferly, real estate dealer and contractor, accompanied by his wife, has gone on an automobile trip to Atlantic City.

A move that would mean an increased attendance to U. C. T. conventions would be to change the dates by advancing or setting them back a week or so. Each year the State convention of the B. P. O. E. and the U. C. T. is held at the same time. Hundreds of traveling men belong to both orders and many are extremely loyal to both, but as the days of miracles are past they find it difficult to be in two cities at the same time. This really is a serious matter and at the next meeting of the Grand Council, the conflicting dates should be remedied.

Considering the bad examples set for it, October did extremely well.

Representatives of the Michigan Drug Co. were entertained at a dinner given by the company at the Cadillac Hotel last Friday evening.

Owing to its increasing business, the Clayton & Lambert Manufacturing Co., manufacturer of sheet metal parts and stampings, corner of Trombly avenue and Beaubien street, is installing additional machinery. When the work is completed it expects to increase its working force.

The writer receives many complaints of hotels from the boys on the road and because we do not see fit to hand out a probable well de-

served rebuke to the alleged erring hostelry, they discontinue to furnish us with any further names. It has always been our policy to never properly "roast" a hotel until the complaint has been made by at least three traveling men, then we are sure of our ground. When thus assured, we are ready for the massacre. So we would be pleased to hear from some of the boys, the more the merrier. Complaints sent to James Hammell, at Lansing, are always given recognition.

Alec Steinberg, formerly of Steinberg Bros., Traverse City, is spending a few days in the city. A few weeks ago Mr. Steinberg sold his interest in the department store in Traverse City to his brother, J. H. Steinberg, who will continue the business. It is hoped that Alec Steinberg will decide to locate permanently in Detroit.

There is no trouble in remaining neutral so long as things break the way we think they should.

The Superior Grocery Co. composed of an organization of sixty-five retail grocers of this city, has opened a warehouse at 1161 Bellevue avenue. William J. Cusick, of Cusick Bros., 2125 Jefferson avenue, E., has been elected President of the organization. According to Mr. Cusick, the membership will shortly be increased to 100 members.

Condo & Wirth will open a dry goods and furnishing goods store at the corner of Burns and Gratiot avenues about Nov. 15.

Charles Bankardt has opened a dry goods and millinery store at 1662 Mack avenue.

Considering what a hot country Mexico is there are a great many people shot down in cold blood.

L. Levin has succeeded H. E. Houle, 997 Mack avenue, in the dry goods and furnishing goods business.

William Greenfield, 1586 Mack avenue, has moved into a new store at the corner of Duncan and Seneca avenues. The new quarters affords Mr. Greenfield much needed additional space.

The Sunday edition of the Detroit News displayed a picture of Detroit depicting its wonderful progress during the past ten years. Another picture deigned to show how backward the street car system of the city has been. The picture showed buildings that were erected and financed under private ownership exclusively. There was no picture showing the "wonderful" progress made by the city in its efforts to keep up with its "road building" or the burned bridge and, fortunately, there was no picture of the News building.

Dr. M. Robinson, owner of a drug store at 518 Hastings street, will open another store at St. Aubin and Jefferson avenues, in a few days.

There is a shortage of food stuffs in Mexico.

No wonder they're biting the dust down there. James M. Goldstein.

GOOD GOODS

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

THE PROMPT SHIPPERS

MICHIGAN TRADESMAN

(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
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Grand Rapids, Mich.

Subscription Price.

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Five dollars for six years, payable in advance.

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Sample copies 5 cents each.

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

November 3, 1915

THE REVIVAL IN BUSINESS.

Has the real movement of American trade revival begun? What will its character be, and how nearly will it approximate a "business boom?" These are the questions now coming to our own and the other Western markets, from Eastern communities where the recent sensational rise on the Stock Exchange and the extraordinary movement in the steel trade have instilled a spirit of optimism over the whole American outlook.

Michigan has the answer ready; and while it may not be as unqualifiedly enthusiastic as the East perhaps imagines, it is nevertheless full of new-born optimism. The gist of the situation is that in business circles cheerfulness now prevails; a readiness, heretofore lacking, to forge ahead and do business; belief that there is plenty of room for expansion, and an outlook that presages genuine activity for the late fall and winter and spring months. This, in brief, expresses the feeling in Michigan.

That there is plenty of material upon which to build good business, every one now recognizes. Money never was more plentiful or cheaper. Crops have been so large, and are now so generally bringing remunerative prices, that prospects of handsome returns to farmer, laborer, merchant and manufacturer creates a combination of circumstances which most of us now believe is sure to bring good business to all sections. Even the South, while harvesting a short cotton crop, has plenty of home-grown corn and provisions, and with farmers getting good prices for their cotton, is rapidly coming into the best economic shape in years. The grain and stock farmers of the Middle West are all in a position to encourage increased trade; in fact, they are already doing it.

Business in general has been growing steadily but surely throughout the past three months. At first the signs of this expansion were not visible, except to close observers; but in the past six weeks it has become plain to all that the country was in for better things. Confidence had returned, and while there has not, or is not now, a general disposition to "crowd" business, the merchant's comment is that the improvement "has the right ring," and that indications are for a continuation of activity in all leading lines. Naturally, the war orders have a hand in this.

Great activity in all "war lines"—which now includes everything from clothing and horses to explosives and firearms—is to be found everywhere. Brokers are constantly placing orders for all such commodities, although without saying much about it, for publicity hurts their business. But even in purely domestic trade, absorption of goods has been going on for months, and has now made itself felt in all lines. It is seldom that so general a feeling of hopefulness exists as is now to be found among business and banking interests in the West. For one thing, increasing activity among manufacturers in the East naturally spreads to the West. It remains for conditions of reviving activity in the West to be also reflected in the East.

There seems to be a general desire to move ahead and forget the doubts and misgivings of the past. This feeling has been helped, not hindered, by the caution practiced early in the year. One well-known business leader puts the matter thus: "Conditions in legitimate trade are nearer a normal basis than at any recent year."

The simple truth is, the conservatism practiced during the early months of 1915, due to war and financial uncertainties, has established a sound basis for revival. When, as is evident enough, our merchants and manufacturers are without anything like normal stocks of merchandise on hand, increased consumption and enlarged demand for all kinds of goods must necessarily bring out larger trade, while still leaving the situation healthy.

What people describe somewhat vaguely as "sentiment" cuts an important figure in business, and that influence is now distinctly favorable to activity in leading lines. Bankers who have been slow to express opinions regarding business are freely doing so now; they say that all their reports are highly favorable, and that they have no apprehension now of any let-up in the large home consumption of goods throughout the winter.

At the present time, there is sufficient business in sight to keep merchants here and throughout the country well employed until spring. The policy is still to buy moderately, but not to fall behind demand. Whether this policy will be modified by further growth of confidence among home consumers is the question which the next three months will settle. There is certainly as yet no "business boom."

Some one raised the question whether or no in the Civil War a woman enemy, even though a spy, was ever shot. Accordingly a thorough search was made in the records of the adjutant general's office and a dispatch recently printed says that they show no such case. There were women spies, and some of them very effective, who were captured, but not one was ever executed. A high authority in England says that in all the history of that country no woman was ever executed as the result of a martial order. These investigations were all set on foot by the universal indignation of the entire civilized world caused by the killing of Miss Cavell, an English nurse serving in Belgium.

GERMANY HEADED THIS WAY.

The Tradesman is in receipt of a book written by Gen. Freiherr von Edelsheim, of the German General Staff, and published by the authority of the German government as a guide for its army and navy officers. The date of publication is not stated, but it was issued sometime prior to 1910. It is based on the theory that it is the God given duty of Germany "to invade England and subjugate the United States" and presents detailed plans for the accomplishment of both undertakings.

The reason given for invading England is "to curb her disposition to compete with German commerce."

The reason given for subjugating this country is "to combat the encroachments of the United States upon our interests."

The methods by which these campaigns are to be conducted are graphically and technically described. Every contingency which is likely to arise is discussed calmly and as a matter of course. In the case of America, the United States fleet is to be promptly defeated; then the seacoast cities are to be seized; if they refuse to surrender, they are to be shelled into submission. As soon as the seacoast cities are in possession of the German army, the Teutonic fleet can then return to the Fatherland to transport more troops to take up the work of destroying libraries, museums, churches, schools and hospitals and levying ransom on near-by cities until such time as the United States Government sues for peace.

This is only one of the several books which has been published in Germany, under the acknowledged authority of the German government, setting forth the necessity of the subjugation of the United States to German rule. Several of the writers assert that all of the recent German emigration to this country is conducted with this end in view—to provide a large German contingent in this country "to serve as spies and informers in time of peace and to assist in the German invasion in time of war." This statement is not based on hearsay or supposition, but is reproduced, word for word, from one of the books above quoted, which defines a hyphenated American as follows: "A German-American is nine-tenths German and one-tenth American, which means that a man who calls himself a German-American is living temporarily in the United States, but anxiously looks forward to the time when America will be a German province and who will do everything in his power to contribute to that result. These men will serve a useful purpose in our coming war with England by preventing the shipment of guns and munitions of war to our enemy."

These books—which were all written by eminent German military experts connected with the German General Staff and published under the authority of the German government—disclose the underlying cause of the present war waged by the Kaiser, which is due to the long-cherished determination of Germany to destroy England, rather than to protect Germany from invasion, as the Kaiser and his insincere associates assert. In all of these books on the subject, pro-

mulgated in Germany from 1900 to 1914, it is distinctly stated that the destruction of England is to be immediately followed by the "subjugation of the United States."

Instead of meeting England and America in open competition in the race for commercial and mercantile supremacy, Germany appears to be imbued with the brutal theory that she must utterly destroy her competitors—not by the patient industry, inventive genius, maritime enterprise and colonial expansion of her people, but by guns and gunpowder, monster weapons of war and murderous methods of warfare which turn back the hands of civilization a thousand years.

This is the poisonous virus of Prussian militarism which appears to have thoroughly infected the entire German people and taken complete possession of them, to the exclusion of every human attribute and honorable ambition.

All of which leads the civilized world to the one basic conclusion: civilization must destroy Prussian militarism or Prussian militarism will destroy civilization.

Now that the real attitude of Germany toward this country is an open book, the Tradesman hopes to see every man of German birth and German descent renounce his allegiance to and sympathy with Germany and array himself on the side of the country which has given him freedom, liberty and a peaceful home for himself and family. Unless he does this, he will be, of necessity and by his own action, an object of suspicion, because sympathy with Germany in the present struggle cannot be interpreted in any other light than as disloyalty to this country, in view of the official statement of the German government, repeatedly promulgated by the representative military authority, that the successful termination of the war with England will be immediately followed by the "subjugation of the United States."

The Tradesman is not an alarmist and has heretofore opposed a crusade for a larger standing army and a greatly increased navy. In the light of recent developments, showing conclusively that Germany has long ago decided to do to America what she has already done to Belgium, Poland and Luxemburg and is undertaking to do to Serbia, and considering that Germany has no regard for the laws of man or God, violates her promises with impunity, breaks her treaties without provocation and employs methods in warfare which are abhorrent to every civilized nation in the world, steps should immediately be taken by this country to prepare for the conflict which inevitably confronts us, unless the nations which are fighting to uphold the cause of freedom and civilization over the seas succeed in scotching the serpent by annihilating Prussian militarism and extinguishing every vestige of its infamous progeny.

If a man has a habit of getting hot under the collar he should quit wearing collars.

Many a man has discovered that he is married to his boss.

When a man has "wheels" he thinks he is the whole machine.

THE CHRISTMAS RUSH.

The average normal person is strongly inclined to put things off until to-morrow. This explains why people never telephone the plumber until the frost nips them, why they never bring in the rugs until the raindrops commence to fall—and it explains, too, the rush of that "last awful week" before Christmas. It is so easy to put off until to-morrow what should be done to-day and what ought to have been done yesterday, that most people put off. The man who responds habitually and instantly to the strenuous battle-cry of "Do It Now" is decidedly an exception.

The merchant who profits by the Christmas rush would, nevertheless, be glad to see it distributed over a longer period of time. If the holiday trade could be more or less evenly distributed over the four weeks between Thanksgiving and Christmas, instead of the greater part of it being crowded into the last week and a very large part of it crowded into the last day, the results would be better all around. But customers, left to themselves, will continue to put off their Christmas shopping until the last hour of act. It is for the merchant, if he wants early Christmas buying, to go after it, energetically and persistently and systematically, year after year.

It is possible that, in the course of many years, public opinion may be educated to the wisdom of shopping early and avoiding the rush. Undoubtedly, the aggressive efforts of merchants in some communities have educated individual customers; so that people who, a few years ago, put off their Christmas shopping until the last minute, now would never think of doing so, but look ahead and buy ahead. In one community at least persistent advertising and steady work by the merchants through a number of years has resulted in bringing out the holiday trade a week or ten days earlier than usual, and, incidentally, in producing what is in the aggregate a larger Christmas trade. The results thus obtained can, however, only be retained by a continuance of the same methods. The merchant, if he wishes to keep up the good record, must keep on hammering.

There are some customers to whom the humanitarian aspect of the matter will appeal. It was from this point of view that the earliest agitations for early Christmas buying were directed. "Shop early and save the clerks" was the watchword. But the average individual can be most effectively appealed to by pointing out how the desired course of action will advantage himself. Show him that he benefits personally by shopping early, and he will be doubly anxious to spare the clerks.

Outside the humanitarian argument, there are several points which can be strongly urged. The early shopper gets a better selection. He—or she—can make the selection quite unhurried, with no jostling crowds to interfere. The goods have not been picked over and the most attractive offering cleared out. The clerks have more time at their disposal, and can give more assistance to customers in making a selection. These are some of the general arguments that can be urged on the customer in support of early buying.

Couple with these the offer to hold any article on payment of a small deposit, for delivery immediately before Christmas, and the merchant makes out a strong and convincing case for early buying. True, it will not convince every customer—the procrastinators, like the poor, we have always with us—but it will carry weight with a good many, particularly with those buyers who have had unsatisfactory experience with buying at the last moment.

This is the logic of an early buying campaign, from the customer's point of view. The merchant can urge these points in his advertising; the local newspaper will almost invariably be glad to take up the humanitarian side of the case, in addition to backing up the merchant's own arguments.

There is an old saying that in America a man's name is whatever he chooses to call himself. The individual's confident assertion that such a thing is so, is apt to carry conviction to his hearers. So, the most effective way for the merchant to induce early Christmas buying is to start Christmas selling early. In other words, whenever he chooses to start his holiday campaign, the public will respond. If the merchant does not open his Christmas advertising until the second or third week in December, can he expect the public to start buying early? It is for the merchants, rather than for the public, to start things.

The response will not be immediate. The first Christmas advertisement and the first Christmas window display will not bring any large amount of Christmas trade. This is all the more reason for starting early and keeping it up; all the more reason, too, for concerted action on the part of merchants in various lines of trade, to stimulate early Christmas buying by an early showing of Christmas goods.

Early in November is not too soon for the merchant to outline his campaign. True, Thanksgiving Day is still ahead of him; but Thanksgiving Day, coming in the latter part of November, is the logical gateway to Christmas. The first Thanksgiving advertising marks the opening of the holiday season; the passing of the Thanksgiving holiday should be followed by a vigorous and aggressive Christmas campaign. The holiday spirit, stimulated by the Thanksgiving advertising in mid-November, should be kept up right through to Christmas Eve. Immediately after Thanksgiving is not too early for the first showing of Christmas goods; indeed, goods which logically fit in with the Christmas campaign can have their first showing in connection with the Thanksgiving publicity.

Of course, different lines of business must handle the problem differently. For instance, the grocer does not deal much in gift lines; his catering is to the Christmas table. Nevertheless, most of the grocery lines are susceptible to early pushing. Every housewife knows that the Christmas cake and the Christmas pudding are all the better for being made several weeks in advance and allowed to "ripen." With regard to pickles, sauces, preserves and the like, the argument holds good, that the early buyer gets the best selection. Christmas confectionery can be bought and sold ahead of time. In other lines of

business, the problem is to stimulate the gift trade; and the gift trade has every reason for coming out early.

In general, the best results are obtainable by what may be called a "concerted action along all fronts." As a preliminary, however, the merchant can set out to capture and consolidate the most favorable positions, as a preliminary to more hazardous attacks. In other words, his first objective should aim to cinch the trade of his regular customers. Here mailing list advertising and personal solicitation will help. A personal letter addressed to regular customers, or to the entire prospect list if preferred, urging early buying of Christmas commodities, should produce some response. This can be backed up by personal suggestion to individual customers as opportunity presents itself. If war conditions this year point to the possibility of a shortage in any particular line, that is an added argument in support of early buying, and can be used very effectively.

Right here one point is worth urging: Make your appeal specific. Give the customers specific suggestions as to what to buy, and quote specific prices. Nothing appeals more strongly than the suggestion of actual gift articles. The old device of compiling a list of suggested gifts for individual members of the family and for young, middle aged and elderly persons, male and female—specific suggestions all along the line—is a device which cannot be bettered. The more specific your appeal, the more likely it is to elicit a response. When you talk Christmas in a general way you impress the customer as a prophet of an

event still far distant; but when you talk of specific Christmas goods, you drive home the idea that Christmas is very near, and that it is time to buy.

With this as a preliminary, the merchant should, immediately after Thanksgiving, open an aggressive selling campaign. In his store windows, in his store interior, and in his newspaper advertising, he should talk Christmas all along the line. The public response may not be immediate; but the earlier the merchant starts, the earlier the response will come. It is up to the merchant to start things.

Much depends upon giving the store the Christmas appearance. Christmas decorations can be used liberally Christmas goods should be brought to the front; and Christmasy price tickets and Christmasy show cards used in connection with them. An early debut for Santa Claus, as the patron saint of the store, will help immensely to interest the youngsters.

Incidentally, it is worth while to plan everything ahead. The series of Christmas displays and Christmas advertisements can be mapped out in November; extra Christmas help arranged for; and preparations made for an aggressive campaign. Planning ahead of time will help materially to lift a considerable burden from the merchant's shoulders; and the work will be better done than if it is left until the rush of selling is at its height.

Here, as always, the merchant who makes the best showing is the merchant who looks ahead, who plans ahead, and who, instead of waiting for the trade to come, aggressively starts things himself.

Our Mill Could Not Half Supply the Demand

If every woman in Michigan could hear the reports that we hear and could see the baking results that we see every day from enthusiastic users of The Improved

NEW PERFECTION FLOUR

We have only one problem and that is how to acquaint the women of Michigan sufficiently well with the quality of the improved New Perfection to induce them to buy one sack of this flour.

After that first sack every user is our best advertiser.

Watson-Higgins Milling Co.
GRAND RAPIDS

Send for sample order or write for quotations

AUTOMOBILES AND ACCESSORIES

Closed Car Season Is at Its Height.

What promises to be the best season for selling closed cars is now at its height. More automobiles were sold in the 1915 year, which ended in mid-summer, than ever before in twelve months, and the business since done on the 1916 serials is far beyond any past records. Now comes the closed car, and on the avenues, streets and boulevards may be seen more of these all-weather jobs, with the stamp of newness on them, than in any October.

The closed car has been used by those who could afford it for many years, but in the past these very desirable equipments have been beyond the reach of the masses. However, the makers have worked hard on the problem, with the result that they are making a pronounced reduction in the price of the bodies and are showing them more complete at the same time. This brings the closed car within the possibilities of many who regarded it as a luxury two or three years ago, and the sales accordingly have been very satisfactory.

In this climate the regular touring car is not comfortable at all seasons. Some may like the biting wind and frost, but a majority do not. The closed car eliminates all of this discomfort and makes winter riding just about as pleasant as the summer variety.

The spread of good roads throughout the county is helping the sale of enclosed cars. Those who live in the suburbs do not have to encounter any more mud than the residents of the city, so that the closed car is just as useful to them, in fact a little more so, as it enables them to go and come from the city in all kinds of weather.

The coupe type of car is very popular and many of this variety are in the hands of owners. Some of the makers have widened the seat so that three ordinary persons can ride in comfort, and this is a good thing, greatly adding to the desirability of the car.

The big limousines are finer than they ever have been, little comforts and conveniences being stowed away in every nook and corner.

The sedan type, in which the driver is in the body of the car, has many friends, it is getting to be one of the best sellers, coming in so nicely for the man who does his own driving.

There are many winter bodies of the detachable type and all of these are commanding attention. It is possible with the expenditure of a very few hundred dollars extra to have a

car which is open in the summer and closed in the winter, and this appeals to many who do not want a closed car for all seasons and cannot afford a pair.

Enquiries at the various agencies indicate that business is exceptionally good. The dealers here have had their troubles in holding off buyers, in many instances, the factory allotment not being such that they could deliver a car on the spot. Some have lost orders through this condition, but most of them hold, for the buyer of this day has his mind made up and he prefers waiting a month or so to putting his money into a car which will not satisfy him as well as a certain make.

"It hasn't been any trick to sell cars," remarked one of the leading retailers. "The salesmen have been put to the supreme test of inducing their prospects to wait. At first this is fought by the prospective buyer and the salesman has the job of making him see that he will be better off to wait for a particular car which he has in mind than rushing to some other salesroom and buying where immediate delivery is promised."

The retail stores of the companies which have had such an unusual summer business have been handicapped through the outside demand. The factories have had to treat all alike. The sales managers are among the busiest men on earth, trying to keep all of their dealers in good humor, although unable to satisfy them.

In this connection it may be well to give a few words of advice to prospective buyers—do not look for special favors in the matter of delivery. No matter how well you know the branch manager or the retail dealer, do not think that he is going to put your name up ahead of someone's else, for he can not do it.

The same favor you ask and expect is asked and expected by perhaps a dozen or several dozen. Everybody has been wanting his new car just as though he were buying a box of cigars. Some have become mad when they were informed that such a thing is impossible.

Dealers want to play fair with everybody. Most of them have their buyers listed under the date of the agreement and the cars as they come from the factory are delivered. There are instances where men have paid deposits and then changed their minds and asked for a return of the money. This request is granted and the place in line held by the individual is taken by somebody else.

This condition does not affect all

of the salesrooms in the city but it does many of them. If a person wants a car very badly and does not feel like waiting he can be served elsewhere, and although the car is not the one on which his mind was set, perhaps it is just as good, for among the many that are displayed the choice rests largely with the individual, for all cars are good cars in this era.

The best years of the average man's life are spent in trying to obtain the unattainable.

EVEREADY FLASHLIGHTS

The superiority of EVEREADY Flashlights is proved by the remarkable popularity which they have won.

About 80% of all the flashlights sold in this country are Eveready's. Last year over 18,000,000 EVEREADY Flashlights, Tungsten Batteries and Mazda Lamps were sold. This year sales are still better.

All EVEREADY's are fully guaranteed. It's a great line for you to handle. Let us tell you more about it.



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



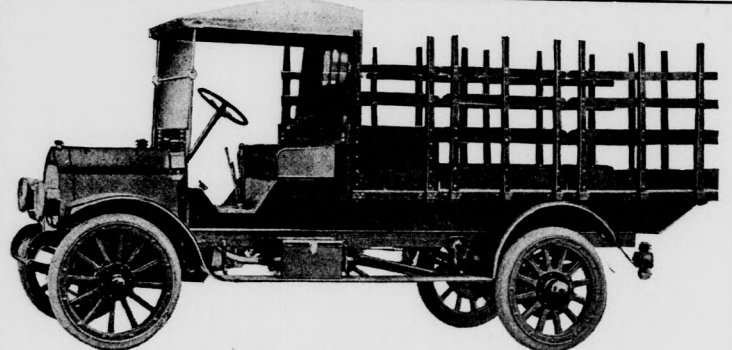
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Is not a copy of any car, either American or foreign. It is a new type of car and a new branch of motor vehicle construction, as will be more fully realized when one has seen and ridden in this remarkable vehicle.

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

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Electrical Supplies

Wholesale and Retail
For Every Purpose

Fixtures, Mazda Lamps, Flashlights
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Peck Auto Sales Co.
DISTRIBUTORS

Ionian and Island Sts. Grand Rapids

Lower Car Prices Due To Standardization.

The trend of the automobile business to better quality cars at lower prices perhaps has been the most noteworthy tendency in the history of this great industry. Few people have any real conception of the important part which standardization of parts and sizes has played in enabling manufacturers to improve their product and, at the same time, decrease their prices from year to year.

The efforts of the standards committee of the Society of Automobile Engineers, headed by K. W. Zimmer-schied, have been far-reaching in their effect, and to this committee is due a great deal of credit in the direction of bringing motor cars within reach of more people. Since it was organized, the standards committee has had more than eighty of its recommendations accepted by the Society of Automobile Engineers, and it is working on a number of others, one of the most important of these being a standard method of test to be adopted on the subject of headlight glare for automobiles.

It has been found that at present different cities have different tests, and it is difficult for a motorist to know whether he is subject to arrest for having his headlight too glaring in some city outside of the one in which he resides.

Standardization has many interesting phases; by making use of its principles, the seeming miracles of such intricate, although popular products as the sewing machine, the harvester, the talking machine, the dollar watch and the automobile, become but the obvious effects of a natural evolution. These products and hundreds of others have been improved and their prices reduced because of standardization.

The whole scheme of interchangeable manufacturers is based upon the use, conscious or not, of standards. These standards are of four types: first, there is the standard of measure; second, of form; third, of material quality, and fourth of workmanship.

There are underlying economic reasons for the opportunities which have continually arisen in obtaining the adoption of the principles of standardization. But no nation with so few skilled mechanics as ours could so adequately have taken advantage of such opportunities as have arisen without possessing a genius to conceive the idea of assembling things from parts wholly produced by automatic machinery. Nor could even

such genius have brought success unless the finished product has included the masterly, yet simple provision, that all such automatically produced parts should be so alike as to be perfectly interchangeable from one assembly to another.

Given this system in its present stage of development, the problems of vast quantity production at remarkably low costs, of easy and rapid assembling, and of inexpensive maintenance, have been solved.

Early in the automobile industry it was found that many of the older established standards were inadequate for the more exacting conditions encountered by motor cars. Finer threads had to be provided in order to prevent loosening of nuts that were subject to unusual vibration. Later a number of other features were standardized in form, such as yoke and rod ends, carburetor flanges, broached and taper fittings, flywheel housings, and details of several other units ordinarily made in one plant and assembled with the products of another.

It was found necessary also to establish standards of material quality in a number of instances. On account of the necessity of limiting the weight of cars, the steel manufacturers, for instance, answering the demands of the automobile industry began to produce steels that were lighter in weight and greater in strength, uniformity and dependability than before. The mystery which had surrounded many high-grade alloy steels was removed with the result that they are now sold competitively by specification, instead of at fancy prices under various trade names.

In its work, the Society of Automobile Engineers has been favored with hearty support from a majority of the progressive and successful manufacturers. These concerns have profited so well by following the standards already suggested, that continued co-operation from them is assured in carrying the work even farther.

It has been found that the judical use of standards not only produces greater economy in designing, purchasing, manufacturing and selling, but it also increases the possibility of inviting more individuality from automobile engineers by relieving them of much detail and routine work and permitting them to concentrate their best thoughts on the real big problems of improving efficiency and performance of cars while at the same time lowering costs.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Nov. 1.—The second of the series of parties given by Grand Rapids Council was held Saturday evening at the Council chambers and if there was any one who didn't enjoy himself, he has not reported as yet. The committee had the hall decorated in keeping with Hallowe'en, but the goblins kept shy of the merry crowd. Tuller's five piece orchestra was kept busy until 12 o'clock when everybody departed, satisfied he had spent one of the most pleasant evenings of the year. Those of you who have missed the parties, come up and get acquainted. You don't know what you are missing. The next party will be held Saturday evening, Nov. 20. Dig up all your friends and come to the shindig.

Harry Harwood, official stereopticon, was on the job Saturday evening with his machine, but we would much rather have him use the dimmer, as the spot light will sure show up some of us who are not artists with our feet. Have a heart, Harry.

Rufus Boer and Homer R. Bradford were conspicuous by their absence at the party, but we expect them to attend later.

The Bagmen of Bagdad will give a jitney party Saturday evening, Nov. 13, at the Council chambers. It sounds like a party for a jitney, but any one receiving invitation will be rewarded by attending a party where some very pleasant surprises will be handed out. The fact of the matter is, it is promised to be one great big surprise, but none of the committee will divulge any secrets.

We learn that one of the boys is hiding in the brush and expects to remain in disguise until after Nov. 10. Say, has anyone seen H. B. Wilcox and his Charlie Chaplin?

Has the committee on the increase of membership rounded up all the prospects or have they forgotten we are out after a prize? Bay City, Saginaw, Detroit, Jackson, Battle Creek and Muskegon councils report that they will have large classes for initiation in November, so it is up to Grand Rapids to dig in and keep up with some of the smaller councils.

Mr. and Mrs. J. I. Wernette and two children, of 509 Crescent street, left Sunday evening for an extended trip through the West. They will visit the exposition and other points of interest, returning about Jan. 1.

Joseph F. Cooper, a pioneer salesman of Detroit, has retired, after a long and successful career on the road, having traveled for the last forty years, the last twenty-six with one firm. Joe was noted for his genial disposition and sterling qualities and his competitors realized that he was some salesman and business man. It was a common slogan among the commercial men, "once Joe's customer, always Joe's." His customers were loyal to him to a marked degree. Although Joe has earned a rest, the boys regret to lose him from the ranks.

The Four Leaf Club met last week at the home of Mrs. H. L. Benjamin, 124 National avenue. The prize winners were Mrs. A. P. Anderson and Mrs. R. A. Waite. Mrs. R. A. Ellwanger will entertain the Club one week from next Thursday.

Regular meeting of the Grand Rapids Council next Saturday evening.

The Pharmic Alumni of Ferris Insti-

tute will hold a banquet, smoker and dance Nov. 10 at Big Rapids. Some prominent speakers are on the program.

There was an error in the date of the meeting of the Grand Rapids Traveling Men's Benefit Association. The date is Nov. 27.

Grand Counselor Lawton will pay an official visit to Bay City Council Nov. 13 and Battle Creek Council Nov. 20.

The writer received a card from Dr. G. W. Ferguson, who with his wife is sight seeing in the West. Doc reports everything lovely. L. V. Pilkington.

Quotations on Local Stocks and Bonds.

Public Utilities.		Bid	Asked
Am. Light & Trac. Warrants	341	344	
Am. Light & Trac. Co., Com.	340	345	
Am. Light & Trac. Co., Pfd.	107½	110	
Am. Public Utilities, Com.	30½	33½	
Am. Public Utilities, Pfd.	34	36	
*Com'w'th Pr. Ry. & Lgt., Com.	55	57	
*Com'w'th Pr. Ry. & Lgt., Pfd.	81	83	
Pacific Gas & Elec., Com.	53	57	
Tennessee Ry., Lt. & Pr., Com.	8	11	
Tennessee Ry., Lt. Pr., Pfd.	30	35	
United Light & Rys., Com.	39½	43½	
United Light & Rys., 1st Pfd.	68½	70½	
Com'w'th 6% 5 year bond	99½	101½	
Michigan Railway Notes	99½	101	
Citizens Telephone	69	73	
Michigan Sugar	95	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.		Bid	Asked
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.	50	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.			

The Grocers' Baking Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$12,840 has been subscribed and \$2,500 paid in in cash. William C. Munteer and Fred W. Fuller each hold 622 shares of the capital stock.

The capital stock of the Grand Rapids Wood Finishing Co. has been increased from \$30,000 to \$200,000.

B. & S. Famous 5c Cigar

Long Filler

Order direct or through

Worden Grocer Company

Special Holiday Packages

Barrett & Scully

MAKERS

Ionia, Michigan

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



War Indemnity Talk More Moonshine.

When the statesmen of belligerent powers begin to promise their people indemnification for their losses, out of the resources of enemies presumably equally exhausted with themselves, the termination of war is not far off. An indemnity in actual cash like that paid by the French in the three years following the war of 1870, is unthinkable. Another year of war will put such an indemnity out of the question for any of the belligerents.

There is another conceivable indemnity which might be exacted by the victor. This would be the occupation of territory of such industrial and strategic value as to pay a large return over a measurable period of years. Still a third indemnity, and one which was exacted by Prussia in 1871, would be an advantageous trade treaty, with, in fact, all its favors on the side of the victor.

But the defect of these various forms of ransom is that they tend to nullify their own advantages. The enemy of to-day is the trading customer of to-morrow. If you destroy his purchasing power, by the imposition of a burden precluding the normal growth of national wealth, the last state of the victor is worse than the first.

Termination of the war within any measurable time would, at the present rate of expenditure, leave practically only Great Britain in a position to pay indemnity in the event of complete German victory. But that victory could only be achieved by obliterating the British navy. So far as military advantage at sea is concerned, the German submarine efforts have been negligible. The greatest victory of the war, overshadowing all the others combined, was achieved on the day the war broke out by the British navy, without firing a shot.

Trafalgar was a decisive victory. But for ten years afterwards British commerce suffered far more heavily, from fast frigates and privateers, than it has done from submarine raids. The proportionate effect upon British trade, measured in terms of national wealth and population of a century ago, year by year, was far more serious than all the submarines have done.

What hope, then, is there for an indemnity from Great Britain? And if the Teuton alliance is defeated, how will Germany indemnify Belgium, by any conceivable form of financing? That some such compensation will be demanded as a first condition of peace, may be assumed;

and it is fair to remember that in spite of the staggering war debts peace will automatically improve all national credit.

But if the German Minister of Finance has nothing better to promise his people than indemnities so remote, when the Allies are obviously also playing the game for keeps, he will soon find that he has but an illusory basis for his financing.—Wall Street Journal.

The Poverty of Wealth.

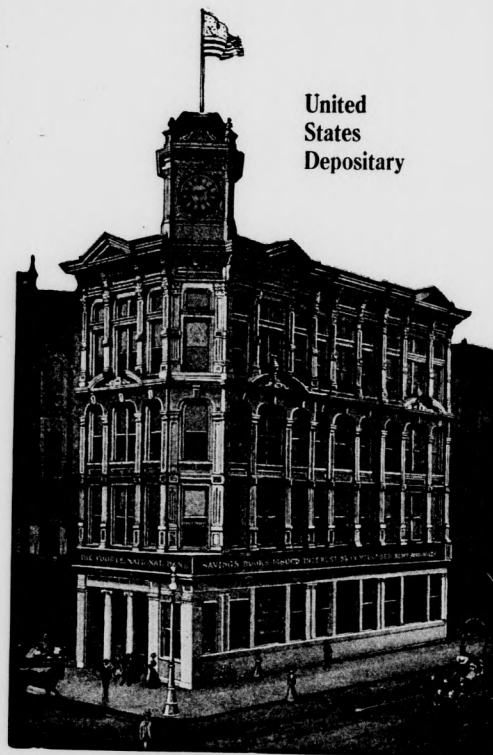
The men who can afford idleness seldom want it. No Lincoln, Carlyle or Washington ever watched the clock. Edison labors eighteen hours a day, not because of the final reward that it will bring, but because of the happiness he finds in it. Michael Angelo when painting his immortal pictures in the Sistine chapel worked with such enthusiasm that for weeks at a time he never removed his clothing. Walter Scott rose at five in the morning and wrote some of his novels when he was employed as a clerk. Ruskin uttered a great truth when he said, "If you want knowledge you must toil for it; if food, you must toil for it; if pleasure, you must toil for it; toil is the law."

If you have wealth you can purchase a hundred outfits of wearing apparel, but you can only wear one at a time. Socrates never owned but one pair of shoes, but his name is immortal. If you have wealth you can purchase beautiful paintings and adorn your home with statues. That wouldn't bring you happiness. If you have wealth you can purchase furniture inlaid with gold and upholstered with fine fabrics. That doesn't mean contentment. When Thoreau lived by Walden Pond he found a stone one day that he fancied and used it for a chair, but rolled it away later.

If you have wealth you can purchase a great park and erect a splendid mansion, but tradition tells us that there was a very happy man who lived in a tub, and when the king came to see him and asked what he could desire from the king, Diogenes replied, "that you would step from between me and the sun." If you have wealth you can possess an organ with golden pipes, but Beethoven composed his immortal symphonies on a cheap harpsichord. If you have wealth you can equip a luxurious studio, but Turner painted in a garret and mixed his colors in a broken tea cup.—Leslies.

Many a man is unhappy only because he believes himself so.

Fourth National Bank



United States Depository

Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually

3½

Per Cent Interest Paid on Certificates of Deposit Left One Year

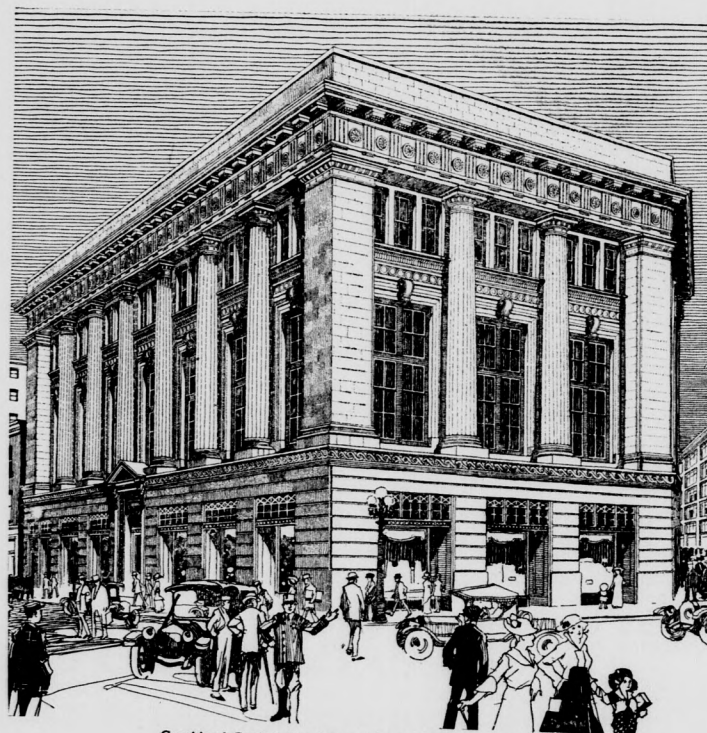
Capital Stock and Surplus

\$580,000

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

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

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED



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

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

Relation of Thrift and Savings Banks.

The savings banks of the United States are approaching the completion of a century of useful and honorable service to the Nation, and are looking forward to a fitting celebration of that event in 1916.

Looking backward over the years, he who runs may read, in the growth and prosperity of the savings banks, the growth and prosperity of the Nation. With the one idea of service to the people uppermost, the savings banks have gone quietly and steadily about their task of encouraging the people in thrift. It is gratifying to find that through all the records of the Savings Bank Section, there is no evidence that any selfish motive has ever actuated any of its members, and the same is true of all the savings banks of the country—the ideal which they have striven for has been that they might serve honestly, conscientiously and efficiently their various communities. So it is with a feeling of satisfaction that we approach our hundredth year, and look forward to the beginning of our second century.

We have largely outgrown the attitude of days gone by, when every bank was sufficient unto itself, and have learned that many things affecting the welfare of savings banks can best be accomplished by united action. The result of this change of attitude is shown in the existence of the Section of the American Bankers Association, and in the Savings Banks Associations of the various states.

There are two or three matters of much importance that particularly call for our consideration at the present time.

The first is the growing and concerted effort which we are making, through our "Thrift" campaigns, to impress upon our citizens the importance of "Thrift" as a habit and a principle—not only to the individual, but to the community and to the Nation. Hand in hand with that campaign is marching the School Savings Bank System. In all parts of the country, the banks, with the hearty co-operation of the local school authorities, are introducing miniature savings banks into the schools. The results are encouraging, and we are looking forward with confidence to the day when, in every public school in the land, a practical course in "Thrift and Saving" will be a part of every child's education.

But it is not only with the education of the children that our responsibility ends. There is another field of education which we well might enter; and that is the education of the savings depositor.

Whether he realizes it or not, the savings bank depositor has a vital interest in the welfare of the railroads. There are in the United States 10,502,438 savings bank depositors, every one of whom is, to some extent, a partner of the railroads, because of the fact that the vast amount of \$859,601,756.68 is invested by the savings banks in railroad bonds.

Every law that is passed affecting the railroads has an effect upon the

investments held by the savings banks as the trustees of the people. If this fact were kept clearly in view by our legislators, it would go far toward having a steadying effect upon them, with beneficial results for all parties concerned.

It is quite proper to eliminate, and we are eliminating the abuses of power and privilege that have, in the past, crept into the management of the railroads. But, on the other hand, we must not attempt, while abolishing the privileges of the few, to embark on what has been called the impossible and inequitable task of creating privileges for the many.

The present controversy between the Postoffice Department and the railroads over the parcel post question is a case in point. It would seem to an impartial outsider that the question of fact, as to whether the railroads are being fairly paid or not, ought easily to be arrived at, and I totally misjudge the temper of the American people if they do not insist that the railroads (in case it is proved that they are unpaid) be suitably compensated. The American people have no desire to accept any service for which they do not make an adequate return.

Heretofore the savings banks have kept silent as to the affairs of the railroads, but, in view of the vast interest they represent; in view of the millions of depositors whose trustees they are, it would seem to be only proper that they ask to be heard. The savings banks have no axe to grind. The savings banks hold no brief for the railroads, but it is their plain duty to use all proper means to protect the interests of depositors.

I venture to hope that they will be willing to act in any way that will bring about a better understanding between the railroads and the various legislative bodies. And I believe, too, if the railroads and the lawmakers can only get together, with a sincere desire to work for the common good, in a spirit of mutual confidence and forbearance, that the railroad question will be settled fairly and equitably to lasting benefit of the people. William E. Knox.

Get Your Share.

The United States covers considerably less than 6 per cent. of the earth's area, and contains only about 5 per cent. of the earth's population, but official records show that the United States produces:

- 76 per cent. of all the corn grown in the entire world.
- 70 per cent. of all the cotton.
- 72 per cent. of all the oil.
- 59 per cent. of all the copper.
- 43 per cent. of all the pig iron.
- 37 per cent. of all the coal.
- 35 per cent. of all the tobacco.
- 26 per cent. of all the silver.
- 24 per cent. of all the wheat.
- 21 per cent. of all the gold and contains more than 23 per cent. of all the wealth in the civilized world.

It is easy to explain why others shouldn't make mistakes.

TAX EXEMPT IN MICHIGAN

We offer

Municipal and First Mortgage Gold Bonds

Yielding

4½% to 6%

These bonds have been carefully selected with a view to the safety of principal and interest

Information cheerfully furnished on request

THE MICHIGAN TRUST Co.
of Grand Rapids

Manufacturers and Merchants

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

Idle cash is loss.

Cash invested is not always available.

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

The Old National Bank

177 Monroe Ave., N. W.

Grand Rapids, Mich.

Opportunity in the Unexpected.

The youngster who fills his first job running errands or filing correspondence in some business house the salesman who makes the small towns with a trunk of samples, the copy-man in an advertising agency, or the man working in the humblest job of any good mercantile concern. can equal any record to-day if he will work, and watch, and wait. Conditions haven't changed very materially except insofar as they have brought about greater opportunities. Twenty years hence we are going to need presidents and general managers, and, where are they coming from if not from the ranks?

The trouble with most of us is lack of faith in what cannot be seen. We travel along in the old rut which seems to stretch out indefinitely, and just because we cannot see the end of it (which usually no one can see) we assume that the end is not there. Then perhaps we listen awhile to the soap-box orator on the street corner, conclude that everything is out of joint, and lose the road entirely.

As a matter of sober, practical fact, business is full of surprises. The rut which seems to lead nowhere has ways of broadening out suddenly and most unexpectedly. The board of directors meets—that body of cold-blooded financiers which seem to know little or care less about the human organization it controls—and decides to divide the sales territory into districts, with a manager over each. The results of that decision are felt clear down to the sales department messenger boy, who finds his rut broadened by the promotion of the man just ahead of him.

Or perhaps the decision is made to put out a new product, or to open new territory. There are a multitude of things which are happening in business every day to readjust the relationships throughout entire organizations, and many of them come without the slightest warning. Of course, the plums are not passed around with absolute impartiality—it can hardly be expected from mere human organizations—but in the long run business success comes to the man who stands by the ship—this is the man invited to walk the quarter-deck.

Bankers and the Insurance Business.

Kansas bankers will ensure their burglary risks through an intrinsurance concern to be organized among them, if they follow the recommendation of the executive committee of their association. Bankers offer an interesting field for the study of human nature. There is perhaps no other class of citizens more insistent upon sound business policies and practices, which necessarily imply provision for a reasonable profit. At the same time there is no class more

ready than certain bankers to seek means to prevent insurance companies making any profit on transactions with them, although these same companies, together with their agents furnish the bank no inconsiderable amount of dispoits.

Bankers have been among the strongest objectors to antidiscrimination laws which would deprive them of the little rebate on burglary insurance which they enjoy through placing their business through the secretaries of their state associations. Bankers are among those most ready to offer personal bond rather than go to the expense of paying for surety bonds. While it would be entirely unfair to charge the bankers of the country as a class with hostility to the legitimate business of insurance, there are many individual bankers who have shown much unwillingness to pursue a "live and let live" policy toward insuring companies.

It may be that when the insurance interests of the country combine more successfully through federations or otherwise, they will discriminate between those bankers who treat them fairly and those who do not.—Western Underwriter.

Present Trend of Trades Unionism.

The members of trades unions are often subjected to greater tyranny than the employers whom they fight. The present leaders of unionism are becoming dangerous because of the power they have acquired and their willingness to use it in wrong directions. Only 18 per cent. of the workers of the country are members of trade unions, although the unionists claim they are fighting the battles of the 82 per cent. unorganized.

There is a strong need for better Government regulation of activities of labor unions. Their activities in recent years have presented examples of power so recklessly and inhumanly exercised of industrial crimes so grave, as to convince even the sincerest wishers and most ardent champions of unions of the crying need of a firmer handling of them by the Government. To deprive a non-conformist worker of his job, and drive him from his trade; recklessly to attack the business of non-combatant merchants and manufacturers; to dynamite, maim and murder—these practices are conspicuous in modern labor-union activities.

The men who have achieved success are the men who have worked, read, thought more than was absolutely necessary, who have not been content with knowledge sufficient for the present need, but who have sought additional knowledge and stored it away for the emergency reserve. It is the superfluous labor that equips a man for everything that counts most in life.

Cushman K. Davis.

THE PREFERRED LIFE INSURANCE CO.

Of America offers

OLD LINE INSURANCE AT LOWEST NET COST

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

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

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

Capital - - - - \$500,000
Surplus and Profits - \$500,000

Resources Over
8 Million Dollars

3½ Per Cent.

Paid on Certificates

Largest State and Savings Bank
in Western Michigan

Ask us about opening
City Account

GRAND RAPIDS SAVINGS BANK

Coupon Certificates of Deposit
pay 3½% interest

Coupons cashed each 6 months

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

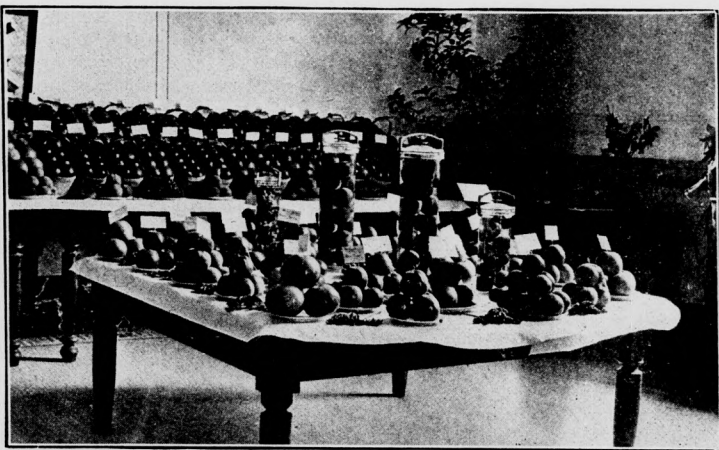
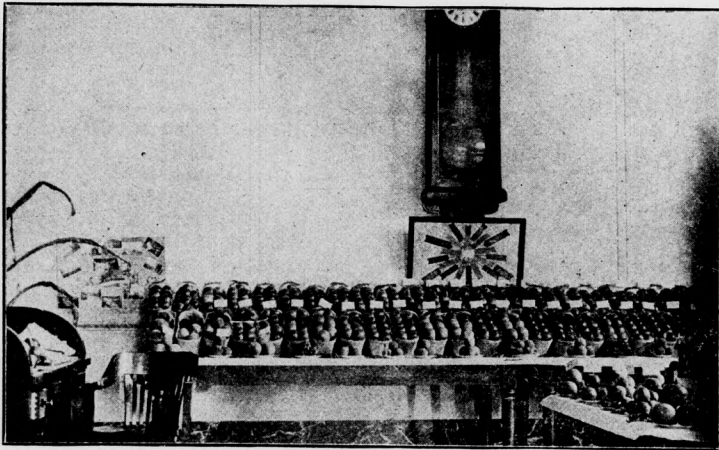
Grand Rapids, Mich.

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.

Fruit Exhibits Made at Old State Bank, Fremont.



This
Package



This
Package

SELLS

This
Bread



This
Bread

—and You Sell Them Both

History Repeats Itself

You know what happens every little while. You have some sleepy staple, lying upon your shelves waiting for the few people that know about it. Suddenly somebody comes along and "shoots it off." He takes that staple, touches it up, makes it better, gives it a name, puts life into it, starts talking about it up and down the country, gets people to thinking about it in a new way, gets them to believe it is something they want after all—and presto!—it begins to sell.

It's Doing It Now

That is precisely what is happening to raisins now. We came along, took from the cream of the California crop, standardized it, gave it a good name—Sun-Maid Raisins—packed it in the sort of cartons people like, and began to talk about it, widely, convincingly, up and down the country. Talked about how good raisins are—particularly Sun-Maid Raisins—and how good they are for you. Talked about them by themselves, and especially as an element in California Raisin Bread, made with Sun-Maid Raisins after a remarkably good recipe.

See What Has Happened

We have created a *new* demand for *two* things you sell. We have made *each one* sell the *other*—California Raisin Bread sells Sun-Maid Raisins, and Sun-Maid Raisins sells California Raisin Bread. And you sell them *both*. Or you ought to. Grocers everywhere are doing it who sold scarcely any raisin bread before, and very few package goods. Raisins and raisin bread are coming into their own at last—all kinds of raisins, but especially Sun-Maid Raisins and California Raisin Bread—the kind we are spending \$160,000 to talk about in the Saturday Evening Post and the Ladies' Home Journal and in local campaigns.

The Raisin Business is Being Rebuilt

We don't know whether you realize what is happening. Things are moving very quickly. But we want you to. People in your town are going to get Sun-Maid Raisins and California Raisin Bread *somewhere*. We'd like to help you make them get them of *you*. We'll tell you how we do this—how we are doing it successfully for grocers all over the country—if you will send us the attached coupon. But you had better send it at once. Things are moving pretty rapidly, as we have said, and we don't like to see you get off to a slow start. Better write today—now—this minute—before you put the paper down.

CALIFORNIA ASSOCIATED RAISIN CO.

Membership 6000 Growers
Home Office, Fresno, California
Hearst Building, Chicago. 113 Hudson Street, New York

Mail this Coupon to Our Nearest Office

Please send me complete details of plan by which I can make more money through increased sales of raisin bread and package raisins. (23)

Grocer's Name

Street

City

MAIL ORDER COMPETITION.

Methods by Which the Dealer Can Meet It.

Grayling, Nov. 1—The big question of to-day is how can be done to keep the trade from going to the mail order houses. Everybody feels that the situation is rather alarming. Even those who patronize the mail order houses realize that there is something wrong and still they keep on with the practice of sending their orders for merchandise away from home, because they believe what the out-of-town merchants tell them in the literature with which the country is flooded. They look at the apparently big saving and close their eyes to the consequences derived from crippling the business enterprise in their own locality. It is going down hill until some day we discover that all business chances are gone.

Many a young man cannot enter the business world because he is deprived of the stepping stone. The place behind the counter in the little country store is the threshold to the commercial world and, if it is barred, who knows how many a big merchant will be lost to the world on that account.

The farmer knows that his farm is depreciating in value if his near-by town is dying. The inventor needs the wholesaler and the traveling salesman needs the wholesaler and manufacturer. The hotels are looking for the patronage of the traveling man. It is an endless chain and we need every one of the units to complete the chain. There is absolutely no question about the old system being the most natural and only way to distribute merchandise in the land and we all appreciate liberty, lots of competition and lots of business opportunities.

If the time should ever come that the mail order boss can dictate to the manufacturers, when they will furnish their own drawings of the furniture with estimate of cost to manufacturer, then the merits and workmanship will be a second consideration, as the pictures in a catalogue all look the same, so far as quality goes.

So much for that. It is clear to us all that existing conditions are serious, but the remedy is the point I want to take up. I have given the matter a great deal of thought and believe the suggestion I have to offer is the only method to use in handling the problem successfully. It is my honest opinion if it is taken up in practice, the mammoth mail order houses can be overpowered and completely knocked out of the game within a very short time.

To fight the mail order houses we must use the same weapons as they do, otherwise you have not a fair show. All retailers must establish a mail-order-plan department in conjunction with the wholesaler and manufacturer. To carry out this idea we must form an association with the present state commercial associations as branches. A member of a commercial association in any line of trade should also become a member of the main association. All who pull on the other end of the rope against the mail order houses are qualified for membership — manufacturers, wholesalers, salesmen, retail merchants and all others interested in the matter.

The association should maintain an advertising department in Chicago or some other suitable center (I am just aching to see it started out), a continuous stream of advertising should flow out from these quarters and well written articles show the people that the local dealers are not robbing the consumer. A catalogue for each branch of trade should be issued and the manufacturer should be asked to furnish cuts of the special goods he wishes to make up for the plan. The membership fees will defray the expenses of maintaining a first-class advertising bureau and enable the dealers to obtain advertising at a very small cost. This will not in the least interfere with the local printers

or dealers' advertising contracts with them.

The governing of the system can be taken up later, but care should be taken in laying the foundation so as to get the confidence of all and see that all classes of the retail trade is represented on the board of directors; frequent reports should be made and discussions on questions of importance should be opened in our trade journals and the annual convention would then be the place where matters could be adjusted from time to time.

The grocery branch is one of great importance and where the mail order houses have a strong hold. The reason for this is not hard to find. There is a vast difference between the mail order service and that we demand of our local dealer. We step to the phone and ask our grocer to deliver a box of matches or some little thing and the store must be equipped with up-to-date fixtures. We are quite particular when it comes to our local dealers, and then some of these same people will send the cash with their order for goods to the mail order houses and let the local dealer carry their accounts. They will take their own little express cart and go to the freight depot for the mail order shipment, while the delivery man from our local merchant

large distributing center, owned and controlled by the association, as this will have a tendency to interfere with the wholesalers and traveling salesmen and thus come in conflict with the idea we are trying to bring forth, namely, to open the field for more business opportunities.

A factory-to-consumer plan I know positively can be handled to good advantage in connection with the furniture business. I have had occasion to satisfy myself in this respect. I will just mention an instance which plainly shows that figures are deceiving. A customer came into our store and asked to see a kitchen cabinet base, something cheap. After having looked the store over without buying, I suspected that my customer had some mail order line in mind, so I said to the lady that I had a factory-to-consumer line and started to show her some illustrations I had for that purpose. In these we found a base marked \$3.90 and my customer was at once interested and wanted to know why we didn't carry such in stock; in fact, it looked to be as good a one to her as one we had on the floor marked \$5 (less 5 per cent. for cash). So I told my lady, after explaining that it was our aim not to load our stock with the cheapest grade money could buy, that

home town. If the retailer can serve people cheaper on the mail order plan, then it is his duty to adopt the system. If nothing is saved to the consumer, then it is up to you to show it in facts and figures through the same system and stop all arguments.

J. W. Sorenson.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Albion will vote Dec. 14 on a bond issue of \$10,000 to install a water-works plant with steam pumps.

Big Rapids will overhaul its fire alarm system, putting in copper wires.

Work will begin on a \$75,000 addition to the Muskegon postoffice Jan. 1.

The Crown Fender Co. will locate its plant at Ypsilanti, the Industrial Association having voted to turn over the Gaudy property for its use. The U. S. Pressed Steel Co., of Ypsi, has completed an addition, 40 x 60 feet, to its plant and reports that its business has more than doubled this year.

Conservative estimates made at Houghton of the copper output for the district this year place the total at 240,000,000 pounds, which is a record-breaker. Copper producers believe they are just entering the greatest era of prosperity and big business that the industry has ever known.

The McClellan Refrigerating Machine Co., of Chicago, will occupy the old watch factory at Manistee this winter.

The Ludington Board of Trade would like to make Ludington the greatest salt producing city in the world. Mr. Petit, of Milwaukee, has plans for investing half a million dollars in a salt block there, but there have been some hitches over dock privileges.

Conklin is some town for its size, carload shipments for the past year reaching 383. These shipments include 219 cars of baled hay, sixty of potatoes, thirty-five of apples and twenty-four of wheat.

Cloverland's second potato congress will be held at Marquette Oct. 27-29, and prize winning tubers will be sent to the State and National potato show, held in Grand Rapids Dec. 1-3.

The Michigan State Telephone Co. will build a new toll line between Boyne City and Boyne Falls.

The Adrian City Council has notified local milkmen that they must stop using bottles that have not been cleaned.

Live stock and potato meetings will be held at Manton Nov. 10 and at Buckley Nov. 11. Almond Griffen.

Citrus Canker Appears in Florida Orchards.

Citrus canker, which is believed to have been brought to this country from Japan, has appeared in the citrus localities in Florida and threatens incalculable damage, as it has already been reported in sixteen counties in that State, according to reports. The fungoid maldy has not been widely distributed throughout the country, but the State Commissioner of Horticulture of California is urging on the congressional delegation from that State to use its best endeavor to secure desirable and sought-for legislation. Florida citrus growers have appealed to the Federal authorities for an appropriation of \$2,000,000 to stamp out the disease.

THE STORY OF A MERCHANT PRINCE.

There was an old geezer and he had a lot of sense;
He started up a business on a dollar-eighty cents.
The dollar for stock and the eighty for an ad
Brought him three lovely dollars in a day, by dad!
Well he bought more goods and a little more space
And he played that system with a smile on his face.
The customers flocked to his two-by-four
And soon he had to hustle for a regular store.
Up on the square, where the people pass,
He gobbled up a corner that was all plate glass.
He fixed up the windows with the best that he had
And he told 'em all about it in a half-page ad.
He soon had 'em coming and he never, never quit,
And he wouldn't cut down on his ads one bit.
Well, he's kept things humming in the town ever since
And everybody calls him the Merchant Prince.

Some say it's luck, but that's all bunk—
Why, he was doing business when the times were punk.
People have to purchase and the geezer was wise—
For he knew the way to get 'em was to advertise.

is requested to empty the flour sack into the customer's bin.

We can readily see that the mail order and home system can not stand for comparison, so far as service is concerned. Nevertheless, the mail order system has come to stay and it is up to the local grocer to adopt this system; and as we need our local grocer and appreciate the service he renders us, there is nothing more sure of success than a good mail order system in connection with his business, which can be installed without interfering in the least with the present system.

The association will get out the grocery lists for each town and at the head of this is the names of all the grocers of that town. There is no preference. Each merchant keeps his own customers. Together with the grocery lists are sent order blanks and the customer is requested to make out his order in duplicate, take it to his grocer and turn over the cash with his order to the clerk who will send one copy to the wholesaler and keep one on file for further reference. It would, of course, be necessary for the wholesaler to maintain a department to take care of these direct-to-customer orders.

To lessen the work at headquarters, it would be necessary for all wholesalers in at least each state to carry the same brands of fancy groceries in the new department. They could also, if the association found it advisable, maintain a buying department and through it all wholesalers could buy together and thus obtain better prices.

I will warn against establishing a

the price was deceiving her. She did not realize, after the freight and dray bills were added that the price would be just about the same. It would, however, have been a better advertisement for us to have sold on the factory-to-consumer plan, because then my customer would tell her neighbors that she paid us a little over three dollars for it, while on the other hand buying it from our stock she would say she paid \$5, not even giving us credit for the 25 cent cash discount. Now, these are the actual facts we are fighting against and while I know we would sell but a very little furniture from the catalogue, as people like to see goods in our line before buying, it would, nevertheless, be of great benefit to us and help to secure the confidence of the customer. I have already mentioned the idea of having the manufacturer furnish an illustrated catalogue. With our best furniture manufacturers behind it, it would, indeed, be a strong weapon in the hands of the retailer.

The hardware department could be handled on a similar plan. The jewelry, dry goods and all other lines have open fields to start out and there is a way to handle them all.

In submitting my plan to the kind consideration of our commercial association and others who are able to push it along, it is my hope that it will not be laid on the table, but the sooner this work is taken up the better for everybody. We owe it not only to ourselves but to our country and the coming generation. Don't waste any more printers' ink to tell people to be loyal to the

The Construction Explains Why

Mayer

HONORBILT CUSHION SHOES

will win your trade. They are the only thoroughly practical Cushion Shoes made.

The felt sole is tufted to the leather insole. The stitching goes *through* the insole and *fastens underneath*. The felt and leather insole are one inseparable piece—lasted in the shoe and sewed to the welt in the regular way.

The felt sole cannot work up in ridges or creases, neither can it slip or get out of its proper place.

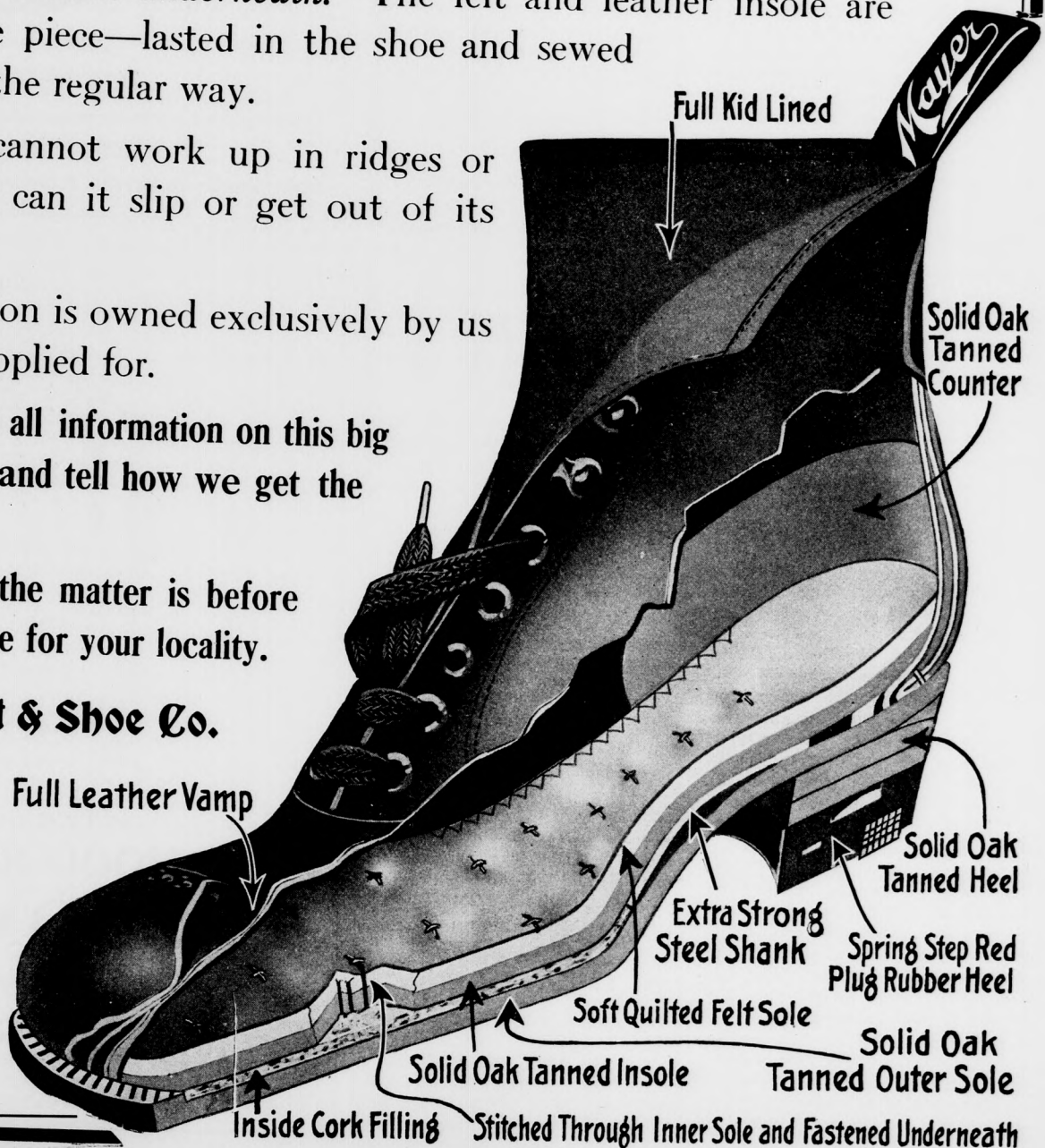
This construction is owned exclusively by us and patent is applied for.

Let us send you all information on this big new cushion line and tell how we get the trade for you.

Write now while the matter is before you. Get this line for your locality.

F. Mayer Boot & Shoe Co.

Milwaukee, Wis.



HONORBILT



The Salesman's Work Inside the Store.

My readers have probably heard the same stories that I hear day after day, such as "I can't get a pair of shoes to fit me," and so forth. You know this is not true, that it cannot be true if these people trade in a representative shoe store. I realize that in small towns, under present conditions, a great many people cannot be fitted through no fault of their own, but this does not apply to stores in the larger cities.

I have customers in towns and cities hundreds of miles distant that are continually sending me new business. Foot trouble finds the specialist and goes to him no matter where he is. As long as retailers and salesmen are asleep to this condition of trade, just so long will they keep the door locked on business they ought to get.

A short time ago I was called for by an elderly lady who said, "My daughter who is training to be a nurse at the H. hospital, sent me to you to be fitted, as she said you cured her feet and would fix up mine for me." I measured her foot, told her what her trouble was, tried on one pair of shoes, wrapped up the old ones and she wore the new shoes away. The woman accompanying her was interested, and it developed that her whole family had foot trouble. I got them, one by one, traveling the foot comfort pathway. These people lived 200 miles away from the store where I am employed. I always sold them shoes with this statement, "This is a staple style. We carry it in all leathers, button and lace, in high and low shoes. I'll keep a record of your size and when you want a new pair, just write me and tell me what style you want and I will mail them to you."

One customer, who lives in China, is under the impression that no other store can fit his feet. He outfits from us twice a year, buying anywhere from four to six pairs. He was cured of fallen arches on his first visit to our store. A staple style shoe was what we fitted him to.

I have a customer whose optical nerves are paralyzed so that, to use her own expression, she has "wide-angle eyes." She was totally blind for several months. Of a nervous temperament, short, wide, French heel pumps, worn continually, caused the trouble. A modified rubber sole and heel oxford, fitted shortly after she left the hospital, started the cure, that is, as far as it was possible for human power to do so. An increase of forty pounds in weight in six months, gaining from 110 to 150 pounds, with a corresponding improvement in health,

was what properly fitted shoes did for this woman. It was a hard fight to get her to wear the right shoe the first time. One or two pairs is all I ever try on now. Does she boost for our store? Foolish question No. 23,456,789.

One day as I was standing just inside the front door, a large, elderly woman bustled in and said, "I need a pair of shoes, so I just came in although I don't believe anyone can fit me. I guess I've got to have them made. I've got an awful hard foot to fit. Do you think you can fit me?" All this in the same breath. I guess I grinned from ear to ear as I said, "Have a seat, madam. Maybe you have come to just the right place, because I believe I can fit you."

"Well, if you can you are a wonder, for I haven't had a pair of shoes that fitted me for years. Now I wear a 4½ E—"

I held up my hand. "I don't want to hear anything about what size you wear," I said. "I'm the doctor."

"I'm a nurse," she said, "and it's awfully hard to work when your feet hurt."

I measured both feet carefully. She had large joints but no arch trouble, just short shoes. I got a 6 C in our special shoe for large joints, put them on, laced them up and told her to walk the length of the store. She came back with her mouth and eyes wide open with astonishment, saying, "Why, they feel fine! I never thought my feet could be fitted so comfortably."

"You have worn shoes too short," I said, "and that is why you have enlarged joints. Now, you see how nicely this shoe fits from the ball of the foot back to the heel, and how you can wiggle all your toes? When you stand on your feet they lengthen out. That is why a short shoe causes so much trouble. The toes are jammed together and that forces the joints out."

I also explained why the short, wide shoe was always apparently too large and failed to fit at the waist and heel, while the longer, narrower shoe fitted and held the foot snugly, at the same time allowing the toes to spread as nature intended.

"Do you think I can wear them home?" she asked.

"I don't know of any reason why you can't," I replied, "and they will probably feel better than the old ones."

"Give me your card," she said, "I never found anyone before that took interest enough to try to fit me, and if these always feel as good as they

As Serviceable as It Looks

This shoe will meet every demand for wear. It stands the knocks—that's how they are made



If you are not now handling these numbers write for samples and see how good they are. If you are handling them see that they are pushed, for their many good qualities will so appeal to your customers that you will have a steady demand for the **BERTSCH GOODYEAR WELT** line.

979—Men's Gun Metal Calf Blucher, Goodyear Welt, half double sole, modified high toe, D & E..... \$2.40
960—Same only Blucher..... 2.35
914—Same as 979 only extra quality..... 2.75
913—Same as 960 only extra quality..... 2.75

These and over one hundred other Goodyear Welt and Standard Screw numbers carried in stock.

A card will bring catalogue.

Mail orders solicited

THEY WEAR LIKE IRON

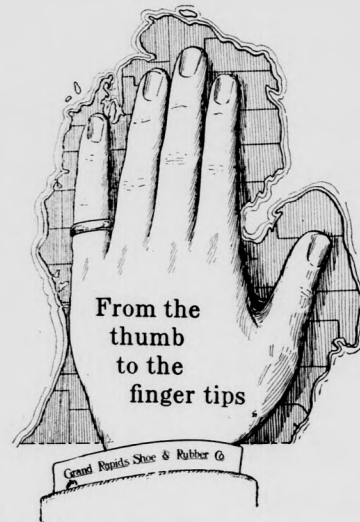
HEROLD-BERTSCH SHOE CO.

Manufacturers Serviceable Footwear

GRAND RAPIDS, MICH.

and

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

do now, I'm coming back to you for all my shoes."

I have seen young girls practically crippled for life with extreme cases of flat foot and all the attendant troubles of flatfoot, namely backache, chronic headache and weak eyes. Need I go further than this to impress upon shoe salesmen the fact that the health of future generations lies in your hands, in part at least? What are you retailers and retail shoe salesmen going to do about it?

A campaign of education; that's the answer to the question. The results of such a campaign depend entirely upon the salesmen and the attitude of your employers. Through co-operation with the salesmen of your city or immediate vicinity, you can form an association founded upon friendship as a very efficient aid in this inevitable campaign of education.

The Boston Retail Shoe Salesmen's Association is just such an organization. If you want it badly enough you will get it. If you are going to "sleep at the switch," you have your walking papers coming to you, for as I said in my first article, "The handwriting on the wall."

The mention of the word fit gives some retailers a "fit" when they think of living up to all that this new idea means. It means that they must have the stock to back up the salesman if he is going to bank his future on the slogan correctly fitted. But it need strain no retailer in any way. It simply means that in his foot-shape and modified foot-shape lines, he must keep sized up and have them coming all the time.

The salesman must know the condition of the stock and how it is coming all the time. The dealer can still buy all the latest novelties he desires to load up on. The good salesman can if he wants to kill the demand for these shoes very quickly and still make his sale and also many "come-back" sales if he has that full sized, modified row of staple shoes to back him up.

Bear in mind that very few of our latest styles bring our customers back for more, because to get them back you must make them think gratefully of your store every time they put on the comfortable shoes you sold them. An easy foot will always come back.

To more fully illustrate this truism, I had a customer who called for the latest fancy pump from the window. 6 AAA really was her size and nothing else, and she had a sore joint on each foot. I said, "I can fit you short, as everyone else has fitted you, and get your money, but to be honest with you, you ought never wear a pump because they must be fitted short and that is the cause of your enlarged joints."

"Well, I don't want large joints if I can help it."

"You can," I replied, "I would recommend a neat lace oxford. It will feel better and look better in the end."

I sold her what she ought to have and she thanked me for taking an interest in her. She is now one of my regular customers and depends

on me to fit her, and she has confidence that I will do it.

Play up the Golden Rule, Mr. Retailer! "Do unto others as you would that they should do unto you."

What is going to be your attitude in backing up your salesmen in thousands of similar cases that come up daily? The time is coming when these salesmen are going to use the same methods in distributing the perfect examples of American shoes that the manufacturer and tanner are using in putting them together.

The answer is easy; more sizes, fewer and more staple styles and the watchword—correctly fitted.—H. E. Currier in Shoe Retailer.

Tribute to Men Who Do.

Men on whom there is no price.
Men whose word is bankable at par.

Men who ring true in word and action.

Men who are honest because it is right.

Men who do, then talk; not talk and quit.

Men who are courageous without stimulants.

Men who are sound clear through to the core.

Men who admit the fallibility of themselves.

Men who forget friendship in condemning wrong.

Men to whom life is a journey to a better end.

Men who look right and wrong squarely in the eye.

Men whose consciences are steady, stable and true.

Men who know that lying is a canker on character.

Men who believe in a square deal or no deal at all.

Men who welcome prosperity without mental paralysis.

Men who sell their best efforts at a profit to the buyer.

Men who give value received with a bonus for good measure.

Men who fight for the right against the hordes of the wrong.

Men who recognize that performance brings pay and enterprise and advancement.

J. Kindleberger.

Increasing the Volume.

Some of the Louisville, Ky., shoe merchants have found that there is profitable business to be had in connection with large construction camps. As is often the case, especially with government or dam construction work, the engineers and other employes make good salaries—and buy good shoes but are frequently unable to get away from their work long enough to shop. In many cases the wives have to do the shopping for the family. One man has made it a practice to make frequent trips to one of these camps with a line of samples. Some times the samples are sold, while in other cases the measurements are taken and the shoes sent by parcel post. After the measurements are once in the hands of a dealer, and the shoes are satisfactory, there is little chance for the business to get away if it is followed up properly.

Durability—Comfort—Dryness



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

No. 8066

No. 8066—Men's Black Chrome Blucher, 11 inches high, heavy 1/2 double sole.

No. C3066—Same in Brown.

Rindge, Kalmbach, Logie Company

"Makers of Shoes that Wear"

Grand Rapids, Mich.

Glove Brand



The Rubber that Fits Like a Glove and Wears Like a Brogan.

Real profits lie in the repeat sales to satisfied customers.

Order Glove Brand Rubbers, made on lasts to fit every style of leather shoe made; also in heavy rubbers, Arctics, Lumbermen's Overs, etc.

Complete catalogue sent on request.

Hirth-Krause Company

Grand Rapids, Michigan



November in the Hardware Department.

Written for the Tradesman.

The close of November, with Thanksgiving day past, should see the hardware dealer's Christmas selling campaign already under way. While November business is still at its height, the dealer should be planning for Christmas. Indeed, most far sighted dealers lay their Christmas plans still further ahead.

It is worth remembering that the individual dealer, by early advertising and by showing the goods a week or so ahead of the usual time, can do a great deal to bring out early Christmas buyers. This fact has been thoroughly proven by the experience of merchants who have tried the experiment. Early business means, either the spreading of sales over a longer period and, consequently, the lessening of the rush of Christmas week; or else it means bigger business all around. In any event it pays to start early; and pre-requisite to starting early is to plan ahead.

So, while meeting current demands for November, the merchant should plan out his Christmas campaign. If he has not already ordered his goods he should lose no time in doing so. The great secret of securing the best of the holiday trade is to be a few days ahead of time with the display, and to have your stock all in readiness before the actual selling commences. Goods that come in only a week or two before Christmas are apt to be carried over, with all the loss which that process entails.

Meanwhile, November has its own especial demands and problems for the hardware dealer to meet.

November is, generally, the month of preparation for winter. Storm doors and windows are brought out. Glass, paint and putty can be shown for restoring the storm windows. Other incidentals to a display of this sort are step ladders, window cleaners, mops and pails. Make the window talk business by using show cards, effectively worded, urging the advisability of seeing that the storm windows are in good shape before they are put on.

With the advent of actual cold weather, any suggestion of winter comfort is bound to appeal. Incidentals to a comfort window would be ranges, heaters, oil and gasoline stoves, fire-place equipment, weather strip, reading lamps—oil, gas and electric—curtain rods, screens, ash sifters, poker, and stove accessories of one sort and another.

Often a corner of a living room,

dining room or kitchen can be shown in the window. Thus, a merchant fitted up a mantel and grate at one side of the window, with a small table on which were a lamp, a coffee percolator, an electric toaster with toast in place, and other incidentals. With the addition as curtains and screens, and red tissue illuminated with an electric bulb to give fire to the grate, a timely and cheering suggestion of coziness was imparted.

The closer the subject is studied, the wider the possibilities of the "comfort window" are seen to be. The growing use of electrical cooking and heating devices opens new opportunities to the hardware dealer handling electric goods. Electric grates, foot warmers, percolators, toasters and electrical goods of all kinds can advantageously be shown in November; such a display is a good preliminary to the pushing of electric goods for gift purposes in the Christmas season.

The country customer offers considerable possibilities. The exterior painting season is pretty well over; but with his crops sold or in the barn the farmer usually finds time for considerable "fixing up." Whether he actually uses his odd moments for that purpose will depend largely on the hardware dealer.

Thus, a circular letter to rural customers suggesting timely improvements will probably bring considerable business and prove worth while. There are little repairs to be made. There are little repairs to be made about the barn or house, fences to put into shape, implements and vehicles to repaint, roofs to repair. Here are opportunities for the sale of fencing, tools, paint and prepared or metallic roofing.

To sell roofing and similar lines requires merely the ordinary selling methods. Newspaper and circular advertising will help, and window displays, timed to catch the country customers on market day. Let the farmers know that you have the goods; that is the main point. And when opportunity offers, suggest these things to them personally, and tell them what other farmers think who have tried them.

Incidentally, the hardware dealer who handles implements may sell to his implement customers most of the materials for an implement shed. The implement that is properly housed gives better service and helps the dealer to secure future sales. One dealer devised a simple shed and, in conjunction with a lumber firm, made up an estimate of the cost. He sold

paint, hardware and roofing; the lumberman sold the beams and sheeting. The farmers themselves usually put the sheds together, the materials being cut at the mill.

The fact that prepared roofing—metallic or gravel coated—is fireproof should prove a strong selling point in appealing to country customers.

A good, strong display is timely to finish the stove season with a rush. Most dealers start the season with a demonstration; it is a worth while experiment to finish the season in the same way. There are a great many prospects who have been interested in heaters and ranges; since the first demonstration was held but who are likely to put off buying; a demonstration will in many instances help to bring these people to the buying point. In connection with the stove demonstration or display, kitchen utensils can be attractively featured. A good display can be made up showing a model kitchen, if the window is small, a kitchen corner, with a range set up and piped to the wall, a kitchen cabinet, and shelves with enamel ware or aluminum ware. The nearer the window trimmer can come to a suggestion or depiction of actual results, the more appealing his display will be.

A kitchen goods display is especially timely at or just before the Thanksgiving holiday. Often a special sale of houseware to run the week before Thanksgiving proves a very successful stunt. This is a good time to bring the small wares to the front, all prices marked on convenient sales tables; goods thus displayed in many cases practically sell themselves. It is a good time, also, to push the sale of aluminum ware.

The harvest season coming to its close will make harvest incidentals

very timely in connection with the Thanksgiving display, or at any time earlier in the month. Imitation autumn leaves, corn stalks, pumpkins and similar accessories add to the attractiveness of a harvest window.

Coincidentally, the shrewd dealer will quietly push his collections. In the first place, he needs the money, and now, after the farmers have sold their crops, is the time to get it. Furthermore, people in debt may be slow about Christmas buying; on the other hand, the man who "cleared up everything" will feel in the mood to spend more liberally. Collections should be closely watched at all times; but after the harvest is the opportune time for a big push.

The preparations for Christmas should, if the dealer carries an extra large Christmas stock, include the looking around for extra help, and the coaching of these as opportunity offers. Indeed, it will pay the merchant, when he can find time, to thoroughly organize his sales force with a view to the efficient and successful handling of the Christmas trade. Thorough organization beforehand will in most instances reduce the number of extra hands necessary to look after the business.

William Edward Park.

The Ventilation of School Rooms Is a State Law Requirement

For years the heating and ventilation as applied to school houses has been one of our special features.

We want to get in touch with School Boards that we may send them descriptive matter.

A record of over 300 rooms ought to be evidence of our ability.

Steam and Water Heating with everything in a material line.

Correspondence solicited.

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

Foster, Stevens & Co.

Wholesale Hardware



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



"The End of Fire Waste"

COMPLETE APPROVED
Automatic Sprinkler Systems

Installed by

Phoenix Sprinkler & Heating Co.

Grand Rapids, Mich.
115 Campau Ave.

Estimates Free

Detroit, Mich.
909 Hammond Bldg.

THE MERCHANT OF VENICE.

He Was Eclipsed by a Progressive Competitor.

Written for the Tradesman

The merchant of Venice was not the one we read of in ye olden time.

It was some time ago, however, that he flourished on the hilltop of a Western backwoods settlement. He was portly, often flushed with the wine of his own manufacture, a pompous, self-opinionated personage with whom the settlement workers had to do because of the lack of mail order facilities in that early day.

He bought furs of the Indians and such white trappers as hunted the woods for a subsistence. These early white trappers sometimes rubbed against their Indian competitors which caused trouble. One white followed a redman a hundred miles to revenge himself for stolen traps. The fact was that Indians and whites were about equally sinful in that the first one to the trap appropriated the fur.

Indian Bill was, however, an exception, he being a strictly honest Indian, would steal nothing unless it was fire-water; that was always legitimate prey for everybody in the woods. Our Merchant of Venice learned the Indian tongue, speaking it like a native. This stood him in good stead in his business, and when Carl Bricker located at Big Bend he found everybody taken up with the pompous Merchant of Venice.

"Better you stay away," said Indian Bill when he saw the young fellow from Chicago unloading a mass of boxes and barrels at the new store. "You no talk Injun, no can trade with my friends."

"We'll see about that," laughed Bricker, who had ascended the river with his load of dry goods and groceries and many fancy articles that he felt sure would impress the aborigines, holding high hopes of the future.

There was a considerable sprinkling of whites along the river, to whom the new merchant made his first plea. "A new store, fresh goods, new methods, a square deal," was the cheerful motto he flung to the breeze.

The Merchant of Venice heard of this new man with a hoarse, derisive laugh. "There won't be anything left of the boy after a month," he chortled.

A young Indian in passing the new store, which was a log building overlooking both Mink Creek and the main river, halted to rest and get a drink of cold water. He had with him a small catch of furs destined for the Merchant of Venice farther down the stream.

"I am buying furs," said Bricker. "Injun got heap fur," pointing up the stream, then swinging his hand to indicate the trapping grounds along Mink Creek.

"Good," exclaimed Bricker, taking the small bundle from the red hand. He opened and examined the skins—mink and muskrat.

Bricker made an offer. The redman did not seem to understand. By means of a motion talk the young

merchant finally got the price offered into the thick cranium.

"Big chemokeman down there give more," declared the Indian in broken English. Bricker shook his head. He had come from Detroit, having graduated from a firm of fur buyers, and believed himself an excellent judge of values.

"How much shuniaw?"

The fur owner pointed to the skins that lay on the counter. Bricker named a fair price. The Indian accepted, got his money and started to leave the store. At this the merchant suggested the other look over some of his goods. Nothing loath, the forest ranger leaned against the counter on which Bricker made his display. Within twenty minutes the Indian had spent all his money and was in debt to the merchant besides.

Before the month was over the Merchant of Venice was forced to sit up and take notice. His young competitor was making inroads into his own particular field. The Indians were frequent visitors, and although Bricker sold no liquor as did his rival, he got the redmen to coming his way by his friendly ways and his square dealing.

The Indians soon learned that old man Crooge had been cheating them. They called it cheating, although the Merchant of Venice had simply made 100 per cent. on his goods, selling for \$2 goods that cost him \$1. Indian Bill clung to the Venice merchant long after most of his friends deserted him. It was the fire-water that held honest old Bill. To him that was meat and drink.

Old Crooge laughed, bantered and sneered only to find his customers slipping from him. And all the time the new merchant never uttered a word derogatory of his rival.

From making light of the new merchant, Crooge, seeing his grip on the Indian trade slipping from him, furs and money going to the rival up the river, began to swear, utter threats and blacken the character of his rival.

Bricker had a best girl. She came to the woods with her father, a worthy lumberman. While here she heard stories the Merchant of Venice had circulated connecting the name of Bricker with that of a young squaw. Naturally this brought dis-

cord. Bricker's sweetheart turned cold against Carl. The latter got wind of the scandal and met Croodge in the road not far from his own store.

"You have lied about me, you big bloat," challenged Bricker. "Your lies have affected my standing. Now you shall eat your words or take a licking." Big Indian Bill was present, and just at the opportune moment the lumberman and girl drove upon the scene.

Bricker compelled the pompous Merchant of Venice to kneel in the road, beg his pardon and take back all the lies he had uttered against his good name.

Indian Bill uttered a hilarious whoop and grasped the hand of young

Bricker as old Croodge sneaked away. From that time on the Merchant of Venice had no standing with either Indians or white. He shortly after left the woods and was seen no more.

Carl Bricker remained a few years, made a small fortune out of furs, after which he retired to a growing city a hundred miles to the south of Mink Creek, took unto himself the lumberman's girl for a wife and became a pillar of church and state in the community. Old Timer.

Bell Phone 860

Citz. Phone 2713

Lynch Bros.

Special Sale Conductors

Expert Advertising—Expert Merchandising

28 So. Ionia Ave. Grand Rapids, Mich.



What is the Biggest Asset of YOUR Store?

Your service? Your stock? Your advertising? Your location?
Your store fixtures and front?

Here is the plain statement of a merchant handling ready-to-wear apparel and furnishing goods in a city of 25,000 (name and address on file at our office):

"In 1913 we invested \$3,500 in new Wilmarth fixtures. The next year we curtailed our advertising and clerk hire just the amount we had spent for the new fixtures. 1914 was not a very good year in our town, yet we netted 20% more profit in 1914 than in 1913."

Which goes to prove that every dollar spent for Wilmarth equipment was worth a dollar and a half spent in advertising or in extra stock.

Our Designing Department will give you the benefit of the cumulative experience of hundreds of stores in your class, and without obligations on your part. The time to plan for summer and fall installation is now.

WILMARTH SHOWCASE CO.

1542 Jefferson Ave.

Grand Rapids, Michigan

CHICAGO: 233 West Jackson Blvd.

NEW YORK: 20 West 30th St.

DES MOINES: Shops Bldg.

ST. LOUIS: 1118 Washington Ave.

BOSTON: 21 Columbia St.

HELENA: Horsky Bldg.

MINNEAPOLIS: 27 N. Fourth St.

PITTSBURG: House Bldg.

SAN FRANCISCO: 576 Mission St.

Made In Grand Rapids



MONEYWEIGHT Scale Co.

GENERAL DISTRIBUTORS FOR

The Computing Scale Co.

Dayton, Ohio.

THE FIRST AND FOREMOST BUILDERS OF COMPUTING SCALES

GENERAL SALES OFFICE

326 W. MADISON ST. CHICAGO

ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN



Mistake to Make a Customer Feel Poor.

Written for the Tradesman.

The lack of money is a sore and sensitive spot with the human creature. If you are the proprietor or manager, try to make all your helpers bear this in mind. If you happen to be a salesperson, it will make for your success and popularity if you bear it in mind of your own accord.

Mrs. MacDavid is a very bright woman and feels over-keenly the straightened circumstances her husband and herself are now experiencing as a result of a prolonged illness on his part and a succession of misfortunes in their financial affairs. Recently she was starting out with a friend to do a little shopping. Only articles she could not do without were on her list, and these she was determined to purchase as inexpensively as she could and at the same time secure what would be presentable and do good service.

"I'll not go into Kennison's, or at least not until I've been to all other good stores," she remarked to her companion, Mrs. Horton. "They carry a large stock and I should greatly like to see what they have in several lines. There one always can see fine displays of the new stylish things that cost a mint of money but they have besides lots and lots of goods that are no better than you and I and others like us buy right along. And their prices, so far as I have observed, are very reasonable. But the salespeople at that store make me feel so poor—poor and shabby and insignificant. They give me the impression that they think that no one that is anybody would want such low-priced articles as I have to get it."

"I have had much the same experience," agreed Mrs. Horton. "When I have been in there, I usually have succeeded in finding what I wanted and have purchased, but always have gone away feeling like a beggar."

Mrs. MacDavid laughed. "At first I thought it was just the individual salesman or salesgirl. But I declare I believe that all of them at Kennison's are alike in that respect. It almost seems to be something in the atmosphere of the store. The last time I was there I vowed I'd never darken their doors again. To-day I'm determined to try the other places."

The ladies put in the afternoon at different stores. Mrs. MacDavid's purchases, selected with great care and with a view to securing the best possible values, amounted to between fourteen and fifteen dollars. The Kennison store would have liked at least a share of this money. They are not in a position to be indifferent to the patronage of

even small buyers. The management feels that every little helps, and earnestly desires the favor of just such women as Mrs. MacDavid and Mrs. Horton. They are not aiming to be an exclusive store. While they carry quite full lines of expensive goods, by far the greater portion of their stock is medium-priced. They have, for a little time at least, lost their opportunity with those two matrons, simply because some of their salespeople have an unfortunate way of making customers feel poor.

This fault, which is not uncommon, is one of which its possessor usually is unconscious. Its manifestations are wholly unintentional. The most shortsighted salesgirl does nothing so utterly foolish and absurd as deliberately adopting a manner that will in any way repel customers.

It is a little amusing when you think of it, how a salesgirl without a dollar in the world besides the wages she receives in her pay envelope, can manage to make any one feel poor. Or how a salesman, receiving a larger salary no doubt than the girl, but still very likely only making ends meet in his expense account, can cause any fellow human being to feel at a disadvantage in regard to money matters.

But the explanation is not difficult. When a young man or a young woman goes to work in a dry goods store, one of the first phases in his natural evolution and development is coming into what may be termed an appreciation of good clothes. Constantly seeing and handling rich, stylish fabric and beautiful garments opens up the whole fascinating realm of dressing. A girl from a family of small means, having gotten a place in a store, very soon buys, we will say, her first pair of silk hose. From that hour she despises cotton stockings. The same principle applies regarding every item of her wardrobe. As soon as she can get better and finer, she scorns the cheaper which so lately she was compelled to wear. This is human nature. The least taste of luxury spoils all of us for common things.

Clerks of the better class usually dress very well. In a sense it is good business to do so. Advancement and success depend largely on making a pleasing appearance. The young man who is earning fair pay and has no one but himself to look after, can be a good dresser even though he is poor. Many salesgirls live at home and spend most of their earnings on their own clothes, some of their apparel being simply elegant. The education in good dressing advances very rapidly, and with it there is apt to arise a little contempt,



Is commanding the largest sale of any crinkly fabric in the world, because no other fabric gives so much beauty, wear and style for so little money.

There is a design and coloring for every taste to make up into stunning Dresses, Gowns and Kimonos. We sell the genuine in large variety of patterns and colorings.

Write for samples and prices.

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Michigan

Fine Furniture

alone cannot make a home but it helps a great deal

Klingman's

The Largest Furniture Store in America

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

Bell



System

Are You Planning a Selling Campaign?

Let the Bell telephone aid you. It is important that you reach a prospect quickly—while your advertising literature and sales letters are still fresh in his mind.

You can reach more people in less time over Bell Local and Long Distance lines than in any other way.

Michigan State Telephone Company

C. E. Waite, Manager

Telephone Main 5200

not always well concealed, for any other kind of dressing.

Along with this perfectly natural and in many respects very desirable appreciation of good clothes, there does not always come that broad knowledge of human life under varied conditions and circumstances, so essential to a successful salesperson. Here the wider experience of the manager should supplement the deficiencies of the beginner. The girl must be taught that it is a serious mistake to manifest the disdain which she just now feels for common, ordinary goods, such as most persons have to wear.

The same tact and consideration and patience must be shown toward the customer who must make her dollars go a great way, as toward the wealthy shopper. The store that handles medium—as well as high-priced goods must cater to middle-class trade. Rich patrons are comparatively few in number. The great volume of business comes from those who need to economize. Make it a point that such never shall be made to feel shabby nor uncomfortable.

Good salesmen and saleswomen always size up their customers. It is essential to do this. It saves the loss of time and loss of interest on the part of the customer occasioned by showing the wrong kinds of goods. Success in making a sale often may hinge on the accuracy of one's estimate of the customer's circumstances and taste. With the skillful salesperson, sizing up becomes a sort of intuitive process of which he himself hardly is conscious—certainly done so swiftly and sympathetically that the customer never dreams anything of the kind is going on. Only the bungler ever is guilty of that cold appraising look that conveys to the sensitive customer only too plainly that her financial status is being passed upon. Fabrix.

Nothing for the Murphys.

A freckle-faced girl stopped at the postoffice and yelled out:

"Anything for the Murphys?"

"No, there is not."

"Anything for Jane Murphy?"

"Nothing."

"Anything for Ann Murphy?"

"No."

"Anything for Tom Murphy?"

"No."

"Anything for John Murphy?"

"No, not a bit."

"Anything for Terry Murphy?"

"No, nor for Pat Murphy, nor Dennis Murphy, nor Peter Murphy, nor Paul Murphy, nor for any Murphy, dead, living, unborn, native or foreign, civilized or uncivilized, savage or barbarous, male or female, black or white, naturalized or otherwise, soldier or citizen. No, there is positively nothing for any of the Murphys, either individually, jointly, severally, now and forever, one and inseparable."

The girl looked at the postmaster in astonishment. "Please," she said, "will you see if there is anything for Bridget Murphy?"

Some husbands look as if their wives had got them in exchange for trading stamps.

Don't Fail to Make Display of Bedding.

Written for the Tradesman.

If you have not already done so, make a window display of bedding at once. Few goods that are carried in stock are more effective in the windows than warm, woolly blankets and light, puffy comforts. Such a display can be very quickly and easily arranged, and during the cool days and frosty nights of autumn carries its suggestions of warmth and coziness that makes an almost irresistible appeal.

The light colors in both blankets and comforts are handsomest, and so best adapted to display purposes. Of wool blankets, pure white with the ends nicely bound with white silk are most beautiful, although some buyers may prefer those with a blue or a pink border, or a pattern that is a neat plaid throughout. Practical matrons may choose dark colors in both blankets and comforts. These are very serviceable, but can hardly be counted so attractive in the window.

I recently saw a fine display of bedding embellished by big bows and festoons of broad ribbon in delicate shades of blue and pink. It was very pretty—still a good showing of bedding without such ornamentation is perhaps just as effective.

In a locality where comforts are still made at home, batting and materials for covers should be displayed.

Luxurious taste surely can be gratified with what is being offered now in bedding, provided only that the possessor of the luxurious taste has also a liberal bank account.

Lately I saw a very handsome line of comforts with silk and satin covers. The prices of those filled with lamb's wool ran to \$37.50 each, while the very finest of the down filled were \$45 each. Take one of these, the top of a beautiful brocaded silk, in delicate colors, border and back white ground with a flowered pattern of a solid shade to match flowers—it is a dream and nothing more exquisite can be desired.

Still the warmth and lightness of the lamb's wool or the down—so grateful to an invalid or an old person—can be secured for only a few dollars, in a silklike cover that is truly beautiful. If not so superb as its real-silk rival, its purchase, by the average purse, surely is a far wiser expenditure of money. K. K.

I'm Still With You.

A Kansas City sick man had just come out of a long delirium.

"Where am I?" he said, feebly, as he felt the loving hands making him comfortable. "Where am I? In heaven?"

"No, dear," answered his loving wife, "I'm still with you."

We are manufacturers of TRIMMED 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.

We Are Closing Out Our Toy Stock

At an exceptionally big cut in prices. It consists of the following articles:

- Watches on Card
 - Magnets
 - Humming Tops
 - Rattles
 - Trumpets
 - Tools on Cards
 - Assorted Tin Toys
 - Whips on Card
 - Nested Blocks
 - Nickel Whistles
 - Bellows, Toys
- To Retail at 5 Cents**

- Musical Tops
 - Celluloid Rattles
 - Tin Trumpets
 - Tools on Cards
 - Tin Trains in Box
 - Tin Tea Sets
 - Pop Pistols
 - Sponge Balls
 - Nested Blocks
 - Papier-Mache Horses
 - Stuffed Figures
 - Stuffed Animals
- To Retail at 10 Cents**

- Violins
 - Metalophones
 - Mechanical Automobiles
 - Trains on Track
 - Tin Tea Sets
 - Ideal Sport
 - Papier-Mache Horses
 - Stuffed Animals
 - Lotto, etc.
 - Games, Assorted
- To Retail at 25 Cents**

- Mechanical Monoplanes
 - Steam Engines
 - Magic Lanterns
 - Mechanical Trains on Track
 - Furniture Sets
 - Racket and Ball
 - Papier-Mache Horses
 - Black Fur Dogs
 - China Toy Tea Sets
- To Retail at 50 Cents**

- China Toy Tea Sets
 - Games of Goose, etc.
 - Push Horses
 - Moving Picture Machines
 - Photoscopes
 - Violins
 - Horse and Wagon
- To Retail at \$1.00**

Also a good assortment of Dolls to retail at 5 cents to \$1.00 each. Samples are on display in our Notions and Fancy Goods Department, 3d floor. Our salesmen are showing photographs.

Grand Rapids Dry Goods Co.

Exclusively Wholesale 20-22 Commerce Ave. Grand Rapids, Michigan



A Franklin Carton Sugar for Every Purpose

Franklin Fine Granulated Sugar for preserving and general use; Franklin Dainty Lumps (Small Cubes) for sweetening Tea, Coffee and Cocoa at the table; Franklin Powdered or Pulverized Sugar for dusting over Pies, Berries, etc., Franklin Confectioners' XXXX Sugar for icing cakes—there's a Franklin Sugar in a neat, tightly sealed, ready-to-sell carton for every want of your customers. This complete line of sugars saves your time because there's nothing to do but reach the carton down off the shelf and hand it to the customer as if it was a can of soup—and you can depend on it pleasing your customers because FRANKLIN CARTON SUGAR is made from SUGAR CANE, by the most modern refining process, and the FULL WEIGHT is guaranteed by us.

Original containers hold 24, 48, 60 and 120 lbs.

The FRANKLIN SUGAR REFINING COMPANY
PHILADELPHIA

A DESERT STORE.

Retailing General Merchandise to California Homesteaders.

Written for the Tradesman.

This store is "on the desert." Let it be explained that in this country "the desert" carries a meaning even more vague and indefinite than "the north woods" had in Michigan forty years ago. When we say that a man goes to the desert, it may mean to any one of a number of regions so situated that Nature supplies them with very scanty rainfall. Because of the lack of water, the land is barren and covered only with a meager growth of those plants and shrubs that can subsist with little moisture.

To locate this little store, will say that it is in Riverside county, 110 miles east of Los Angeles, and in the extremity of Coachella Valley—a part of that great tract of land, all originally desert, known as the Imperial Valley. The eastern portion of Imperial Valley, through the beneficent agency of irrigation, has been changed from a trackless waste to one of the richest farming countries in the world. The fertility of the soil is said to exceed that of the famous Delta of the Nile.

But to get back to our store. To particularize further, it is located in what is known as the Seven Palms District, and north of the Southern Pacific Railway, the nearest station being Palm Springs, five miles away.

Some three years ago, Miss Hilda M. Gray, of Los Angeles, worn out with office work, determined to homestead a quarter section of this desert land. To aid her in making her living expenses while holding down her claim, she conceived the idea of putting in a stock of goods to retail to her neighbor settlers. One room ten feet square of her desert shack was devoted to the purpose, thus the little business was launched.

Miss Gray's stock embraces a wide variety of goods in common use. Groceries and canned goods, flour, corn meal, bacon, potatoes, onions, soap, coal oil and gasoline, nails, domestics, gingham, outing flannels, hosiery, working gloves, dry goods notions, and a miscellaneous assortment of drugs and toilet articles—all are to be found on her shelves. She also handles wheat, oats, alfalfa meal, rolled barley, cracked corn, and hay. Really the size of her stock is very respectable—fully as large as one could expect to find in a region so sparsely populated.

When she first took up her claim and started the store, within a radius of four miles there were exactly eight families besides herself. As most of these families consisted, like her, of a solitary homesteader, the whole number of souls, men, women and children all told, was twenty. The reader readily will understand that a strong microscopic vision of mercantile possibilities was required to see here a starting place for a store.

Even in this isolated spot, mail order house competition is on the ground and has to be fought. The bulky catalogues of Chicago firms find their way into this region, but the long overland freight forms a protection against their

inroads. Far more formidable are the large retail grocery houses in Los Angeles, issuing price lists which are mailed every month to customers in all outlying districts.

Los Angeles is Miss Gray's base of supplies for most goods, although hay, flour, etc., she buys in San Bernardino, which is much nearer with a consequent lower freight rate. Freight from Los Angeles runs from 34 cents to 55 cents per hundred. Cartage from her railway station, Palm Springs, five miles away, is 35 cents per hundred. When a shipment is very small, she sometimes transports it from the station by her private line, consisting of burros equipped with pack saddles.

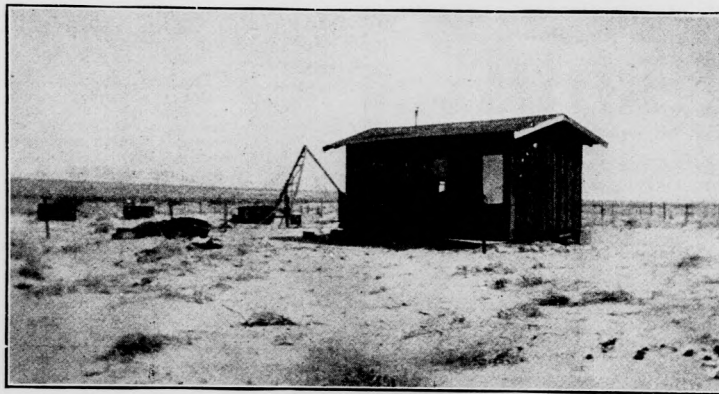
The illustration shows this line in action, Babe leading with her load of about 125 pounds, and young Tom (less

Miss Gray's life on the desert can only be touched upon here. The heat in the summer is so intense that sometimes it is impossible to lay one's hand on a chair or other wooden article standing in the shade. Keeping some of the common kinds of food supplies in such a temperature, without ice and in a building whose walls are made of a single thickness of boards presents great practical difficulties.

All water has to be brought three-quarters of a mile on the back of a burro and the nearest neighbor at any time—and he an old man of 80—has been half a mile away. From these few brief statements, the reader may be able to imagine the courage and pure grit it has required for a lone woman to "stick it out" in such an undertaking, and will rejoice that Miss Gray's ful-

visions has made it practicable for her to have a far more varied bill of fare on her own table than she otherwise could have had. Such luxuries as butter and fresh vegetables have found their way to the little desert store, and have brought health and enjoyment to herself and her customers. Last but not least customers coming for supplies, even when not more than one or two dropped in each day, have broken up the solitariness of her life. Indeed it is usual for every purchaser, no matter how small the amount he or she may buy, to stop and chat from thirty minutes to two hours. Altogether this little store on the desert may properly be classed, not among the large number of mercantile ventures that end in failure, but among the far smaller number that are successful.

Ella M. Rogers.



A DESERT STORE



GETTING IN SUPPLIES

than a year old) following with about 40 pounds besides the saddle. She finds these little animals extremely useful in many ways, and as they thrive on the native growth of the desert, only needing a little grain when working hard, they are far less expensive to keep than horses. They also can go without water much longer without suffering, and stand the fierce heat of summer well.

On heavy staples, the freight and cartage add enormously to the cost. Then there are some articles that have to be purchased in small quantities and a high price paid for the container. Coal oil and gasoline for instance. These she retails at 27 cents and 35 cents per gallon, and on coal oil in particular makes only a small margin of profit. Light-weight goods she sells at approximately Los Angeles retail prices.

The hardships and privations of

fillment of the term of residence required by Uncle Sam for proving up will be completed in December of the present year.

The first year the sales of the store averaged about \$20 a month and the second year \$40. Now they are running about \$80 monthly. The increase of business has come with the greater number of settlers and also from a growing appreciation among the homesteaders of the genuine benefits to them of having a conveniently accessible place where supplies can be purchased.

The little store has served its proprietor several very useful purposes. From the start it has yielded some income; and since she could not well have been doing anything else, and securing title to the land has been of course the main issue, this income can be counted as clear gain. Supplying others with pro-

Hosiery and the Constitution.

Manufacturers of hosiery and underwear, in National convention, have resolved that "all legislation affecting manufacturers in other states should have Federal rather than state origin, so that manufacturers everywhere may be placed on an equally competitive basis." This has reference particularly to legislation restricting the labor of women and children.

"We are afraid these manufacturers cannot be so accommodated," says the New York World. "Whether effected through a constitutional amendment or otherwise, a National control of working conditions in factories would virtually give a finishing blow to the Federal principle in American government, and make of the states mere policing districts under the direction of a vast bureaucracy at Washington.

"We are not likely to make over our political institutions merely because hosiery or other manufacturers are obsessed with the notion that economic advantage lies in the exploitation of the labor of women and children. There is no such advantage in the long run, but the contrary. Manufacturers in states which have forced them to stop this exploitation are not suffering from competition with manufacturers in states less enlightened and humane. It is the great manufacturing states which have led in this legislation, and it is this legislation which is helping to keep them the great manufacturing states.

"No constitutional amendment is needed to make the other states see this, for they are all one by one coming into line. Because the makers of this hosiery resolution cannot see it, must the constitution be turned upside down?"

Try This One.

Grocer—My best butter is a quarter a pound, miss!

"But," said Betty, "this butter is bitter. If I put this bitter butter in my batter it will make my batter bitter."

So Betty Botter bought a better bit of butter and put the better bit of butter in her batter, and the better bit of butter made better batter than would the bitter bit of butter.

Pettijohn's Flour



A Modern
Scientific Flour
for Use in Place
of Graham

The big increase in the sale of Pettijohn's Breakfast Food shows the growing demand for bran foods.

Now we bring out another—

Pettijohn's Flour

Flaked with 25% Bran

There are millions of families that will welcome a flour with bran flakes such as this. We will tell your customers about it in all the prominent women's publications.

Pettijohn's Flour is put up in a large attractive round package with a cover. It is conveniently packed for you in cases of 12 packages.

Costs \$2.25 per case—a 25-cent seller.

We suggest you get in twelve packages with your next order. You will be surprised how many people are interested.

The Quaker Oats Company

THE MEAT MARKET

Cooked Pressed Ham.

Good lean pork trimmings are used after being cured. Shoulder-blade trimmings or lean shoulder trimmings are most desirable. After the trimmings are cured and are ready for use, which is after they show bright color throughout and are without any dark spots in the center of the meat, the trimmings are weighed up in 100-pound batches, and 10 per cent. of lean beef trimmings, which has been chopped fine, is mixed thoroughly with them. Mixing by hand is best. After mixing the mess should be stuffed into large bung ends, usually from 14 to 16 inches long. Care should be taken to stuff as tightly as possible. They should be skewered at the end and wrapped with heavy twine, each piece having from four to six wrappings of twine, which should terminate with a hanger for the ham. The ham is smoked five hours at a temperature of from 130 to 140 degrees, and the house should be moderately warm before the ham is hung in the smoke. A small fire should be started to dry off the casings, after which the house should be smoked the same as for bologna. Cook at least two hours and thirty minutes at a temperature of 180. The ham may be varnished, but it is not necessary or recommended. After it has been cooked it is taken immediately to a cooler where the temperature is from 38 to 40, and put under a press. If you have no press, place the ham in layers, putting a board between the layers, with a weight on the top board. After they have been under pressure for twelve hours, take them out and hang them up so that the boiling hot water can be thrown on and over them to wash off the grease. After they have been thoroughly washed in this manner remove to a dry cooler and allow them to remain in a cool temperature until sold.

Head Cheese.

Take forty-four pounds of cooked pig skins, fifty-five pounds cooked pig snouts, thirty-three pounds cooked pig ears, fifty-five pounds cooked beef hearts, twenty-one pounds cooked neck fat, ten pounds water in which the meat has been cooked, one pound white pepper, ten pounds onions, four ounces allspice, two ounces cloves, three ounces marjoram, three ounces caraway seeds.

Chop the cooked meats with a knife by hand and run the cooked skins through a sausage cutter. The mass usually is mixed by hand and stuffed into cured hog paunches or beef bungs. Cook for forty-five min-

utes in a temperature of 180 degrees F. After the sausage is cooked it is taken to a cooler and usually pressed by laying the paunches or bungs side by side with a board between each layer and a weight on the top of the last board. However, if properly made this is unnecessary, as the gelatine from the skins and the water in which the meat has been cooked will bind the other ingredients together without much, if any, pressing.

Handling Sweetbreads.

This is a delicate piece of meat and practically the only one in the packing house that improves by being kept in water. The sweetbreads should be cut out when the animal is stuck, thereby avoiding the danger of their becoming bloody and discolored. After they have been washed and all fat trimmed off they should be put in ice water in the coolers and there held overnight; the next day they are ready for shipment and should be packed in cracked ice. If they are to be frozen they should be allowed to drain properly before being placed in the freezers. A low temperature is very essential for the preservation of sweetbreads in order to have them come out with the best possible appearance. If they are frozen quickly they have a bright, clean appearance when thawed out. If they are frozen slowly they turn to a slate color when thawed out and have a very undesirable and unwholesome look, which materially operates against their being disposed of properly.

Glazing for Hams, Tongues, Etc.

Boil a shin of beef and knuckle of veal for twelve hours in four gallons of water, adding salt, pepper and a few cloves. Skin off all fat and strain the liquor. In this again place the beef shin and simmer down to one quart of liquor. Take out shin and add two ounces of burnt sugar. When needed warm the desired quantity and paint on with a small brush or chicken wing feather. This glaze will keep for a year if kept cool during the summer.

And Pat Said—

While his wife was away Pat was doing the shopping. Now he stood in the butcher's shop puzzled as to what to have for his Sunday dinner. "Why not have a saddle of mutton?" suggested the purveyor of meat. Pat shook his head.

"A saddle?" he replied. "And why not a bridle? Then I'd stand a better chance of getting a bit in my mouth."

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

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.

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

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.

It Sells Better
the second time
That is because
Mapleine
once used is always used
Order from
Louis Hilfer Co.
1503 State Bldg. Chicago, Ill.
CRESCENT MFG. CO.
Seattle, Wash.

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

CRESCENT
"Mother's Delight"
"Makes Bread White and Faces Bright"
FLOUR
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

HOG BOND.

Enormous Profit Realized in Raising Swine.

Business Chances.

Investment—Hogs the money makers. We will sell you a Hog Bond for \$100 and pay you 7 per cent. interest on same. We will care for the hogs and give you half of the increase; we will return you \$100 at the end of 5 years; profits divided twice a year either in cash or hogs. Duroc blooded stock immuned from cholera; invest with us and triple your money each year; 3 brood sows to increase from allotted to the first 50 buyers. Do it now you can't lose. — Chicago.

The writer has been raising hogs off and on for nearly twenty years, besides taking care of a lot of critics for dad. My experience corroborates the general verdict that the 'umble 'og is the best little old mortgage lifter the farmer can tackle. But just to-day I learned what a bone-head I am. All these years I have overlooked the Big Opportunity in the porcine world. Already I am breaking forth into smiles of joy because I can see how this beats raising hogs to a fare-ye-well. Instead of fussing around all night with Old Mrs. Sus and five little Sussees, or finding half of them dead by morning; instead of fighting a gang of hungry squealers while I try to pour out a bucket full of 1915-model slop mixture; instead of remembering to shut the gate 365 days in the year while a bunch of animated appetites eat seventeen dollars' worth of seventy-cent corn growing into seven cent pork; instead of striving to keep cheerful in the face of cholera and fifty-seven other varieties of trouble:—I shall now close down the whole

works, sell off the swine iraternity and invest the proceeds in Bright New Hog Bonds!

Hereafter I shall let the Great Hog Syndicate do the work while I triple my money; every day will be Sunday and I can buy sliced ham. For every \$100 I put into these lovaly, Gilt-edged Swine Securities I will get back \$300 every year and in five years—don't overlook that—I get my old hundred back!

Not in our best days did we ever do quite that fancy with live hogs on the farm, and we have done fairly well, thank you, for a plain, mutton-headed farmer who never guessed the possibilities of high finance in the bacon department. I can hardly wait to place my money on this Sure Thing so as to be among the First Fifty, for then I will get Free three (3) brood sows—(3) count 'em—and you? So there is your \$60 back right madame hog for less than \$20, do you? So there is your \$60 back irect at the start!

I was thinking of putting some idle money I made last year on a carload of pigs, into a cat farm. It looks like a good thing, too. You hire a lot of small boys to bring in the cats. You ought to get 100,000 the first day from the noise they make at night. You skin the cats and sell the pelts for 50 cents apiece. You feed the cats on rats and the rats eat the carcasses of the cats, so you have a perfectly automatic and self-sustaining business that makes ordinary farming look like a lead dime with a hole in it. But on second

thought I never did like cats, and rats are full of germs, so I rather think I will buy Hog Wash—I mean Hog Bonds instead.

I came pretty near making a fortune in an orchard enterprise once. The company had paid Luther Burbank \$15,000 for a cross between the Ben Davis apple and the cork tree, although you might think that was hardly necessary, but anyway, the fruit of this new creation in plant life would take the place of common corks at one-fourth the cost of production.

They looked exactly like Ben Davis apples, too; they made perfect floats for fish-nets; they could be used for life-preservers, pin-cushions, baseballs, packing for battleships, and when they were ground into pulp—of course not exactly pulp, but ground up—well, to make a short story long, after I sent the money to the treasurer who let me in on the ground floor of the Bendavid Consolidated Corporation, I never could get them to answer my letters about the dividends. I think the officials must have died from eating some of their own products.

You can't fool me with a goldbrick—not again! I am too smart for those city guys who try to fleece an honest farmer by handing him a package of waste paper when they promised they would send green backs printed from genuine plates that had somehow strayed out of Uncle Sam's care. No siree! No con games like that for your Uncle Henry! I'm to

cute for them, now that I know how they work.

But this Hog Brokerage idea looks mighty good to me. If I can make 300 per cent. clear profit every year without working, have my money back in five years and get three brood sows Absolutely Free, I'm not going to take chances on raising hogs and have the price drop just as I have a nice bunch to sell, and soar to 10 cents when the cholera gets the whole outfit.

I'm going to send right off this afternoon and buy fifty Hog Bonds. Then I'll sell my 150 Free brood sows back to the company at a reasonable figure; they can pool 'em and sell 'em again later on when each sow has had three litters of pigs a year and twelve pigs at a litter, which grow into money so fast that the syndicate will have to hire an extra book-keeper just to figure up the profits for the bondholders. Come on in, fellers, the water's fine!

H. A. Bereman.

Not His Destination.

A Mississippi River steamer was stopped in the mouth of a tributary stream owing to a fog. An old lady passenger enquired of the Captain the cause of the delay.

"Can't see up the river," was the laconic response.

"But I can see the stars overhead," said the old lady.

"Yes ma'am," continued the Captain, "but until the boilers bust we ain't going that way."



Here Mr. Merchant

Is the most consistent Advertising
for the Home, the Factory and
Public Places.

A Calendar will give you publicity 365 days in the year and be thoroughly appreciated by every recipient.

We are prepared to furnish your wants be it in the Domestic, Art, or German and French production. Also the large twelve sheet calendar for all purposes. We solicit your inquiry.

Grand Rapids Stationery Company
"The Calendar House"

572-576 Division Ave., S. E.

Grand Rapids, Mich



The Lure of the Successful Speculation.

Written for the Tradesman.

Mrs. Farrington lately has made some money through an amazingly lucky investment. Some two or three years ago her son-in-law, Mr. Fisher, became interested in some oil wells. He and his two partners bought out the former owners, putting into the venture every dollar they could rake and scrape together. To raise money for developing the wells and buying machinery, they sold a little stock, but wisely kept the control of the enterprise in their own hands.

These wells actually contained oil and plenty of it. Early in the present year, although things were going very well with them the company still needed money, and were offering a small amount of stock. Through Mr. Fisher's advice Mrs. Farrington bought fifteen hundred dollars' worth.

Only a few days after her purchase, the richness of the little Eldorado to which Mr. Fisher had pinned his faith became evident. The wells proved better than the most sanguine of the company had believed. The yield was so great that monthly dividends were declared. Mrs. Farrington receiving forty or fifty dollars as her share.

A short time ago the company had a very flattering offer from the Standard people—an offer so good that they decided to accept it, despite the dazzlingly bright prospects for continuing operations themselves. To make a long story short, after getting something like three hundred dollars in dividends, Mrs. Farrington received for her original fifteen hundred, a perfectly good and valid check for forty-five hundred dollars.

A streak of rare good fortune, you will say. Certainly it was. And a circumstance well calculated to turn topsy-turvy in the minds of her friends and acquaintances, all approved and conservative ideas of investment and finance. A fabulous gain that we read about usually makes no great impression upon us; but when we actually know of such a lucky stroke as that of Mrs. Farrington's, is there a mother's daughter among us who does not want to pull up some little hoard of accumulated savings and go and do likewise—or better? For down in the heart, every one of us has an innate desire to be a plunger.

One exasperating thing about being a woman, and a middle-aged woman in particular, is that all the wisecracks think—and say—that we ought to play safe in money matters. We need only a little, but we may need that little very badly. So instead of trying to

win some big stake, we are advised to hold on to what we have, and we are warned against taking any risks. For our earning power is small, perhaps absolutely nothing; and if we should lose out in speculation, we are likely to find ourselves in a heartless world with no shelter in sight but the poorhouse.

For the like of us, the good real estate mortgage yielding maybe 6 per cent., or the sound municipal bond bearing 4½ or possibly 5 per cent. interest, is considered the correct thing in the way of an investment. But here Mrs. Farrington has more than trebled her money in less than a year's time! When we see something like that, the returns from mortgages and bonds seem so paltry. And as to earning in any ordinary way, or practicing wretched little economies to save a nickel here or a dime there—these homely old methods of accumulating money are so endlessly slow! Why not take a little risk and have something worth while?

There is one feature about a successful speculation of the size of Mrs. Farrington's that gives it a peculiar temptation. It is so easily within the grasp of the ordinary mind. Almost all of us are acquainted with men who started poor and have become millionaires. But usually their operations have extended over a long term of years, and they have seen downs as well as ups. They have put in their time and labor and thought, and they were very shrewd. Most of us know that we never could make a great fortune. It isn't in us to do it. A million dollars is beyond the comprehension anyway. But why should not any other woman with a little money do as well as Mrs. Farrington? Why indeed?

Are there not other oil wells besides those in which her son-in-law invested? Or if not oil wells, then mines, or patent rights, or other projects for making quick and easy money?

Certainly there are, sisters. And once in a while somebody makes a brilliantly lucky hit, just as Mrs. Farrington has done. And it is just these rare lucky hits that make it possible for rascally promoters to finance their on-paper schemes with the good money of innocent dupes. Just these that enable dreamers who are not rogues to launch impracticable ventures on the savings of their friends. No one ever would go into any kind of a speculation if there were not these occasional successes.

When we see some one make a few hundred or a few thousand dollars

as easily as Mrs. Farrington has done, we are apt to forget the far greater number of cases we have known where similar investments have resulted in total loss. We lose sight of the fact that the inexperienced investor often fails to discover the weak points in an enterprise that promises large returns. In short, when some friend is successful in a speculation, we find it hard to keep our heads and stick to safety and 5 or 6 per cent. Quillo.

The Reputation and Standing of Walter Baker & Co.'s Cocoa and Chocolate Preparations

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods and by extensive and persistent advertising.



Registered, U. S. Pat. Off.

This means for the grocer a steady and increasing demand from satisfied customers with no risks to himself on account of unsold or damaged goods; in the long run by far the most profitable trade.

The genuine Baker's Cocoa and Baker's Chocolate have this trade-mark on the package, and are made only by

WALTER BAKER & CO. Ltd.
Established 1780 Dorchester, Mass.

Henry Smith
FLORIST
139-141 Monroe St.
Both Phones
GRAND RAPIDS, MICH.

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

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

A Safe Match Means a Safe Home



Every responsible grocer wants to sell his customers matches which are nothing short of the safest and best made. Thereby he safeguards the homes of his community.

Any grocer who is not handling "SAFE HOME" matches, should take steps to do so at once. Ask any wholesale grocery salesman about them or drop a line to the manufacturer, who will have his salesman call and explain their superiority.

Every "SAFE HOME" match is non-poisonous, strikes anywhere, is extra strong and sure, is chemically treated to prevent afterglow when blown out, and is inspected and labeled by The Underwriters' Laboratories, Incorporated.

Made Only by
The Diamond Match Company

Double Profits

In grouping the profitable and unprofitable lines in your store did you ever make this distinction?

Some items (which pay you a good profit) stimulate trade in practically every department of your store, while with others (which also pay a satisfactory profit), your income ends with the original sale.

"LITTLE BUSTER" Popping Corn

pays you a handsome profit besides stimulating trade in a number of other articles in the store. These double profit lines come pretty near spelling the difference between success and failure in these days of over competition.

Order a case of "LITTLE BUSTER" from your jobber to-day and lay the corner stone for a double profit paying business.

THE ALBERT DICKINSON COMPANY
Chicago, Ill.



BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, Oct. 19—In the matter of the Welch-Atkinson Shoe Co., bankrupt, Grand Rapids, hearing was this day had on the trustee's report of exempted property and objections of creditors thereto. It is the contention of Goodspeed Brothers, who sold the bankrupts the stock of shoes on contract, reserving title therein until paid for, that the contract, while void as to subsequent creditors, is valid as against the individual bankrupts and their right to exemptions. It is expected that the trustee will file his first report and account in this matter soon, upon the receipt of which meeting of creditors will be called and first dividend paid.

Oct. 20—In the matter of Henry Van Dommelen, bankrupt, Holland, the adjourned first meeting of creditors was held this date. Claims were allowed. The bankrupt and his wife were recalled and further examined with reference to the title of certain assets claimed both by the trustee in bankruptcy and the wife of the bankrupt.

Oct. 21—In the matter of Richard Haan, bankrupt, Grand Rapids, the first meeting of creditors was held this date. It appearing from the examination of the bankrupt at the first meeting that the estate contains no assets not claimed as exempt, it was accordingly ordered that no trustee be appointed. The estate will be closed at the expiration of the time for confirming exemptions.

Oct. 22—In the matter of the Charles E. Norton Co., the adjourned first meeting of creditors was held this date. Claims were allowed. The trustee filed his first report and account, showing the receipt of the sum of \$19,200 from the sale of the assets. A first dividend of 10 per cent. has been declared and ordered paid to the creditors whose claims have been proved and allowed up to and including this date. The first meeting of creditors was further adjourned to Oct. 29, and the officers of the bankrupt ordered to appear for further examination.

In the matter of George P. Dowling, bankrupt, Grand Rapids, the final meeting of creditors was held this date. Claims were allowed. The final report and account of the trustee was considered and, the same appearing proper for allowance and there being no objection thereto, was approved and allowed. The trustee was directed to file a supplement to the final report and account showing additional receipts since the filing of the

final report and account. No cause being shown it was determined that the referee should make a favorable report as to the discharge of the bankrupt. The meeting was held open for decision upon matters upon which decision has been reserved. Auditors will probably receive less than 5 cents on a dollar.

Oct. 26—In the matter of Adrian Klaver, Holland, the first meeting of creditors was held this date. Claims were allowed. Kirk E. Wicks, receiver, filed a report and was discharged. Dick Boter, of Holland, was elected trustee. Meeting adjourned without day.

St. Joseph, Oct. 11—In the matter of McMahon-Wicks Coal Co. bankrupt, Kalamazoo, a special hearing was held on the trustee's objections to certain claims, preparatory to the trustee filing his final report and account for the purpose of calling the final meeting of creditors to close the estate.

In the matter of Harriet A. Runyan and Grace L. Finch and Runyan & Finch, a copartnership, bankrupt, Dowagiac, the trustee filed his final report and account, showing total receipts of \$614.25 and disbursements of \$295.29, leaving a balance on hand of \$318.96, whereupon an order was entered calling a final meeting of creditors at the referee's office on Oct. 28 for the purpose of passing upon the trustee's final report and account, the declaration and payment of a final dividend, the payment of administration expenses and the transaction of such other business as may come before the meeting. Creditors were directed to show cause why a certificate should not be made recommending the discharge of the bankrupts.

Oct. 12—In the matter of Israel Goldberg, bankrupt, Kalamazoo, schedules were filed showing the following creditors and assets:

City of Kalamazoo, taxes	\$ 8.28
Independent Publishing Co., Fort Wayne	\$ 62.40
I. Saltzman & Sons, Chicago	26.00
Grand Rapids Shoe & Rubber Co., Grand Rapids	52.40
Specialty Shoe Co., Fort Wayne	227.45
Jacob Meyer & Bros., Chicago	97.65
Hartman Trunk Co., Racine	82.00
Star Clothing Mfg. Co., St. Louis	123.00
Ralph Ainsworth Co., Detroit	154.80
H. M. Currier & Co., Boston	216.00
Herbert & Meisel Trunk Co., St. Louis	103.25
L. W. Shoe Co., Chippewa Falls, Wis.	112.91
Herold-Bertsch Shoe Co., Grand Rapids	320.16
Wolfson, Levy & Co., Cincinnati	68.50
Samuel Phillipson & Co., Chicago	91.19

The None Better Mfg. Co., Hartford City, Ind.	101.75
A. Ghekman, Chicago	17.45
The Clothing Mfg. Co., Jefferson City, Mo.	119.00
Bradley & Metcalf Co., Milwaukee	82.80
Lewis I. Rubin & Co., Chicago	73.33
Modern Mfg. Co., New York	127.15
Swartz Bros., Chicago	98.57
R. P. Laurthz & Sons Co., Chicago	164.05
I. S. Pants Co., New York City	87.00
Atlas Hosiery Mills, Chicago	86.31
Bernstein-Cohen Co., Chicago	146.75
Hillsdale Shoe Co., Hillsdale	365.40
Smith-Wallace Shoe Co., Chicago	361.15
La Salle Shoe Co., Chicago	57.60
Great Northern Rubber Co., Detroit	104.68
Guthman Conjenle Co., Chicago	10.00
National Cash Register Co., Dayton	111.88
A. Silverman, Grand Rapids	400.00
Harry Boorstein, Grand Rapids	500.00
U. B. A. Hospital, Grand Rapids	31.00
Hansman & Goldman, Toledo	50.00

The assets are \$2,255.00.

\$4,833.58

Oct. 14—In the matter of Israel Goldberg, bankrupt, an order was made for the first meeting of creditors to be held at Kalamazoo, Oct. 25, for the purpose of proving claims, the election of a trustee, the examination of the bankrupt, passing upon the receiver's report and account and the transaction of such other business as may properly come before the meeting.

Oct. 15—In the matter of the Michigan Buggy Co., bankrupt, Kalamazoo, an order was made for a hearing on the trustee's objections to the claims of certain railroads, to be held at Kalamazoo, on Oct. 21.

Oct. 16—In the matter of the Spade Manufacturing Co., bankrupt, Kalamazoo, the trustee filed his final report and account showing total receipts of \$5,170.11 and disbursements of \$3,507.98, and balance on hand of \$1,642.13, whereupon an order was made for a final meeting of creditors to be held at the referee's office on Nov. 1 for the purpose of passing upon the trustee's final report and account and the declaration and payment of a final dividend. Creditors were directed to show cause why a certificate recommending the bankrupt's discharge should not be made by the referee.

Words of Wisdom from Wanamaker.

In the course of our experience we have found it bad policy to put old stock on the upper shelves. At times, when we did do it, the store of course had the appearance of being well

filled; but we have found it difficult to get our clerks to climb up the ladders to those upper shelves. Therefore, we keep our old or dubious stock well within reach. I have known stores that got so topheavy with the stuff away up there out of reach that they finally toppled over into the arms of the sheriff.

Carrying insurance on worthless stock is more expensive than taking a trip with one's family. A man who keeps his eyes open on a trip will make it pay him some sort of dividend, but to insure wormy flour or rotten cloth is the first step toward bankruptcy.

We have found that usually the best path out from under an overstock is the trail that leads to the office of the newspaper's advertising manager. He can very often exchange some of his space for what we call results; but sorrowful experience has taught us that the goods advertised should not be boomerangs, to come back and hit us on the head.

Once we had some cloth the colors of which we guaranteed to be fast. About half of it came back to us with complaints. What became of the other half, or how much damage it did us, we can only guess. But the experience taught us not to guarantee stuff without knowing what we were talking about. It will hurt us far less to say, "we do not guarantee this," than to lay claim to knowledge we do not have. John Wanamaker.

The greatness of man forbids that the grave ends all—Moses Harvey.

ASK YOUR JOBBER FOR

Hart Brand Canned Foods

HIGHEST QUALITY

Our products are packed at five plants in Michigan, in the finest fruit and vegetable belts in the Union, grown on lands close to the various plants; packed fresh from the fields and orchards, under highest sanitary conditions. Flavor, Texture, Color Superior.

Quality Guaranteed

The HART BRANDS are Trade Winners and Trade Makers

Vegetables:—Peas, Corn, Succotash, Stringless Beans, Pork and Beans, Pumpkin, Red Kidney Beans, Tomatoes, Spinach, Beets.

Fruits:—Cherries, Strawberries, Red Raspberries, Black Raspberries, Plums, Pears, Peaches.

W. R. ROACH & CO., HART, MICH.

Factories at

HART, KENT CITY, LEXINGTON, EDMORE, SCOTTVILLE.



Decorating Windows at Different Periods of the Year.

The first thing a customer looks at when he reaches your store after reading your advertisement is your windows. If your window is not in tune with your advertisement your customer will hesitate. He will think about your competitor across the street who has a fine front and well-kept windows.

Since it is essential that a trim must be attractive, the question that automatically arises is, What are attractive displays? My idea of an attractive display is a window not overcrowded, carried out in a color scheme and trimmed in units. To trim a window of this kind there are four things to consider:

1. Merchandise.
2. The color scheme.
3. The season of the year.
4. Expression.

Select your merchandise carefully, so it will represent your stock. Don't fill your window or try to put a carload of merchandise in your window at one time. By doing that you will find half the goods displayed cannot be seen. The fewer goods displayed the better. Always remember, don't overcrowd your window.

Now for the combination of colors and color schemes. Don't put in a mixture of colors in your displays, as they are not attractive and will not hold the attention of the passerby. Use silks, sateen or plush to drape your window. In putting a white goods display of any kind, use red or black drapings; they always make a very good combination. If your merchandise is green, use yellow; if your merchandise is gray, use purple, etc.

Now for the seasons of the year. This is where you can put expression in all of your displays. By this I mean make your window suggest something. For instance, in a fall display I would use the natural oak leaves. This will give your window a very fine background, and makes a very good fall showing at a very little cost. You can get these leaves along any country road. Cut branches about the size of your thumb. The seasons always call for an early showing of styles. Don't wait for your competitor to start the early showing; do it yourself. Be the first one.

Here are a few good suggestions for the merchant who wants attractive window displays at a very little cost: Use the natural ferns or palms in your windows as a center or a divider. This will give a very rich tone to your display, whatever it might

be, and is always pleasing to the eye. You also can rent ferns or palms from your local florist for any special display, such as Easter or your spring or fall opening. You also can rent furniture from your local dealer, such as you might use for your opening windows, or any special display, such as chairs, tables, electric shade lamps, rugs, etc.

Here is a good outing goods display for the early spring: Go out and get some willows just as they are beginning to leaf, and a canoe. You could arrange this display as follows: Put in the canoe an Indian blanket, some cushions, a paddle, magazine and a fishing rod. Tilt the canoe on an angle of forty-five degrees, put the willows in the background and use green sateen moss or grass on the floor in front of the canoe. You could then trim your merchandise very lightly around this. This is a display that could be used by the sporting goods stores, the clothing stores, the dry goods stores and the shoe stores.

Another good outing goods display would be to go to your local book store and rent a tennis racket, ball and tennis net. Drape the net in the background of your window, and then use two or more tennis rackets at different angles around your window. Your merchandise, of course, trimmed light around this.

For a bathing suit window, life preservers and canoe paddles make good accessories.

For the showing of auto wearing apparel you could rent all the auto accessories you could use, such as tire, goggles and auto lamps, at a very small cost, from your local garage. The lamps could be lighted by connecting same with storage batteries. You could regulate the light in such an angle in your window that it would make the average passerby's eyes blink as he goes past your store, as the light will shine right in his face. This would naturally stop him to see what was the cause. He then would see your display of auto wearing apparel.

Here is a very good way to show straw hats: We will say our idea is a porch scene. Go to your local dealer and rent porch screens, and put these up against the inside of the window and let them hang down part way. Then rent some straw or rattan furniture; also rugs, Japanese umbrellas and lanterns. Hang your lanterns in whatever place you think they should be, open your Japanese umbrella and tie it on your chair; on the table you can place a vase of

Friendly Faces at the Window

In Holiday Times a lot of strangers stop and look in your window; they don't know you yet, but they carry good money in their pockets. The sight of something friendly and familiar in the window will help to bring them inside. And mighty few things are so pleasantly familiar to the American public as



SHIRLEY PRESIDENT Suspenders

A few of our nine beautiful and varied Holiday Boxes in your window will help to make the stranger acquainted with you, help to bring him inside, help, too, to remind your regular trade that Christmas is coming, and that your store is the place to buy the things that please men best.

Shirley Presidents, the original "Holiday Box" suspenders, the only suspenders known by name to the public, have always had huge Christmas sales. This year bigger, better advertising than ever is reminding more millions of buyers that they are the ever-welcome gift. Displayed in your window or on your counter they will sell easily and profitably and help to sell other things, too.

And when the rush is over, you won't have to take a penny's loss on any Shirley Presidents left in stock. They sell steadily, surely, the year round, at the full price, because the public knows they are fully worth it.

Try putting the familiar, friendly thing in your window this year and see for yourself how many people know, trust, like and buy Presidents.

President Suspenders Co.

SHIRLEY, MASS.

Now \$4.00 per dozen

flowers, a glass of lemonade, a magazine, a cigar, half smoked, lying on an ash tray. Your straw hats displayed all around this will make an attractive showing.

The style of fixtures and how to use them usually depends upon the merchandise to be displayed and the size of the window. If your window is very large you can divide it in parts by dividers or palms placed on pedestals. Your fixtures should match your background. Always remember the window is looked upon as the index to the store.

A. R. Thorwick.

Keeping an Accurate Record of Purchases.

Our method of keeping trace of our purchases is as follows: We buy both from salesmen and send orders in direct. When we buy from the traveling salesmen, we have them always to give us duplicates, showing terms and dating. We then file these duplicates in a file we have for that purpose only and when we send orders in direct, we keep a copy of the order and file it with the other duplicates.

We buy very little in open orders as we prefer to buy from the salesman. It has been our opinion we get better prices and better goods to buy from the traveling salesmen than to send in open orders.

We find nearly all reliable traveling men to give us the best prices they can and when we treat them nicely they will give us the same treatment. We make it a rule to treat all traveling salesmen nicely. We have in former years had regular printed postal cards and when we wanted to make a purchase we would send out these cards and ask for prices. Sometimes we get some goods much cheaper in price that way, but we always get the cheapest goods they carry in the lines when we ask for quotations. We have lately discarded that method and only occasionally ask for quotations.

As I said above, we have duplicates on file for our purchases and very often refer to them in making purchases. We do not do it in every instance, but only when occasion requires it.

We sometimes find one man's price higher than the others even after we have made the purchase, and in cases of this kind we write the concern and tell it about the price being too high and it invariably sends us credit invoice for the overcharge.

We make it a rule to try to buy from good reliable firms and treat them right and we expect them to do us likewise.

We are none perfect or know it all and when we reach that stage we are then just in good position for some one to beat us.

We do not try to bear down too hard on credit or for lower prices, but ask for the very best they can give us. They must have a certain percentage and if they can not get it one way they will another.

The writer once worked for a wholesale dry goods firm and was there a number of years, and very well remembers one incident while there.

One day an old customer came in to buy about \$1,500 bill and no one could wait on him except the "Boss." When you are a regular customer of a certain firm, other firms in the same line are always offering you some special bargains, they say, to get you started with them. So this particular time this customer had been offered goods in his line for less money. When he was ready to begin work, he wanted to know the price on 8-oz. osnaburgs the first thing. The price given was 5½ cents. "Why" he said, "I can buy osnaburgs down at Blanks for 5 cents." The Boss explained to him that the other concern was only offering bait on osnaburgs and would make it back on him before he finished. But he would not acknowledge that the other concern could get him that way. "I will take my chances," he said, "on their doing me that way." The Boss said, "Well, I will tell you what I will do; I will make you osnaburgs for 4½ cents if you will give me permission to make it back on you." He agreed to this arrangement and they went to work. To make a long story short, he purchased about \$2,000 worth of goods, and after the goods were taken to the packing room two invoices were made out for them—one at the regular prices and the other at prices made to the customer as he was buying, and there was a difference of about \$175. When he came in afterwards he was shown the two invoices but was told that he would not be charged with the higher one, as the concern wanted only the regular price for its goods.

This man, thus beaten at his own game, became very angry and never put his foot in the house again. The two had been lifelong friends and this was the sad ending. I mention this to show we can sometimes be mistaken and we do not know it all.

My motto is to treat all salesmen politely and courteously and get them to do the very best they can for us, and I think we get it. We do not keep a correct want book but should. They are fine for us. We have started several times but somehow we did not keep it up as we should have done. We have them here but they are not properly kept.

Our way to arrange our stock is to classify our goods as near as we can. Keep men's furnishing goods to themselves, ladies' goods in another department, boys' and girls' in places by themselves. We do this as much as space will permit. We keep all goods on shelves nicely and neatly arranged and display as much as we can in our silent salesmen.

We have quite a lot of nice dress cases and they are a good asset to any business. They sell goods all the time even when we do not know it. Show cases and show windows sell when we sometimes sleep.

F. M. Young,

Lucedale, Miss.

Whenever a customer's mind commences to wander, something like this, "Well, I suppose you need some money," for the love of Mike don't make a chump of yourself by saying: Oh, that's all right, there is no hurry.

MICHIGAN KNITTING CO.
 Manufacturer of
**SWEATERS, SWEATER COATS
 HOCKEY CAPS, GLOVES, MITTENS
 AND KNIT GOODS SPECIALTIES**
 LANSING, MICHIGAN

Make Out Your Bills
THE EASIEST WAY
 Save Time and Errors.
 Send for Samples and Circular—Free.
Barlow Bros., Grand Rapids, Mich.



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



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.

A Sure Trade Winner

At a Profitable Price for the Dealer

14 years old
 and as good
 as ever all
 the time



Quality as
 good to-day
 as when we
 established
 the brand

This is only one of our solid trade winners
 Give some Grand Rapids jobber a trial order of the old reliable "Templars"

H. SCHNEIDER COMPANY
 132 Monroe Ave. Grand Rapids

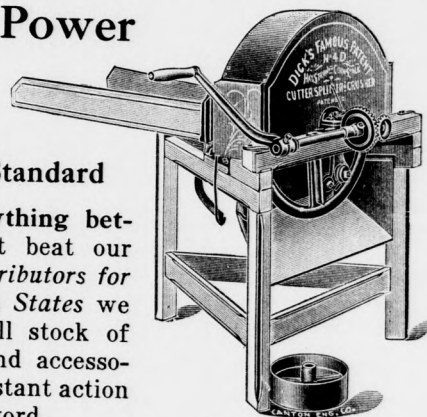
Or direct from us, if you like

The "Dick Famous" Line

**Hand and Power
 Feed
 Cutters**

40 Years the Standard

You can't buy anything better—and you can't beat our service, for as *Distributors for the Central Western States* we always carry a full stock of machines, parts, and accessories. This means instant action when you say the word.



No. 4-D Power Cutter

Ask for Our Dealers' Proposition

Get your share of this business. Ask for our printed matter and catalogues. We have the goods and are glad to tell dealers all about them.

Clemens & Gingrich Co.

Distributors for Central Western States
 Grand Rapids, Michigan

We Stand Back of Every Order We Sell

FINANCIAL FREEDOM.

Some of the Advantages of Cash Dealing.

Written for the Tradesman.

Hitherto the advantages of cash dealing have been urged solely or almost solely from the merchant's point of view. The losses he suffers through bad debts have been urged. The fact that he is deprived of the use of his money is emphasized. Merchants have banded together to cut out credits; individual merchants have now and then acted on their own initiative. This with a view to benefiting the merchant—always the merchant.

Yet it is the customer, even more than the merchant, who ultimately suffers under the credit system.

"Tick" claims its thousands of victims every year, yea, and its tens of thousands. Every day it binds chains on the financial limbs of fresh victims.

"But," urges the credit buyer, "the time is sure to come when I must have credit. I may be sick, or thrown out of work, and may not have the ready cash to purchase the bare necessities of life."

Or, "I am paid twice a month. What will I do if I have to wait until next pay day before stocking the cupboard. I'll starve."

System and forethought supply the best answer to both problems.

At the cost of a little forethought and sacrifice, the wage earner should start ahead of the game. That done, he should plan to keep ahead. And, first, last and always, the wage earner who wants to keep ahead will pay cash for all current expenses.

There is a fairly distinct line of cleavage between current expense and capital expense. Capital expense, roughly speaking, is the outlay of money for some article which will yield a permanent and steady revenue. In other words, it is investment. The factory owner who installs extra machinery adds to the earning power of his plant; the outlay for the machinery, subject to depreciation, can be counted as capital expense. But the salary of the men who operate the machinery is current expense.

Just so, in the household, the line should be firmly drawn. And, while it is permissible to cautiously mortgage the future for purposes of capital expenditure—as in the purchase of a home, which saves rent—the entire current expenses, including outlay for taxes and interest, should be more than covered by current receipts, and should leave a margin of saving against the inevitable rainy day.

Current expenses can best be kept within the limits of current receipts by spending only when there is in the purse the actual cash wherewith to pay.

No doubt it is convenient to go into or telephone the store and order groceries sent up without waiting while a \$5 bill is changed. But, if credit saves a little trouble then, in the long run the credit customer pays dearly for the saving.

This is the day of counter checks, but even with counter checks generally in use, errors are apt to occur. Theoretically, the clerk fills in the check in duplicate, and posts your account from the carbon copy; handing you the original whereby to verify the account. But in many instances the merchant keeps both copies, one in his counter-check book the other in an account register; in which case you can check his account solely from memory. Even where you receive the duplicate, in many instances it wears to tatters in your pocket and is eventually thrown away.

Ultimately, when you call for your account, you receive a shock. Here are two pounds of butter in a single day, where you are positive you

One household cut its butcher bills between 20 and 25 per cent by paying cash, and cash only. Previously, the housewife telephoned her orders. Two pounds of boiling beef, worth in that town, 18 cents, when delivered had grown to 3½ pounds, worth 32 cents. The exact pound of round steak, worth 20 cents, figured in the ultimate bill as "steak—23 cents." The butcher was perfectly honest—but he gave good measure, and charged in full.

Then the housewife decided to pay cash. Next time she called for steak she asked for a pound, and put the 20 cents on the counter.

"A pound and a quarter—23 cents?" The butcher glanced at the scales. "A pound—exact, if you please."

being even with the game, the family was two weeks behind.

Once behind, it is difficult to pull ahead. It is easy to go further behind. Ultimately, there is a shutting down of credit, a garnishee summons, dismissal—and difficulty in securing a new job.

That is the typical instance. A young professional man affords the horrible example. He had a good first year, and owned outright a small home. His only outlay in the "rent" column was \$3 a month for taxes. He owed nothing. Financially, his position was sound. Professionally, his standing was improving. With diligence he could look for further earnings.

But his wife wanted a new house. The new house was undertaken, and grew, as new houses often will. The original \$2,500 outlay planned widened out until bills for nearly \$3,800 were run up. In the midst of it a piano was bought, on the installment plan. One or two other incidentals were undertaken.

Then came the realization; followed by borrowings here, there, and everywhere. The young man found himself with the same old income of \$1,200 a year and a house on which the taxes and interest charges represented a rental which should not have been undertaken on an income of less than \$2,500 a year. In most cases the outcome would have been an immediate and prodigious smash; in this instance the victim of borrowing from the future is feeling his way slowly, painfully and uncertainly toward financial freedom. Meantime, the portion of his income which should go toward developing his professional talents is eaten up in interest charges, piano instalments, and little payments on current accounts.

With \$5,000 debts as a handicap, he has swung his allegiance to cash, cash and cash only.

How can a household begin and continue on a purely cash basis. Simply by borrowing from the past instead of from the future. The first essential is to start with a little cash in hand, to furnish modestly, rent cautiously, and spend carefully. The second is to live within the income, and more than that, to set aside each week or month a fixed proportion of all earnings to be added to the original cash reserve. A few hundred dollars in the savings bank will tide any well managed family over a considerable spell of sickness or unemployment.

Curiously enough, the family with a cash reserve rarely experiences unemployment. The man who forms the habit of saving seems, from all accounts, to be a more useful and more reliable worker than the man who spends as he goes along and also spends in advance as well.

The man who has fallen behind must fight to get ahead. And the way to get ahead is just the same—to live within the income, and to set aside a certain portion for liquidation of back debts and as a cash reserve against emergencies.

William Edward Park.



bought but one. But what of that? Although you feel positive, you don't feel positively positive. The merchant does, for he has the counter-check to back him up.

The result is that you perhaps pay for a pound of butter you don't get. For the best counter check system is not absolutely sure. The human element enters into every system. The clerk may mislay his check book and, being in a hurry, carry the item in his head; he gives no check, he makes out none himself; but later he remembers to jot the item down—and remembers twice. Sometimes he vaguely thinks there's an item to jot down when there really isn't. Hence, those extra pounds of butter and dozens of eggs. You protest and pay. A lingering suspicion haunts you that he thinks you tried to cheat him, and a lingering dread that you yourself are being—at least involuntarily—cheated.

Paying cash, and cash only, eliminates all this.

The extra three cents of outlay was saved. Three cents on a single sale may be small; but three cents on every pound of meat bought during a year will pretty nearly pay a month's house rent. Furthermore, the housewife in this instance is convinced that, paying cash, she gets better meat, and perhaps more for her money. If meat is unsatisfactory, she is under no obligation—she can tell the butcher just what she thinks of it. That is a great potential advantage of all cash dealing.

The credit buyer is simply mortgaging the future. Therein lie dangers and pitfalls innumerable. Here is the typical experience. A factory hand in a small town, receiving \$15 a week, habitually bought on credit. In time of slackness, there was nothing saved—but the factory was to resume right away, and credit was still good. When the next pay-day came, two weeks' money fell far short of covering between three and four weeks of credit buying. Instead of



November 10 is Hawaiian Pineapple Day

A National Celebration in Honor of This
Delicious Paradise Fruit

Hotels, Restaurants, Railroads, Steamships, Etc., are
featuring this day everywhere

Display Hawaiian Canned Pineapple

Your Profit in This Product is Greater Than in Most
Canned Goods You Carry

Hawaiian Pineapple Canned

SLICED—CRUSHED—GRATED

There is national interest in this fruit, particularly now when the Association of Hawaiian Pineapple Packers is spending a great sum of money in advertising.

Anyone who has ever tried Hawaiian Canned Pineapple is thereafter a steady consumer and booster.

You will get increased business and interest in your store if you make attractive window displays.

Every grocer has a great opportunity to get one of the many prizes offered for window displays.

**\$8,000.00
To Grocers**

**1006
Prizes**

1 First Prize	\$500.00	\$ 500.00
3 Second Prizes	200 00	600.00
12 Third Prizes	50 00	600.00
30 Fourth Prizes	25 00	750.00
150 Fifth Prizes	10 00	1,500.00
810 Sixth Prizes	5 00	4,050.00
1006 Prizes		\$8,000.00

If you display you can hardly fail to get one because there are over a thousand. You can use any brand, sliced, crushed or grated, any time until December first.

For full information and for a window trim FREE write to

**Association of Hawaiian
Pineapple Packers**

Garland Bldg.

Chicago



FOOT AND MOUTH DISEASE.

It Must Be Eradicated, Root and Branch.

There are a large number of diseases of domestic animals, as well as disease, of the human species which are known to be due to the activities of "germs," minute members of the vegetable and animal kingdom which may not be visible even with the high powers of a microscope. Of all these it is doubtful if any is as easily spread as is the germ of the foot and mouth disease. Experience has taught the majority of people the infectious nature of many of the more common human diseases, such as smallpox, scarlet fever, measles, etc., but a great many live stock owners do not realize that the infectious diseases of their domestic animals are just as nearly communicable.

Foot and mouth disease attacks cattle, hogs, sheep and goats, and sometimes other animals, including the human. The disease is highly infectious. The germs may be carried on the shoes, clothing, or bodies of persons; upon the feet or bodies of poultry, birds, dogs, cats, or other animals which may have been in the immediate vicinity of afflicted animals; by insects; by particles of straw or litter which may be carried by the wind; and in many other ways.

Rapidity of Extension.

Owing to its extremely infectious nature, foot and mouth disease, when once started in a community, spreads with great rapidity. An example of this is shown in the recent outbreak, when less than three months from the first case, and despite every precaution that could be taken by the authorities, the disease had affected animals in twenty-one states and the District of Columbia.

The results of the investigation as to the means by which the disease was spread during this outbreak disclosed the fact that about one-quarter of all the affected herds were infected by germs carried by persons, although not one single case was found where the infection was carried by inspectors, these men being required to fumigate and disinfect themselves after visiting each farm. In the majority of cases infection was carried by farmers or some member of the household, who, for curiosity or other reasons, visited infected premises, or where persons from infected premises visited other places where animals were confined.

An interesting example of this is found in the fact that the health authorities of Cincinnati, Ohio, were compelled to have an injunction issued restraining a certain stock buyer from going upon any premises containing animals, as it was ascertained that he was spreading the infection.

Permanent Immunity Not Insured.

In one respect foot and mouth disease differs from the majority of infectious diseases, in which one attack confers upon the person or animal affected a permanent immunity from future attacks of the same disease. Foot and mouth dis-

ease does not confer such immunity, at least of a permanent or lasting nature. Animals which may recover from the disease during one outbreak may again be attacked during future outbreaks, or they may even reinfect themselves by means of germs carried upon their own bodies.

Certain persons who recover from typhoid fever are known to be carriers of that disease long after they have ceased to show or feel any evidence of the disease. In the same manner animals which have recovered from foot and mouth disease may continue to be a constant menace to the health of other animals with which they may come in contact. It is true that these germ carriers, both animal and human, are not frequently found, but the fact that they exist must be taken into consideration when attempting to eradicate the disease.

An estimate issued by the Department of Agriculture shows there were in the United States on January 1, 1915 a total of 58,329,000 cattle, 64-

prevalent in the United States the loss sustained on the vast number of cattle would aggregate an immense sum. While swine, sheep, and goats are injured to a less average extent, the injury in the aggregate would amount to many millions of dollars annually. Breeders of swine in the United States are already struggling with hog cholera and other diseases peculiar to this species, and to permit foot and mouth disease to become prevalent might mean a death blow to the industry.

Nor do the losses end here. Not only is there considerable danger to human life, through infection of children and weak persons, but the economic loss to the dairying and allied industries, the effect on the market price of animals, and the trouble of unavailing but persistent efforts at quarantine which always result would add to the burdens of the producer and the customer.

Methods of Eradication.

Even a superficial study of this

have so far successfully coped with the disease.

One large herd of cattle in Chicago was saved from slaughter because conditions made possible methods of quarantine to prevent spread of the disease. Such conditions would be absolutely impossible on an average farm and far too costly to employ with ordinary cattle. This case therefore, offers no criterion by which the effectiveness of this method may be judged and the experience of European countries with farm quarantines is that the disease invariably spreads and gains a lasting foothold. The herd in question, which was held in close quarantine at Chicago for a period of seven months, consisted of over 700 valuable pure bred cattle. They were confined in the second story of a tight brick building. A large force of veterinarians and police officers was employed, and no employee or other person was allowed to leave the building until he had been thoroughly fumigated and disinfected. No outside animals—dogs, cats, poultry, or birds which carry the disease from one place to another—could gain access to the building. Conditions for feeding and handling the cattle and disposing of manure and bedding were such that none of it could get out of the building without being thoroughly disinfected. These conditions would be difficult to duplicate outside of a large city and would be impossible to maintain on any farm. Even were it possible to maintain similar quarantine on farms the large number of veterinarians needed to supervise the work could not be obtained, and the heavy expense of maintaining such a quarantine would exceed many times the value of the animals involved. In the case of the large Chicago herd the expense per head amounted to several times the average value of farm cattle.

Opposition to Eradication Work.

Owing to the low death rate and the mild form of the disease which is usually manifested at the beginning of an outbreak, the drastic methods of eradication necessary, and the general lack of public knowledge of foot and mouth disease, considerable contention is apt to exist wherever those in charge attempt eradication work.

It should be the duty of every interested stock owner or other well-meaning person in affected districts to assist in preventing the spread of foot and mouth disease by every available means.

In all such cases it is necessary for the individual to sacrifice his own special interests and give a spirit of co-operation in these measures which experience with disease wherever it has occurred shows to be essential to the safety and prosperity of the National cattle-raising and dairy interests.

You Can Help.

Every person can help by keeping away from stricken animals. Do not go to see them out of curiosity and do not permit other members of your household to visit the premises on which such animals are confined.

**WOOD WANTED IMMEDIATELY
IN EXCHANGE FOR SALT!**

at the
**Grand Rapids
SALT WORKS!**

**110 pounds of salt will be given per cord for
good sound hard wood, (including white and yellow Oak,) delivered at the
works. The wood to be cut 4 feet long, split into suitable size for burning
and compactly corded. The Salt warranted to be of good quality.**

**N. B. Salt constantly on hand for sale, and
most kinds of produce received in payment.**
Grand Rapids, Jan. 21, 1843.

How Salt Was Sold In Grand Rapids Seventy-Two Years Ago.

618,000 swine, and 49,956,000 sheep. All these animals are susceptible to foot and mouth disease, and should this disease be allowed to spread promiscuously over the country it is fair to assume that the majority, if not practically all these animals, would become affected.

Although the death rate is not large (estimated from 2 to 3 per cent. in average outbreaks), every animal attacked by the disease is injured to a greater or less extent. As the disease continues to spread, however, strains of virus passing through successive herds sometimes result in a much more virulent form of the disease, in which the death rate may reach as high as 40 to 50 per cent. of the animals attacked.

In Holland, where the disease now exists continuously, cattle are said to be damaged to an extent of \$10 each on the average. In Germany, where the same condition exists, the loss is said to average \$7 for each head of cattle attacked by the disease. If the disease should become similarly

question should convince the most skeptical of the necessity of eradicating this disease before it becomes established to the point where eradication is impossible.

Three methods are open by which to control or eradicate an infectious disease, namely, vaccination, quarantine without slaughter, and quarantine with slaughter of all infected or exposed animals.

No vaccine has yet been found which is of value or which will produce a permanent immunity in foot and mouth disease. Quarantine without slaughter has been tried in various ways by European countries, and has invariably resulted in permitting the disease to become fastened upon the country employing that method. It has proved impossible to maintain an effective, quarantine upon a farm; for the period of time necessary. There remains, then, but one effective method—that of quarantine with slaughter—which is the method now in common use in all countries which

Keep your dogs, cats, chickens, and other domestic animals at home, and keep other people and their animals away from your stock and barns.

Telegraph immediately to the Department of Agriculture at Washington reporting any suspicious cases of sore mouth associated with lameness in your stock. Do not take chances. Delay will save you nothing, and may greatly harm you or your neighbors.

Observe strictly the quarantine regulations and induce your neighbors to do likewise. Experience has shown that where people work with the authorities the loss to the community is trifling compared to what it is when they work against them or show indifference.

If you are feeding skim milk or garbage see that it is thoroughly cooked by boiling before being fed. If there is an outbreak in your vicinity do not permit milk cans or other objects from creameries or other farms to be brought onto your premises.

If the inspector visits your farm aid him in every way to do his work quickly and thoroughly.

Assist in disseminating the true information about this disease, for no price is too great to pay to prevent its gaining permanency in this country.

A. D. Melvin.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Citizens of Coldwater, through Mayor Kleindinst, are appealing to the Michigan Inspection Bureau for a more equitable classification, especially in the business district.

The fire underwriters will make a survey of Saginaw Nov. 9.

The Dachel-Carter Co. has been formed to manufacture boats at Benton Harbor.

Extensive additions will be made to the plant of the Michigan Truck & Lumber Co., at Holly.

Ishpeming has awarded the contract to build and equip an incinerator plant for disposal of garbage to the McQuire-Hunter Co., of Chicago, for \$8,885. The plant will be located at the Barnum mine.

Electric light rates at Negaunee will be lower, the Marquette County Gas & Electric Co. making a voluntary reduction, to begin Jan. 1. The reduction will be 1 cent per kilowatt hour and is made on a graduated scale, that is, a quarter of a cent every three months, so that the cost of lighting after Oct. 1, 1916, will be 11, 10, 9 and 8 cents per hour.

Howard City is arranging for a fruit and vegetable display in connection with its soil improvement rally, to be held Nov. 15, day and evening.

About sixty of the business and professional men of Otsego got together at luncheon last week and listened to a speaker from outside. The meetings will be continued.

Dowagiac is a hot town, with four furnace companies now doing business there.

The City Council of Hastings has been investigating its telephone service, as furnished by the Citizens Co., and claims that a new switchboard and more operators are needed to care for the

business in rush hours. The Citizens Co. states that its rates there are the lowest of any city of its size in the State and that the expense of improved equipment will call for higher rates.

Owosso has notified the wire companies that all poles must be removed from main streets by July 1, 1916.

City officials of Mt. Clemens visited Pontiac recently to inspect the garbage reduction plant.

Battle Creek will undertake to enforce the law making it misdemeanor to burn leaves in the streets.

The Saginaw Board of Trade is backing a movement to plant walnut trees along the roads of that county.

Three Rivers let the contract for its new lighting and water plants to Ralph Reed of that city, for \$9,404.

Mt. Morris has changed from oil to electricity in lighting its streets and a waterworks plant will be the next step.

Almond Griffen.

Delta County Retailers To Organize.

Escanaba, Nov. 2.—Retailers of Delta county have launched an organization, which in two weeks will become a permanent factor in the industrial affairs of this county. Over forty retailers of Escanaba, Gladstone and the smaller villages of Delta county, met at the Elks' temple here and discussed the plan for the organization that will have for its prime object the elevation of trade conditions.

Matters of mutual interest were discussed and at a meeting to be held at the Elks' temple in this city on Tuesday evening, Nov. 9, the society will select a name, elect officers and adopt a constitution and by-laws.

A committee was selected to frame the constitution and by-laws. A committee of three Gladstone men present was named to interest all of the Gladstone merchants while a similar committee of Escanaba businessmen was named to bring into the society all of the retailers of this city.

The society is planned for the mutual benefit of all store owners in Delta county.

A Singular Situation.

Topeka, Kan., Nov. 1.—The heaping up of deposits in some of the small country banks of the wheat section has brought a peculiar condition, in which banks are actually prevented from receiving more deposits. The State banking law provides that the deposits shall not be more than ten times the total of the capital and surplus. Many banks with \$10,000 capital and perhaps \$3,000 surplus, are already up to the limit of \$130,000.

The Bank Commissioner has warned them that they must either increase their capital, change some of their undivided profits to surplus or stop adding to their deposits. This curious situation is not likely to continue long; but it is most unusual and shows the volume of money that gathers in such a season as this, in a section where wheat-raising is general and population small.

A One Minute Business Romance.

Up in New England lived a chemist who discovered accidentally that certain chemicals spilled on a cloth gave it peculiar dust-absorbing qualities.

But the bigness of the discovery did not dawn on him at that time, nor for a long time afterward. Nevertheless, he did make use of the idea in his own home by preparing some dust-cloths saturated with the chemicals. These were used in the household for several years before anything special came of them. In the meantime, however, relatives and friends of the family had observed the qualities of the dust-cloth, and the chemist had supplied these people with cloths.

Then suddenly the big idea evolved itself—the idea that here was a commercial product. And of that idea was born a corporation that quickly put a new product on the map.

This is the sort of thing that sets us all thinking. The brain of mankind has other future products stored away—plenty of them.

For Sale—Bargain

Stock and Fixtures. Men's, Boys' and Children's Clothing, Hats, Caps and Men's, Women's and Children's Shoes. Stock in A-1 shape. \$2,000 will handle it.

J. D. Locke, Ovid, Mich.

Malch School of Music

Grand Rapids, Mich.



Highest Standard

Artist Teachers

Ottokar Malek, 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.

Ceresota

Is the Prize Bread Flour of the World

The millions who now use Ceresota Flour once used other kinds, and were induced to try this famous flour and continue using it Because they like it better, Because it makes better bread, Because it makes more loaves.

Housekeepers are never disappointed in Ceresota.

JUDSON GROCER CO.

The Pure Foods House

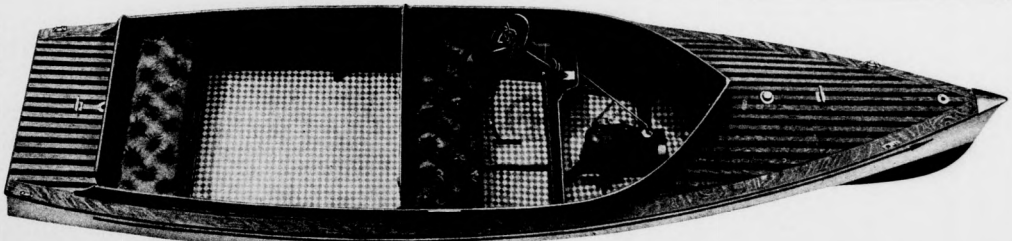
Wholesale Distributors

GRAND RAPIDS, MICHIGAN

Why a Jesiek?

Ask an Owner

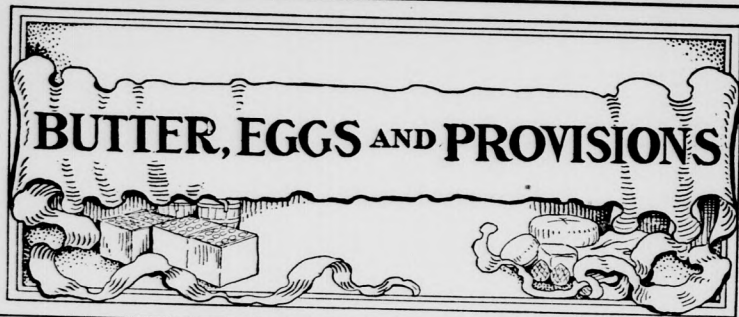
See our Exhibit



79 to 91 Market Ave., S. W.

JESIEK BOAT CO.

Grand Rapids



Michigan Poultry, Butter and Egg Association.
 President—H. L. Williams, Howell.
 Vice-President—J. W. Lyons, Jackson.
 Secretary and Treasurer—D. A. Bentley, Saginaw.
 Executive Committee—F. A. Johnson, Detroit; Frank P. Van Buren, Williams-ton; C. J. Chandler, Detroit.

Where Not to Do It.

Once upon a time, in the suburbs of an almost-metropolis, their lived a man who possessed an exceedingly robust appetite for chicken.

After several years' patronage of the poultry dealers of the city he decided to raise a crop of chickens of his own. He boasted loudly of it to his neighbors and told them what poor and cheerful idiots they were for not following his example. "Why," he interrogated, "should I give a goodly portion of my income to the dealer, when I have time and space for a poultry yard of my own?"

He purchased a second-hand incubator for \$6 and a big basket of eggs for \$5. He exchanged \$11 for wire netting and posts and \$10 more for lumber to build a house for the oncoming brood.

When all things were ready he put his 100 eggs in the incubator. He watched them diligently, but in spite of the careful watching, only twenty-five became chicks. These he nursed tenderly and fed generously. His feed bill amounted to \$5.70.

About the time the fowls were ready for the table a black-hearted desperado came under cover of darkness and carried off eleven. One of the neighbors' dogs ate three more and two others wandered through a hole in the fence and were killed by a passing auto. The whole of the remaining flock then eloped and destroyed a neighbor's flower garden, costing as a result \$6 damages and a fine of \$12 for permitting them to run at large.

Nine of the birds finally found their way to the table, and after a careful reckoning their owner discovered they cost him \$4.50 each, to say nothing of seventy-seven hours work and four bitter enemies.

Moral—The farm is the place to do your farming.

Wide Range in Egg Prices.

As usual at this season of year our receipts of fresh gathered eggs as a whole consists of widely varying qualities, containing ever possible gradation from rotten to newlaid. There is naturally a very wide range in case count prices for mixed qualities when the value of the different qualities contained is so widely different and a consideration of the facts should show how important it is for shippers buying stock at interior points to candle the goods

and pay for the various qualities different prices according to their market value. In no other way can producers—or others who hold early fall eggs at interior points outside of cold storage—be impressed with the fact that it does not pay; and in no other way can shippers protect themselves from danger of loss.

We are now at the season of naturally lightest egg production. New laid eggs, showing full before the candle and of strong, clear body, are very scarce and if such could be obtained free from any mixture with defective eggs they could be sold up to 40 cents per dozen wholesale. Now the highest grades of storage eggs—such as show only moderate shrinkage, good body, sweet flavor, and very little loss on candling, can be had in quantity at 25 and 26 cents per dozen. Shrunken eggs contained in the current receipts of fresh gathered, even when of fairly good body, are worth no more than these well kept storage eggs; and if weak and watery—as many of them are—they are not worth as much; and if rotten or spots, they are not worth anything at all. Excluding the dead loss the current receipts of fresh gathered eggs at this market contain various proportions of eggs having a separated value ranging all the way from about 23 to 40 cents per dozen—and for some lots the case count value is reduced by the presence of more or less dead loss. The extremely wide range in the value of current receipts ought to be appreciated in view of these facts; and they ought also to demonstrate the importance of buying eggs at interior points at widely varying prices, according to quality. If this were done it would appear that many of the eggs now coming into market would have been worth more than they are worth now.

To Fight Empty Egg Case Rate Plan.

The National Poultry, Butter and Egg Association and Chicago Butter and Egg Board will join forces to fight a new regulation governing rates on empty second-hand egg cases recently proposed. Mr. Priebe in discussing the proposed new rule, is quoted as follows:

"The present rate on second-hand empty egg cases returned is fourth class. The railroads do not propose to change the class or the rate, but they propose to adopt a rule that these cases will be returned at fourth class rate providing the egg dealer returning the cases will show on the bill-of-lading or shipping waybill references covering the original in-bound shipment of eggs, and these cases be returned within thirty days. This means that if the above provision is not complied with the rate will be first class, which is about double that of the fourth class."

EGGS

We must have them to supply our yearly contracts. We will pay you better prices. Communicate with us if you get a case or more weekly. Best of references.
JUST-PLUCKED EGG FARMS CO.
 Hopkins, Mich.

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

Blue Valley Creamery Company
 Grand Rapids, Mich.

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

YOUR OLD SCALE

Let me overhaul and re-enamel it and make it good as new. Work guaranteed. Charges reasonable.

W. E. HAZARD,
 1 Ionia Ave., So. Grand Rapids
 I do all work for Toledo Scale Co. in Michigan

REYNOLDS

APPROVED BY THE NATIONAL BOARD OF FIRE UNDERWRITERS
FIRE HMR SAFE
 ESTABLISHED 1868
 OF FIRE UNDERWRITERS

SHINGLES

The aim of the home builder is to build for permanency, for safety and for beauty.

Reynolds Shingles are made for permanency. They contribute more beauty and satisfaction than any other roofing material. They are the standard by which good roofing is measured. The years of perfect service and satisfaction they give you are evidences of their great economy and practical use. It is better to get Reynolds Guaranteed Shingles in the first place than to undertake an everlasting repair bill.

Fire-resisting, guaranteed for ten years. Supplied in four durable mineral surfaced colors—garnet, red, green and gray.

For sale by all Lumber Dealers.

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

Mail us sample any Beans you may wish to sell.

Send us orders for **FIELD SEEDS.**

Both Phones 1217 **MOSELEY BROTHERS** Grand Rapids, Mich.

The Vinkemulder Company

Jobbers and Shippers of
 Everything in

Fruits and Produce

Grand Rapids, Mich.

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

Miller Michigan Potato Co.

WHOLESALE PRODUCE SHIPPERS

Potatoes, Apples, Onions

Correspondence solicited

Let us hear from you if you can load good potatoes

Wm. Alden Smith Bldg. Grand Rapids, Mich.

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

PINEAPPLE DAY.

It Will Be Duly Celebrated Next Wednesday.

The second annual celebration of National pineapple day promises to be a great success. Governors of states, editors, senators and prominent people will be bombarded with mysterious packages as indicated by the following letter:

"Along about November 10 a mysterious box will be left at your office. It will contain cans filled with a sweetish liquid and some solid matter. We dare you to open it, but if you take the dare and do open the box, you will find it filled with several cans of delicious Hawaiian pineapples, which have made Hawaii famous.

"The reason the box will reach you about November 10 is because, we in the Hawaiian Islands, the baby territory of the United States, will celebrate the second annual pineapple day on Wednesday, Nov. 10, 1915. On that day the pineapple will be elevated to royal honors and will be crowned king of fruits. Therefore, "Hawaiian Pineapple Day Everywhere" will be Wednesday, Nov. 10, on which date we expect almost the entire mainland will have Hawaiian pineapples for breakfast, lunch and dinner and on that day we ask you to open these cans and partake of the luscious pineapples therein at your own table.

"We know that everybody on the mainland, our fellow Americans in the leading hotels, in railroad dining cars and steamship saloons, will read on their menus Hawaiian Pineapple Day and find many of the dishes composed of Hawaiian pineapples.

"Next to sugar—and we raise about \$50,000,000 worth every year—Hawaiian pineapples are our second leading product, and while Hawaiian, they are full fledged American pines.

Hawaiian Promotion Committee."

This idea was novel, and created much amusement and interest by the recipients, as is evidenced by the following replies:

Governor Philip, of Wisconsin, said that he received the warning and held himself prepared for the mysterious box. He added: "Your description of 'a sweetish liquid' points strongly to nitroglycerine, but if it turns out as you say, to contain slices of Hawaiian pineapple, I shall take it home and consider that I have received my just desert. With \$50,000,000 worth of sugar per year, you people in the Hawaiian Islands are well equipped to provide these discs of delight swimming in their own native element."

Honorable Franklin K. Lane, Secretary of the Interior, writing from Washington says: "I shall be glad to receive the pineapple and am willing to take the dare and open the box."

Woodbridge N. Ferris, of Michigan, states that he will be most happy to open the mysterious box and adds: "I congratulate the baby territory of the United States on her bountiful production of this luscious fruit. I am inclined to think that the demand for pineapple will continue to increase because it has already been demonstrated that it is one of the most wholesome fruits that ever finds admission to the human stomach."

It looks as if many people throughout

the country would set aside this day to testing the delights of this king of fruits.

The grocer, too, has had a chance to profit by this celebration. The Association of Hawaiian Pineapple Packers is offering a generous supply of prizes to all who are willing to display some brand, (it matters not which) of Hawaiian pineapple. There isn't a live grocer in the country who hasn't on hand some brand of Hawaiian pineapple. All he has to do is to arrange a few cans attractively in his window and send a photograph to the Association headquarters, and his chances for a prize are almost certain. There are over a thousand prizes! It is rarely in a window contest of this sort that the total number of photographs submitted

a population of only 600, cut a can of Hawaiian sliced pineapple every day for an entire week, and had the customers that came in his store try the goods." As a result, he took orders for sixty cases of the No. 2½ tins for fall delivery, on which his profit was \$72. He writes he expects to make it 100 cases.

"We are having exceptionally big trade on Hawaiian pineapple. It is an item worth pushing. A big profit-maker for you."

"Even if I don't win any prize for the sake of sampling a few cans for the interest the people took in the display and the increased sales I feel repaid."

"I will try to give you some idea of my little campaign on canned pineapple. I will feature canned pineapple from now

in the center of each of the four individual dishes which makes the display all the more attractive and appetizing. You must see it to appreciate the display."

"I must say that I have never before had a window which attracted so much attention and caused so much comment."

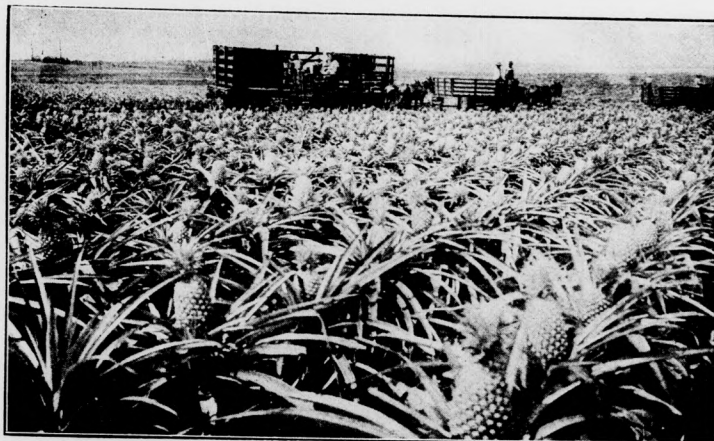
"I have also made some very nice sales, even from the first day."

"I trimmed my window on the tenth of this month. Since I had my window photographed I have thought of another arrangement which is a great improvement on this one. I will use it some other time."

"By having this card in the window we sold seven cases of the pineapple the first day."

The Association informs us there is still a month more in which to display. They will furnish free of charge very attractive window display helps. Extensive newspaper advertising is helping boost the campaign.

Children need fewer critics and more models.



Scene in Hawaiian Pineapple Field.



Gathering Pineapples in Hawaii.

are as many as a thousand. The size of the prizes, too, is unusually large. The first one of \$500 is quite a melon. Even if the grocer doesn't get a prize, he is sure to profit by increased business. The Association has informed us that all those who have displayed so far have benefitted by greatly increased business. Here are some letters received from grocers who are so satisfied with the results of the display that the prizes are immaterial to them. As a matter of fact a grocer who is at all progressive ought to see the advantage of good window displays regardless of the rewards and prize inducements of manufacturers. Note what these grocers say:

"People enquired: 'Who dressed your window?' because it was a great attraction to the people going by the store."

"One of our customers in a town with

until November 15, and if I am lucky enough to win first prize. I will leave my display in the window until the holidays."

"On pineapple day, November 10, I will have a contest to be run in the following manner: I will have a large bunch of carnations in my window, and each lady who buys a can of pineapple will be entitled to guess how many flowers there are in the bunch. The one who guesses the nearest will receive a dozen cans of canned pineapple."

"I wish to call your attention to the cut-outs which I have arranged in the windows. They are very interesting to the passerby. They go from one to the next and read every word, and in a number of cases they come in the store and purchase one or more cans."

"I have placed a red Maraschino cher-

LOGAN & BRYAN

STOCKS, BONDS AND GRAIN

305 Godfrey Building

Citizens 5235

Bell Main 235

New York Stock Exchange
Boston Stock Exchange
Chicago Stock Exchange
New York Cotton Exchange
New York Coffee Exchange
New York Produce Exchange
New Orleans Cotton Exchange
Chicago Board of Trade
Minneapolis Chamber of Commerce
Winnipeg Grain Exchange
Kansas City Board of Trade

Private wires coast to coast

Correspondence solicited

Many Lines In One Bill

Buying on this principle gives you variety without over stocking. It gives you many profits on the same investment in place of a few. It saves you money on freight.

Our monthly catalogue—America's Price Maker in general merchandise—is dedicated to this kind of buying.

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago

St. Louis Minneapolis

Dallas



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

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

Spasmodic Attempts to Get Business Rarely Succeed.

The wheelbarrow salesman differs from the order-taker in that he has going spells once in a while, even though they come in fits and jerks, accompanied by many twists and turns. The wheelbarrow is a mighty useful article, but its inventor never intended that it should play any part in salesmanship.

You know something about the peculiarities of the wheelbarrow salesman if you are experienced in the style of acrobatic stunts necessary to the navigation of that unwieldy contrivance from which he derives his cognomen in our family of business-getters. One thing I have noticed about the wheelbarrow is, that it is never used to carry a valuable load—the chances of safe delivery are too slight. Its burden generally consists of bricks, mortar, dirt, or rubbish of some sort. It does very good work when there is nothing in the way to impede progress, but let it hit the smallest obstacle, and over it goes: or, perchance, if the man at the handle end of the affair is well versed in its peculiar traits, he can save the load by an extraordinary exhibition of skill and adroitness, known only to the manipulator, and which closely resembles an Indian war-dance.

The salesman who hopes to get on in the world will find it a hard task on one wheel and two handles with some one constantly pushing him from behind. He must be a four-wheeler, with an improved up-to-date motor power of self-energy keeping him constantly on the move.

The one-wheel machine goes along

all right on a smooth track with a strong hand to steady it, and two props to keep its balance when not in motion; but it takes four wheels, all well greased and in good running order, on a vehicle stanchly built, to complete any kind of a journey in safety in which there is a liability to encounter all manner of obstacles.

I remember, when a youngster, seeing some performers at a circus do a balancing trick on one wheel. I went home and took a wheel off the buggy in the barn, ran a short piece of broom-handle through the hub, and mounted from the horse-block. The wheel made a half-revolution, which I completed, stopping the mad whirl only when my head struck a convenient hitching-post. When the doctor had taken out the stitches, and I was able once more to sit at the table in place of standing, I said, "No more one-wheel business for me," and immediately turned my attention to fixing a contrivance on my four-wheeled red wagon that enabled me to propel it, riding at the same time, with no danger of a fall.

A wheelbarrow is a dangerous thing at times to itself, its propeller, or anything that happens within short range. I once saw an Irishman laboriously pushing a heavily loaded barrow up a steep incline. His foot slipped, and to save himself he let the whole load go, which precipitated on the head of a fellow-workman, killing him instantly.

Webster defines the wheelbarrow as "A light vehicle, having two handles and one wheel." Barrow means "a portable carriage," and portable means "capable of being carried easily." Therefore, it must be seen at a glance that a wheelbarrow salesman is the one who operates on one wheel, is light, has two handles, and is capable of being carried easily.

The two handles might be labelled push and pull, it being necessary only for the sales manager to reverse his tactics that the wheelbarrow may be made to go either way.

Under certain conditions it is easier to pull a wheelbarrow than it is to push it; besides the change about, it is less wearing in the long run.

The trouble with this Dr. Jekyll and Mr. Hyde type of salesman is that he bottles up his energy in an hour-glass of indolence and industry, in which the negative and positive qualities are about equally balanced but constantly at variance with each other. When the industry end of the glass is uppermost, splendid work is the result; but the supply gradually runs down into the indolence end until there is not a grain left. Then

comes a period of slack work and consequent poor results. A powerful stimulus is required to reverse affairs, when once again industry conquers for a brief time, forcing its enemy, indolence, to the bottom.

The utility of this class of salesman remains an unknown quantity so long as frequent stimulation is necessary to produce even a fair average of results.

Nearly every large institution has its wheelbarrow salesmen, men who do not seem to regard it as their duty to give their employers the first-fruits of their time and talent under all circumstances.

There is really a fine point of honor involved in that. Perhaps they do not weight the matter sufficiently to regard it from that standpoint.

Some of them are splendid men in many respects, but lacking in that fine American quality, stick-to-it-iveness; they possess real ability, but are content with lapsing into commonplace ways now and then, instead of steadily working to the limit of their power. Occasional glimpses of their cleverness are flashed forth in some particularly bright and successful piece of work. These are mighty good special-inducement fellows, though! I knew one once. His house offered a prize of one hundred dollars in gold, to be awarded to the salesman selling the largest amount of goods of a certain brand within a given length of time. Our wheelbarrow friend got a hustle on him and won the prize in a walk, but his sales in the aggregate for the period showed him up in the middle of the list—good in spots, changing according to conditions.

It is not often that the salesman has an opportunity to "about face" and brand his firm with being the wheelbarrow instead of himself, but such a thing actually occurred in the early experience of my friend Fuller. Nature had richly endowed him with qualifications for the work of promoting any enterprise, as the results of his later experiences attest. But at the time the event related in this story took place, his selling ability was an unknown quantity, he never having had the chance to put it to a real test.

One day opportunity came knocking at his door, just as it does once or oftener in the life of every man, and he summoned courage enough to present himself at the desk of the manager of a willow-ware house and made application for a position. He was promptly engaged on his own representation of what he thought he could do, and was put to work selling a new stove polish.

Securing a cloth, the manager opened a fresh box of polish and proceeded to give his new and raw recruit a demonstration of the merits of the article he was to sell, by shining an ordinary piece of paper, producing an

Snyder's Restaurant

Popular Prices

41 North Ionia Ave.
 4 Doors North of Tradesman

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

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.

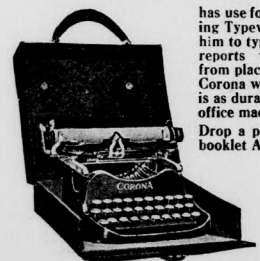
HOTEL CHARLEVOIX

CAFE IN CONNECTION
 Cor. Monroe Ave. and Michigan St.
 Grand Rapids, Mich.

Newly Furnished Running Water Private Baths
 Rooms \$5.00, \$7.50, \$10.00

EUROPEAN MRS. M. BEDFORD, Manager

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

elegant luster, "with little effort and no dust or dirt."

Fuller had yet to learn that what he had just seen was a trick demonstration, and that a similar effect could easily be produced in the same way with almost any other brand. His supreme faith in the article was clinched with the manager's statement that there was "nothing in the world that could begin to compare with it," and he started out with his little sample-case, a box of polish, a rag, and the assurance from the manager that he could find plenty of paper on the retailer's counters with which to make like demonstrations.

The first dealer encountered told him he had "stove polish to burn." But Fuller had it to sell, and with the effect of the manager's demonstration still firing in his brain, he was honestly convinced there was no stove polish on earth like his, and he shined papers galore. The fervor of his enthusiasm reflected an added luster. His customer was forced to admit he had never seen anything like it, and closed by giving him a good order.

In the same way he sold to the next dealer, and the next; in fact, he worked that street from one end to the other, making forty-seven straight sales in three days without a single break. He made every one of those forty-seven dealers believe what he believed himself concerning that stove polish.

Dealer forty-eight was a stumbling-block, and came pretty near convincing Fuller that salesmanship was a

lost art, besides winning a dollar from him on a wager that all stove polish looked and worked alike, backing up his argument with Fuller's own paper demonstration, made with a polish taken from his own shelf.

Stove polish from head to foot, leaving the grocer in much the same condition, Fuller rushed from the store defeated. He worked the balance of the day with but little success, making a sale to but one in every eight or ten calls. The few orders he did receive were given him as "complimentary," and out of sympathy for his inexperience. His selling-talk, which had been effective principally in his demonstrations, totally deserted him with number forty-eight's knock-out blow.

One day Fuller awoke to the fact that he really had a good article. He had proved it by making forty-seven sales without falling down. He asked himself the question: "Why surrender the fine success I have had at the start because of my experience with number forty-eight?"

Pulling himself together, he reasoned out that he had convinced forty-seven dealers that his article was good, and that but one had convinced him that it was no good. Having fought it all out with himself, he determined to make a fresh start, buoyed up with the thought that there were any number of forty-sevens in his territory. He figured out that he had really possessed some good talking-points, but lost them all on number forty-eight.

Fortified with new faith in himself and the article he was selling, his first three or four calls showed him that his earlier methods were again working perfectly. Being unusually adept, in a few months Fuller had mastered the main essentials of the stove-polish business, and along with it one of the most valuable lessons in salesmanship—stick-to-it-iveness.

Fuller is now the Western sales manager for a large chemical plant, but is still on friendly terms with his wheelbarrow friend, the stove-polish manufacturer, who has become wealthy, and owns and controls a large factory. His advertised brand is a household word the country over. He gives Fuller full credit for literally pushing him up the highway of success to a point that enabled him to proceed smoothly, and he can now dictate in the matter of opening up new territories when engaging additional salesmen. And he is particular to have only the best.

Walter D. Moody.

Copyright 1907.

Beware of Swindling Salesmen.

An alleged traveling salesman who is operating against merchants throughout the country has secured a host of victims. He carries a line of queensware and numerous bogus checks. This man is 40 to 45 years of age, 5 feet 8 inches in height, 170 to 180 pounds in weight, heavy set, dark complexion, dark hair sprinkled with gray, dark eyes and several lower teeth crowned with gold. The names which he has frequently used are

J. C. Talbott, E. B. Rawlins and B. N. Wingate.

Many department store merchants in Liberal, Kansas, have recently been swindled by a man who has given his name as George Martin. This man called upon them and after making numerous purchases, tendered in payment checks drawn on the First National Bank of Liberal. Merchants not only accepted his checks but readily turned over to Martin many dollars in cash as change. In every instance his check came back marked, "Signature is pure forgery." This man is said to be 28 to 30 years of age, 5 feet 8 inches in height, 145 pounds in weight, dark hair, dark complexion, with the appearance of a laboring man.

F. H. Kimball has recently been operating in Northern New York where he tendered bogus checks to numerous merchants, claiming that he had received them in payment for some awnings he had sold. The checks in question were drawn upon the National Commercial Bank of Albany, New York, and signed by J. B. Barger. This man is 26 to 27 years of age, 5 feet 5 to 6 inches in height, 160 pounds in weight, dark complexion, black hair, black, piercing eyes, very thick lips, and talks in a harsh voice.

Unexpected.

Dorothy — I wonder why Miss Homely's engagement was broken off; do you know?

Loraine—I understand she was engaged to a blind man who suddenly regained his sight.

Labor saved **Prevents errors** **Accuracy**

Safety **Speed**

One writing **No disputes**

THE STRONGEST LINK

McCASKEY SAFE REGISTER

A Chain is Only as Strong as Its Weakest Link

EXCLUSIVE FEATURES
of the original and complete

With Only **The McCaskey SYSTEM** The End of Drudgery
One Writing

First and Still the Best

Are the *Double Entry Duplex Department*, taking care of your purchases, stock, inventory, etc., with one writing. And the *Electric Recorder*, which handles Cash Received, Cash Paid, Payments on Account etc., and also classifies all data at the end of the day by Departments, Salesmen, or Goods, as you will. All done in the accurate, quick, ONE WRITING, McCaskey way. We want to tell you more about these exclusive features, and also about our All Metal, Fire Resisting, Double Walled

McCaskey Safe Register

The Best Protector from Fire in its line and the STRONGEST LINK in the Merchant's business chain. We invite correspondence.

The McCaskey Register Company
Incorporated—Capital \$3,000,000
Alliance, Ohio, U. S. A.

Largest makers in the world of carbon coated Sales Books, and Account Registers, both Metal and Wood
Dominion Register Co., Toronto, Canada, and Manchester, England

Copyright 1915. The McCaskey Register Co.

Sagacious Suggestions From Saginaw Salesmen.

Saginaw, Nov. 1—Saginaw entertained Hon. William Howard Taft one day last week. He came here as the chief speaker of the State teachers' convention. The convention brought 6,000 teachers to Saginaw.

G. J. L. Gandish, representing the Tryphosia Co., was in Saginaw last week and, in preparing to do his part in the way of entertaining some school marms, he sent two suits to a pressing establishment Monday night and about midnight the place was destroyed by fire. It is understood he had a Palm Beach to fall back on, but we imagine his reception was a cool one. Serves him right. A regular traveling man is not supposed to have but one suit.

W. G. Arn bought the Mundy House, at Flushing, recently. Mr. Arn hails from Flint.

W. P. McGreagor conducted a general store in Birch Run for twenty years. Five years ago he sold his business and started in the real estate game. This not being to his liking, he recently opened up a new and up-to-date general store. W. P. says he was an old subscriber to the Michigan Tradesman and it goes without saying he will need this paper in his office again.

B. J. Wilson, P. M. station agent at Clio for the past twenty years, resigned his position recently and bought the grocery stock belonging to W. G. Goodrich.

The new Chamber of Commerce of Saginaw has opened a lively membership campaign. They are making an especial appeal to the traveling fraternity and we consider it a mighty good move. It is doubtful if there is an organization in existence which can and will do more to advertise the city than the boys who carry the order pads. I make a motion that the Chamber of Commerce and Saginaw Council have a get-together meeting in the near future and lay out plans for boosting the Hub of the Valley. Do I hear a second? Between the Chamber of Commerce and the U. C. T., life is now being made miserable for the traveling men of this city who do not belong to either.

Aaron Gothier, who has been working in the office of Moffit & Sons, wholesale grocers of Flint, for the past three years, entered upon the duties of a traveling man a short time ago. We are quite sure he will be a success, both to himself and firm. Aaron has a host of friends who wish him well.

Shame on the man who cannot exist except at the cost of another man's downfall and soul! Such is the case we are coming in contact with from day to day in territory where the common people have voted out the world's greatest enemy, Demon Rum. The writer cannot help but point out a case of this kind at Holly. Mr. Allen opened the new A'lendorf Hotel a year and a half ago. It was one of the best equipped hotels of its size in Michigan and, instead of going to the surrounding towns for hotel accommodations, the boys all flocked to Holly. Once there you went away a booster and in a short time it was impossible for Mr. Allen to accommodate the traveling public for lack of enough rooms. Oakland county, upon being voted dry, he was forced to close his bar last May and in order to take his spite out on the town people (who voted overwhelmingly dry), he also closed the hotel. Except for a couple of private families who are accommodating some of the regular knights of the grip, there is no place to stay. It is too bad the business men of this flourishing little town cannot make arrangements to have the doors thrown open again to the public.

Ora Lynch, champion bridge player of Northern Michigan, was in Alpena last week. He, apparently, got very interested in something at the depot and when he was ready to board his train found that some one had taken his baggage and left theirs by mistake. For one hour Ora monopolized the telegraph wires and finally located his grips on

the way to Detroit. It would have been impossible to lose them, as they are branded with the U. C. T. emblem.

Frank S. Stiles, tri-state sales manager of the Postum Cereal Co., with headquarters in the Food City, was in Saginaw last week on business. He has charge of the Ohio, Indiana and Michigan sales force and the news of his coming among his men does not cause them to shudder. Although extremely busy at all times and having quite a charge to handle, he is ever ready to give a boost, a kind word and a good hand shake. He is a firm believer in being one of the boys, never overlooking the responsibility that rests on his shoulders. Men of his character are the ones who are able to handle their men with words instead of driving them with the lash and who, if any one, can get just a little more out of his understudies.

Attention, U. C. T.'s of Saginaw Council: Those of you who joined the Get a Member Club at the September meeting, don't forget your duty. If you have not secured your member, get busy. Mr. Mercer is scarcely taking time to eat when at home. Don't let him do it all. Can you show a receipt for Assessment No. 129?

L. M. Steward.

How to Sell More Goods.

A live hardware merchant in a Middle West city has made a card index of the people in his town and the surrounding country. He has separated this into two lists, one of customers who already do most of their trading with him, and the other of "prospects" and former customers who for some reason have dropped out.

In dull seasons, when the clerks in the store have idle time on their hands, he sends them out to work upon these prospects. They canvass for trade. Some of these clerks objected to this sort of a thing at first, because they had always been employed as retail salesmen and had no knowledge or inclination along the line of digging up business. But when they were offered a commission on the business they got, they were willing to go at it.

The plan has worked well and a considerable increase in trade has been the awakening of this retail sales force to the possibilities that lie in digging for business. The retail salesman has it within him, if he tries, to increase the business of his house materially. Most men do not realize their own powers until they "go to it."

An Advertiser's Creed.

I believe in advertising.

I believe in clean advertising.

I believe in profitable advertising.

I believe that advertising has a double function: To benefit the advertiser and the people advertised to.

I believe that if advertising does not benefit the people advertised to it cannot benefit the advertiser.

I believe that advertising cannot benefit the people advertised to unless it is truthful and clean, and employed only to sell goods that are genuine and offered at fair prices.

I believe that advertising employed to sell goods that are not beneficial, or goods that are beneficial but offered at unfair prices or on inequitable conditions, is wrong in principle, and will, in the long run, be unprofitable to the advertiser.

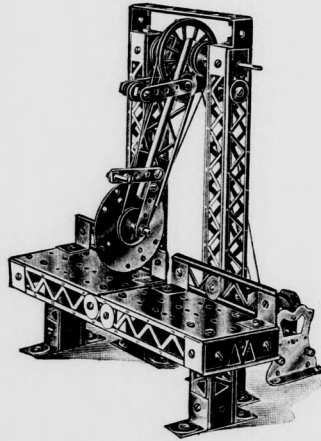
George French.

Quick-Selling Toy Assortment

This
Motor-Driven
Erector Model
FREE

With the Erector
Assortment
Described Below

**60% Profit
For the Dealer**



The following assortment of Erector has proven to be an easy and quick mover. It has been made up in accordance with the complete range of sales of 1914, and is in correct proportions for a dealer to purchase. Not overloaded with Accessory sets—nor with any high-priced numbers in it, it's a money maker:

13 only—Erector Sets—No. 1	Retail at . . . \$13.00
9 only—Erector Sets—No. 2	Retail at . . . 18.00
6 only—Erector Sets—No. 2	Retail at . . . 18.00
6 only—Erector Sets—No. 4	Retail at . . . 30.00
(In Wooden Cabinet with Electric Motor)	
4 only—Accessory Sets—No. 1A	Retail at . . . 4.00
3 only—Accessory Sets—No. 2A	Retail at . . . 3.00
2 only—Accessory Sets—No. 3A	Retail at . . . 4.00
(With Electric Motor)	
	Retails . . . \$90.00
	Your cost . . . 55.98

ERECTOR

Quick Delivery—If you order this assortment it can be delivered very much quicker than if you make up an assortment yourself.

Model—With this order we give you absolutely free the motor driven—prize winning—Erector model shown above. This Swing Saw is operated with the Erector motor, and is an exceptionally fine model. It operates beautifully—can be shown on the counter in small space—and requires very little current to operate. It will draw a crowd the minute it begins to operate, and will help sell the Erector like the proverbial "hot cakes."

Literature with this Order:

200 8 page two-color folders
1 set Two-color counter price cards
1 Lithographed five-color, metal sign
1 copy Selling arguments for clerks
1 Lare cut-out display

13 Piece Window Display

Handsome Illustrated Catalogue on application

The Mysto Mfg. Co.

146 Fox Street

NEW HAVEN, CONN.

Chicago Office and Display Room, 901 North American Bldg.
MONROE AND STATE STREETS

New York Office, 901 American Woolen Bldg.

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, Oct. 27.—In the matter of Theodore Zaharapulos, bankrupt, Grand Rapids, the final meeting of creditors was held this date. Claims were allowed. The final report and account of the trustee, showing total receipts of \$79.05, disbursements of \$3 and a balance on hand of \$76.05, was considered and the same appearing proper for allowance and there being no objection thereto, was approved and allowed. There were not sufficient assets to pay the expenses of the proceedings and no dividend was declared for the general creditors.

Oct. 28.—Jacob Tangenberg, a plumber and steam fitter, Grand Rapids, has this day been adjudged a bankrupt on his voluntary petition and the matter referred to Kirk E. Wicks, as referee and receiver. George S. Norcross, Grand Rapids, is in charge as custodian for the receiver. The first meeting of creditors has been called for Nov. 13, at which time creditors may appear, prove their claims, elect a trustee and transact such other and further business as may properly come before the meeting. The schedules of the bankrupt show assets of the value of \$3,217.00 and the liabilities are \$5,160.11.

The following are listed as creditors of the bankrupt:

Secured.	
J. Z. Swartz, Grand Rapids	\$1,059.33
Unsecured.	
Ferguson Supply Co., Grand Rapids	\$ 543.14
American Plumbers Supply Co., Toledo	557.00
American Plumbers Supply Co., Toledo, (notes)	2,943.00
J. M. Hayden Co., Grand Rapids	47.62
The Bond Supply Co., Kalamazoo	235.02
Mrs. Anna Tangenberg, Grand Rapids	766.00
Inventory and appraisal of the assets is being made and it is expected that an offer for the assets will be made within the next few days.	
Earl Ardis, Reed City, has this day been adjudged a bankrupt on his own petition, adjudication made and the matter referred to Referee Wicks. The liabilities are shown as \$1,057.24 and assets at \$287.98, and the following are shown as creditors of the bankrupt:	
Preferred.	
George Ardis, Reed City	\$ 60.00
Charles Curtis, Reed City	5 85
Secured.	
Commercial Savings Bank, Reed City	\$ 320.00
Unsecured.	
Commercial Savings Bank, Reed City	\$ 125.00
Armour & Co., Chicago	29.18
Babcock Grain Co., Reed City	9.34
Citizens Tele. Co., Reed City	1.10
Cudahy Bros., Cudahy, Wis.	73.87
August Erler, Reed City	3.33
Grand Rapids Paper Co., Grand Rapids	8.84
Grand Rapids Butcher Supply Co., Grand Rapids	10.50
William Horner, Reed City	6.00
S. T. Johnson, Reed City	.65
Kurtz & Faust, Reed City	15.44
Larson & Johnson, Pentwater	7.00
W. J. Moxley, Chicago	10.05
Henry R. Niergarth, Reed City	1.50
Osceola Light & Power Co., Reed City	5.68
Charles Peterson, Ludington	12.20
Saginaw Beef Co., Saginaw	57.64
Smith & Beedham, Reed City	.55
Ervin Upp, Reed City	229.00
Huckle Bros., Reed City	7.72
Michigan State Tele. Co., Reed City	12.00
H. L. Foster, Reed City	1.50
H. B. Hurley, Address unknown	25.00
G. S. Brearley, Reed City	18.00

Oct. 29.—In the matter of Charles E. Norton Co., bankrupt, Grand Rapids, the adjourned first meeting fixed for this date has been further adjourned to Nov. 3. The officers of the bankrupt have been ordered to appear for examination.

Oct. 30.—In the matter of Harry Padnos, bankrupt, a further hearing on certain contested claims has been called for Nov. 4.

Nov. 1.—In the matter of Maruotos & Hiotes, bankrupt, Grand Rapids, the final meeting of creditors was held this date. The final report and account of the trustee, showing amount turned over from receiver of \$189.83, disbursements for secured claim, \$75 and a balance on hand of \$114.83, was considered and the same appearing proper for allowance and there being no objection thereto was approved and allowed. There was not sufficient assets on hand to pay the administration expenses, exemptions and preferred claims in full and no dividend was declared for the general creditors. It was, however, directed that a certificate be made by the referee recommending to the court that neither of the bankrupts be discharged, for the reason that they had not appeared for examination as ordered by the court.

In the matter of Constantine Golembiewski, bankrupt, Grand Rapids, a special hearing has this day been held on certain alleged preferred claims. The claims were disallowed as preferred and allowed as ordinary claims. The trustee has filed his first report and account and

a special meeting will be called for the payment of the first dividend.

Nov. 2.—In the matter of Charles F. Schoor, bankrupt, Grand Rapids, the first meeting of creditors was held this date. It appeared from the examination of the bankrupt that there were no assets in his estate not claimed as exempt and no trustee was appointed. The estate will be closed at the expiration of twenty days.

In the matter of Darwin G. Young, the first meeting of creditors was held this date. It appeared from examination of the bankrupt that there were no assets in the estate not claimed as exempt and no trustee was appointed. The estate will be closed at the expiration of twenty days.

Will Produce Bread on a Large Scale.

The Kalamazoo gentlemen who recently organized the Grand Rapids Bread Co., with a capital stock of \$50,000, have been joined by four local people who will assume the active management of the business. The company was incorporated by O. E. Rasmus, Edward B. Desenberg and W. C. Hipp, of Kalamazoo, and now Charles B. Kelsey, President of the Association of Commerce; Walter K. Plumb, Secretary; John B. Martin and Adolph H. Brandt have become stockholders, making it a Grand Rapids enterprise. Mr. Plumb is President, Mr. Rasmus of Kalamazoo is Vice-President and Mr. Brandt is Secretary-Treasurer.

The corporation has acquired a site on the northeast corner of Ionia avenue and Prescott street, near the new plant of the Century Furniture Co. and the Winegar storage plant, which is regarded as one of the best distributing points in Grand Rapids and is accessible to express and interurban service. The site gives a capacity of 50,000 square feet, on which will be built a modern bakery plant at cost of about \$60,000, and provisions will be made for future enlargement of the plant.

Plans for the plant are being prepared by John Apschloger & Son, of Chicago, architects, who have specialized in planning modern baking plants, and a local firm will be engaged to assist the Chicago firm in a consulting and advisory capacity. The Chicago firm planned the Schultz bakery of Chicago, which represents an investment of about \$1,000,000, and the Wagner bakery plant, of Detroit, now being built at a cost of about \$150,000.

The local bakery, which will start the latter part of March with a capacity of 30,000 loaves a day and will replace six old houses on the site, will be of brick with stone trimmings, will have a workshop and bake room of white tile interior and an insulated and temperature-controlled proof room for mixing dough, while the latest machinery will be installed, making it practically unnecessary for the bread to be touched by hand. There will be a locker room, shower rooms and lunch rooms for employes and a reception room for the trade and the public.

It is understood that Walter Plumb will devote his entire attention to the business, which is a sufficient guaranty of the success of the undertaking.

A dry grin is usually better than two liquid smiles.

Fast mules often have loose hind legs.

Manufacturing Matters.

Sturgis—The Sturgis Steel Go-Cart Co. is building a two-story addition, 85 x 161 feet to its plant.

Detroit—The Detroit Electric Welder Co. has increased its capital stock from \$25,000 to \$100,000.

Dowagiac—The Rudy Furnace Co. has completed its factory and commenced manufacturing heating plants.

Battle Creek—The Bently Shoe Co., Inc., has increased its capital stock from \$15,000 to \$25,000, also established an office at Kalamazoo.

Crystal Falls—The Hudson Iron Mining Co. has been organized with an authorized capitalization of \$50,000, all of which has been subscribed and paid in in cash.

Detroit—The Walker Foundry Co. has engaged in business with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and \$1,250 paid in in cash.

Cass City—The Elkland Milling Co. has been incorporated with an authorized capital stock of \$6,000, of which amount \$3,060 has been subscribed and paid in in cash.

Boyer City—The Michigan Tanning & Extract Co. is making extensive repairs on its buildings. A large crew of laborers is pushing the work to completion.

Hartford—Keeney & Walker have removed all of the old flouring machinery from their grist mill and installed a complete new Marvel flouring equipment.

Lansing—The Michigan Construction Co. has been organized with an authorized capitalization of \$1,000, all of which has been subscribed and \$250 paid in in cash.

Calumet—The Buss Creamery Co. of Ironwood, manufacturer of cheese, creamery butter and ice cream, is considering the establishment of a branch at this place.

Detroit—The Fair Ventilator Co. has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed and \$5,000 paid in in cash.

Birmingham—The Birmingham Milling Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and paid in in cash.

Lansing—The Lansing Building & Supply Co. has been incorporated with an authorized capitalization of \$4,000, of which amount \$2,000 has been subscribed and \$835 paid in in property.

Detroit—The North American Hardwood Lumber Co. has been organized with an authorized capital stock of \$10,000, of which amount \$5,200 has been subscribed and \$1,000 paid in in cash.

Detroit—The Seeley-Shafer Co. has been organized to manufacture speedometers for cream separators and other mechanical devices with an authorized capital stock of \$10,000, all of which has been subscribed and \$2,000 paid in in cash.

Montague—Wilson & Housler have merged their iron works into a stock company under the style of the Wilson & Housler Engine Co. and will manufacture and deal in marine en-

gines and do general machine shop business, with an authorized capital stock of \$15,000, of which \$14,000 has been subscribed and \$1,500 paid in in property.

Detroit—The Swan Manufacturing Co. has been organized to manufacture and deal in automobiles and appliances with an authorized capital stock of \$50,000, of which amount \$26,000 has been subscribed and \$2,700 paid in in cash and \$23,300 paid in in property.

Detroit—The Rundel Manufacturing Co. has been organized to deal in wholesale and retail building hardware supplies, furniture, parts and accessories, with an authorized capitalization of \$20,000, of which amount \$15,000 has been subscribed and paid in in property.

Greenville—The Moore Plow & Implement Co. has purchased the entire stock of plows, plow repairs, patterns and good will of the Toledo Plow Co. of Toledo, manufacturer of the original Burch plows and one of the oldest manufacturing concerns in Toledo. It will move the stock to its plant here, where it will immediately begin to manufacture these goods, making shipments from its warehouses here.

Kalamazoo—A shoe factory is in prospect for Kalamazoo, to employ seventy-five to 100 hands in the manufacture of popular priced shoes for women. Behind the new concern, which will be a stock company, are men of practical experience who have long been identified with the manufacture of shoes at Lynn, Mass. Stock is now being solicited and it is still in the hands of Kalamazoo investors to say whether the new industry will materialize.

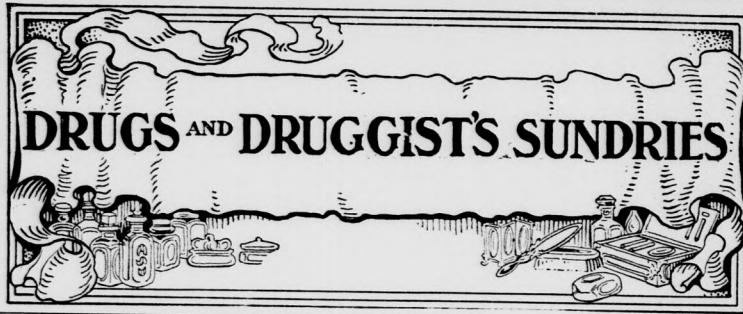
Mr. and Mrs. John J. Dooley entertained with a Halloween dinner Sunday evening. Covers were laid for twelve, with dainty place cards and favors. The table was very prettily decorated, the center piece being a large pumpkin jack o' lantern, surrounded by burning candles. Goblins and witches recognized their places at the table by the following inscriptions: Git Up, Zeke; Hoch, der Kaiser; The woman on the last word; Little Midget; Mother; The old shanty Irish; The man of oil; Little fat landlady. Readings, music and cigars (music mostly by the Irish and the Dutch) brought to a close an evening of good fellowship which will linger long with pleasant memories, together with the flavor of the good things prepared by the hostess.

Albion—The sale of uncollected accounts of the bankrupt Albion National Bank is expected to net a 5 per cent. final payment to creditors. Distribution of \$20,000 will make the total paid creditors 35 cents on the dollar.

A parrot should be taught to speak only in polysyllables.

Safe Expert

W. L. Slocum, 1 N. Ionia, Grand Rapids, guarantees to open any safe, also change combination.
Wire, phone or write when in trouble.
Citizens phone 61.037.



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

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

Michigan State Pharmaceutical Association.

President—C. H. Jongejan, Grand Rapids.
 Secretary—D. D. Alton, Fremont.
 Treasurer—John G. Stetekee, Grand Rapids.
 Next Annual Meeting—Detroit, June 20, 21 and 22, 1916.

Michigan Pharmaceutical Travelers' Association.

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

Grand Rapids Drug Club.

President—Wm. C. Kirchgessner.
 Vice-President—E. D. De La Mater.
 Secretary and Treasurer—Wm. H. Tibbs.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Drug Stores and Their Instructive Windows.

Perhaps the reader of these lines is quite obtuse to the window displays of our drug stores, hence pays scant attention to them. Perhaps, when he saunters along the streets of our cities, his mind is so wrapped up in other and more important matters that he has no time to scan what is in his immediate neighborhood. But let this same obtuse individual hear that there is a picture in the window of an art store that has been very much talked about, and it is not many minutes before he is safely planted in front of it, studying it from many points of view, and, in case it is one of extreme nudity, deploring the license of an age which grants an art dealer the privilege of descending to such depths of immorality. And yet the picture that depicts the half-draped female figure, or its complete nudity, is not nearly so offensive as what is daily on view in the windows of every drug store in this country.

Just why a drug store should fill its windows with fountain syringes and suspensories and other decidedly objectionable things and go uncriticized, is one of those mysteries that can be solved only by the Puritanic mind that sees vulgarity in things that are not vulgar, hence is the real purveyor of evil thoughts and the quintessence of indifference in the presence of what must smite every passer-by in the face. But the fact is that whether we are right or wrong in attributing the continuance of this outrage on common decency to the peculiarities of the Puritanic mind, drug stores flaunt their objectionable wares with an audacity that seems to recognize no bounds. Strange folk we are, indeed! When

a quack advertises his name in large and alluring letters, and mentions the disease which he can cure, we hold our hands before our eyes lest the immorality of his sign penetrate too deep into our inner consciousness and wreck the moral structure that keeps us from temptation; but with a nonchalance that is laughable we enter a drug store that makes boast of fountain syringes and suspensories by displaying a whole windowful, buy soda, or candies, or some other trifle for the members of our family who are with us, chat with the proprietor on a basis of social equality, and after making our purchases, do not hesitate to stand outside directly in front of the objectionable window, not with our back turned to it, but facing it with no blush of shame on our faces, although it may be that some wee object, quite innocent, to be sure, that the ingenuity of the proprietor has prompted him to place among the syringes and suspensories as a lure for those who are not specially interested in these household commodities, is holding our attention. Strange folk we are, indeed!

What reforms would we institute to make the drug store window of that base morality which the prurient mind invariably attaches to a display of pictures in an art dealer's store? Perhaps, a half-draped female figure indicative of health and holding on high a much-vaunted tonic, a few good engravings of celebrated chemists, a few drugs and occasionally a comic picture depicting some phase in the art of compounding medicines might be used and with some effect, whether we judge this sort of display from an artistic standpoint or from a moral one. And even though the Puritanic mind might object and criticize in its usual way when it fails to see the customary syringes and suspensories in the window, the general public would give a sigh of relief, the public that is clean and sane and without any prejudices. But why hope for any radical change in the near future when custom holds us in taut leashes, and any reform is howled down that might make deep inroads into a snug respectability that sees naught but harm in a revolution that has for its object a greater appreciation of the artistic.

The Druggist Won Anyway.

"Look here," shouted the excited man to the town druggist, "you gave me morphine instead of quinine this morning!"

"Is that so?" replied the druggist. "Then you owe me 25 cents more."

The Cultivation of Medical Plants.

There has been considerable discussion since the outbreak of the present war in Europe concerning the cultivation of drug plants in the United States. The question is thoroughly gone into in a Farmers' Bulletin recently issued by the Department of Agriculture. The publication gives, in addition to general instructions regarding cultivation, harvesting and marketing, specific detailed information relative to some sixty of the better known vegetable drugs of this country. The author, W. W. Stockberger, takes a very conservative view of the possibilities opened by this branch of agriculture and deprecates especially the extravagant claims made in some quarters by vendors of plants and seeds who ask the public to believe that wonderful profits, equaling that of 520 per cent. Miller, may be realized from growing medical plants even in a locality no more promising than the average city backyard. However, as the saying is, there is a certain kind of person born every minute and these fakers evidently know how to catch them.

Higher Economy.

Among the Japanese economy is held to be a high virtue. Two old misers of Tokyo were one day discussing ways and means of saving.

"I manage to make a fan last about twenty years," said one, "and this is my system: I don't wastefully open the whole fan and wave it carelessly. I open only one section at a time. That is good for about a year. Then

I open the next, and so on until the fan is eventually used up."

"Twenty years for a good fan!" exclaimed the other. "What sinful extravagance! In my family we use a fan for two or three generations, and this is how we do it: We open the whole fan, but we don't wear it out by waving it. Oh, no! We hold it still, like this, under our nose, and wave our face!"

It is easy for a man to pose as a social favorite if he has the ability to let out a line of silly talk and can write a check for a goodly sum.

THE GRAND RAPIDS VETERINARY COLLEGE

Offers a Three Years' Course in Veterinary Science

Complying with all the requirements of the U. S. Bureau of Animal Industry. Established 1897. Incorporated under State law. Governed by Board of Trustees. Write for Free Catalogue.

200 Louis St.

Grand Rapids, Michigan

MODERN AWNINGS—ALL STYLES



Get our prices before buying
 CHAS. A. COYE, INC. Grand Rapids, Mich.

UNIVERSAL CLEANER

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

ORDER FROM YOUR JOBBER

Druggists' Sundries and Holiday Goods

On account of very much improved conditions in general business throughout the country, the orders placed with us this season for holiday goods have been beyond our expectations. We have urged all of our customers and friends to look over our line early so that we can give them the best possible satisfaction.

Appreciating the increase in business we have enlarged our orders and can say that goods from foreign countries and from American manufacturers have come to us more promptly and more completely than we could at first expect. We are yet in a position to accommodate customers in the holiday line as well as the staple line, but ask for as early a date as possible.

May we have the pleasure of a visit in the near future?

Yours respectfully,

Hazeltine & Perkins Drug Co.

TALK



Over Citizens Long Distance Lines connecting with 200,000 telephones in the State. 85,000 in Detroit, 14,200 in Grand Rapids.

Copper Metallic Circuits

Citizens Telephone Company

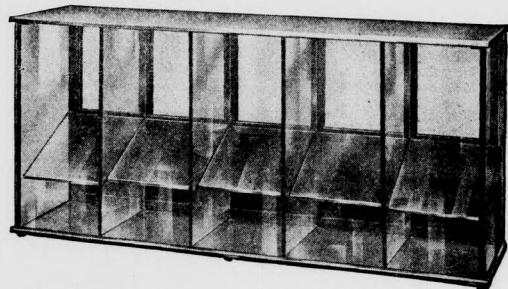
Don't Forget

That we can equip your Store or Office in "New or Used" but Up-to-date FIXTURES of any description and for every kind of business, saving you money, and will make you a liberal allowance for your old ones.

Grand Rapids Store Fixture Co.

No. 7 Ionia Ave. N.

Grand Rapids, Michigan



Bulk Candy Showcase

HANDSOME PRACTICAL AND SANITARY

SIZE
32 inches long
14 1/2 inches wide
8 1/2 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.



Quality Delivery Boxes

You Would Improve Your Store

You are always anxious that everything about your store should be up to the mark of perfection, but what are you doing to improve your delivery service? "Quality" Boxes built for long, hard delivery service will solve your problem of damaged groceries, mixed orders, and petty complaints.

JOHN A. GRIER & CO.

1031-35 18th St.

Detroit, Michigan

WHOLESALE DRUG PRICE CURRENT

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

Acids		Mustard, true		Ipecac		
Acetic	6 @ 1	9 00@9 50			@ 75	
Boric	11 @ 15	Mustard, artifi'l	7 50@7 75	Iron, clo.	@ 60	
Carbolic	2 25@2 30	Neatsfoot	75@85	Kino	@ 80	
Citric	68@75	Olive, pure	2 50@3 50	Myrrh	@ 1 05	
Muriatic	3 @ 5	Olive, Malaga,		Nux Vomica	@ 70	
Nitric	7 1/2 @ 12	yellow	1 55@1 65	Opium	@ 2 75	
Oxalic	57@60	Olive, Malaga,		Opium, Capmh.	@ 90	
Sulphuric	3 @ 5	green	1 50@1 60	Opium, Deodorz'd	@ 2 75	
Tartaric	57@60	Orange Sweet	.3 00@3 25	Rhubarb	@ 70	
Ammonia		Organum, pure	@ 2 50	Paints		
Water, 26 deg.	6 1/2 @ 10	Origanum, com'l	@ 75	Lead, red dry	7 1/4 @ 7 1/4	
Water, 18 deg.	4 1/2 @ 8	Pennyroyal	2 25@2 50	Lead, white dry	7 1/4 @ 7 1/4	
Water, 14 deg.	3 1/2 @ 6	Peppermint	2 75@3 00	Lead, yellow oil	7 1/4 @ 7 1/4	
Carbonate	13 @ 16	Rose, pure	10 50@12 00	Ochre, white bbl.	1 @ 1 1/2	
Chloride	10 @ 25	Rosemary Flows	1 50@1 75	Ochre, yellow less	2 @ 5	
Balsams		Sandalwood, E.		Putty	2 1/2 @ 5	
Copaiba	75@1 00	I.	7 00@8 25	Red Venet'n bbl.	1 @ 1 1/2	
Fir (Canada)	1 25@1 50	Sassafras, true	@ 1 10	Red Venet'n less	2 @ 5	
Fir (Oregon)	40@60	Sassafras, artifi'l	@ 60	Vermillion, Eng.	1 25@1 50	
Peru	5 50@5 75	Spearmint	2 75@3 00	Vermillion, Amer.	15 @ 20	
Tolu	75@1 00	Sperm	90@1 00	Whiting, bbl.	11-10@1 1/2	
Berries		Tansy	4 00@4 25	Whiting, gal.	2 @ 5	
Cubeb	70 @ 75	Tar, USP	30@40	L. H. P. Prep'd.	1 35@1 45	
Fish	15 @ 20	Turpentine, bbls.	@ 62	Insecticides		
Juniper	10 @ 15	Turpentine, less	65@70	Arsenic	6 @ 10	
Prickly Ash	@ 50	Wintergreen, tr	5 00@5 25	Blue Vitrol, bbl.	@ 8 1/2	
Barks		Wintergreen, sweet		Blue Vitrol, less	9 @ 15	
Cassia (ordinary)	25 @ 30	birch	4 25@4 50	Bordeaux Mix Pst	8 @ 10	
Cassia (Saigon)	65 @ 75	Wintergreen, art	3 75@4 00	Hellebore, White		
Elm (powd. 30c)	28 @ 30	Wormseed	3 50@4 00	powdered	17 @ 25	
Sassafras (pow. 30c)	@ 25	Wormwood	4 00@4 25	Insect Powder	30 @ 50	
Soap Cut (powd.)		Potassium		Lead Arsenate	8 1/2 @ 16	
35c	23 @ 25	Bicarbonate	50 @ 55	Lime and Sulphur		
Extracts		Chlorate	53 @ 60	Solution, gal.	15 @ 25	
Licorice	30 @ 35	powdered	52 @ 55	Paris Green	20 @ 25	
Licorice powdered	35 @ 40	Chlorate, granular	57 @ 60	Miscellaneous		
Flowers		Cyanide	30 @ 45	Acetanalid	@ 1 50	
Arnica	38 @ 45	Iodide	4 32@4 40	Alum	8 @ 11	
Chamomile (Ger.)	65 @ 75	Permanaganate	1 45@1 50	Alum, powdered and		
Chamomile (Rom)	55 @ 60	Prussiate, yellow	@ 1 25	ground	9 @ 12	
Gums		Prussiate, red	@ 3 50	Bismuth, Subni-		
Acacia, 1st	50 @ 60	Sulphate	@ 30	trate	3 22@3 30	
Acacia, 2nd	45 @ 50	Roots		Borax xtal or		
Acacia, 3rd	40 @ 45	Alkanet	50 @ 55	powdered	6 1/2 @ 12	
Acacia, Sorts	20 @ 25	Blood, powdered	20 @ 25	Cantharades po	2 00@5 75	
Acacia, powdered	30 @ 40	Calamus	50 @ 75	Calomel	1 75@1 82	
Aloes (Barb. Pow)	22 @ 25	Gentian, powd.	15 @ 20	Capsicum	30 @ 35	
Aloes (Cape Pow)	20 @ 25	Ginger, African,		Carmine	3 75@4 00	
Aloes (Soc. Pow.)	40 @ 50	powdered	15 @ 20	Cassia Buds	@ 40	
Asafoetida	60 @ 75	Ginger, Jamaica,	20 @ 30	Cloves	30 @ 35	
Asafoetida, Powd.		powdered	26 @ 30	Chalk Prepared	9 @ 8 1/2	
Pure	@ 1 00	Goldenseal pow.	6 50@7 00	Chalk Precipitated	7 @ 10	
U. S. P. Powd.	@ 1 25	Ipecac, powd.	4 25@4 50	Chloroform	55 @ 61	
Camphor	50 @ 60	Licorice	18 @ 20	Chloral Hydrate	2 00@2 25	
Guaiac	40 @ 45	Licorice, powd.	18 @ 20	Cocaine	4 60@4 90	
Guaiac, powdered	50 @ 55	Orris, powdered	30 @ 35	Cocao Butter	55 @ 65	
Kino	70 @ 75	Rhubarb, powdered	20 @ 25	Corks, list, less 70%		
Kino, powdered	75 @ 80	Rhubarb, pure	75 @ 1 00	Copperas, bbls.	@ 01	
Myrrh	@ 40	Rhubarb, powd.	75 @ 1 25	Copperas, less	2 @ 6	
Myrrh, powdered	@ 50	Rosinweed, powd.	25 @ 30	Copperas, powd.	15 @ 18	
Opium	12 30@12 50	Sarsaparilla, Hond.		Corrosive Sublim	1 75@1 86	
Opium, powd.	13 50@13 70	ground	@ 65	Cream Tartar	42 @ 45	
Opium, gran.	13 80@14 00	Sarsaparilla Mexican,		Cuttlebone	45 @ 50	
Shellac	28 @ 35	ground	20 @ 35	Dextrine	7 @ 14	
Shellac, Bleached	30 @ 35	Squills	20 @ 35	Dover's Powder	@ 2 50	
Tragacanth		Squills, powdered	40 @ 60	Emery, all Nos.	6 @ 11	
No. 1	@ 2 50	Tumeric, powd.	12 @ 15	Emery, powdered	5 @ 8	
Tragacanth pow	1 25@1 50	Valerian, powd.	45 @ 50	Epsom Salts, bbls.	@ 4 1/2	
Turpentine	10 @ 15	Seeds		Epsom Salts, less	5 @ 8	
Leaves		Anise	20 @ 25	Ergot	2 00@2 25	
Sage, powdered	55 @ 60	Anise, powdered	@ 25	Ergot, powdered	2 75@3 20	
Buchu	1 60@1 65	Bird, ls	@ 12	Flake White	@ 20	
Buchu, powd.	1 75@2 00	Canary	8 @ 12	Formaldehyde lb.	10 @ 15	
Sage, bulk	47 @ 50	Cardaway	18 @ 20	Gambier	15 @ 20	
Sage, 1/8 loose	52 @ 55	Cardamon	2 00@2 25	Gelatine	75 @ 80	
Senna, Alex	30 @ 35	Celery (powd. 55)	10 @ 12	Glassware, full cases	80%	
Senna, Tinn.	35 @ 40	Coriander	10 @ 12	Glassware, less 70 & 10%		
Senna, Tinn, powd	45 @ 50	Dill	20 @ 25	Glauber Salts bbl.	@ 1 1/2	
Uva Ursi	18 @ 20	Fennel	70 @ 75	Glauber Salts less	2 @ 5	
Oils		Flax	5 @ 10	Glue, brown	11 @ 15	
Almonds, Bitter,		Flax, ground	5 @ 10	Glue, brown grd.	10 @ 15	
true	8 50@8 75	Foenugreek, pow.	8 @ 10	Glue, white	15 @ 25	
Almonds, Bitter,		Hemp	6 @ 10	Glue, white grd.	15 @ 20	
artificial	5 75@6 00	Lobelia	40 @ 50	Glycerine	60 @ 70	
Almonds, Sweet,		Mustard, yellow	16 @ 20	Hops	45 @ 60	
true	1 25@1 50	Mustard, black	10 @ 15	Indigo	1 25@1 50	
Almonds, Sweet,		Mustard, powd.	22 @ 30	Iodine	5 68@5 91	
imitation	65 @ 75	Quince	1 00@1 25	Iodoform	6 18@6 30	
Amber, crude	40 @ 50	Rape	@ 15	Lead Acetate	15 @ 20	
Amber, rectified	50 @ 60	Sabadilla	@ 35	Lycopodium	1 40@1 50	
Anise	2 00@2 25	Sabadilla, powd.	@ 40	Mace	85 @ 90	
Bergamont	4 50@4 75	Sunflower	10 @ 15	Mace, powdered	95 @ 1 00	
Peppert	1 35@1 60	Worm American	20 @ 25	Menthol	4 50@4 75	
Cassia	1 75@2 00	Worm Levant	1 00@1 10	Morphine	6 15@6 40	
Castor, bbls. and		Tinctures		Nux Vomica	@ 15	
cans	15 @ 17 1/2	Aconite	@ 75	Opium	@ 30	
Cedar Leaf	90 @ 1 00	Aloes	@ 65	Pepper, black pow.	@ 30	
Citronella	75 @ 1 00	Arnica	@ 75	Pepper, white	@ 35	
Cloves	1 75@2 00	Asafoetida	@ 1 35	Pitch, Burgundy	@ 15	
Cocoonut	20 @ 25	Belladonna	@ 1 65	Quassia	10 @ 15	
Cod Liver	3 35@3 50	Benzoin	@ 1 00	Quinine, 5 oz. cans	@ 2 00	
Cotton Seed	85 @ 95	Benzoin Compo'd	@ 1 00	Rochelle Salts	35 1/2 @ 40	
Croton	2 00@2 25	Buchu	@ 1 50	Saccharine	10 50@10 70	
Cupbebs	3 75@4 00	Cantharades	@ 1 80	Salt Peter	22 1/2 @ 30	
Egigeron	1 75@2 00	Capsicum	@ 90	Scidlitz Mixture	31 @ 35	
Eucalyptus	1 00@1 20	Cardamon	@ 2 50	Soap, green	15 @ 20	
Hemlock, pure	61 @ 60	Cardamon, Comp.	@ 60	Soap, mott castile	12 @ 15	
Juniper Berries	7 75@8 00	Catechu	@ 1 00	Soap, white castile	@ 6 75	
Juniper Wood	70 @ 90	Cinchona	@ 1 00	Soap, white castile	less, per bar	@ 75
Lard, extra	85 @ 95	Colchicum	@ 75	Soda Ash	1 1/2 @ 5	
Lard, No. 1	70 @ 80	Cubebs	@ 1 20	Soda Bicarbonate	1 1/2 @ 5	
Laven'r Flowers	@ 60	Digitals	@ 80	Soda Sal	1 @ 4	
Lavender, Gar'n	1 25@1 40	Gentian	@ 75	Spirits Camphor	@ 75	
Lemon	2 00@2 25	Ginger	@ 95	Sulphur roll	2 1/2 @ 5	
Linseed, boiled, bbl.	@ 62	Gualac	@ 1 05	Sulphur Subl.	3 @ 5	
Linseed, bld, less	67 @ 72	Gualac Ammon.	@ 80	Tamarinds	15 @ 20	
Linseed, raw, bbl.	@ 63	Iodine	@ 2 00	Tartar Emetic	@ 60	
Linseed, raw, less	66 @ 71	Iodine, Colorless	@ 2 00	Turpentine Venice	75 @ 85	

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	DECLINED
Twine Wicks	Michigan Beans

Index to Markets

By Columns

Col.	1	2
	AMMONIA	Clams
	12 oz. ovals, 2 doz. box 75	Little Neck, 1lb. @ 1 25
	AXLE GREASE	Clam Bouillon
	Frazer's.	Burnham's 1/2 pt. 2 25
	1lb. wood boxes, 4 doz. 3 00	Burnham's pts. 3 75
	1lb. tin boxes, 2 doz. 2 35	Burnham's qts. 7 50
	3 1/2 lb. tin boxes, 2 doz. 4 25	
	10lb. pails, per doz. 6 00	Corn
	15lb. pails, per doz. 7 20	Fair 65@ 70
	25lb. pails, per doz. 12 00	Good 90@1 00
		Fancy 95@1 30
	BAKED BEANS	French Peas
	No. 1, per doz. 45@ 90	Monbadon (Natural)
	No. 2, per doz. 75@1 40	per doz. 1 75
	No. 3, per doz. 85@1 75	Gooseberries
		No. 2, Fair 1 35
	BATH BRICK	No. 2, Fancy 2 50
	English 95	Hominy
		Standard 85
	BLUING	Lobster
	Jennings'	1/4 lb. 1 45
	Condensed Pearl Bluing	per doz. 2 25
	Small C P Bluing, doz. 45	1 1/2 lb. 2 25
	Large C P Bluing, doz. 75	Picnic Flat 2 80
	Folger's.	Mackerel
	Summer Sky, 3 dz. cs. 1 20	Mustard, 1lb. 1 80
	Summer Sky, 10 dz bbl 4 00	Mustard, 2lb. 2 80
	BREAKFAST FOODS	Soused, 1 1/2 lb. 2 75
	Apetizo, Biscuits 3 00	Soused, 2lb. 2 75
	Bear Food, Pettijohns 2 13	Tomato, 1lb. 1 50
	Cracked Wheat, 24-2 2 80	Tomato, 2lb. 2 80
	Cream of Rye, 24-2 3 00	Mushrooms
	Quaker Puffed Rice 4 25	Buttons, 1/2s @ 17
	Quaker Puffed Wheat 3 45	Buttons, 1s @ 33
	Quaker Brkfst Biscuit 1 90	Hotels, 1s @ 23
	Quaker Corn Flakes 1 75	Oysters
	Victor Corn Flakes 2 20	Cove, 1 lb. @ 75
	Washington Crisps 1 85	Cove, 2 lb. @ 1 40
	Wheat Hearts 2 05	Plums
	Wheatena 4 50	Plums 90@1 35
	Evaporated Sugar Corn 90	Pears in Syrup
	Farinose, 24-2 2 70	No. 3 cans, per doz. 1 50
	Grape Nuts 2 70	Peas
	Grape Sugar Flakes 2 50	Marrowfat 90@1 00
	Sugar Corn Flakes 2 50	Early June 1 10@1 25
	Hardy Wheat Food 2 25	Early June sifted 1 45@1 55
	Holland Rusk 3 20	Peaches
	Krinkle Corn Flakes 1 75	Pie 1 00@1 25
	Mapl-Corn Flakes 2 80	No. 10 size can pie @ 3 25
	Minn. Wheat Cereal 3 75	Grated Pineapple 1 75@2 10
	Ralston Wheat Food 4 50	Sliced 95@2 60
	Ralston Wht Food 10c 2 25	Pumpkin
	Roman Meal 2 30	Fair 80
	Ross's Whole Wheat	Good 90
	Biscuit 2 80	Fancy 1 00
	Saxon Wheat Food 2 80	No. 10 2 40
	Shred Wheat Biscuit 3 60	Raspberries
	Triscuit, 18 1 80	Standard 0
	Pillsbury's Best Cer'l 4 25	Salmon
	Post Toasties, T-2 2 50	Warrens, 1 lb. Tall 2 30
	Post Toasties, T-3 2 70	Warrens, 1 lb. Flat 2 45
	Post Tavern Porridge 2 80	Red Alaska 1 80@1 90
		Med Red Alaska 1 40@1 45
	BROOMS	Pink Alaska @1 20
	Fancy Parlor, 25 lb. 4 25	Sardines
	Parlor, 5 String, 25 lb. 4 00	Domestic, 1/2s 3 70
	Standard Parlor, 23 lb. 3 50	Domestic, 1/4 Mustard 3 75
	Common, 23 lb. 3 25	Domestic, 1/2 Mustard 3 25
	Special, 23 lb. 2 75	French, 1/2 7@1 4
	Warehouse, 33 lb. 4 25	French, 1/2s 13@23
	Common Whisk 1 00	Sauer Kraut
	Fancy Whisk 1 25	No. 3, cans 90
	BRUSHES	No. 10, cans 2 40
	Scrub	Shrimps
	Solid Back, 8 in. 75	Dunbar, 1s doz. 1 45
	Solid Back, 11 in. 95	Dunbar, 1 1/2s doz. 2 70
	Pointed Ends 85	Succotash
	Stove	Fair 90
	No. 3 90	Good 1 20
	No. 2 1 25	Fancy 1 25@1 40
	No. 1 1 75	Strawberries
	Shoe	Standard 95
	No. 3 1 00	Fancy 2 25
	No. 7 1 30	Tomatoes
	No. 4 1 70	Good 95
	No. 3 1 90	Fancy 1 20
	BUTTER COLOR	No. 10 3 20
	Dandelion, 25c size 2 00	Tuna
	CANDLES	1/2s, 4 doz. in case 2 60
	Paraffine, 6s 7	1/2s, 4 doz. in case 3 60
	Paraffine, 12s 7 1/2	1s, 4 doz. in case 5 60
	Wicking 20	CATSUP
	CANNED GOODS	Snider's pints 2 35
	Apples	Snider's 1/2 pints 1 35
	2 lb. Standards @ 90	CHEESE
	No. 10 @ 2 75	Acme @16 1/2
	Blackberries	Carson City @16 1/2
	2 lb. 1 50@1 90	Brick @17
	Standard No. 10 @ 5 25	Leiden @15
	Beans	Limburger @18
	Baked 85@1 30	Pineapple 40 @ 60
	Red Kidney 75@ 95	Edam @ 45
	String 1 00@1 75	Sap Sago @22
	Wax 75@1 25	Swiss, domestic @20
	Blueberries	
	Standard 1 40	
	No. 10 6 50	

CHEWING GUM	McLaughlin's XXXX	Peanuts
Adams Black Jack 62	McLaughlin's XXXX	Fancy H P Suns
Adams Sappota 65	package coffee is sold to	Raw 5% @ 6 1/4
Beeman's Pepsin 62	retailers only. Mail all or-	Roasted 7@ 7 1/2
Beechnut 62	ders direct to W. F. Mc-	H. P. Jumbo,
Chiclets 1 33	Laughlin & Co., Chicago,	Raw 7 1/2 @ 8
Colgan Violet Chips 65	Ill.	Roasted 8 1/2 @ 9
Dentyne 65	Extracts	CRACKERS
Doublemint 62	Holland, 1/2 gro. bxs. 95	National Biscuit Company
Flag Spruce 64	Felix, 1/2 gross 1 15	Brands
Julie Fruit 59	Hummel's foil, 1/2 gro. 85	In-er-Seal Trade Mark
Red Robin 62	Hummel's tin, 1/2 gro. 1 43	Package Goods
Sterling Gum Pep. 62	CONFECTIONERY	Per doz.
Sterling 7-Point 62	Stick Candy Pails	Baronet Biscuit 1 00
Spearmint, Wrigleys 64	Horehound 9	Flake Wafers 1 00
Spearmint, 5 box jars 3 20	Standard 9 1/2	Cameo Biscuit 1 50
Spearmint, 3 box jars 1 92	Standard, small 10	Cheese Sandwich 1 00
Trunk Spruce 69	Twist, small 10	Chocolate Wafers 1 00
Yucatan 52	Jumbo 9 1/2	Fig Newton 1 00
Zeno 64	Jumbo, small 10	Five O'Clock Tea Bct 1 00
	Big Stick 9 1/2	Ginger Snaps NBC 1 00
	Boston Sugar Stick 14	Graham Crackers 1 00
	Mixed Candy	Lemon Snaps 1 00
	Broken 8 1/2	M. M. Dainties 50
	Cut Loaf 15	Oysterettes 50
	French Cream 10	Pretzenos 50
	Fancy 10	Royal Toast 1 00
	Grocers 7	Social Tea Biscuit 1 00
	Kindergarten 12	Saltine Biscuit 1 00
	Leader 9	Saratoga Flakes 1 50
	Majestic 10	Soda Crackers, N.B.C. 1 00
	Monarch 10	Soda Crackers Prem. 1 00
	Novelty 11	Uneda Biscuit 50
	Paris Creams 11	Uneda Ginger Wafer 1 00
	Premio Creams 14	Vanilla Wafers 1 00
	Royal 8 1/2	Water Thin Biscuit 1 00
	Special 10	Zu Zu Ginger Snaps 50
	Valley Creams 13	Zwieback 1 00
	X L O 7 1/2	Other Package Goods
	Specialties	Barnum's Animals 50
	Auto Kisses (baskets) 13	Soda Crackers NBC 2 50
	Autumn Leaves 13	Fruit Cake 3 00
	Bonnie Butter Bites 17	Bulk Goods
	Butter Cream Corn 13	Cans and boxes
	Caramel Dice 13	Animals 12
	Cocoanut Kraut 13	Atlantics, Ass'd. 12
	Cocoanut Waffles 14	Avena Fruit Cakes 12
	Coffy Toffy 14	Bonnie Doon Cookies 10
	Dainty Mints 7 lb. tin 16	Bonnie Lassies 10
	Empire Fudge 14	Banquet Wafers 20
	Fudge, Pineapple 14	Cameo Biscuit 25
	Fudge, Walnut 14	Cecelia Biscuit 16
	Fudge, Filbert 14	Cheese Tid Bits 20
	Fudge, Choco. Peanut 13	Chocolate Bar (cans) 20
	Fudge, Honey Moon 14	Chocolate Drop Center 18
	Fudge, Toasted Cocoa-	Chocolate Puff Cake 18
	nut 14	Choc. Honey Fingers 16
	Fudge, Cherry 14	Circle Cookies 12
	Fudge, Cocoanut 14	Cracknels 20
	Honeycomb Candy 14	Cream Fingers 20
	Iced Maroons 14	Cocoanut Taft Bar 15
	Iced Gems 15	Cocoanut Drops 12
	Iced Orange Jellies 13	Cocoanut Macaroons 18
	Italian Bon Bons 13	Cocoanut Molas. Bar 15
	Lozenges, Pep. 11	Coconut Honey Fingers 12
	Lozenges, Pink 11	Coconut Honey Jumbles 12
	Manchus 14	Conee Cakes Iced 12
	Molasses Kisses, 10	Crumpets 12
	lb. box 13	Dinner Pail Mixed 10
	Nut Butter Puffs 14	Extra Wine Biscuit 15
	Pecans, Ex. Large 14	Family Cookies 10
	Chocolates	Fig Cakes Ass'd. 12
	Assorted Choc. 16	Fireside Peanut Jumb 14
	Amazon Caramels 16	Fluted Cocoanut Bar 12
	Champion 12	Frosted Creams 10
	Choc. Chips, Eureka 19	Frosted Ginger Cook. 10
	Climax 14	Frosted Raisin Sqs. 10
	Eclipse, Assorted 14	Full Moon 10
	Ideal Chocolates 14	Ginger Drops 13
	Klondike Chocolates 18	Ginger Gems Plain 10
	Nabobs 18	Ginger Gems, Iced 11
	Nibble Sticks 25	Ginger Snaps Family 9 1/2
	Nut Wafers 18	Ginger Snaps Round 9
	Ocoro Choc. Caramels 17	Hippodrome Bar 12
	Peanut Clusters 20	Honey Fingers Ass't 12
	Quintette 14	Honey Jumbles 12
	Regina 11	Household Cookies 10
	Star Chocolates 13	Household Cooks. Iced 11
	Superior Choc. (light) 19	Imperial 10
	Pop Corn Goods	Jubilee Mixed 10
	Without prizes.	Kaiser Jumbles 12
	Cracker Jack with	Lady Fingers Sponge 30
	coupon 3 25	Leap Year Jumbles 20
	Pop Corn Goods with Prizes	Lemon Biscuit Square 10
	Oh My 100s 3 50	Lemon Cakes 10
	Cracker Jack, with Prize	Lemon Wafers 18
	Hurrah, 100s 3 50	Lemona 10
	Hurrah, 50s 1 75	Lorna Doon 18
	Hurrah, 24s 85	Mace Cakes 10
	Cough Drops	Mary Ann 10
	Putnam Menthol 1 00	Manilay 10
	Smith Bros. 1 25	Marshmallow Pecans 20
	NUTS—Whole	Mol. Frt. Cookie, Iced 11
	Almonds, Tarragona 22	NBC Honey Cakes 12
	Almonds, California	Oatmeal Crackers 9
	soft shell Drake 12@13	Orange Gems 10
	Brazil 12	Oreo Biscuit 25
	Filberts 12	Othello 15
	Cal. No. 1 S. S. @17	Penny Assorted 10
	Walnuts, Naples 18	Picnic Mixed 12
	Walnuts, Grenoble 18	Raisin Cookies 12
	Table nuts, fancy 18	Raisin Gems 12 1/2
	Pecans, Large @14	Reveres Ass'd. 17
	Pecans, Ex. Large @16	Ritterhouse Biscuit 15
	Shelled	Snaparoons 15
	No. 1 Spanish Shelled	Spiced Cookie 10
	Peanuts 6 1/2 lb 7	Spiced Jumbles, Iced 12
	Ex. Lg. Va. Shelled 10	Sugar Fingers 12
	Peanuts 10 1/2 @11	Sugar Crimp 10
	Pecan Halves @ 60	Sultana Fruit Biscuit 18
	Walnut Halves @ 33	Sweethearts 25
	Filbert Meats @ 30	Vanilla Wafers 20
	Alicant Almonds @ 60	
	Jordan Almonds ..	

6

Table with 2 columns: Item Name and Price. Includes Butter, Soda, Oyster, Sugar Wafer Specialties, CREAM TARTAR, DRIED FRUITS, PEACHES, PEEL, RALSINS, FARINACEOUS GOODS, EVAPORATED MILK, PEAS, SAGO, FISHING TACKLE, COTTON LINES, LINEN LINES.

7

Table with 2 columns: Item Name and Price. Includes Poles, FLAVORING EXTRACTS, FLOUR AND FEED, WINTER WHEAT, MOLASSES, MUSTARD, OLIVES, PEANUT BUTTER, PETROLEUM PRODUCTS, PICKLES, PIPES, PLAYING CARDS, PROVISIONS, GRAIN BAGS, HIDES AND PELTS.

8

Table with 2 columns: Item Name and Price. Includes Tallow, Wool, HORSE RADISH, MAPLEINE, MINCE MEAT, CASINGS, BUTTERLINE, CANNED MEATS, RICE, ROLLED OATS, SALAD DRESSING, SALERATUS, SAL SODA, SALT, WARSAW, SOLAR ROCK, SMOKED SALMON, HALIBUT, HOLLAND HERRING, MACKEREL, TROUT, PICKLED HERRING, LAKES HERRING.

9

Table with 2 columns: Item Name and Price. Includes Picnic Boiled, Sausages, Beef, Pig's Feet, Tripe, Canned Meats, RICE, ROLLED OATS, SALAD DRESSING, SALERATUS, SAL SODA, SALT, WARSAW, SOLAR ROCK, SMOKED SALMON, HALIBUT, HOLLAND HERRING, MACKEREL, TROUT, PICKLED HERRING, LAKES HERRING.

10

Table with 2 columns: Item Name and Price. Includes SEEDS, SHOE BLACKING, SNUFF, SPICES, PURE GROUND IN BULK, SYRUPS, CORN, TEA, Oolong, Formosa, English Breakfast, Ceylon.

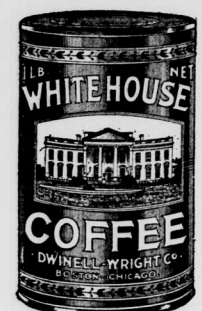
11

Table with 2 columns: Item Name and Price. Includes TOBACCO, Am. Navy, Drummond Nat. Leaf, Battle Ax, Bracer, Big Four, Boot Jack, Bullion, Climax Golden Twins, Climax, Day's Work, Creme de Menthe, Derby, Five Bros., Four Roses, Gilt Edges, Gold Rope, Gold Rope, G. O. P., Granger Twist, G. T. W., Horse Shoe, Honey Dip Twist, Jolly Tar, Kentucky Navy, Keystone Twist, Kismet, Maple Dip, Merry Widow, Nobby Spun, Parrot, Patterson's Nat. Leaf, Peachey, Picnic Twist, Piper Heidsieck, Polo, Redcut, Scrapple, Sherry Cobbler, Spear Head, Spear Head, Star Deal, Standard Navy, Ten Penny, Town Talk, Yankee Girl, All Leaf, Am. Union Scrap, Bag Pipe, Cutlas, Globe Scrap, Happy Thought, Honey Comb Scrap, Honest Scrap, Mail Pouch, Old Songs, Old Times, Polar Bear, Red Band, Red Man Scrap, Scrapple, Sure Shot, Yankee Girl Scrap, Pan Handle Scrap, Peachey Scrap, Union Workman, All Leaf, BB, BB, BB, Badger, Badger, Banner, Banner, Belwood, Big Chief.

SPECIAL PRICE CURRENT

Table with columns 12, 13, 14. Items include Smoking (Big Chief, Bull Durham), Pilot, Mop Sticks (Trojan spring, Eclipse patent), Palls (Galvanized), Toothpicks (Birch, 100 packages), Traps (Mouse, wood), Tubbs (No. 1 Fibre), Washboards (Banner, Globe), Window Cleaners (12 in.), Wood Bowls (13 in. Butter), WRAPPING PAPER (Common Straw), WICKING (No. 0, per gross), WOODENWARE (Baskets, Bushels), VINEGAR (White Wine), AXLE GREASE (MICA), YEAST CAKE (Magic, 3 doz.), FITZPATRICK BROTHERS' SOAP CHIPS (White City), and TELFER'S ROAST COFFEE (Jamo, 1 lb. tin).

Table with columns 15, 16, 17. Items include BAKING POWDER (K. C.), Roasted Dwinell-Wright Brands (White House COFFEE), Proctor & Gamble Co. (Ivory, Star), Swift & Company (Swift's Pride), Tradesman Co.'s Brand (Black Hawk), A. B. Wrisley (Good Cheer), Scouring (Sapolio), Soap Compounds (Johnson's Fine), Washing Powders (Armour's), ROYAL GARDEN TEA (Royal Garden Tea), COFFEE (OLD MASTER COFFEE), SOAP (Lautz Bros.), THE ONLY 5c CLEANSER (LITCHEM), and FITZPATRICK BROTHERS' SOAP CHIPS (White City, Tip Top).



FOOTE & JENKS' Killarney (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.

For Sale—House and lot. Also candy and cigar store doing good business; will sacrifice same on account of health; worth while investigating. Ed. C. Lemrand, Monroe, Michigan. 516

For Sale—A first-class stock of men's and boys' clothing and furnishings. Located in one of the best sections of Michigan in a city of 4,500 people. Stock will invoice about \$15,000, all new fall merchandise. This store has been a money maker since it was opened five years ago and never offered for sale before. Stock can be reduced to suit purchaser. Address No. 578, care Michigan Tradesman. Bankrupt stock buyers and sales agencies need not answer. 578

For Sale—Shoe, feed, seed, grocery business on Eighth street 39 years. Only feed store, town 3,000; double stores, steam, electric; reason for selling old age. Rent reasonable. Philip Stockinger, Bremen, Indiana. 577

Wanted—To buy small country general store. State location and price first letter. Address No. 579 Michigan Tradesman. 579

For Sale—Good millinery stock 40c on the dollar, with privilege of renting department. Address Levinson's Department Store, Petoskey, Michigan. 580

For Sale—Meat market; the best little market in the city, right down town; the best of fixtures; good reason for selling; write for information. P. O. Box 496, Battle Creek, Michigan. 581

For Sale—Complete furnishing of Bayport Hotel with well established business. Right price to right party. Apply D. E. Johnston, Prop., Bayport, Mich. 570

Get All Three Profits—Make your own apple, peach, orange and cherry ciders at manufacturers cost. All four formulas sent guaranteed for one dollar. A. C. Jackson, Starr, S. C. 571

Business Opportunity—Wanted, a responsible firm or individual, experienced in the grain business to establish and operate a second elevator in a live town in the center of the best agricultural district in this State. Located on the T. S. & M. Branch of the Grand Trunk Railway. No better opening in the State for a responsible dealer with available capital. Local capital can be secured if desired. For particulars call on or address the Farmers & Merchants State Bank, Carson City, Michigan. 572

Will Trade—Good Tennessee, Indiana, or other farms, income properties, Florida homes, etc., for merchandise, or best offers. Write me. By gum. Phillips, Manchester, Tennessee. 574

A Light Manufacturing Business For Sale—On investment of \$1,000 you can make \$2,500 annually; stock and machinery inventories more than I will sell it for. Nicol, 426 Hammond Bldg., Detroit. 575

Safes Opened—W. L. Sloum, safe expert and locksmith. 1 Ionia Ave. N. W., Grand Rapids, Michigan. 104

Jewelry Business—In growing Southern Michigan town. Fine opening for right man. Investment small. Address No. 587, care Michigan Tradesman. 587

Best location for new shoe store, drug store or clothing store in fastest growing city in Southern Michigan. New modern steam heated block now being built, for first-class tenants, on the main business street, in the line of transit between three railway depots. Newest and finest moving picture house in the same block. Address J. F. Walton, Sturgis, Michigan. 588

Hardware For Sale—About \$5,000 stock and fixtures in a town of 1,500 population, Central Michigan. Annual business \$20,000 to \$22,000 per year. Stock clean, location best. Furniture and fixtures about \$700. Enquire W. C. Honson Co., 220 Ellsworth Ave., Grand Rapids, Michigan. 569

For Sale—Clean, up-to-date stock of dry goods and groceries, in good town with electric lights and water works, good farm trade. Box 342, Saranac, Michigan. 576

For Sale—Long established general merchandise business in village surrounded by fine farms. Money making location. Long time lease. Good reasons. W. F. Beatty, New Lthrop, Mich. 582

For Sale—Clean stock general merchandise in one of best towns 800 population Central Michigan; finest country around. Will reduce stock to \$2,000 or \$2,500, and sell stock and fixtures at inventory, one-half down, balance on contract. Address No. 583, care Tradesman. 583

Wanted to hear from owner of general merchandise store for sale. State cash price, description. D. F. Bush, Minneapolis, Minn. 399

1/4 to 1/2 of your stock turned to cash in a ten day selling campaign—not the best but the worst will go by our system. Prominent merchants will back our assertion. Merchants National Service Co., National City Bank Building, Chicago. 184

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

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. 560

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, stationary 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 bear 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

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

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—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—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

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

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

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 recommendations. 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

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

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

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. 598

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

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

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

HELP WANTED.

Wanted—Experienced saleslady for cloak department. Also saleslady for notion department. Give references and salary in first letter. Jacobson Brothers, Greenville, Michigan. 573

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



NOW
IS
THE TIME
TO
PUSH IT

Distributed at Wholesale by
Judson Grocer Co., Grand Rapids

MILITARY TRAINING.

The success in every sense attending the training camp at Plattsburg, the attendance and subsequent discussion of its usefulness, as well as the widely expressed approval of preparedness, has prompted many schools and colleges to take the military feature of education into account. There are in various places what are called military schools or military academies where comparatively young boys are given an hour's training every day for their own good without any special reference to their future usefulness and the defense of their country. What they learn in this way, of course, may be of value in a subsequent emergency, but that is not its principal point. If the colleges and universities took it up, the training would come at a time when probably it would be more helpful, but to such a plan generally adopted there would be very considerable opposition, on the theory that there are other and better places to get a military training and teach tactics.

That President Hadley of Yale thinks there is something in it is evidenced by the fact that he gives it a good deal of space and attention in his recently issued annual report. He refers to the summer military training camp for college students under United States army control, and another under the patronage of the Connecticut National Guard. While not advocating compulsory military drill as a part of the Yale curriculum, he does say in so many words that credit toward the college degree should be given for work done in these summer camps. To them and the instruction obtained there, and as well to General Wood, he pays a handsome tribute. It is, perhaps, too much to ask a young man to attend college eight or nine months in a year and then go to a military training school the rest of the time. That objection would be obviated by making an elective or voluntary course in connection with the university, and for it the War Department would willingly furnish officers as instructors. An experimental course of this sort has been introduced at Princeton, but it is too early to judge of its merits or demerits. President Hadley says that many Yale alumni would like to see military drill made a compulsory part of the course, but with this suggestion he is not in sympathy. That this question should be so seriously discussed by the President of Yale is decidedly significant.

ONE TERM FOR PRESIDENT.

Since his retirement from the Presidency, Mr. Taft has been in great demand to speak and lecture all over the country, and while he has not followed that business as assiduously as Mr. Bryan, he comes close to being a good second. In a lecture recently delivered, he endorses the one term presidential proposition. He would have a term six, instead of four years, as at present. From experience he says that it takes some time for any man to become thoroughly familiar with the duties of the office so that he can discharge them satisfactorily

to himself and the public. Just at the point of his greatest efficiency comes the end of his term, when he must either secure re-election or retire. There are a good many one-term Presidents in the list, Mr. Taft himself being among the number. His suggestion is by no means original or novel, since it has been talked about and favorably discussed all over the country for years.

While all that the former President says in support of it is true, there is still another and a better reason. The most natural thing in the world for a man who has served one term as President is to desire a second as a vindication and a mark of approval for the first. Especially if he is renominated and defeated does it amount to saying that his services were not satisfactory and his policies not regarded wise by a majority of the people. Accordingly, it is human nature even for so great a man as the President of the United States to begin angling for renomination and re-election very soon after his initial inauguration. He must be a man of exceptional strength of character and courage who would not listen to the appeals of powerful politicians in pivotal states. Anyhow, there are cases in evidence where just that sort of thing has happened, and in every instance has been commented on unfavorably. On the other hand, if a man knows from the outset that he can have only one term, he will bend his whole effort and energy to making that one term just as good as he possibly can, deciding each question on the merits without any regard to political prospects. That is the best argument in the world why the single term plan should be adopted.

Status of the Bean Market.

The attached important ruling has been issued by the Department of Agriculture at Washington under date of October 27.

This is construed by the large shippers of beans in Michigan to mean that no beans shall be shipped out of the State of Michigan without being handpicked and all beans which are bought direct from the farmers must go to some plants where they can be carefully handpicked and put in proper marketable condition before they are offered for sale for human food. It also means that no cull beans may be packed in tin cans by the canning industry and all low grade cull beans that are affected, either by disease or otherwise, must be fed to stock here in Michigan or ground up for stock food before it is shipped.

The general bean market continues to decline and to-day the Michigan price of beans is still 30@40c per bu. above the price of California and our other competitors.

Michigan to-day is located between New York State and California, who are underselling us in every direction and our market will have to decline to a basis where we can meet this competition before any quantity of Michigan beans can be sold, regardless of the quantity of beans produced in our State. Ernest L. Wellman.

Washington, D. C., Oct. 27—The

Department of Agriculture has been requested by many growers and shippers to define its position with respect to the application of the Federal Food and Drugs Act to the transportation in interstate commerce of dry pea or navy, medium and kidney beans. These requests have been prompted by the action of the Department in recommending seizure of "cull" beans in sacks and of beans in cans which were found upon examination to contain considerable percentage of beans which were wholly or in part filthy, decomposed or putrid.

Under the Federal Food and Drug Act, beans, in common with other articles of food, are adulterated if they consist "in whole or in part of a filthy, decomposed, or putrid animal or vegetable substance." "Cull" beans, in the opinion of the Department, usually contain considerable percentages of beans which are wholly or in part filthy or decomposed and are therefore adulterated. The shipment in interstate commerce of such beans for food purposes is prohibited by the Act. No objections is entertained, however, to the interstate shipment of "cull" beans for industrial purposes or for use other than as food for man if they are first treated by grinding or otherwise so as to render them unavailable for use as food for man.

The Department is informed that dry pea or navy, medium and kidney beans intended for use as food for man are sent customarily by the growers to elevators where the beans are sorted by hand-picking so as to eliminate the beans which are wholly or in part filthy, decomposed or putrid. It has been represented that in the process of hand-picking nearly all moldy or musty beans are removed, but that it is not practicable to remove all beans which are slightly decomposed. The Department has not recommended the seizure of dry and mature pea or navy, medium or kidney beans which have been hand-picked in accordance with good commercial practice.

Dickens remarked that America protected her citizens in foreign lands, but that the same citizens showed anything but equivalent zeal in protecting the good name of their mother country abroad. Yet Dickens could point to no such alliance of ingratitude and want of patriotism as is exhibited in the failure of the travelers whom the Treasury rescued from Europe last year to repay the loans made them. Two thousand of these Giles Overreaches are included in a preliminary list, with more to follow. It is possible that carelessness or an inept failure to comprehend that payment should be immediate palliates the fault of some. Others may have suffered a considerable financial loss, and have regarded the advance as a sort of generous indemnity. But the fact remains that a large number gave fictitious addresses or fictitious names in asking for funds, with the plain design of "beating" the Government. The impulse behind this is much the impulse that prompts spectators at a fire or like excitement to appropriate loose valuables; it may interest the psychologist, but it must be a shock to those who think that the scenes of devotion witnessed in Europe, and the Government's response to its obligations, might have made even adventurers responsible for their debts.

Muscular inactivity is the parent of much ill health.

Merged Into National Bank.

Avoca, Nov. 1—The Avoca Bank, which was established in 1902 by W. V. Andreae, Yale, has been merged into the First National Bank of Avoca. This Bank has made fine progress since it was established and Mr. Andreae and sons have spared no pains to give the people of this vicinity the best there was in this line.

The officers and directors are as follows:

President—W. V. Andreae.
Vice President—F. A. Hill.
Cashier—Chas. W. Andreae.
Ass't Cashier—Lloyd V. Andreae.
Directors—W. V. Andreae, Chas. W. Andreae, F. A. Hill, J. G. Brown, Chas. E. Reeves.

In all the good road activity, and it is most commendable, one of the valuable features which ought not to be lost sight of is the desirability of having the improved highways begin somewhere and end somewhere. Continuity is a most excellent asset, and one which contributes very largely to the comfort and convenience of the traveling public. To make this most valuable it is necessary that roads be laid out which connect places of importance and which are reasonably sure of the largest traffic. Putting in a few miles here and a few miles there is all very pleasant and agreeable for the people living in that immediate neighborhood, but it is of comparatively small public service. It is the long stretches of good road which lead from central cities to distant points which are most worth while. The farmer who has loads to draw wishes to have all the road good, not half of it improved and the other half bad, and the poor seems poorer by comparison. The same is true of all who travel. Here in this State that feature is taken into very intelligent account, although there are still a few gaps which need filling up to the end that the doctrine of continuity may have its perfect work.

McBain—Meek's Cash Store Co. has engaged in general trade here. The corporation has an authorized capital stock of \$2,000, all of which has been subscribed, \$1,318.88 paid in in cash and \$681.12 paid in in property. Four gentlemen are equal stockholders, as follows: Julius La Bonte, Grand Rapids; Charles Ransom, Manton; Claude Moore, Kingsley; E. J. Meek, Manton. The latter, who has clerked in the general store of La Bonte & Ransom, at Manton, for several years, will manage the store here.

BUSINESS CHANCES.

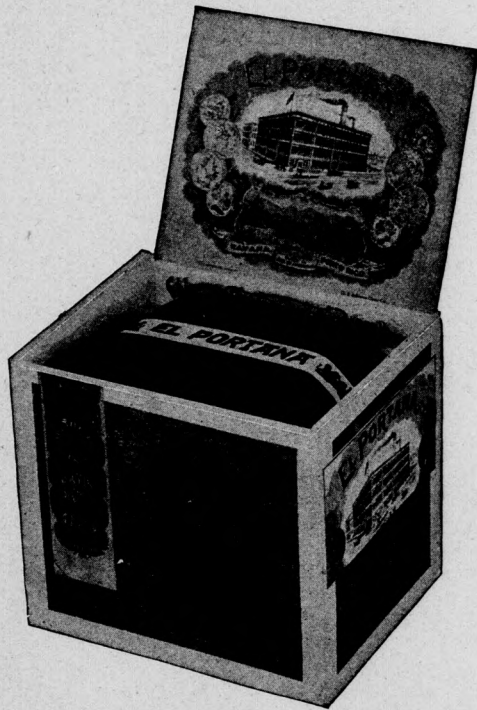
For Sale—Complete drug store outfit. No stock. Prescription case, show cases and display racks. Five hundred drug drawers and 1,000 display jars. Soda fountain, all complete. Must be moved at once. Address W. Maxwell, 120-124 West Water St., Kalamazoo, Mich. 584

Will Exchange Farm for General Stock—65-acre fruit farm and summer resort property, located on a beautiful Northern Michigan lake. New seven room house. Will exchange for general stock or any good mercantile line. Address No. 585, care Michigan Tradesman, 585

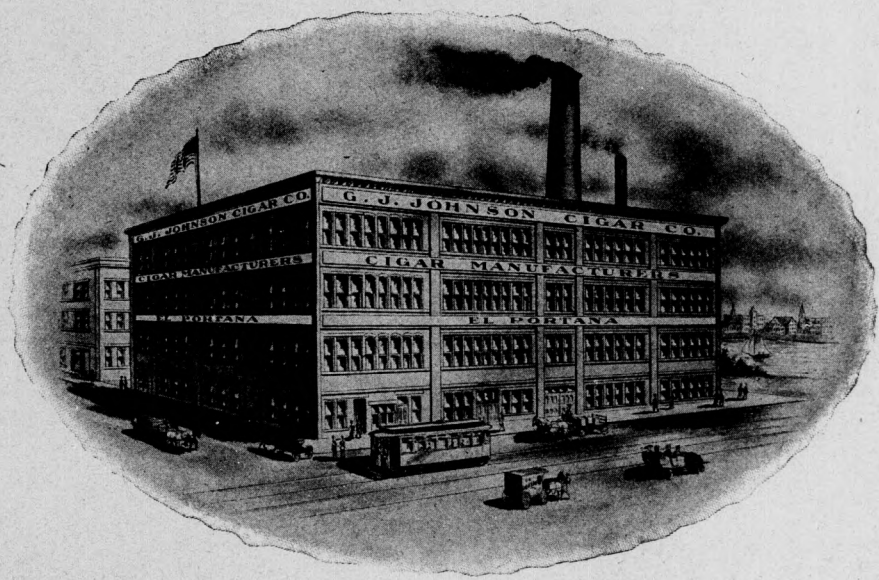
For Sale—Dry goods business in live Southern Michigan town of 3,000 population, having several large manufacturing plants all in full operation. Business conditions of the best. Clean up-to-date stock about \$6,000. Doing good business. Big discount for cash. Would consider trade for farm or city property. Box 586, Michigan Tradesman, 586

For Sale—Old established shoe business. Men's and boys' shoes and complete electric repair outfit. Owner wishes to retire. Address E. M. Brown, 624 Bridge St., Grand Rapids, Michigan. 587

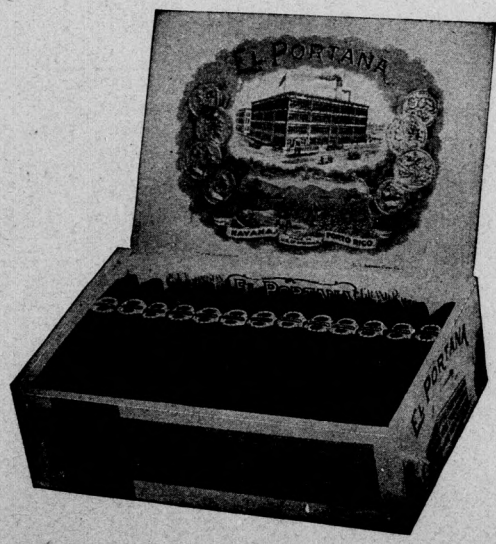
EL PORTANA 5c CIGAR



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Class by
Itself"



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Under
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Conditions

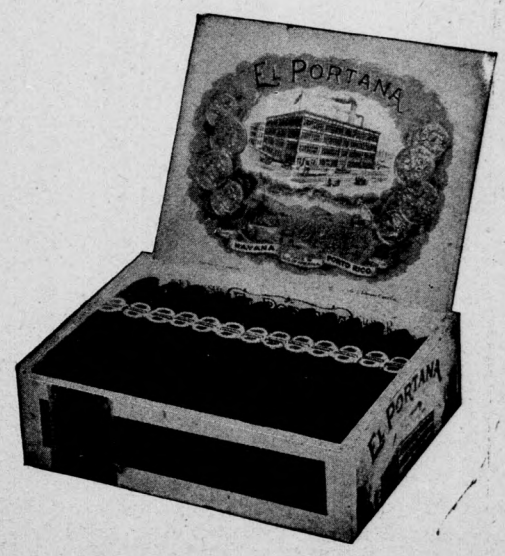


Made in
Eight Sizes

G. J. Johnson
Cigar Co.

Makers

Grand Rapids, Mich.



Honest Now—

what would be your opinion of a man who was continually fighting the laws and the officials elected to enforce them? Think him a good one to leave alone—wouldn't you?

Well Worse Yet—

Suppose he were a food manufacturer

Your pure food laws and your pure food officials are there to protect you in the foods you eat—and you would at once think, any manufacturer who tries to break them down must be trying to sell a pretty poor article—wouldn't you?

WELL—this very thing is being tried right now

Baking Powder if it contains Albumen (sometimes called white of egg) has been declared illegal and its sale stopped in State after State.

Have these misguided manufacturers changed their ways and are they now trying to make and sell a pure and legal baking powder?

NO!! They are fighting the pure food laws and the pure food officials **WHY?**

Albumen in baking powder is no aid in the baking—the U. S. Government states this, but it makes possible the fraudulent "Water Glass Test."

All the National and State Pure Food Officials at their last annual meeting condemned this fraudulent "Water Glass Test." (Maybe they have tried it on you.)

Beware of the Baking Powder not Sold on its Merits

If it is pure and the quality is there, it does not need any Albumen (sometimes called white of egg) or any "Water Glass Test, to mislead the people—

KG BAKING POWDER

is made right—and is sold right

No fake tests required—no false advertising—no Albumen.

Just a full can of *pure, legal* baking powder, guaranteed to give you perfect satisfaction.

25 Ounces for **25c**
(More than a pound and a half for a quarter)

At All Grocers

JAQUES MANUFACTURING COMPANY, Chicago