

# MICHIGAN TRADESMAN

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Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 24, 1915

Number 1679

**The Thankful Heart**

For all that God in mercy sends,  
For health and children, home and friends;  
For comforts in the time of need,  
For every kindly word or deed,  
For happy thought and holy talk,  
For guidance in our daily walk,  
In everything, give thanks.

For beauty in this world of ours,  
For fragrant grass and lovely flowers,  
For songs of birds and hum of bees,  
For the refreshing summer's breeze,  
For hill and plain, for stream and wood,  
For the great ocean's mighty flood—  
In everything give thanks.

For the sweet sleep which comes with night,  
For the returning morning light,  
For the bright sun that shines on high,  
For the stars glittering in the sky—  
For these, and everything we see,  
O, Lord, we lift our hearts to Thee;  
In everything, give thanks!

Cupper.

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BUFFALO, N. Y., January 1, 1915.

DEAL NO. 1500.

# MICHIGAN TRADESMAN

Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 24, 1915

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## SPECIAL FEATURES.

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## GOING DOWN HILL.

The Tradesman regrets to see any institution go down hill, especially one which starts out with ambitious purposes and establishes a high standard. The Majestic Gardens in this city is the latest illustration. This playhouse started out three months ago with one of the finest orchestral leaders in the country—Signor Rocco Luizzi, who gave the people of Grand Rapids music such as they had never heard played before in the local theaters by a local orchestra. The leader was, of course, hampered by lack of material, because the orchestra players of Grand Rapids, as a class, are such wretched musicians that they could not hold a position two hours in any city where music is regarded as an art. The chief tendency of the union is to hold down the quality of workmanship, to insist on playing the same old music, year in and year out, to maintain a low standard of leadership and to prevent the introduction into the city of any but poor musicians who are under the domination of the union. Prof. Luizzi, although assured that he would be given a free hand in the selection of his assistants, found himself so handicapped by union rules and narrow minded union officials that he was compelled to replace incompetent players with those who were still more incompetent, besides being annoyed by insubordination, indifference and constant friction and fault finding because he insisted on presenting music of a high class which necessitated frequent and constant practice. The management of the Majestic, instead of standing back of its leader, as it had promised to do and as it should have done, in his efforts to give Grand Rapids people music worth while, knuckled to the union and replaced Prof. Luizzi with a leader who is a joke—and patrons of the Majestic during the past week have been bored with the ancient and commonplace music which was relegated to the scrap heap years ago by first-class orchestras, rendered in such a miserable manner as to irritate and annoy people with musical taste and discrimination, instead of

entrancing them, as Prof. Luizzi had been doing. On account of the weakness of the Majestic management, the people of Grand Rapids are condemned to put up with mediocre music which would not be tolerated in any of the larger cities of the country.

The people of villages when they refer to some enterprise of local government say "We built," or "We did," this, that, or the other thing, and people in the cities say, "They built" or "They did." The point made as the result of this observation is that the people in the smaller places regard themselves as a part of the government, as indeed they are, and that their preferences and wishes are represented in the accomplishment. It is claimed that in the cities the people do not feel or express this idea of proprietorship, but use the word "they" as referring to the office holders, the politicians, etc., at whose behest enterprises were undertaken and carried through to completion. The voters in the cities are just as much a part of the government as those in the villages, and they ought to take just as much interest, and indeed more so because the sums involved in the annual disbursements are many times larger. It is unquestionably true that one of the great faults of municipal government in this country is that the residents of cities do not concern themselves sufficiently in these important affairs.

The "human tank" who swallows live goldfish, frogs and other things, has been stopped by the Society for the Prevention of Cruelty to Animals. The "human tank" declares he swallows sweetened water first, so that the frogs and goldfish may feel at home when they arrive in his stomach and they die easy. He says he has been swallowing frogs and goldfish for thirty years, but his act has been called cruel and also called off. When the "human tank" sued for his pay for four weeks in a vaudeville engagement, the court dismissed his suit. All that seems left for the "human tank" to do is to swallow his Adam's apple. An apple is not under control of the society.

The Postoffice Department pays about \$2,000,000 a year for twine. The Department is urging economy and retrenchment in this line and postmasters who save string for use a second time are being commended. Often valuable time is wasted over small things, but perhaps Uncle Sam's postmasters have time to burn.

Some people are happy with but little and others are miserable with less.

## BOOKER T. WASHINGTON.

In the death of the great negro industrial leader, educator and organizer, Dr. Booker T. Washington, the American Nation has lost a great instrument for good; the negro race, in the Nation, a leader-mediator; the civilized world one of its champions of a great cause.

The negroes, as a people the world over, no matter under what flag they dwell, have a great problem to solve, a problem the solution of which calls for the assumption and thorough execution of some specific duties, so far as the race itself is concerned. Booker T. Washington was able to demonstrate the fact that, with opportunities and proper equipment, millions of colored people would become capable of the highest mechanical and industrial training; he was able to prove the possibility of a good understanding, and, what is more, of good feeling, between the white and colored elements; he was able to prove that the individual sacrifice, perseverance, determination, thrift, energy and steadfastness is each one a unit-builder of the useful community, which must eventually turn out of its mould a prosperous, well-equipped people, rightly striving for a good place in the world.

The statement is made that in Boston recently out of 600 applicants for service in the navy, only thirty were accepted. It is said that these were mostly young men from the city, and is used as a basis for the claim that those living in the country are healthier and heartier and that incidentally the city residence does not promote good health. The figures are certainly somewhat startling, and it is difficult to believe that out of 600 young men who wish to enter the navy only thirty were physically fit. The outdoor life in the country, unquestionably has its advantages, but it is respectfully submitted that in these later days, especially, city bred boys are taking more out-door exercise than ever before and that they are supplementing it by work in the gymnasium, and that they will compare very favorably in physical condition with those from the rural regions. Perhaps there is some explanation for the situation in Boston.

One indication of the clearing skies in Mexico is the Government figures showing an increase of \$1,000,000 over last year in our September exports to that country, and of nearly \$3,000,000 in our imports from it. Trade is thus being resumed in the nearly prostrated land. Meanwhile the situation faced by Villa is as desperate as that confronting Lee when Grant and Sherman moved simultaneously upon him in the spring of 1865. His army

has just been badly beaten at Agua Prieta and forced away to the west towards Naco, on the border, without adequate supplies or means of getting them. From the south a Carranzista force is approaching Naco along the railway from Hermosillo, while from the east Obregon's army is pressing him from Agua Prieta. At the same time Zapatistas in Morelos are reported to be losing coherence, and to be surrendering in groups of thousands in response to Carranza's offer of amnesty.

The other day the Providence Journal published the statement that the Bangor & Aroostock Railroad, which has 625 miles of track, paid out \$45,000 a year to clerks employed to furnish the information required by various state and Federal laws. Carrying the computation a little further shows that this work costs the railroads of the United States an aggregate of \$18,000,000 a year, which is over 2 per cent. of their net earnings. This is a pretty heavy tax upon business, and by so much reduces the income of the shareholders. While it is eminently proper and fitting that state and national governments should be in a position to get all the information to which the public is entitled regarding the finances and the management of these corporations, it certainly does seem as if \$18,000,000 a year, the cost of providing it, is altogether too much and that it is not comparable with value received.

The American Ambassador at Berlin has disgraced himself and betrayed his country by dining with the Kaiser and permitting that infamous apostle of Mars to pin a medal on the breast of his wife—the same Kaiser whose hands are reeking with the blood of millions of men, women and children. President Wilson made many serious mistakes in the selection of his representatives abroad, but nowhere did he fail so humiliatingly as in sending a lickspittle of the Kaiser to the German mission.

The country store loafer certainly receives due attention at the hands of readers of the Tradesman this week, as will be noted by a perusal of the three or more communications on the subject published in this week's edition. The merchant who registered his complaint in last week's issue of the Tradesman cannot help feeling that he received his money's worth in advice and suggestions along the lines of his enquiry.

F. A. Wurzburg, wholesale and retail dealer in art goods at 89 Monroe avenue, has admitted to partnership his son, Donald B., and the business will be continued under the style of F. A. Wurzburg & Son.

## UPPER PENINSULA.

## Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Nov. 22—The seaman's law, one of the sad mistakes of the Democratic administration, for which we will have to suffer in this part of the country, went into effect this month and has been the cause of tying up the small river craft which have been carrying passengers from various points along the river, it being an unreasonable law, so far as local passenger traffic is concerned. The steamer Lotus, of the Snows Transportation Co., has laid up for the season, it being impossible to operate at a profit under the new law, and the mail and passengers are being carried by a small launch which is unsafe at this season of the year. If the new law is not repealed before the opening of navigation, it will mean the discontinuing of passenger service on the river and summer resorts in the Upper Peninsula. The boats so far this season have not been making any money with the present crew and the additional crew and ridiculous and arbitrary requirements will practically prohibit operations.

We notice that Ford has employed a pastor in his automobile factory at Detroit and, no doubt, the Ford car will now be a better heap of junk than before.

The hunters are beginning to return with all kinds of stories and some thrilling escapes are being related, but we find that occasionally there is one coming back without a deer, although only one was necessary.

Charles Loarn and Gus Isaacson, of Baraga, will have something to be thankful for this Thanksgiving. While they were partridge hunting in the woods last week, some one evidently mistook them for deer, as Isaacson's cap was knocked off by a rifle ball, which also inflicted a slight flesh wound in Loarn's face. This was almost a case of killing two deer with one shot.

St. Ignace is now busy negotiating for a creamery and the residents have been asked to take stock in the enterprise. S. J. Sherrod, of Chicago, has been endeavoring to form a co-operative creamery. He represents the Hastings Industrial Co., a concern which has organized and built hundreds of creameries in Minnesota, Michigan, Wisconsin, Illinois, Indiana and other states, and St. Ignace expects to be greatly benefited by the new enterprise if it is successfully launched.

It is really a shame how they put one over on Al. Jacobs, the well-known traveling salesman. Al. is considered a good judge of eggs and can tell a fresh one by eating same, and his long experience in making the country towns has put him next to where the hens never set and where perpetual laying is in line the year around, and no one likes a fresh egg in the morning better than Al. He made a mistake, however, when he took Bill Atchinson, manager of the Postal Telegraph Co., along with him as his guest on the auto trip to Pickford last week, as Bill is also said to be fond of fresh eggs, although not as familiar with the fresh egg proposition as Al. Nevertheless, Bill got busy on the egg deal right away and as there was only one dozen on hand he closed the deal promptly, and when Al. got around to it, after attending to business before pleasure, the grocer informed him that his friend, Mr. Atchinson, had purchased all the eggs he had on hand. Of course, Al. would not stand for a little thing like that and, as a result, Al. got the eggs, and you may imagine Bill's position under the circumstances. He immediately started figuring for revenge. The eggs were packed in a box and placed in the car and after supper Bill waited for an opportunity and, with the assistance of Wm. Moher, representing the Standard Oil Company here, who was also a guest on the way back, he secured the box, took out the

contents and replaced same with a decayed turnip, wrapped up the box and replaced it in the car. What happened when Al. got up for breakfast the next morning would not look well in print, but you can imagine the rest.

"Who keener regrets approaching old age is the man who neglects to capitalize his youth."

S. W. Perkins, of Grand Rapids, was a business visitor here last week.

"Morning after" heads become "mourning after" heads when brains are wanted for business.

Engadine has a new doctor in the person of Dr. Walsh. His office is in the drug store and at present his headquarters are at the Cottage Hotel. He is unmarried and expects to have a successful practice in the other towns around Engadine which undoubtedly, will ensure a satisfactory practice for the doctor and make him a valuable asset to the town of Engadine.

The D. & C. will close the season at Mackinac Island next week. From all accounts business has not been as much as during the past several years, especially in the passenger business.

Dr. James H. Bogan, health officer at Mackinac Island, has made a new record that would be hard to beat in figuring out the cause for the typhoid fever now at Mackinac Island. It was a mystery to account for the few cases of typhoid fever at the Island, as the water has been noted for its purity, while the Island has the reputation of being one of the healthiest places on earth. After making a complete test along the water line, without success, Dr. Bogan conceived the idea that it must have been brought in by some typhoid carrier, as it is well known that any case of typhoid fever must originate from typhoid bacilli, but the question was to discover if possible who the typhoid carrier might be and it was finally traced through three people who had the disease during the past summer, and the doctor finally located the party in the person of Mrs. Green, who had been washing the milk bottles at the Island during the past summer, but is now living in Chicago. With the assistance and courtesy of Dr. Hugh T. Patrick of Chicago, arrangements were made to work with the city health department, which resulted in the tracing of the typhoid carrier. This is a very clever piece of work on the doctor's part and much favorable comment is being heard on the success of his efforts.

An important real estate transfer was made at the Soo last week, in which the Keliher block was bought by Adams & Raymond. Mr. Adams is one of our real estate men and Mr. Raymond is proprietor of the Raymond Furniture Co. Just what changes will take place, if any, has not as yet been announced. The block is occupied by Grinnell Bros. and Jean's jewelry stock on the ground floor, while the up-stairs is used for offices and apartments.

Somebody has found a good word to say for joy riders—they are not abusing horses.

The Weitzel lock has been pumped out and laid up for the season. The locks are now being arrayed in winter attire and it is a most interesting sight to see the vessels lock through, covered with ice and snow, as the recent storms have tied up navigation and the boats are now moving out on their home trip.

The village of DeTour is to have a new doctor in the person of Dr. T. R. Whitmarsh, formerly of Pleasant Lake, Ind., succeeding Dr. Tiffany, who has been doctor at DeTour for the past year and who has left to locate in Southern Michigan. Dr. Whitmarsh is a man of wide experience in the medical world, having practiced for a number of years in various Pacific Coast cities, and was a class-mate to Dr. Townsend, one of our well-known doctors here, at the Detroit College of Medicine.

The hustling town of Newberry is certainly setting the pace, the latest addition being a potash factory financed by Detroit capitalists. The potash will

be manufactured from hardwood ashes and the supply secured from the Newberry furnace and other points along the South Shore line. Charles Isham and Arthur O'Connor, representing the Detroit parties, were in Newberry last week and closed the contract with the Charcoal Iron Co. for a site on the Taquamenon River. The contract for erecting the necessary building was let to John Stark, of Newberry. The plant will be a small one at the start, but the promoters plan gradual development which will employ a large number of men. The supply of potash was secured from Germany before the European war, but since this source has been closed the American manufacturers are turning their attention to this industry locally and it is expected that many new plants will be established in various parts of the country in the near future.

It is said that the world's supply of coal will last 200 years. There is no chance of our getting cold feet for sometime.

Chippewa county bids fair to secure a large number of Italian settlers who wish to locate in Cloverland. The Italian Consular at Duluth is at present looking over the county, with a view of establishing a colony, which will comprise several hundred families.

DeTour has contributed another victim as a result of the hunting season. Chauncy Olmstead having been accidentally killed last Thursday. Mr. Olmstead was out hunting with a party and they stopped to rest, leaning their guns against trees, when two of the guns fell down and one of them was discharged, the ball striking Olmstead and passing through his neck, causing almost instant death. This is one of the cases in which the party was not shot for a deer and goes to show that there is more than one way of being killed during the hunting season.

The ordinance committee of the Common Council is drafting a smoke ordinance to relieve the heart of the business district of this nuisance which is very annoying at certain times. The same committee is also considering a petition being circulated in the city asking to amend the liquor ordinance and provide for a 9 o'clock closing hour, to correspond with the time in vogue in the small villages of the State.

The friends of Mr. and Mrs. Russel Norton, formerly residents of this city but now residing in Grand Rapids, were pleased to receive the news of the arrival of a young son and heir born to the fond parents last week, and many congratulations are being extended from their large acquaintance here, and from all reports little Willie will become another one of our Men of Mark, being a chip of the old block.

A. G. Burns, Uncle Sam's weather man here, has been giving the best of service for the past two weeks, keeping the boats advised of the severe storms which have been sweeping the lakes, thus saving the vesselmen thousands of dollars and, undoubtedly many lives.

Moran may have lost its bank, but it gains a telephone exchange instead. W. J. Ward has started lumbering at Moran for D. I. Butler, of Detroit, and it is expected that extensive operations will be carried on during the winter.

The Panama canal has nothing on the Soo locks when it comes to tonnage carried. The total tonnage through the Panama canal during the first ten and one-half months of its operation was approximately five millions, while our locks do that much business every ten or fifteen days. On several days recently we locked through two million bushels of grain daily or over \$1,000,000 worth. Heavier traffic has been noted on the lakes this year than for many years past. Last year, for instance, practically all of the Pittsburg Steamship Company boats were through for the season by this time, while this year they are still in commission and from all accounts will make another round trip or possibly more. William G. Tapert.

## Gabby Gleanings From Grand Rapids

Grand Rapids, Nov. 22—The third of the series of dances given by Grand Rapids Council was held Saturday evening, Nov. 20, and has gone down in history as another very enjoyable evening, not unlike any of the parties given by the U. C. T.'s. Twenty-eight numbers were given out and number twenty-three won the prize, which consisted of a free dance ticket for the evening. You neither have to be handsome, ugly or lazy, gentlemen, in order to win, but just lucky. That's all. The feature of the evening was a one act vaudeville sketch pulled off by John D. Martin. At first we thought he was going to make a speech, as he mounted the stage with a document of some sort in his hand, but it failed to be a speech, as we expected. Instead, he was the official barker for the quadrille. He did fine, but we hope he will rehearse his lines, so that at his next appearance he can spout off the lingo of the dance hall to perfection. You are all right, John D., but don't forget your carnation next time, as your dress isn't complete in the eyes of the boys unless you have it.

The next party will be held Saturday evening, Nov. 27, and we expect a better party than any of the preceding ones. Come one, come all, and bring your friends and your friends' friends and get mixed up with the jolly grip luggers. It is worth the price of admission to hear Charles Perkins announce the unfortunate and lucky holder of the prize winning number.

Homer Bradfield spent Sunday at Petoskey. We hope Homer enjoyed the fresh air so generously furnished up in that region. Would suggest snow shoes next trip, Homer.

H. W. Harwood is exhibiting one of his automatic pop corn machines at the Masonic fair and we understand Harry is doing a land office business in pop corn. The most noticeable feature of the whole proceeding is that corn has either jumped in price or else Harry forgets to make change. No jitneys for Harry's till.

Grand Rapids Council expects to put through the largest class of the season at the December meeting and, if the present campaign is followed, a much larger class is expected for January. It has been suggested that all the team captains get together and arrange a big round up for the January meeting. As this is a very good suggestion, we hope it will materialize and bring forth the largest class in the history of Grand Rapids Council. All members who can should be present at the December meeting, as some very interesting matters are going to be brought before the Council. Don't forget Dec. 4.

T. U. Blackmer, a popular merchant of Grand Junction, is the proud possessor of a new Buick six.

Mrs. Eugene Scott, who underwent a serious operation at U. B. A. Hospital, is convalescing at her home. Eugene is wearing a broad smile and Grand Rapids Council extends their heartiest congratulations for Gene's good fortune.

E. E. Kraai, the popular prune peddler who covers Holland, Grand Haven and Muskegon for the Worden Grocer Company, is slowly improving, after a long siege of inflammatory rheumatism. His many friends will rejoice in his return to his old territory.

Have you ever noticed that some merchants who are everlastingly kicking about the goods they get and the service they receive are usually those who are behind the light house about paying their bills?

The average jobber is just as appreciative of prompt payments as the retailer is of good service and an effort, on the part of the slow paying merchant to snug up his account is followed by an extra effort on the

part of the jobber to please his customer.

Grand Counselor W. S. Lawton attended a meeting and banquet of Battle Creek Council Saturday evening. He reports a very enjoyable evening.

D. Witmer, of 625 Paris avenue, has improved his home by installing electric lights.

C. C. Herrick has completed a fine new home at 321 Charles avenue.

John J. Dooley has completed a new garage at his home at 311 Auburn avenue.

E. H. Snow has completed a new home at 712 Hawthorne street. A novel feature of his home is that he has his garage in the basement.

John D. Martin, of 245 Henry avenue, has redecorated his home and built a new garage.

C. F. Stillson has bought a home at 1915 Jefferson avenue and is making extensive improvements.

Don't forget the shin dig, hop fest and terpsichorean exercises next Saturday evening at the Council chambers.

Kantz & Dool, of Vandalia, who have been in the hardware and implement business for several years, have dissolved partnership, Mr. Dool selling his interest to a Mr. Koller.

Mrs. Ira Gordon, of 425 Woodlawn avenue, who underwent an operation for throat trouble, is improving nicely at her home.

Little James, the son of Mr. and Mrs. J. L. Murray, is reported improving nicely after an operation on his throat.

Harry L. Wood, who has been making Western territory in the interest of his firm, spent Sunday in Davenport, Iowa. Harry represents the Rudy Furnace Co., of Dowagiac, and is the designer of the furnace it manufactures. He is considered one of the best furnace men in the State.

The names of 540 traveling men who are not members of the U. C. T. have been uncovered and are to be mailed to the different captains of the teams. Some material to work on boys, dig in.

Wonder if the hotel inspector is on the job yet? There are plenty of violations of the Henry law for him to work on. We love the roller and tissue towels. We do not!

Thirty-three days until Xmas. Do your Xmas-tree shopping early and avoid the scrubs.

Mr. and Mrs. John J. Dooley took dinner with Mr. and Mrs. C. C. Perkins. John J. says when it comes to the culinary department, no one has anything on Mrs. C. C. We claim John is some judge or at least ought to be, as he has been sitting up and taking nourishment a good many years.

Our Kaiser friend, Will Franke, has purchased a new Edison phonograph with a diamond needle point. He has the best machine the Edison Co. puts out. In order to get by, Bill says he bought it for his wife's Xmas, when it is a known fact that he has longed for a music box for at least two years. We suppose William's neighbors will be changing quite frequently now.

Here's to you all! May you have a most thankful and enjoyable Thanksgiving!

Think of the poor European beligerents. L. V. Pilkington.

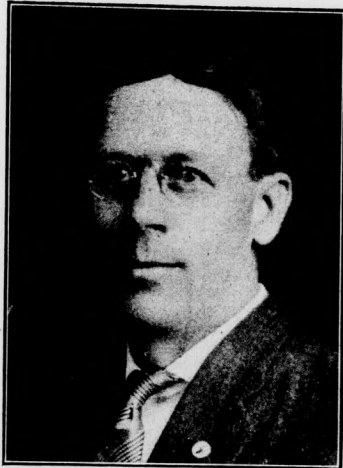
**Co-Operation For the Betterment of Trade.\***

I do not know that I could have been assigned a subject that would permit of any more rambling than this one, because, if I talk at all about association work, I cannot but talk on the subject of Confidence and Co-Operation as, to my mind, that is all there is to association work.

\*Paper read at semi-annual meeting Michigan Wholesale Grocers' Association by Arthur E. Gregory.

I think we all realize the great amount of good which has been and is being accomplished by the American Specialty Manufacturers' Association. It certainly has improved the standard of the specialty salesman and I am sure that I express the sentiment of our Association when I say that I hope the time is not far distant when all manufacturers will realize the benefit derived from membership in this Association. Surely they are entitled to our confidence and co-operation. Go back to the time when you and I were boys and you will remember we had no associations like this, no co-operation and very little confidence.

My first experience in the grocery business was working in a retail store



ARTHUR E. GREGORY

and my employer would not speak to the man who owned the grocery store on the next corner.

The majority of dealers in those days had no idea of co-operation, each one thinking himself capable of conducting his own business, while at the present time the larger merchants and manufacturers realize the importance of co-operation.

Our credit man tells me that one of our competitors furnishes him with a list giving an exact statement of their accounts receivable, amounts owing, amounts past due and manner of paying, in return for which he furnishes them with like information regarding customers in whom they are both interested. Talk about confidence and co-operation, if that is not a splendid example, I don't know where you would find one. Can you imagine such a thing as either one of those gentlemen taking any undue advantage of the information secured in this way? No, sir, either one of these gentlemen would sooner lose a customer or the entire account than do such a dishonorable thing. I tell you, gentlemen, that is the kind of co-operation we need. Credit information is much more freely given than formerly. Business courtesy is on the increase. What we need is more confidence. I know that if we are perfectly honest with ourselves, if we know that we are playing the game fair, we will have more confidence in the other fellow.

We have a perfectly legal right to combine and enforce our discount

rule. Then why not co-operate? We have no legal right to co-operate for the maintenance of prices, but we have a legal right to co-operate for a reasonable profit and for the betterment of trade conditions and the time is not far distant when the public will demand the enactment and enforcement of a law giving manufacturers a legal right to name the resale price for his product. All the public needs is a little more education on the subject and it is up to you as merchants to co-operate along this line.

Remember the old saying—and it is more true to-day than ever—men are valuable just in proportion as they are able and willing to work in harmony with other men. When a person loses his ability to co-operate with others, he has joined the Down-and-Out Club.

**Bankruptcy Proceedings in the Southwestern District of Michigan.**

St. Joseph, Nov. 8.—In the matter of Israel Goldberg, bankrupt, Kalamazoo, the adjourned first meeting of creditors was held at the referee's office and the bankrupt submitted an offer of composition, whereupon the meeting was adjourned for one week.

Nov. 9.—In the matter of William J. Smith and Jay V. Smith, and New York Racket Store, W. J. Smith & Son, a co-partnership, bankrupt, Paw Paw, an order was entered calling the first meeting of creditors at the latter place for the purpose of filing claims, the election of a trustee, the examination of the bankrupts and the transaction of such other business as may properly come before the meeting.

Nov. 12.—In the matter of Adolph Speyer, bankrupt, Kalamazoo, an order was entered calling the first meeting of creditors at the latter place on Nov. 26, for the purpose of proving claims, the election of a trustee, the examination of such other business as may properly come before the meeting.

Nov. 15.—In the matter of Adolph Speyer, bankrupt, Kalamazoo, schedules were filed showing the following creditors: Leavy & Jacobs, New York \$ 248.00 Gingold & Schaffer, New York 50.00 Benjamin Shapiro, New York 140.00 Gotham Rainproof Co., New York 1.29 Feldman & Hoffman, New York 121.20 Lesser Bros., New York 354.30 Leon Myers, New York 481.75 Freeman Waist Co., New York 3.75 Snow & Lieberman, New York 57.00 Potter & Schattman, New York 97.00 Rammon Cloak & Suit, New York 1,080.58 A. Harris, New York 846.48 I. Kaminsky, New York 107.50 Louis Leopold Skirt Co., New York 95.00 Joe Koroscoff, New York 147.00 Leibson & Lipman, New York 289.50 Defiance Waist Co., New York 171.25 S. Miller & Sons, New York 96.75 K. Silverman & Lederer, N. Y. 247.00 Weinstein & Samuels, New York 332.45 Henry Soble, New York 50.00 M. Tractenberg & Bros., N. Y. 49.00 H. Steinhacker, New York 50.00 Max Koller, New York 60.00 M. Jacobs & Co., New York 101.00 Ettleson & Reinstein, New York 235.00 Max Gross, New York 336.85 H. A. Posner & Bros., New York 388.50 Polihorn Bros., New York 67.50 Newman & Hecht & Sacks, N. Y. 82.50 A. S. Schinin, New York 63.50 Gingold & Co., New York 21.88 Morris Meiselman, New York 797.00 Hotchner Bros., New York 16.50 A. J. Piroznick & Co., New York 74.81 Jacob Adler, New York 7.00 Jos. Weinstein & Co., New York 6.75 Tryone Waist Co., New York 31.50 John Edelman, New York 9.75 Journal Waist Co., New York 75.00 Newman Dress & Skirt Co. 400.00 Schwarz & Goodman, New York 200.50 Falk & Feierstein, New York 75.00 Knoll Compen Co., New York 119.00 Prince Wolf Co., New York 250.00 E. Sperling Co., New York 740.00 Novelty Cloak & Suit Co., N. Y. 1,274.19

Progress Shirt & Dress Co., New York	100.00
Friedman Gruber Co., New York	161.00
Lauener Coat & Skirt Co., N. Y.	113.00
Pollack-Selman, New York	337.20
J. D. Segel & Co., New York	272.50
M. Altschuler & Co., Waukegan, Ill.	60.00
Zwiebach-Hartman Co., Detroit	241.50
Tablet & Ticket Co., Chicago	11.95
American Paper Box Co., Grand Rapids	61.17
Bernhard Waist Co., Saginaw	109.05
Hagedorn Mertz Co., Philadelphia	45.00
The Gem Skirt Co., Buffalo	57.00
Reardon Bros., Waukegan, Ill.	54.75
Henrietta Skirt Co., Kalamazoo	119.25
Pressman Bros. Co., Bucyrus, O.	64.05
Maurice Hirsch & Co., Chicago	425.25
Peerless Knitting Co., Milwaukee	100.00
Harry Bernstein, Chicago	200.00
B. F. Goodrich Rubber Co., Detroit	54.60
Phillip Klofter, Chicago	201.38
W. Kahn & Co., Chicago	223.48
Levy & Rice, Lafayette	167.50
Sudhoff, Eggers & Bechman, Cincinnati	247.88
King Cloak & Dress Co., Chicago	237.75
The Bergman Cloak Co., Chicago	90.00
Improved Mfg. Co., Ashland, Ohio	104.50
Wertheimer Bros., Philadelphia	190.50
Lipman Mfg. Co., Philadelphia	153.00
E. S. Bowman & Co., Buffalo	310.10
Markweet & Co., Boston	56.00
M. F. Tarletz Waist Co., Ft. Wayne	91.75
El Mar Skirt Co., Boston	83.00
Fuller Osborn Mfg. Co., Portland, Maine	176.75
Demers Bros., Saginaw	24.00
McDonald Mfg. Co., St. Louis	96.00
John McLaughlin, Philadelphia	201.25
The France Waist Co., Chicago	100.00
H. Simerer, Kalamazoo	266.25
Wm. Fishman, New York	100.00
Cohen & Perlstein, New York	49.50
Kaufman Bros., Brooklyn	75.00
Excelsior Skirt Co., New York	182.23
Newman & Klepper, New York	35.00
Hirsch Bros., New York	18.40
Nathan Lepow, New York	83.88
H. Goldwater, New York	100.00
H. L. Flaum, New York	9.00
Mann & Lovejoy, New York	77.25
Gothan Waist Co., New York	71.25
Wm. Quinzburg, New York	54.71
The American Waist Co., N. Y.	108.75
Rosner & Limer, New York	76.22
American Cost Co., New York	83.00
Jacob Leibowitz, New York	50.00
Kalamazoo Gazette, Kalamazoo	66.76
Telegraph-Press, Kalamazoo	65.75
Dahn Printing Co., Kalamazoo	10.00
Advocate Publishing Co., Kalamazoo	5.00
Ed Makins, Kalamazoo	15.00
Metal Sign Board Adv. Co., Kalamazoo	75.00
General Gas Light Co., Kalamazoo	1.25
Frank Flaitz, Kalamazoo	10.62
Fred J. Hotop, Kalamazoo	13.00
Lotz Co., Kalamazoo	13.25
Kalamazoo Loose Leaf Binder Co.	19.88
E. W. & W. M. De Yoe, Kalamazoo	3.25
E. S. Rankin Agency, Kalamazoo	21.41
G. H. Garrett, Kalamazoo	48.83
H. Simmerer, Kalamazoo	4.50
Kalamazoo National Bank, Kalamazoo	5,500.00
Anna Speyer, Kalamazoo	5,149.14
Naphtalie Speyer, Kalamazoo	2,356.41
	\$30,822.40

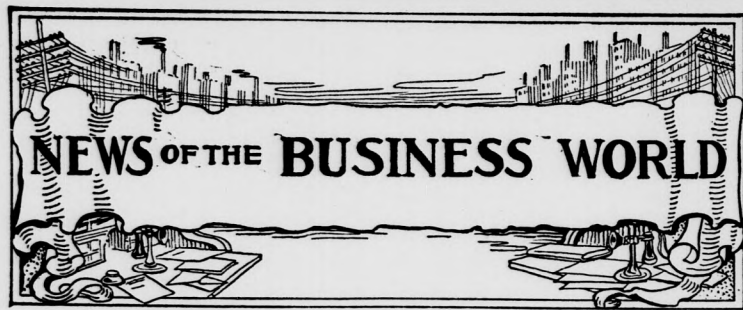
**Assets.**

Cash from sale of stock \$8,203.67  
Nov. 16.—In the matter of Clifford H. Rudduck, bankrupt, Niles, the first meeting of creditors was held at St. Joseph and Loomis K. Preston, of the latter place, was elected trustee, his bond being fixed at \$100. Arthur Hillman, Grover Hobart and Albert Traeger, of Niles, were appointed appraisers. The bankruptcy was sworn and examined by the referee without a reporter and the meeting adjourned for two weeks. The appraisers filed a report showing stock to the value of \$247.30, whereupon the trustee filed report of exempted property, recommending that the bankrupt be allowed the same as his exemptions.

Nov. 18.—In the matter of Israel Goldberg, bankrupt, Kalamazoo, the adjourned first meeting of creditors was held at the referee's office and the bankrupt's offer of composition of 33 1/2 per cent. upon all unsecured claims was considered. A majority of creditors in number and amount of claims having filed written acceptances of said offer of composition, the referee entered an order recommending the same be confirmed by the District Judge.

Nov. 20.—In the matter of the Ross Cabinet Co., bankrupt, Otsego, an order was made calling a special meeting of creditors on Dec. 1 at the referee's office for the purpose of passing upon the trustee's fifth report and account, the payment of certain administration expenses, and the declaration and payment of a first dividend of 5 per cent.

**Wanted Immediately** Experienced, capable man and wife at Moseley Station to buy beans, potatoes, seeds, grain, fruit, farm produce and sell feeds, coal, cement to farmers. Strong, able bodied, willing to work and do the work. References needed as to character and ability. We own a good house for residence. **MOSELEY BROS., Grand Rapids, Mich.**



#### Movements of Merchants.

Coleman—Fred Bowers has opened a meat market here.

South Haven—W. N. Stoughton has opened a bazaar store.

Stanton—Leon F. Forward has opened a cigar factory here.

Lansing—Maynard Wise has engaged in the grocery business.

Fremont—Frank Newlin has engaged in the plumbing business.

Ewart—A. M. Devarage has engaged in the restaurant business.

West Carlisle—Edward Hoolesema succeeds Peter & M. DeJong in general trade.

Lake City—Mrs. Claire E. Coppas succeeds Charles Hammer in the hotel business.

Belding—R. R. Moore succeeds H. R. Unger in the bakery and restaurant business.

Chelsea—S. S. Gallagher, recently of Alma, has opened a Lazaar store in the Kline building.

Niles—Abner Kugler has opened a cigar and tobacco store under the style of the Oakwood.

Petoskey—Anthony Nowak has closed out his stock of meats and removed to Grand Rapids.

Detroit—The Union Overall Laundry Co. has changed its name to the Mechanics Laundry Co.

Reed City—Bruno Perna succeeds George Perna in the fruit, confectionery and tobacco business.

Woodland—David Harshberger has sold his clothing stock to S. E. Van Houten, who has taken possession.

Kalamo—E. E. Collard has sold his grocery and shoe stock to Mr. Conwell, who will continue the business.

Otsego—C. D. Wright & Son, recently of Bangor, have opened a confectionery, cigar and tobacco store here.

Charlotte—Fire damaged the Murray & Wilkinson grocery stock Nov. 22. The loss was covered by insurance.

Atlas—C. E. Leach has sold his stock of general merchandise to Jordan & Kurtz, who have taken possession.

Sunfield—A. E. Thomas has sold his grocery stock and restaurant to E. Jackson, who will continue the business.

Allegan—Paul Cervilla, who conducts a grocery store at Millgrove, is closing out his stock and will remove to Chicago.

Marshall—J. H. Cronin has purchased the dry goods stock of S. E. Cronin & Co. and will continue the business under the style of J. Cronin Jr., while W. J. and C. J. Duffield have taken over the grocery and shoe stock.

Freesoil—Thomas S. Stephens has purchased the Eddy & McArthur stock of general merchandise and will continue the business.

Alpena—The Alpena Hardware Co. has taken over the stock and fixtures of the Potter Hardware Co. and will consolidate it with its own.

Kalamazoo—Albert Anderson, proprietor of the Library-Park Hotel, has sold his interests to Adelbert Harr's, who has taken possession.

Belding—J. DeVlieger & Son have purchased the stock and fixtures of S. Crankshaw & Co., grocers, and will consolidate it with their own.

Caro—Fire damaged the millinery stock of Miss A. M. Carroll to the extent of about \$1,500 Oct. 19. The loss was fully covered by insurance.

Zeeand—Mrs. William Wierda has traded her grocery stock to G. Kipers for his residence on West Main street and will give possession Dec. 1.

Ypsilanti—Lee Mulnix, formerly with the Peninsular Paper Co., will engage in business about Jan. 1, under the style of the Specialty Patent Paper Co.

Manistee—Mrs. Anna Ashner has purchased the stock and fixtures of the defunct Manistee Cloak & Fur Co. and will re-open the store about Dec. 15.

Plainwell—S. B. Smith has sold his stock of dry goods and shoes to the Lieberman Mercantile Co., of Cleveland, Ohio, who will remove it to that city.

Kalamazoo—Nicholas J. Bushouse, meat dealer at 1309 South West street, has sold his stock and fixtures to Lansing & Co., who have taken possession.

Sidney—The Sidney Potato Co. has been organized with an authorized capital stock of \$1,000, of which amount \$540 has been subscribed and paid in in cash.

Belding—Thomas Bracken, Jr., has sold a half interest in his grocery stock to Matt Jonas and the business will be continued under the style of Bracken & Jonas.

Allegan—H. G. Hicks, harness dealer, lost his store building and stock by fire Nov. 19, entailing a loss of about \$12,000. The loss was partially covered by insurance.

Detroit—The Clay Markets have engaged in business with an authorized capital stock of \$2,000 all of which amount has been subscribed and paid in in property.

Calumet—H. E. Lean, dealer in general merchandise and groceries, has opened a meat market in connection with his store, under the management of Frank Plautz.

Petoskey—E. M. Martin, grocer and meat dealer, has admitted to partnership his father and the business will be continued under the style of J. E. Martin & Son.

Charlotte—Smith & Lawhead, grocers, have dissolved partnership and the business will be continued by Wallington V. Smith, who has taken over the interest of his partner.

Portage—Elmer E. Pike, dealer in general merchandise, lost his stock by fire Nov. 22. The store building, which was owned by Frank Southwell, was burned to the ground.

Lawton—J. N. Jensen and George Michelson have formed a copartnership and purchased the Stanley Hoyt news stand, tobacco and confectionery stock, taking immediate possession.

Casnovia—C. E. Moody has sold his hardware stock to Steven Reed, of Caro, and Claude Estlow, of Tustin, who have formed a copartnership and will take possession Dec. 1.

Essex—Smallegan, Smith & Co. have purchased the general merchandise stock of August Van Der Ark and will continue the business under the management of H. J. Timmer.

Detroit—Blair, Sachs & Co. have been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed, \$1,000 paid in in cash and \$1,000 paid in in property.

Marcellus—Dan Palmer has sold his hardware stock to Carl A. Rose, of Decatur, who has admitted his son to partnership and will continue the business under the style of C. A. Rose & Son.

Detroit—The Broadway Table Co. has engaged in the general grocery and merchandising business with an authorized capitalization of \$1,000, all of which has been subscribed and paid in in cash.

Detroit—The L. W. Forrester Co., dealer in plumbing and heating supplies, has been incorporated with an authorized capital stock of \$2,500 all of which has been subscribed and paid in in property.

Marquette—D. M. Nason & Co., clothing and shoe dealers, lost their store building and stock by fire Nov. 20, entailing a loss of about \$12,000 on the stock, with \$7,500 insurance. The store building, which was owned by Louis Reidinger, is valued at \$8,500.

Rapid City—L. M. Clapp, who conducts a furniture and undertaking store at Kalkaska, has opened a branch store here in partnership with J. M. McFarren, who will have the management of the store. The business will be conducted under the style of McFarren & Clapp.

Hastings—Mr. and Mrs. John McOmber have purchased the interests of their partners, J. T. Lombard and Clinton Lahr in the stock of the Charles H. Osborn Co., manufacturers of brassieres, corset accessories and other novelties for women and will continue the business under the same style.

#### Manufacturing Matters.

Benton Harbor—The O. K. Electric Co. has changed its name to Electric Specialties Manufacturing Co.

Detroit—The Boerder Process Steel Co. has increased its capital stock from \$15,000 to \$50,000.

Jackson—The Watts - Morehouse Co. has decreased its capital stock from \$160,000 to \$100,000.

Saginaw—The Eastman Salt Products Co. has increased its capital stock from \$40,000 to \$52,000.

Hamtramck—The Detroit Pressed Steel Co. has increased its capital stock from \$250,000 to \$650,000.

Ann Arbor—The capital stock of the Hoover Steel Ball Co. has been increased from \$250,000 to \$500,000.

Portland—Fire damaged the plant of the Western Woodenware Co. to the extent of about \$1,000 Nov. 19.

Kalamazoo—The capital stock of the Gibson Mandolin-Guitar Co. has been increased from \$40,000 to \$100,000.

Yale—The James Livingston Flax Co., Ltd., lost its plant and stock by fire Nov. 19, entailing a loss of about \$15,000.

Saginaw—S. Fair & Son, who operate a steel and iron foundry, have increased their capital stock from \$20,000 to \$75,000.

Pigeon—The Co-Operative Elevator & Milling Association has been incorporated with an authorized capital stock of \$35,000.

Detroit—The McHie-Scotten Tobacco Co., manufacturer of tobacco, has decreased its capital stock from \$300,000 to \$175,000.

Jackson—The plant of the American Gear Co., at 821-823 South Park avenue, has been taken over by the Hupp Automobile Co., of Detroit.

Detroit—The Litho Marble Co. has been incorporated with an authorization of \$30,000, of which amount \$16,500 has been subscribed and \$3,000 paid in in cash.

Detroit—The Hahn Machine & Specialty Co., manufacturer of general machinery and stamped goods, has increased its capital stock from \$5,000 to \$10,000.

Saginaw—The Opportunity Manufacturing Co. has increased its capital stock from \$20,000 to \$25,000. The company manufactures furniture and cans.

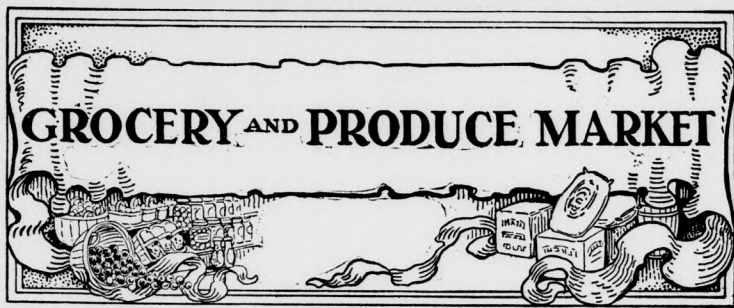
St. Johns—The Hayes Motor Truck Wheel Co. has been organized with an authorized capital stock of \$100,000, all of which has been subscribed and \$89,000 paid in in cash.

Iron River—The Wapama Iron Ore Co. has engaged in business with an authorized capital stock of \$25,000, all of which amount has been subscribed and paid in in cash.

Detroit—The Federal Fibre Can Co. has been organized with an authorized capital stock of \$10,000, of which amount \$5,200 has been subscribed and paid in in property.

Detroit—The Electro Hot Pure Foods Co. has been organized with an authorized capital stock of \$100,000, of which amount \$5,010 has been subscribed and \$2,500 paid in in property.

Detroit—The Detroit Belt Lacer Co. has been organized with an authorized capital stock of \$3,000, all of which has been subscribed, \$1,000 paid in in cash and \$2,000 paid in in property.



### 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, \$4@4.50 per bbl.

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

Beans—Local handlers take in shipments on \$3.25 basis.

Beets—50c per bu.

Butter—There is a very active demand for all grades of butter. The creamery market is firm at an advance of 1c. Receipts are very light and fancy butter is extremely scarce and is cleaned up on arrival. The situation is very firm on the present basis, and if there is any further change it is likely to be another advance. Fancy creamery is quoted at 31c in tubs and 32c in prints. Local dealers pay 23c for No. 1 dairy, 17c for packing stock.

Cabbage—40c per bu. or \$1 per bbl.

Carrots—50c per bu.

Celery—25c per bunch for home grown.

Cocoanuts—\$5 per sack containing 100.

Cranberries—\$7.25 per bbl. for Cape Cod Early Blacks; \$8.25 per bbl. for Late Howes.

Cucumbers—\$1.75 per doz. for Southern hot house.

Eggs—New-laid continue scarce and the market is firm on the present basis. Receipts clean up immediately on arrival, and there will probably be no relief from the present high-priced situation for some time. Local dealers pay 34c for strictly fresh and hold storage stock at 27c for No. 1 and 23c for No. 2.

Egg Plant—\$1.50 per doz.

Fresh Pork—8½c for hogs up to 200 lbs.; larger hogs, 8c.

Grapes—California Emperor, \$1.85 per 4 basket crate; Spanish Malaga, \$6.50@7.50 per keg.

Grape Fruit—Florida commands \$3.75@4.75 per box.

Green Onions—Chalotts, 85c per doz. bunches.

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

Lemons—California, \$4.25 per box for choice, \$4.75 for fancy.

Lettuce—8c per lb. for hot house leaf; \$2 per bu. for Southern head.

Maple Sugar—14@15c per lb.

Mushrooms—40@50c per lb.

Nuts—Almonds, 18c per lb.; filberts, 15c per lb.; pecans, 15c per lb.; walnuts, 16c for Grenoble; 17c for California; 15c for Naples.

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

Oranges—California Valencias are steady at \$5@5.50; California Navals, \$3.50@4; Floridas, \$3@3.50.

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

Peppers—Southern grown command \$2.50 per 6 basket crate.

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

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

Poultry—Local dealers pay as follows, live weight: Fowls, 10c; cocks, 8c; chickens, 11c; turkeys, 18c; ducks, 14c; geese, 11c. Dressed fowls average 3c above these quotations.

Quinces—\$2@3 per bu.

Radishes—25c for round hot house.

Squash—1½c per lb. for Hubbard.

Sweet Potatoes—\$4.25 per bbl. for kiln dried Jerseys and \$2.50 for Virginias.

Tomatoes—\$2.50 per 4 basket crate, California stock.

Turnips—50c per bu.

Veal—Jobbers pay 12c for No. 1.

### The Grocery Market.

Sugar—The market is unchanged, being 6c for New York granulated and 5.80c for Michigan. Unlike the Eastern refiners, the beet interests are not holding to quoted prices, their idea being to move the crop while prices are very profitable. The export business is disappointing, for sales are small and do not aggregate more than 2,000 to 3,000 tons a week. The purchases of the United Kingdom and France of Cubas—January to March shipment—aggregate 400,000 tons, so that the Eastern refiner may not have the control of the situation which he expects. Moreover, freights are higher, 35c to 40c being asked, or over three times the normal figure prevailing before the war, this adding to the cost to the shipper and making for stability. It is figured that there may be a large enquiry for granulated from Europe, which would compel purchases of refiners to cover commitments. Grinding will be late in Cuba, owing to the delay in ripening of the cane, the nights being not cool enough. Few centrals are expected to start in Cuba before the Christmas holidays.

Tea—The market is still quiet and apparently there will be no immediate change for the better in this respect. The distributors are confining purchases to actual requirements and paying the price, but do not care to anticipate at this juncture. They are waiting for stimulus, there being little inclination to speculate even after the readjustment which the market has

undergone. There is a possibility that a movement to replenish stocks of tea may develop later in the year, at least this is the view of some circles. Stress is laid upon the reduced imports consequent upon the strict inspection of black teas, Congous and India Ceylons being shut out because of quality.

Coffee—Rio and Santos grades are weak. The reason appears to be an easier feeling in Brazil caused by the greater willingness on the part of holders to sell. Mild coffees are unchanged and quiet. Java and Mocha grades are unchanged and selling moderately.

Canned Fruits—Apples are quiet at ruling prices. The principal demand will not come until spring. California canned goods show no change and light demand. Small Eastern staple canned goods are unchanged and dull.

Canned Vegetables—There appears to be a much better feeling in practically all lines of canned goods. While there is no material change in the general range of prices quoted by the brokers, it is said that the packers in all lines seem to be inclined to hold their prices more firmly than they have for several weeks and in most lines the figures that are ruling are slowly moving upwards. The general buying tendency is quiet, although operators report that purchasers are securing small stocks with fairly steady regularity. The buying continues to be of a hand-to-mouth character, with local purchasers entering the market only in order to secure supplies to satisfy their immediate demands. In canned tomatoes, which is considered by brokers as the index to the general condition of the market, the movement is continually towards a stronger level. The light buying which is being done is said to have practically exhausted the few supplies that remained. Corn and peas, following the movement that is predominating in tomatoes, slowly grow stronger and are being held very firmly, according to the reports of well posted brokers.

Canned Fish—Salmon is about where it has been for some weeks. Domestic sardines are unchanged from a week ago. Imported sardines are scarce and high.

Dried Fruits—With a fairly steady buying being done for small quantities of California prunes, the general tone prevailing during the course of the trading appears to be very firm. Prices remain without any material change, with available supplies that appear to be in the hands of the operators apparently larger than they have been for some time. Operators report that receipts from the Coast are being received more freely, and that the balance between the supply and the demand in the spot market is more even than it had been for several weeks, or since the blockading of traffic in the Panama Canal and the freight congestion at Galveston had resulted in serious confusion in sending shipments from the Coast. The second date steamer from the Persian Gulf for the present season is due to arrive at New York the

present week, according to the importers, who control practically the entire stock that is in the cargo. The cargo is said to consist principally of Persian dates, the total quantity of dates including Fards, cases and boxes being placed at 201,380 packages. Prices on dates, both on the spot market and for stocks from the new shipment, are being held very firmly by the importers, with no indications that prices will be shaded before the first of the year. The spot currant market for 1915 crop appears to be slightly stronger. Prices in several quarters are said to be slowly advancing. The available stocks in evidence are reported by well posted operators to be very low. Additional stocks are expected to reach New York the latter part of the present week on the steamer Temistocles and the steamer Frixos is scheduled to arrive a few days later with the largest cargo of currants that was ever shipped from Greece to the United States.

Rice—While quiet conditions are expected to continue during the remainder of the month, it is felt that the market will pick up later on. The primary points are firm in tone, with the planters still asking full values for rough.

Cheese—The market is firm at the present basis with an active consumptive demand. The situation is healthy and looks as if it were going to remain so, with about unchanged prices for an indefinite time.

Provisions—Hams are ¼@½c higher. Other cuts of smoked meats are unchanged and in seasonable demand. Pure and compound lard are steady and unchanged, without any particular change in sight. Dried beef, canned meats and barreled pork all unchanged and in light request.

Salt Fish—Norway mackerel are still very high on account of scarcity, this applying both to stock on spot and in Norway. Shore mackerel are about done, meaning the fishing season, and although the yield has been good, there appears to be no disposition to cut prices. The situation in shore mackerel is firm. Cod, hake and haddock are unchanged and quiet.

Mrs. Louise Banaszak, who conducts a grocery store and meat market at 841 Division avenue, South, has sold her stock to B. E. (Mrs. S. W.) Hines, recently of Traverse City, where Mr. Hines conducted a similar business for several years.

William Judson underwent a minor operation at U. B. A. hospital Monday. He returned to his home Tuesday and will probably be at his desk as usual the latter part of the week.

Clark E. Michaels, grocer at 2063 Godfrey avenue, has sold his stock to S. L. DeWitt, who will continue the business at the same location.

Olson & Uecker have engaged in general trade at Amble. The Judson Grocer Company furnished the grocery stock.

The Grand Rapids Foundry Co. has increased its capital stock from \$50,000 to \$75,000.

## DETROIT DETONATIONS.

## Cogent Criticisms From Michigan's Metropolis.

Detroit, Nov. 22—Learn one thing each week about Detroit: The Industrial Fair will be held in Detroit on Dec. 28, 29 and 30 at the Light Guard armory and will be under the auspices of the Traveling Men's Fair Association.

The largest United Commercial Travelers' council in Michigan is located in Detroit.

Thomas Plant will open an up-to-date grocery store at the corner of Wildemere and Whitney avenues in about two weeks.

J. Solomon, general merchant of Glennie, was a Detroit business visitor last week.

We have a hunch that some of the very persons who criticised the Chicago doctor for refusing to prolong the life of an abnormal baby would refuse to drop a penny in a tin cup for a man with one arm, one eye, no legs and a paralyzed side.

At the convention of the Associated Builders Exchange of Michigan, held in Muskegon last week, Charles A. Bowen, a Detroit, was elected Secretary and Treasurer. He is also Secretary of the Builders and Traders' Exchange of this city.

The Detroit Sulphite Pulp & Paper Co. is building an addition to its plant at 2607 Jefferson avenue, West.

Usually when a careless hunter is taught a lesson it is too late to profit by it.

The Mason Co., real estate operator in the Holden block, has opened a branch office at the corner of Ford and Woodward avenues (Highland Park). E. B. Moon has been placed in charge.

Probably the Lord is too busy helping the Kaiser to give his ally Turkey any assistance.

Thieves broke into six show cases and escaped with a miscellaneous assortment of merchandise last week. The following stores suffered losses aggregating \$300: Joseph Corfeld, 135 Woodward avenue; Crowley, Miller & Co.; Kresge 5 and 10 cent store; W. F. Wilson, 47 Michigan avenue; P. J. Schmidt, 32 Michigan avenue and Ida Stockman, 337 Grand River avenue.

W. W. Crabbs, Morenci merchant, was in Detroit on business last week.

F. S. Ganiard, Grand Supreme Counselor of the United Commercial Travelers, has accepted the invitation extended him by the Traveling Men's Fair Association to deliver a short address at the Industrial Fair to be held in this city Dec. 28, 29 and 30. He will speak on Thursday night Dec. 30. Mr. Ganiard, who is in the brokerage business in Jackson, was a Detroit business visitor last week. He is one of the best known traveling men in the State and the information that he will be a speaker at the armory during the Fair will prove a big drawing card.

Fire that originated in the basement of the building at 257 Gratiot avenue, occupied by B. Berman & Co., clothing manufacturers, caused a loss of \$25,000 before being subdued. The furniture store of A. J. Meyers, 259 Gratiot avenue, next door, was slightly damaged by water and smoke.

If the Allies could do to European Turkey what will be done to the American turkey this week, the Armenians would have little to fear in the future.

The Ringwalt Linoleum Works, of New Brunswick, N. J., has opened an office at 1392 David Whitney building in charge of E. H. Miller, Jr. The company specializes in linoleum for the automobile trade.

Potvine & Houser, formerly of Alpena, have succeeded the Meloche Drug Co., at 2548 East Jefferson avenue.

The Detroit Steel Casting Co. has

approved contracts for the erection of an addition to its building at 1243 Michigan avenue.

It seems that none of the warring countries are taking any chances on slipping up on Greece.

Much has already been said about the Industrial Fair and from what W. F. Linneman says, much more will be said after the first night, and Mr. Linneman, as his hosts of friends all over Michigan have learned, is not given to idle boasting. There will be music and fun in huge quantities, which is all very well, so far as mere pleasure goes, but it is not frivolity alone that the Fair Association will dispense. There will be much that will prove deeply interesting and educational and right there is where the Association showed keen judgment in selecting W. F. Linneman as a member of the committee on exhibits. When he states that there will be talk indulged in for some time to come over the exhibits there is no doubt that, to use the words of that silvery voiced orator, O'Levy, of Grand Rapids, there will be "some" exhibits. Mr. Linneman, when in civilian roles, represents the Deiner Manufacturing Co., of Detroit, manufacturer of upholstered goods and mattresses and, as we understand it, he represents them well.

The Clay Avenue Packing House Co. will open a meat market at the corner of Fourth and Warren avenues.

Cadillac Council initiated some candidates at the last meeting. Will somebody kindly page the State of Michigan for the Council's Secretary, Howard Jickling.

Glad some news to traveling men: W. P. (Dad) Schultz, formerly of the Bancroft House, Saginaw, has taken over the Donovan House at Mt. Pleasant. If any boniface in the world has more friends than "Dad" has, we would like to see his picture.

Burglars broke into the clothing store of J. H. Carmody, 918 Grand River avenue, last week, the second time within a few months, escaping with merchandise valued at about \$400.

The reason so many pickpockets make their headquarters in Detroit is because there is more money there.

V. L. Cramer has been appointed district sales manager of the F. S. Carr Co., of Boston, manufacturer of Neverleek top materials for automobiles. Mr. Cramer for the past three years has been President of the American Distributing Co. He will make his headquarters at 969 Woodward avenue.

Two new buildings are being completed at the Dodge Bros. plant which, when finished, will give the company sixty-two acres of floor space.

J. W. Morrison, formerly sales manager of the Puritan Brick Co., has been elected President of the company to fill the vacancy caused by the death of W. L. Holmes.

M. M. Stanton, dealer in confectionery and cigars at 999 Mack avenue, will move into a new store now nearing completion at 987 Mack avenue.

Detroit is agitating raised safety zones for the safety of the pedestrians. What would be more practical would be raised fines for the speeders and careless drivers.

The bottle plant of M. Jacob & Son, Beaubien and Brewster streets, was partially destroyed by fire last Saturday night. Damage, about \$3,000.

What the Allies should do is to prepare now for a spring drive with some spring in it.

The many friends of Edward J. Snover, Treasurer of Owen & Co., furniture dealers on Gratiot avenue, were pained to hear of his sudden death at his home, 43 Blaine avenue, Saturday morning. Mr. Snover was born in Romeo, March 12, 1856. After receiving his education in the public

and high schools of that village, he attended the University of Michigan where he graduated with honors, receiving the degree of civil engineer in 1877. While in college he gained prominence as an athlete. After filling various positions he came to Detroit. He helped organize the City Savings Bank and was Cashier of the Gratiot avenue branch for twelve years. The failure of the bank threw him out of the position, when with Walter I. Owen he organized the house furnishing establishment of Owen & Co., which has grown to one of the largest in the State. Mr. Snover belonged to many of the prominent clubs and organizations in the city. Surviving are his widow, two daughters and a brother.

J. A. Burke, of Chesaning, was in Detroit on business pertaining to his general store last week.

The Michigan State Telephone Co. will serve a turkey dinner in the cafe of its main building on Thanksgiving. The operators of the various exchanges will be the guests.

O. Begole, formerly representative of the Favorite Stove & Range Co., of Piqua, Ohio, has resigned to accept a position as representative of the Chevrolet Motor Co., of Flint. He will cover the territory embraced by Jackson county and has already moved from Detroit to Jackson, making his headquarters at the Dalton Hotel.

At the convention of the American Specialty Manufacturers' Association, held at the Statler Hotel last week, the following officers were elected: C. A. Lautz, Buffalo, President, Lautz Bros. & Co.; A. M. Alexander, Chicago, First Vice-President, Foulds Milling Co.; R. R. Moore, St. Clair, Second Vice - President, Diamond Crystal Salt Co.; William L. Sweet, Providence, Third Vice-President, Rumford Chemical Co.; Victor Garret, Jersey City, Treasurer, Franco American Food Co. Directors for four years—Fred Mason, Niagara Falls, Shredded Wheat Co.; S. H. Small, Battle Creek, Postum Cereal Co. and C. M. Rich, Keokuk, Iowa, Purity Oats Co.

Invitations have been extended to Theodore Roosevelt, E. A. Stowe and William Alden Smith to deliver addresses at the Traveling Men's Industrial Fair.

One of the pleasing features of the Industrial Fair, to be held at the Light Guard armory in December, will be the elimination of the grafting and hold-up methods usually employed to extract money from visitors. All of the committees have assured the writer that all visitors would be well repaid for their attendance and no one will leave the armory empty handed. The public is getting tired of pouring coin into the coffers of those from whom they receive no benefit. The Traveling Men's Fair Association had all these matters in mind when plans were formulated for what will, no doubt, prove the most successful indoor fair held in the city in years.

Starvation stares Detroiters in the face. The building totals for last week were only \$717,565.

Wallace C. Hood, sales manager for the Briggs-Detroit Co. for a number of years, has tendered his resignation to take effect Dec. 1. Announcement as to his future plans have not been made, but it is understood he will leave the automobile business.

Sixty members of the Michigan Wholesale Grocers' Association held a meeting at the Statler Hotel last Friday. The meeting was largely occasioned by the fact that many of the members present had gathered to attend the American Manufacturers' Association convention.

"London Workmen Resent 'Dry' Edict." Headline from a daily paper over an article which tells of the

government shortening the hours during which liquor may be sold. This shows conclusively the London workmen are in hearty accord with their worst enemy—John Barleycorn.

G. J. Dunn, Mason merchant, was a Detroit business visitor last week.

The really obnoxious part of the ford car is some of the stories told about it.

Pete Peterson, with A. H. Saur & Co., Kent City, entertained the writer to a church supper recently, but we hold no grudge against the church because an umbrella was "borrowed" while there. Many honest men can not resist the temptation of protecting a new hat on a rainy day with a "borrowed" umbrella.

Our idea of pernicious activity is to have traveling men place stickers on our traveling bag, advertising special events.

Many who read the name of H. L. Proper, of Grand Rapids, are in a quandary as to how to pronounce it.

The proper way to pronounce Proper is Proper.

James M. Goldstein.

## Quotations on Local Stocks and Bonds.

	Bid	Asked
Am. Light & Trac. Co., Com.	367	371
Am. Light & Trac. Co., Pfd.	107½	111
Am. Public Utilities, Com.	37	40
Am. Public Utilities, Pfd.	65	70
*Comw'th Pr. Ry. & Lgt., Com.	55	57
*Comw'th Pr. Ry. & Lgt., Pfd.	81½	83½
Pacific Gas & Elec., Com.	53	57
Tennessee Ry., Lt. & Pr., Com.	10	13
Tennessee Ry., Lt. & Pr., Pfd.	40	44
United Light & Rys., Com.	45	48
United Light & Rys., 1st Pfd.	74	77
Comw'th 6% 5 year bond	99½	101
Michigan Railway Notes	99½	101
Citizens Telephone	69	73
Michigan Sugar	98	102
Holland St. Louis-Sugar	6¼	7¼
Holland St. Louis Sugar, Pfd.	8	9
United Light 1st and Ref. 5% bonds	83	87

## Industrial and Bank Stocks.

Dennis Canadian Co.	70	80
Furniture City Brewing Co.	40	50
Globe Knitting Works, Com.	130	140
Globe Knitting Works, Pfd.	98	100
G. R. Brewing Co.	90	100
Commercial Savings Bank	220	
Fourth National Bank	220	
G. R. National City Bank	165	170
G. R. Savings Bank	250	
Kent State Bank	195	260
Old National Bank	195	203
Peoples Savings Bank	300	

\* Ex dividend.

November 24, 1915.

## Diamonds

### As an Investment



We can convince readers of this paper that quality considered, our prices on Diamonds make them a paying investment.

The scarcity of fine gems and conditions abroad is bound to cause an advance in price within a year.

When in the city visit our store and let us show you through our diamond stock.

It will pay you to see us before purchasing.

J. C. Herkner Jewelry Co.  
Grand Rapids, Mich.



### Tribute to the Memory of William W. Mitchell.

"Can't we get together so as to work this out in a friendly way for the good of all?" I could think of no other single sentence that so well as this suggests a constant purpose in the life of William W. Mitchell. He was one of the kindest men I ever knew, but he was more than that—very much more. He had faith in the kindness and the goodness of other men and he wanted, first of all, that they should have favorable opportunity to prove themselves.

Through act or word or by permission I never knew W. W. Mitchell to make the burden of any man or woman harder to bear, but I have known very many to whom lives of usefulness and service have been given through his influence and his encouragement.

William W. Mitchell was known in this State and in other states and here in his home city as a lumberman. It was a matter of pride and enjoyment to him to add in every way he could to better the methods of his vocation. He was one of a small group of men, lumber manufacturers, who, through superior work and painstaking selection and honest salesmanship, gave to his products a market standing, wide almost as the nation, for quality that made its name a standard. "Cadillac grading" was a term of superiority that related to men as well as to methods. It will be found true of most men deserving of approval and of admiration that honest accomplishment and the better performance of their definite tasks were primal incidents in their careers.

It is many times true that success to one man means loss to another. This was not true in the experience of W. W. Mitchell. His success in business created larger business opportunities for others. His attainment of wealth was through the creation of value and not by reason of its arbitrary division. His life in Cadillac began through humblest employment, through swamping and skidding and teaming in the woods, and through the usual routine of piling and loading and inspecting in the yards. His progress was not accidental. He paid the fair, full price for well-deserved advancement. The city of his adoption generously shared in his prosperity. Mr. Mitchell was

concerned in the betterment of its homes, in the preservation of its growth and beauty. His generous public spirit and his thought for Cadillac are represented to-day, not only through structures of permanent value and through improvement and adornment on every hand, but find their final firmest abiding place in the hearts of our people. Our city is a far better place in which to live because of W. W. Mitchell, and our people are different and are nearer to each other, I am sure, because of his life among them.

On the day of his burial long lines of men waited for hours in a chilling rain that they might pay their last tribute of honor and respect. Some of them had served as fellow workmen with Will Mitchell, and through the years they had retained their mutual friendships. Most of them were men from the mills whose sympathetic attitude on that day testified to the more than thirty-five years of good will and friendliest co-operation which existed between their employer and themselves.

Long ago it was said by One who sought and longed for the welfare of all men, that if they could but know Him they would be drawn to His appeal. He knew as others could not know the power of a personality that met man's best requirement. Many times we men of Cadillac have voiced the wish that others could know W. W. Mitchell as we knew him. They would have thought of him as we have thought, and knowing him they would have held all other men as higher worth and more deserving of their patience and their thought.

Perry F. Powers.

### Influence of Good Example on Store Loafer.

Detroit, Nov. 22—I happen to know of a similar case to that of "One Who Wants Help," and the boss solved the problem pretty well.

It was a small fruit store in a small town seventy-five miles and seemingly as many hours out of Detroit—by G. T., of course.

This boss was a man of right personality. His example had nothing to do toward developing tobacco-spitters, peanut-shuck-spillers or lurid slang-slingers who made his store headquarters and a shock to women-folk.

He was somewhat a reader of Goethe, and told me that he one day ran across this: "He who wishes to exert a useful influence must be care-

ful to insult nothing; let him not be troubled by what seems absurd, but consecrate his energies to the creation of what is good. He must not demolish, but build. He must raise temples where mankind may come and partake of the purest pleasures."

Mind you, that man did not by act or mien encourage rowdiness any more than our friend "One Who Wants Help," but he did take himself into a corner of the store one night after the boobs had dispersed, threw his thought organ into gear and commenced to think things.

"While I haven't encouraged by word or example this nuisance," he reasoned, "mayhap I have neglected to set an opposite example positive enough; maybe I have not discounted this thing subtly enough. Hints and admonitions do not seem to do the trick. I'll try a different slant."

So he selected an evening for the test. It came and the gang.

As the boys were cracking peanuts and littering floor with banana skins, he pleasantly stepped among them, broke a banana in two, threw the skin on the floor and, with an exclamation of horror, picked it up again. "That was very careless of me, boys, for it looks bad to women customers to see my floor looking so like kingdom come."

He kept some such sort of stunt up night after night, always making his apology and ringing in his remark about hurting patronage. Never a once did he show any symptom of impatience at the boys, but instead he visited cordially, mixed his spirit with theirs and gradually grew into a willingly accepted honorary member of the group.

Pretty soon the boys began to be with him. They grew to regard him more. He was a component part of them before long and they listened to him, exchanged cheer with him and sympathized with him.

Finally, just as close contact with good example lends always to an uplift and partaking of that example, the boys commenced to scratch their domes, talk among themselves about his ideals and see his side of the thing.

They began to feel a little bit ashamed to juggle fruit rinds, knowing that their friend, the boss, didn't do it himself for the reason that it wasn't business. And so the power of example had its influence.

Steele said of Lady Elizabeth Hastings that though her mien carried much more invitation than command, to behold her was an immediate check to loose behavior; to love her was a liberal education.

This particular boss also picked out one of the ring leaders and made a kind of confidant of him. Told him he didn't want to be unreasonable or do anything that might hurt the boys' feelings and that he wished he (confidant) would kindly see what he

could do to stop the practice. "Talk it over with them and see how they take it," he said, "and if the influence I know you have will put an end to this thing, I will appreciate it big, I can tell you."

There and then he enlisted that member under the store's banner. The boy felt his oats, as it were. His pride was touched. He would gladly exercise his sway over his fellows. They would listen to him and the merchant would think him a prince.

And he did, and they did, and the merchant did.

There's a kind of unwritten law among them now that the member who disregards and disrespects the statute is a rummy and unpopular.

Where ballings out, knocks, scowls, commands, might have been wasted, this appeal to the fairness inside these loungers did have its effect and the storeman gradually got good and rid of the gang without antagonizing it, parents or patronage.

This is an actual instance. Try it Mr. "One Who Wants Help." Maybe it will do the business for you.

William Darwin Fellows.

### Boomlets From Bay City.

Bay City, Nov. 22—Lundeen, Bigelow & Merrick are erecting a large lumber and coal shed at Gaylord. When completed, they will engage in the retail lumber and coal business—something Gaylord has been greatly in need of.

A number of the business men of Gaylord met at the Otsego Hotel Thursday night, where they were served with a rabbit supper by William Noriet, the landlord, after which the Gaylord Gun Club was organized with thirty-three members enrolled. William Noriet was elected President and Dr. Harry Knapp Secretary and Treasurer. It is reported that since the above took place large numbers of deer and other large game have been seen headed for the Straits of Mackinac.

D. J. Carroll & Co., 205 Third street, is the style of a new firm which recently started in the wholesale paper, woodenware and confectionery business.

Several members of Bay Council, including the writer, had the pleasure of attending a meeting of Saginaw Council Saturday afternoon and were very much impressed with the manner the initiatory work was conducted. The Dutch lunch which was served in the evening was enjoyed by all present, the allies included.

Bay Council has ten applications for the new class for the December meeting and we will try and make it twenty or more. Keep your eye on Bay Council! W. T. Ballamy.

A man seldom realizes that he is getting old until the thing he likes to eat best begin to disagree with him.

# GOOD GOODS

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E. A. STOWE, Editor.

November 24, 1915

### TIME FOR ACTION.

Throughout the tense months of the controversy of our Government with the Kaiser over the methods of the latter in his infamous submarine warfare the Tradesman uniformly sought to set forth the facts, and not merely the legal, but the fundamental, moral issues involved. For this the Tradesman has received the voluntary thanks of hundreds of real Americans who are trying to think clearly about the tremendous problems which are pressing upon us; who, however strongly their sympathies may urge to hasty conclusions, are still striving to prevent their emotions from usurping the place which informed intelligence alone must occupy, if right and permanent solutions of these problems are to be achieved. Many Americans have interpreted this as the deliberate purpose of our President, and have desired to do their small part toward minimizing the obstacles in the path of his attainment of it.

Such an attitude, however, must be recognized as having its special dangers. The philosopher and the critic, indispensable although they be in the quest of truth, are not leaders in the conquest of nature or of the brute nature in man. The moral earnestness of the prophet would be dissipated in too close a study of the finer shades of right and wrong, and gross injustice and inhumanity would go unrebuked. If the man of action becomes impatient of waiting for the facts, none the less does the student often lose his power of quick and sure decision and seek excuses for his inaction.

Why has the Ancona case aroused so little of the moral indignation which the patriotic press of the United States voiced after the sinking of the Lusitania? If there be justification for the sinking of non-combatants, surely it existed in the former case, but not in the present one?

The danger to the Lusitania had been conspicuously set forth, in affront to the Government of the United States, but unrebuked by the Administration. She carried munitions of war. She entered a zone long advertised as dangerous. The Ancona, on the other hand, was in waters concerning which no announcement of submarine danger has ever

been made. She carried peaceful non-combatants away from, not to, a belligerent country. She bore no contraband of war. Furthermore, she sailed months after the United States had been guaranteed by the official representative of the Kaiser that all of President Wilson's contentions in the Lusitania case had been grudgingly admitted, and that non-combatants and American citizens would hereafter be safeguarded in their travel on the high seas. Whether an Austrian or a German submarine sank the Ancona is irrelevant. The United States, in its negotiations with the Kaiser in the cases of the Lusitania and the Arabic, had announced its position with respect to the limitations of submarine warfare to all the world.

Why, therefore, has there been no moral reaction in this case, comparable with the former? Is it because of the well-known psychological principle that emotion which does not find an outlet in action becomes a source of weakness, not of power? Pity, unaccompanied by any act to relieve suffering, becomes sentimentality and self-pity, and leads the individual to avoid his suffering fellows. Righteous indignation, which does not issue in any deed to right the wrong, destroys the power to act in the future, and in the end leads only to pessimism or to the abandonment of moral standards. **Has not the United States, under the leadership of a thinker, not a man of action, traveled far on this dangerous road?** Is not the great prosperity, which the country is reaping from the unparalleled sacrifices of all Europe, fast sapping our moral vigor and making us now warp the facts to justify our contented inaction?

We are reminded that we should remember Mr. Wilson's great victory for the right in the Lusitania case. No thoughtful American citizen believes that the Kaiser yielded to Mr. Wilson's arguments, and the facts seem to be clearly on their side. The facts are that England has learned how to fight the German submarines, and that the Channel has become too dangerous a place for them. If any other facts were needed to demonstrate this contention, the outbreak of the same utterly inhuman and cowardly attacks on merchantmen in the Mediterranean, culminating in the sinking of the Ancona outward bound for America, have furnished the proof. Why cannot we face the facts and see that now has come the moment for decision, once and for all? Shall our country be the champion of the rights of humanity—all non-combatant humanity, not merely our own flesh and blood—in this welter of Teutonic brutality which threatens to overwhelm the world, or shall it go down to history as the country of pious cant, that lined its pockets and let its citizens and the subjects of other nations go to their death, while maintaining friendly official relations with their murderers? The Tradesman sees no way to avoid the issue, which involves the moral destiny of the United States. Shall we gain the whole world and lose our own soul?

### NATIONAL THANKSGIVING.

The greatest cause for National thankfulness is our American ideals, which are distinctly ours as distinguished from the ideals of other nations and peoples. It would not be correct to say that all our people, or a majority of them always lived up to our standards, but that from the founding of our Republic to the present time our leaders, in thought, in government, in business and in influence have adopted, or created them, and for the most part have followed them. Unconsciously, perhaps, yet none the less truly have we all had in mind visions high, noble and true that are like "suggestions" that in some degree influence our thoughts and actions. It is rather significant at this time in the world's history that these standards are distinctively those of the old Testament, as developed by the new.

These may be summarized as worship and recognition of God and as a consequence those qualities which we find in God, honesty, purity, righteousness, mercy, freedom from foreign dominance, liberty to work out our own destiny, universal education, a growing tendency toward brotherhood, abolition of the caste spirit, helpfulness toward all peoples who are in need, whether from cruel oppression, plague, pestilences, famine, earthquake or inundation. These are a few of the characteristics that go to make up our common, accepted, permanent ideal. In a word they form Americanism, and together with these there is a spirit of independence, fearlessness, progress, and unbounded optimism. Whatever our failures or so-called crudities may be, these are our most cherished possessions. For these we thank God. Temporal blessings may not always be ours, rich harvests and fruitful seasons may fail, but the increasing love and fear of God will last forever. "Happy are the people that are in such a case. Yea blessed are the people that have the Lord for their God." Let us recognize all this and let our hearts rejoice and sing.

By holding fast our inherited ideals we may become a light to other nations, an inspiration, a haven of refuge and an arbiter among all peoples. It is not strange that we should hold to these our standards. We have all through our history held fast to God. This is the only nation that was founded by Christian colonists, first in Virginia, then later in New England. The grants from the king stated that the charters were granted for the purpose of converting the pagans, and engaging in trade. The first action by the colonists in both places, on landing, was to worship God. Even earlier than these the first explorers were Christian missionaries who planted the cross while they penetrated forests and crossed rivers and mountains. Suffice it to say that one of our presidents inaugurated a day of National thanksgiving, when all the people were called on to worship and praise God in public, when trade,

commerce and business ceased, and the day was kept as a legal holiday. This observance was a thing before unknown among the peoples of the earth. Much more could be said about the open recognition of God by our country since its first settlement. Let us not forget that the old prophecy in Isaiah has been always found to be true, for all the peoples and nations that have not served God have utterly perished from the face of the earth and the sites of great cities are for the most part hidden in the sands of the desert or in the desolate fens of the old world.

The conditions for prosperity, peace and continuance are the fear and service of God, and should we forget Him our doom would be sealed.

The Tradesman hopes that every reader of German birth or German descent will carefully peruse and digest the remarkable analysis of the fundamental principles of government promulgated by Franz Lieber, the great German scholar, teacher and philosopher, during his long residence in this country, published elsewhere in this week's paper. Prof. Lieber saw things in quite a different light than some of the so-called hyphenated Germans who have made themselves objects of universal contempt by their espousal of the Kaiser in his bloody war to an extent that unfits them for American citizenship and renders their oath of allegiance and professed loyalty to this country a travesty on citizenship and patriotism. The gist of Prof. Lieber's position is summed up in a few words—his own words, in a letter to a college professor in Germany—as follows: **"Germany has no institutions, has no popular common law, no traditions of liberty. All of these blessings come to America from her English ancestry and the German who becomes a real American shares in this priceless heritage, the same as native Americans do."**

A few days since a man attempted to smuggle "dope" to his wife incarcerated in a New York prison by concealing the drug in the heel of a shoe. Another way of smuggling narcotics has been discovered. Magazines sent in to city prisoners have contained a white powder in a small pocket made in the binding. Keepers of the prison noticed the inmates were ordering a good many magazines, and that after reading awhile they displayed signs of stimulation. If the drug fiends were only half as ingenious about other things as they are about getting drugs, they would amount to something.

Almost any kind of business pays if undivided attention is paid to it. For years Ann Adams and her mother ran an apple stand on Boston Common. When Ann Adams died at the age of 90 she left an estate of about \$13,000. Unfortunately, her will was not made to please two aged cousins, who are contesting it, and prominence is directed to the fact that the apple woman left considerable money.

## GERMAN-AMERICANISM.

**We Cannot Hyphenate Our Citizens or Civilization.**

Some recent utterances of self-styled "German-Americans" recall the quite different sentiments voiced three generations ago by Franz Lieber, the great German who became an American. Lieber was one of those ardent spirits whose love of liberty was so characteristic of the late eighteenth and early nineteenth centuries. He fought for his beliefs in the battles of Ligny, Waterloo and Namur, but later was obliged to flee from political persecution in Germany to this country, because he perceived that only here could his unquenchable love for liberty find satisfaction. He soon became one of America's foremost publicists; and the Encyclopaedia Britannica notes the remarkable fact that "he, a German, should have become the great American teacher of the philosophy of Anglican political science."

Lieber perceived clearly that America, if it was to fulfil its destiny, must not have grafted on it any other nationality. Although his ancient love for Germany remained always a passion with him, he was first and foremost an American; and with all the resources of his powerful mind, he advocated that the mighty flood of immigrants, sweeping yearly into this country, must not attempt to change or submerge the ideals on which the Republic was founded. He noted with satisfaction that Anglican liberty had been able to "leaven the lump." That he differentiated from even Gallican liberty as "that system of guarantees which our race has elaborated of those rights which experience has shown to be most exposed to danger of attack by the strongest power in the state." This is the gift which England and America have given to mankind; and it must remain the basis for all future Americanism, whatever else of embellishment may be added.

"To learn liberty," says Lieber, "I believe that nations must go to America and England, as we go to Italy to study music and to have the vast world of the fine arts opened to us, or as we go to France to study science or to Germany that we may learn how to instruct and spread education. It was a peculiar feature of antiquity that law, religion, dress, the arts and customs, that everything in fact was localized. . . . If it has pleased God to appoint the Anglican race as the first workmen to rear the temple of liberty, shall others find fault with Providence?"

America has gone one step further than England she has not only brought over Anglican liberty, but she has added her own contribution to the tower of civilization which man is building. As England must be acknowledged the first cradle of liberty, so is America proving herself the cradle of National Righteousness. In this she is but following along the lines of her earlier beginnings. She was consciously founded to be an asylum of religious, and political

freedom for all men. Those were the motives which prompted her birth, a fact which must inevitably set her apart as a Nation of peculiar destiny. America has never failed to produce leaders capable of interpreting and giving life to the thought for which America stands. And as all leaders are the natural products of their environment, so a Nation founded on religio-politico-idealism could not fail to produce as leaders practical idealists. Figs are not to be had of thistles. It was inevitable that Judea should produce prophets, as Greece should produce poets, and Rome warriors. So, it follows naturally that America should give birth to practical dreamers of National Righteousness, such as Washington, Jefferson, Lincoln and latterly Wilson, who is following certainly in the best traditions of Washington. George Washington comprehended America's opportunity for greatness:

"It will be worthy," he said, "for a free, enlightened and—at no distant period—a great nation to give to mankind the magnanimous and too novel example of a people always guided by an exalted justice and benevolence." And President Wilson, in one of his recent utterances, had this to say: "We came to America, either ourselves or in the persons of our ancestors, to better the ideals of men, to make them see finer things than they had seen before, to get rid of the things that divide, and to make sure of the things that unite. See, my friends, what it means: it means that America must have a consciousness different from the consciousness of every other nation in the world. The example of America must be a special example."

America is proving it true that "He hath made of one blood all nations of men." And as America has drawn from all the nations those who are to carry her forward to her predestined end, so, in the process of her upbuilding, has she given them the distinguishing mark of Americans. No longer do we see in an American a reflected Englishman or German or Irishman. Instead we see a citizen of a type distinct and individual in the world, composed, as we like to think, of the best from all the nations. It is—or should be—a type of a citizen not only free from the hatreds and petty jealousies which infect the Nationals of other countries, but of a citizen imbued by a love of humanity as well.

Living as we do in the midst of peoples drawn from all the other nations, it follows that a feeling of good will should result from the opportunity afforded for a better understanding of each other. The true American should be the true international. He should, in the words of the late Senator Hoar, place his country's honor above his country's interests; and it should be an insult to insinuate to any American that he would be guilty of placing the interests of the country from which he came above not only the honor of his adopted country, but above her interests, which are coincident with the inter-

ests of humanity. Our destiny is not bound up with that of England or Germany. Although we have derived much from each, our destiny does not merge with the destiny of either—a fact at present sometimes overlooked in the midst of noisy and ill-considered attempts to array our house against itself.

Lieber understood clearly the danger arising from internal divisions. He was frequently asked to head a "German party" in the United States. But his scorn for such a proposal was equalled only by the vigor of his language in refusing it, as may be seen from several letters written by him in 1847, in one of which he made the following statements:

**In speaking of the enormous influx of the Germans, you mistake, I think, the points involved. The Germans who come here are very different from the French. The French are mostly merchants, with a fair education and a moderate amount of funds which they have saved from their earnings. The Germans who come to this country are mostly ignorant and penniless peasants, who come to America to escape the most merciless tyranny the world has ever seen. They are fanatics in religion and politics, with no conception of the functions of a free country and incapable of governing themselves or directing the government of others. I love my adopted country. I would lay my life down for it any day (which is, perhaps, not much; still it is all the life I happen to have); but when they talk of Germanizing America, I spurn the idea. The German character furnishes stuff to make a nation of that might be good enough for soldiers and educated and completely made over by contact with American ideas of freedom and the obligations of freemen. Draw out of America the institutions which have been handed down to us by England and you have a turkey with the bones extracted—a lump fit only to be dispatched. Modern liberty—people may say what they like—is after all, especially Anglican liberty. Develop, modify, change, trim, improve, but keep to the backbone. I wish I could send you the translation of a letter, somewhat like an essay, which I sent lately to a German society, who called upon me to aid in keeping up German nationality here. A nationality in a nationality, like a minnow in a pike! and what nationality? Transplanted nationality can consist in institutions only, and where are the German institutions? The princes have knocked every one on the head. Germany has no institutions, has no popular common law, no traditions of liberty. All of these blessings come to America from her English ancestry and the German who becomes a real American shares in this priceless heritage, the same as native Americans do.**

It must be remembered that this letter was written before the birth of modern Germany in 1870 at Versailles. Nevertheless, in her lack of the essentials of Anglican liberty,

Germany to-day differs from us as widely as she did then. What, a German Uhlan preaching Prussian militarism and the divine right of kings in Jeffersonian America! Gallican liberty Germany has; a liberty emphasizing unity as compared with the Anglican idea of union, and concerned only as to who shall be the ruler and receive the power the government gives. But Germany, most conspicuously perhaps of all the modern nations, persists in holding to that old fallacy, to escape which our fathers gave up homes for a wilderness—that individualism must be subservient to the glory of the state, and that, if life, liberty, and the pursuit of happiness are incompatible with the aims which the state holds for its citizens, then life, liberty, and happiness must go. In other words Germany holds man not as an end in himself, but as a means to an end. She considers him merely a pawn in the great game for empire. Man was not made for the state, any more than for the Sabbath. The state was made for men; or rather the state is Man in the collective sense of those men living in a definite locality. The varying forms of government which come and go are merely expressions of the manner in which men choose that they or the state shall be protected in their rights, each from the other as well as from other states or peoples. As with individual liberty, which ends where another's liberty begins, so in the enjoyment of freedom, or even in its propagation, one people has not the right to impose its ideas or force its own version of freedom on some smaller and weaker nation. Of course, the deficient state is smaller and weaker; else there would be no attempt to force anything on it.

Those are the ideals which actuate America and are so little understood in Europe. Indeed, it might be said that they are beyond the comprehension of an autocracy like Germany. While Metternich had Europe by the throat and was strangling the spread of real democracy there, America was going forward by leaps and bounds, unfettered in the development of a new political ideal. The people of this country believe that liberty will here be worked out in its last analysis; and while, as Mary Antin suggests, Americans need not believe this country to be God's last stand for liberty, yet they are deeply anxious that it should be. As long ago as 1642 we find Sir Thomas Browne in that "Religio Medici" which includes a little bit of everything, saying that "the lives, not only of men but of commonwealths, and the whole world, run not upon an Helix that still enlargeth; but on a circle, where, arriving to their Meridian, they decline in obscurity and fall under the horizon again." The critics of England tell us that already she has arrived at that meridian; and other critics say that Germany is even now at her Zenith and must decline. Only the outcome of the present war will tell us which is right. But of one thing we are certain; great as

she is, America is yet far from her ultimate development along either physical or political lines.

That is why we cannot hyphenate our citizens or our civilization with any of the older, and in some instances decadent, nations. All of these older countries have something to offer which we will do well to accept; but it is not the autocratic rule of force in Germany or materialism in England or atheism in France, of which absorption, either directly through treaties or indirectly through newly acquired citizens, can do anything except retard the development of America's ultimate greatness. America has gone too far along the line of original political development to be hampered with a union of ideas from any older and alien civilization. And in the sense of common destiny felt by all her citizens she satisfies the accepted definition of what constitutes a nation. She will adhere always to the original purpose for which she was founded, to be an asylum for all those who love liberty. But in order to ensure that liberty's future, she will preserve its Anglican character. She will insist that the future American must not be made British, French or German; he must be American, and his Americanism a thing too absolute to be compromised by a hyphen.—N. Y. Evening Post.

#### The Cereal Problem Which Confronts the Retailer.

Flint, Nov. 23—It is doubtful if the grocermen the country over have a line on their shelves which causes them as much trouble as breakfast foods. Why a merchant falls so quickly for this line and burdens himself with so much surplus stock is hard to explain. If this same merchant would only use judgment in buying his cereals, he would fine this department a paying proposition, instead of a losing one. True, there are many—yes, too many—brands on the market, but if he will apply the same methods in buying cereal foods as in his canned goods—confine his purchases to brands of standard quality which are backed by steady and consistent advertising, he cannot go far wrong. There may be products of the same nature just as good and maybe better, but the American people have been educated to buy advertised goods. Many times the merchant will bring forth this argument. "Give us the money spent on advertising and we will sell your goods." This is almost an impossibility. In the first place, how many merchants will spare the time to preach quality and price sermons to their customers? Show me a retail merchant who is a steady and consistent advertiser, thereby working up a large trade, then let this same dealer cut out his advertising and I will show you a complete failure in a short time. This same thing applies to the manufacturer. Another important thing for the merchant to take into consideration is to demand the guaranteed sale of breakfast foods by the manufacturer. Beware of the cheap-priced goods—goods sold at such a price that the manufacturer cannot afford to guarantee the sale. The time is now at hand when the customer demands a sanitary package which means cereals must be protected by an outer wax wrapper. Here, again, is a case where standard brands, standard priced and nationally advertised goods, are superior to the cheaper priced brands. The great fault with many a grocer lies in the fact that

he is always ready to grasp a big deal proposition which some clever salesman has in store for him, showing him how much he can save on a quantity purchase. I claim here is where this salesman is a detriment to the grocer, the firm he represents and himself. How much better it would be for this salesman to talk quality and consistent buying in the line he represents. The writer calls to mind a conversation between a soap specialty man and a jobber. The salesman had just turned in an order which he had sold to the grocer which represented a jobber's quantity, instead of a retailer's. The jobber was a little reluctant in accepting this order, telling the salesman it was too much. The reply was, "I want it to be too much—I am out to load every man to the brim, so he will not put in competitive stock." Consistency, thou art a jewel! The deal proposition is a curse to any merchant, especially in the cereal line. What does the saving of a few cents mean on a deal when you are not equivalent to the case? Think of the many stale packages you are sending out to your good customers who are paying for A1 goods and who are in reality not getting even second-class goods. In a short time this same merchant wonders why his cereal line is not moving. If he will only stop and think and inspect the goods on his shelf, he will find a ready answer. Mrs. Jones buys her regular groceries of him and in all probability has them charged and immediately goes to another store and pays the cash for her cereals. As heretofore stated, an important factor which spells success to every retail merchant is, Be sure you know the manufacture stands back of his products. There are many "get rich quick" and private brand cereal manufacturers in business today, who load your shelves to-morrow and close their doors the day following. The result is, you can

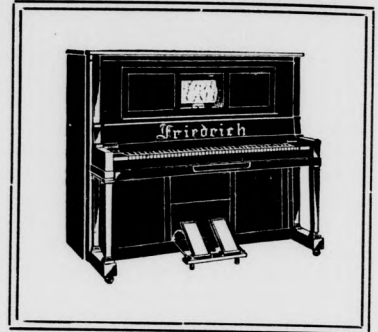
step into your dealer's store and find many dollars' worth of worthless goods. He was offered a fine deal and, to his sorrow, the jingle of a little silver led him to bite.

The sale on cereals has in the last three years almost trebled. Mr. Grocer, are you getting your share of this business? If not, why not? Take a look at your stock to-day and make a new set of rules, stand by them and watch your sales increase. If sold at regular prices, there is a nice margin on breakfast foods. It is absolutely up to you to take care of your stock and you will be surprised at the outcome. Your jobbers' stocks are carefully looked after by the manufacturer, therefore there is no reason why you cannot make your cereal counter one of your most profitable departments.

L. M. Steward.

#### Bean Growing on a Large Scale.

Lompoc, Calif., Nov. 20—A number of my friends here are interested in bean raising and we have all read the articles in the Tradesman regarding beans with no small interest. It would surprise you to see the fields of them growing here and you might be surprised could you but see them coming in to market—long strings of six, eight and ten horse teams and an occasional engine drawing two or more wagons with loads varying from 100 to 250 sacks to the load. One man had 700 acres and a number had from 200 to 600 acres. It is estimated there will be about 275,000 or 280,000 sacks (ninety pounds) marketed here. It will require about a million dollars to pay for them. One of my nearest neighbors has 500 acres of sugar beets which are worth about \$125 per acre. One man had four acres of beans, for which he received \$667. This is an exceptional case, but much of the land in the valley produces crops worth from \$75 to \$125 per acre. Norman B. Blain.



## Why not a Player for Christmas?

Among other things keep in mind the fact that the **PLAYER PIANO** solves the problem of "Why a silent piano in the home?"

With a Player installed in your home you or any member of your family can sit down and play the piano like a finished artist.

The Players we sell are really elegant pianos that may be played by hand like any ordinary piano, but in an instant the Player attachment may be switched on and it becomes a player ready and willing to produce the greatest music ever written as played by the greatest artists.

The Player's the thing. Ask us to send you special booklets on Players.

"When you think of Music—  
Think of Friedrich's."

## The European War

Has Raised the Price of German Dyestuffs  
to Almost Prohibitive Figures

**WE** have purchased a large stock of German-dyed Denims and Coverts to cover the requirements of our customers for Spring and immediate delivery. The wise buyer will grasp the opportunity.

Carefully compare our overalls with other makes in

**Quality of Goods**  
**Length of Waist**  
**Large Easy Seat Measure**  
**The Manner They Are Made Up**  
**Large Serviceable Pockets**  
**Prices**

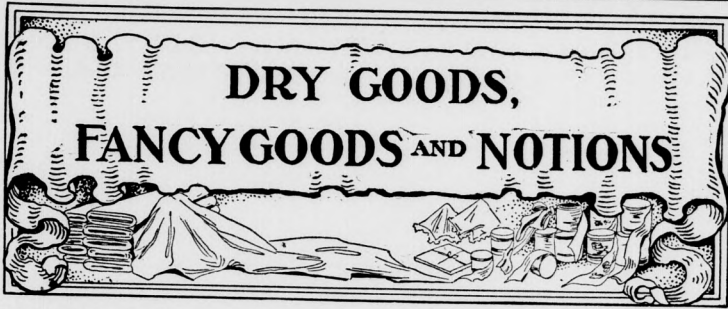
Write at once for price list of our "Bull Dog" Brand, or—  
better yet—authorize us to send you sample shipment.

**Michigan Garment Co.**  
Grand Rapids, Michigan

## Friedrich Music House

206 Monroe Ave.  
Near Pantlind Hotel

Grand Rapids, Michigan



### How to Deal With the Store Loafer.

Loomis, Nov. 22—I read the article in last week's Tradesman entitled, "Be a Man and Not a Jellyfish," and I think I am in a position to give the writer the advice necessary to help him with the problem of getting rid of the loafers, without making any hard feelings among them. I have been through the same thing, only I never let it get so bad as it is at his store.

First thing, if I were in his place, I would outline my campaign, as it is a harder problem to tackle than any one who has not had to contend with it might think—and then stick to it. Get a lady to work in the store—a lady from 25 to 60 years of age—and have her there at the time the loafers congregate. Secure a lady who is respected and one who is neat in appearance and has a pleasant personality, even if you have to pay her well. Have her take hold of the work as if she were going to always work in that very store.

Then start a campaign of moving things around. Don't stop with the stock, but move the fixtures and, if necessary, the postoffice cabinet, and have in mind always not to leave any places near the stove or register to sit on. Have all fixtures near the warm corners too high to sit or lop on. Make the store look as if it was some place else. Remove all chairs and benches, boxes, barrels, kegs and every article which can be utilized as a seat.

Follow your moving campaign of the day by a general scrubbing out of the store at night. The loafers will probably be standing around the stove. Say, "Boys, this is scrubbing out night," and then go at the work, being sure to get the lady there with her broom or mop. Use lots of water and spread it out so that the boys will have to move. Proceed in an indifferent manner to the boys, excusing yourself when you ask them to move, but keep right on with the cleaning and using water. This will drive them out, as no man likes to be in a mopping muss.

The next night, when the boys come in, speak to them pleasantly, but keep right on waiting on customers. Show that you are alive and looking for business, but deal in a matter-of-fact way with the boys, not mingling in their stories or gossip.

Have the lady clerk cleaning around and there will probably be ladies in to visit with her.

Change your hour of sweeping out until evening. Sprinkle the floor in the old fashioned way with a sprinkler. Proceed in a different way than the night before. When you are done sweeping, ask the boys if anyone else wants to do any trading and, if there is no response, shut up the store.

This course of treatment, if persisted in, is guaranteed to discourage the most persistent bunch of loafers any town can produce.

Remember that the good trade does not go to a store which tolerates loafers.

If anyone swears or uses indecent language before your lady clerk call him down at once and give him and all the rest warning that you won't stand for it, and if he or anyone persists in it, tell him you are going to

have him arrested and do exactly as you say. Do not compromise.

You will find that the crowd will be on your side when you get through, and I guarantee that the good people of your neighborhood will admire your spunk.

Do no blustering, but tend to your own business. Remove all seats. Mop out often in the evening. Sprinkle the floor. Have the lady clerk present when the loafers usually loaf. Treat all the boys with courtesy, to show that you have no personal feeling against them. Swear out a warrant for the first one who persists in using indecent language before the lady. The people will approve your stand and the loafers will not trouble you any more. You will get as much trade from them as before.

### One Who Has Been There.

#### Relative Values.

Are sales to be made upon the attractive appearance or the intrinsic value of the goods offered? Appearance alone will not bring out future sales, there must be intrinsic value when the goods are compared to others. If the buyer or salesman does not know this quality, a fine opportunity is lost. Appearances go for so much in the dry goods trade, but value also counts if the seller can point out where it is, and if appearance makes a sale, value certainly cements it. To use hosiery for illustration, the use of artificial silk has wonderfully increased the sale of silk hose, the sales being influenced by the appearance; but if value is there, and the salesman knows it, he can make value of weight, as well as the high luster and sheerness due to the silk. If more of the secrets of the manufacture of goods were explained to persons handling them, they could put up a better result when selling them.

### Flying in the Face of Fortune.

Three Germans were talking together and the conversation drifted around to the second marriage of a mutual friend, when one of them remarked:

"I dell you vot! Any berson vot marries der second dime don't deserve to have lost der first vun."

### WE BUY RAW FURS

And pay highest market prices

DAVID GREEN, Furrier

303 Division Avenue, S. Grand Rapids, Michigan

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.

## Michigan Knit Specialties



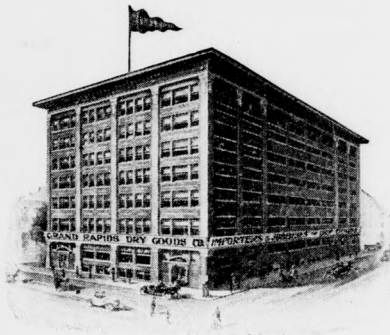
No. 524—Heavy Jumbo Stitch Sweater Coat. Has large full fashioned shawl collar, with lined pockets. Made from very best quality of wool yarn. Supplied in all colors. An appealing novelty for young ladies. A general utility garment. Collar can be worn open or fastened close to neck.

Sizes 34 to 44

Illustrated catalogue on application or sample assortment sent on approval. In writing, please state whether you are in the market for Sweaters, Sweater Coats, Hockey Caps, Gloves, Mittens.

**Michigan Knitting Company**

Lansing, Michigan, U. S. A.



## Heavy Kersey Pants

Mackinaws

Sheep Lined Coats

Reversible Leather Coats

Covert Coats

Sheet Pelt Vests

And other articles in wearing apparel suitable for winter weather are being shown by us. Look over our line and compare values.

**Grand Rapids Dry Goods Co.**

Exclusively Wholesale

Grand Rapids, Michigan



### Increasing the Efficiency of the Bank.

The first step toward efficiency is to analyze your bank. I believe this can best be done by a list of questions. In our own institution we began somewhat in the following manner:

1. What is our object, our ambition?
2. What is our policy?
3. What class of business is most desirable?
4. What is the personality or character of our bank?
5. What pays?
6. What doesn't pay?
7. How can we increase our income?
8. How can we reduce our expenses?
9. What is our policy toward employes?
10. Does advertising pay?
11. What per cent. of our income shall go for advertising?
12. How much more business can we handle without increasing our force?
13. What is the cost of handling checking accounts?
14. How much do we make in our savings department?
15. How much do we make in our safe deposit department?
16. What impression does our institution make upon the total stranger?
17. What are we doing to improve our employes?
18. What was the average per cent. of gain of the deposits of other banks in our city last year?
19. How does our per cent. gain compare with the others?

Take, for instance, the first question: What is the ambition or object of our institution? It is four-sided. First, to make a profit for the stockholders; second, at the same time to maintain the honor and reputation of the bank; third, to give a square deal to the public; fourth, justice to employes. These four principles influence every decision a bank officer makes.

#### Bank Should Have Fixed Policy.

The second question: What is our fixed policy? I believe above all things in a bank having a fixed policy or a well defined table of commandments, of things we will do and things we will not do. For instance, we charge the public a uniform rate of exchange on drafts, interest on loans, rent of safe deposit boxes.

All loans are made by a committee of three, who can not ever borrow from their own bank.

We sometimes lose a customer by adhering to our rules, but in the long run the bank gains by it.

Question 3, regarding the class of business most desirable, we find it to be in our case the semi-retired elderly business man who maintains a good balance in his checking account and who issues few checks. In your case it might be the wheat farmer or fruit grower.

Find out and aim your advertising at him.

The next most desirable are the savings accounts. The least most desirable are women's domestic accounts, also

students' accounts. This does not apply in every instance, but in the majority of cases. They receive a check on the first of the month, and immediately issue a large number of small checks which almost entirely wipe out the balance and often leave a small overdraft.

I will not attempt to answer each of the questions. The answers differ as the conditions do in various localities. There are a few, however, that bear particular interest. We have worked out a solution on practically all of them, and I shall be glad to furnish full details to any one interested.

#### Whittling Down Expenses.

How can we reduce expenses? Our first move was to obtain a large expense book and a system of voucher checks to use in connection, wherewith each department was charged with its own expense, where also we could compare the expenses of each succeeding month, and with a like period of any previous year. The officer going over this book constantly can find many little items that can be gradually whittled down.

We believe in purchasing every labor saving device that is at all practical and we figure it on the interest on the investment basis.

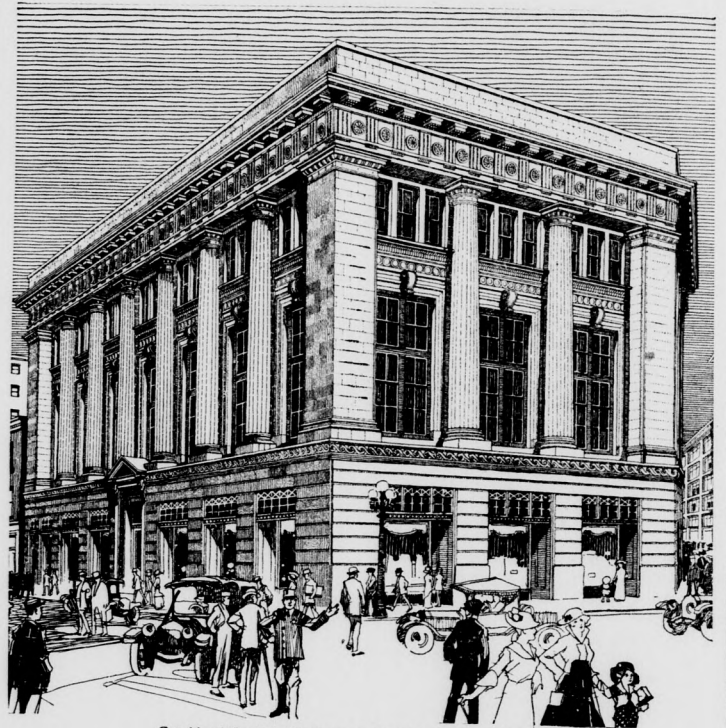
Our policy toward employes. We find by making the working conditions as pleasant as possible our employes are ready to work for less money and are better satisfied than they are at some of the larger banks in our city. We adhere to the rule of promotion and increase of pay on merit, and avoid, unless absolutely impossible, promoting one employe over the head of another. We have found it pays to have women employes for certain lines of work. For our book-keeping machines, adding machines, typewriter, addressing machines, and other similar lines of work we use women and girls exclusively.

We find men most efficient for coming in contact with the public and in positions where they must assume responsibility and constantly by making decisions. We have a chart made showing the full day in half-hour periods. Each employe's daily work is charted, with the exception of one period morning and afternoon. These are expansion periods. They are absorbed on busy days and other days are used for weekly or monthly tasks. Busy people are most contented.

#### The Kind of Advertising.

Does advertising pay? We hardly need any longer to ask it, as it is only a question of what kind of advertising pays. We have tried practically every kind of bank advertising that exists, unless it was altogether too undignified for our institution. A large majority of the schemes and propositions offered

## 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.

## Minneapolis, St. Paul & Sault Ste. Marie Railway Company

# First Consolidated Mortgage 4% Bonds

Dated June 18, 1888

Due July 1, 1938

Interest guaranteed by Canadian Pacific Railway Company.

Legal investment for Savings Banks in Michigan, California, New York, New Jersey, Massachusetts and other New England States.

Issue Listed on

New York and London Exchanges

Price and circular forwarded upon request

## GRAND RAPIDS TRUST COMPANY

Ottawa and Fountain

Grand Rapids, Mich.

are a rank waste of money. However, the bank that doesn't advertise is like a man who winks at a girl in the dark. He knows what he is doing, but nobody else does. Advertising is simply letting the true character of your bank become known.

Newspaper advertising pays if the newspaper is the right sort and the advertisements are written specially for the individual bank.

After all, advertising can only bring people into the bank, and it is up to the officers and employees to make them customers, if the advertising can arouse their interest. I tell our employees that the public will judge the bank by them, by their courtesy and efficiency, for they come in contact with far more people than the officers do.

A bank must advertise to keep getting new customers. The average life of a bank account is ten years. Consequently, if a bank never obtained any new customers it would be but a few years until it would automatically dissolved.

#### Cost of Handling Business.

It is not a difficult matter to determine the cost of handling a checking account, and that is arrived at by figuring down to the fraction of a cent the cost of handling each item. This, of necessity, must differ greatly in each bank.

When we analyzed our own bank, I will show two examples where we had a great surprise. First, as to the safe deposit department. We had been told for a number of years that modern safe deposit boxes cost only \$4 laid down, that rent was \$4 apiece for the first year, and that forever afterward all the rest of our receipts were clear profit. That sounded very attractive, and we installed a first-class vault. Prices were such in our city that we were compelled to rent most of our boxes at \$2.50 per year. Others rent as high as \$10. We have 300 boxes and 75 per cent. of them were rented, giving us an income of \$706 per year. Then we calculated what it was costing us to operate that department, making the following charges: One-eighth time of a filing clerk, who let customers into the vault, \$85 per year; one-tenth of the light, \$17.13 per year; depreciation 4 per cent. on the investment, \$100 per year; postage, \$30; stationery, printing, etc., \$13.67; one-eighth time of assistant cashier, \$238 per year. This man wrote the advertising and generally looked after that department, making it a point to take prospective customers to the vault at every opportunity and explain the service we had to sell. This made a total operating expense of \$657.80 per year, leaving a net income of \$48.29. Our investment was \$2,500, so you can see we were obtaining 2 per cent. on our investment.

We immediately set to work to remedy this condition, and are rapidly doing so by increasing our income without adding to the operating expenses.

Another department where we had thought we were making no money we found operating at a nice profit yearly; in fact, almost paying one of our semi-annual dividends of 4 per cent. This savings department, analyzed, showed an average deposit of \$165,000. Of this \$35,000 was a cash reserve, or 33½ per cent., the same as for commercial ac-

counts. Taking the cash reserve of \$55,000, \$50,000 of this was on deposit in corresponding banks, netting us 2 per cent. The other \$5,000 we held in the bank in cash. Sixty-six per cent., or \$10,000, was loaned out at our average net loan rate of 7 per cent. Consequently our gross income was \$8,700. Expenses were \$1,226 for this department. The interest cost was \$5,636, leaving the net profit of \$1,838. To segregate these calculations in percentage: \$1 left in the savings department one year would yield us (with our average reserve) 5.8 per cent. gross. Deducting proportionately the cost of handling the account, sevenths of 1 per cent., the interest paid, 3.4 per cent., there was left a net profit of 1.7 per cent. on each \$1.

#### Improving Employees.

As to the question of what we are doing to improve our employees, we have established a business library. We have some 200 volumes of the best books we can obtain upon business of all kinds, and particularly banking. We regularly hold efficiency meetings for all the employees and active officers. Each one is supposed to bring in suggestions or any knotty problem to this meeting, where all will lay hold and discuss them, and try to solve them to the best advantage.

Each month the bank gives a prize for the best idea along any one of the four following lines: Safety, service, efficiency, new business. The following suggestion is made in offering a criticism: "It is best if you can offer a criticism of any department to offer a constructive suggestion with it if possible. Nevertheless, the criticism alone is valuable, for a remedy can often be worked out at a later date. Suggestions need not be confined to your department, but to any department of the bank."

Each employe hands in some suggestion. The bank pays a first prize for the best one, and a small prize for any one adopted. Consequently, we find throughout the month our employees are all on the alert for opportunities to discover means to make the bank safer and to give better service.

H. B. Lear.

#### The Weakness of William.

Carefully the burglar effected an entrance into the bank. Carefully he found his way to the strong-room. When the light from his lantern fell on the door he saw this sign:

Save Your Dynamite

This Safe Is Not Locked

Turn the Knob and Open.

For a time he ruminated.

"Anyway, there's no harm in trying if it really is unlocked," said he.

He grasped the knob and turned.

Instantly the office was flooded with light, an alarm bell rang loudly, an electric shock rendered him helpless, while a door in the wall flew open and a big dog seized him.

"I know what's wrong with me," he sighed an hour later, when the cell door closed upon him. "I've too much faith in human nature—I'm too trusting!"

#### Uncomplimentary.

"You look blue and discouraged, old man."

"I'm not myself this morning."

"Well, that's nothing to feel so bad about."

## 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.

## Avoid Costly Mistakes

Take no chance of having your estate fall into inexperienced hands, no matter how small that estate may be. With the best of intentions but through lack of special training an individual executor or administrator may commit costly blunders. By appointing this Company with its twenty-five years experience, financial responsibility and special training, your executor, you avoid these possibilities.

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

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

**Radiating Pleasure and Disseminating Happiness.\***

"If a man is not happy in this world it is his own fault," is a quotation from Epictetus and then there is a passage in the Bible, if I quote it correctly, "A merry heart doeth good like medicine." Then there is a quotation from Sir John Lubdock, which always does my heart good, as follows, "The duty of happiness is as important as the happiness of duty."

A little girl in our neighborhood was greatly disappointed because she could not go to the movie with her Uncle George, as he had promised, all because it was a rainy day. She began to pout and kick the cat and say naughty things when her Uncle George appeared on the scene and said, "I think we had better start a sunshine factory here to-day" and outlined a lot of delightful things to do, in which his niece had an important part. From one thing to another there was a rapid succession and the next meal time came before she was aware of it. The next morning she hurried to her Uncle George and said, "I had a dream and I thought I came home from somewhere and saw on the door of our house The Sunshine Factory and I almost believe, I had such a good time yesterday, that I will make a sign and put it up." The wretched day was changed into one of joy, which was followed by a vision and a joyous outlook.

As I go from my home to the carline, I face a house in which there is a little girl who, because of her sunny face, I call "sweetheart." Whenever it is possible she comes to the window as I go by and waves a salute and gives me a smile which lasts me all the day long. It is a little thing given by a little child, but it puts joy into the heart of a man and lightens his task for the day.

Down in New England, while sauntering through a cemetery some years ago, I found two epitaphs that helped me to make beautiful pictures of two possible lives. One of them was in connection with the name of a woman of middle age and read, "She was so pleasant." Another was etched upon a stone that was mossy with age and was in memory of a little girl. It said, "It was easier to be good when she was with us." It is better to say good things of people when they are alive than after they are gone. But to have lived so that tributes like these can be truthfully given is of far greater import to this old world of ours than to amass fortunes or make great speeches.

There is a song of my childhood, the words of which I do not remember, but once in a while I catch myself humming snatches of it. It goes like this:

I love it, I love it,  
The laugh of a child;  
Now rippling and gentle  
Now merry and wild.

It floats on the air with its innocent gush,  
Like the trill of the bird at the twilight's last hush;  
It floats on the breeze like the tones of a bell,  
Or the music that dwells in the heart of a shell.

How in contrast is that other old hymn that is sung so often in dolorous tone:

\*Conversational address by Hon. Charles W. Garfield, before working force of Grand Rapids Savings Bank.

I am but a stranger here,  
Heaven is my home.  
Earth is a desert drear,  
Heaven is my home.

Dangers and sorrows stand  
Around me on every hand,  
Heaven is my Fatherland,  
Heaven is my home.

My contention is that we should strive by our appearance and words and actions to make this world a good place to live in and to appreciate the fact that it is God's world and that when we find fault with it or frown upon it, we are criticising the Maker of it.

This world is not so bad a world  
As some would like to make it.  
Though whether good or whether bad  
Depends on how we take it.

It costs us no more to radiate pleasure and disseminate happiness and awaken joy than it does to cast a frown, to find fault, and to be grumpy. If we wish to be remembered by those with whom we associate in a sweet, beautiful way, let us so live as be thought of as Radiating Sunshine.

**Thanksgiving.**

The grouch never thanks anyone. The greedy man tightly grasps what he has and tries to get all he can. The child of whatever age is never satisfied. Many people think the world owes them a living, gratis.

Lack of a thankful spirit goes with unhappiness, moroseness, brooding melancholy. Gloom and a long face shorten life, destroy happiness and are unhealthy to body, mind and spirit.

We all have more things that are good than bad. People who want the earth get neither earth nor heaven, but only hell.

Thankfulness goes with health, sanity, joy, hope and cheer and shows a heart in tune with heaven and earth. There is nothing so bad but it might be worse. Instead of groaning over a lame foot one should be thankful that he has a foot.

We have all received many more good things than we have earned or acquired. We did not create the conditions and surroundings which give us life, health, friends, food and raiment. We owe everything we have to others and to God. Let us with heart and cheerful voice not only repay our debts, but be filled with thankfulness and joy.

W. S. Sayres.

**Before and After.**

A well-known banker in a downtown restaurant was eating mush and milk.

"What's the matter?" enquired a friend.

"Got dyspepsia."

"Don't you enjoy your meals?"

"Enjoy my meals?" snorted the indignant dyspeptic. "My meals are merely guideposts to take medicine before or after."

**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

**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**

**3 1/2 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 3 1/2 % interest

Coupons cashed each 6 months  
after one year

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.

**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.

**GRAND RAPIDS SAFE CO.**

Agent for the Celebrated YORK MANGANESE BANK SAFE  
Taking an insurance rate of 50c per \$1,000 per year. What is your rate?  
Particulars mailed. Safe experts.

TRADESMAN BUILDING GRAND RAPIDS, MICHIGAN

**Fourth National Bank**

United States Depository



**Savings Deposits**

**Commercial Deposits**

**3**

Per Cent Interest Paid on  
Savings Deposits  
Compounded Semi-Annually

**3 1/2**

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



## AUTOMOBILES AND ACCESSORIES

### American Motorists Will Spend \$1,325,865,000 This Year.

"The total of moneys expended yearly for pleasure by the automobilists of America is somewhat astonishing to one who has not considered the tremendous growth of the automobile business," says E. S. Foljambe in a recent editorial in the Automobile Trade Journal. "On June 1, 1915, the number of automobiles in use in the United States for pleasure car purposes reached the 2,000,000 mark. This number is being increased at the rate of 700,000 cars a year, so that at the present writing, October 1, there are undoubtedly in use in the United States in the neighborhood of 2,235,000 automobiles. This does not take into consideration the 200,000 or more trucks.

"Assuming that about four persons on an average have the use of each car, there are 8,940,000 people in the United States this season enjoying the pleasure of automobiling, and this number is increasing approximately at the rate of 2,820,000 motorists each successive year.

"The first cost of these cars would amount to a stupendous sum, as many of them are several years old, and cost \$4,000 to \$5,000 each, but we shall confine ourselves to what will be spent by the motorists to operate them during the next twelve months.

"Let us first consider the fuel costs for a period of twelve months for the cars now in use. Placing the average performance at 5,000 miles and 500 gallons of gasoline as the average consumption for the year, we have 1,117,500,000 gallons of gasoline consumed; at an average cost of 13 cents a gallon, the gasoline bill for the pleasure cars already in use will amount to about \$145,275,000. In the same way the cost of lubricating oil to the motorists at an average of 50 cents a gallon, allowing seventeen gallons

to a car, is \$18,997,500, approximately \$19,000,000.

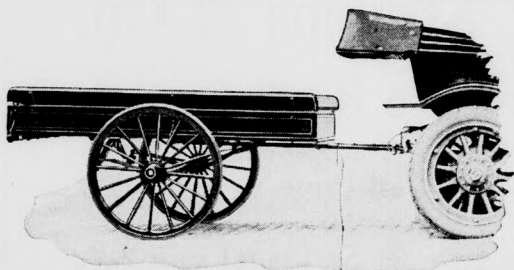
"The next item of importance is that of tires. Allowing four tires to each of these cars, we have 8,940,000 tires for the old cars, worth on an average of \$16 each, or \$143,040,000 as an estimate of the cost of retiring the cars already in use. This is conservative, as a large percentage of the old cars will use more than four tires during the season.

"The extras in the way of accessories, gloves and other wearing apparel, goggles, etc., can be roughly figured in at \$50 a car, which will make an additional sum of \$111,750,000. At least an equal sum can be added as the cost of repairs, accidents, etc., while the touring charges, which of course affect nearly all when short tours are considered, will doubtless amount to more than \$200,000,000.

"Such features as insurance, fire, accident and other items which add a considerable amount have been disregarded, and garage charges for those that are kept in the large cities, which of course is a small percentage, will be placed at an average of \$100 a car, or about \$70,000,000, so that the cost of operating the cars now in use shows a grand total of \$800,865,000.

"The average cost of the new cars this year can be roughly estimated at about \$700 to \$800 apiece, as approximately half of the output is fords, and the largest builders of the other makes are those selling their products at a low price. Talking the conservative figure of \$750 as an average, the new cars will be worth approximately \$525,000,000, and this sum added to our total running expenses of the cars now in use, gives the final grand total of \$1,325,865,000. This represents the direct expenditure of the people for twelve months for the pleasure of motoring."

Hope may bud when it is cloudy, but blooms only in sunshine.



### Randolph Auto Trailer

A strong well built trailer that can be attached or detached instantly to any make of car that will carry 1,000

pounds. Especially adapted to the use of grocers, butchers, hardware dealers, piano dealers, ice cream manufacturers, plumbers, laundrymen, painters, poultrymen, dairymen, farmers, in fact every form of business where light delivery is needed.

H. C. RANDOLPH, Jonesville, Michigan

### The UNITED Line

IN practically every Michigan community there are one or more potential users of motor trucks.

To the salesman who can put us in touch with the closing of such sales we have a most attractive proposition to discuss.

To this salesman and his prospects The United Line will easily present the lowest price for which the absolute maximum of motor truck value can be had.

The United Motor Truck Company  
Grand Rapids, Michigan

## EVEREADY FLASHLIGHTS

Are equipped with EVEREADY Mazda Lamps which give a brilliant light remarkable for its whiteness. For doctors and others who require an intense light this is an important advantage.



Let us tell you about EVEREADY Flashlights.

Drop us a line to-day for full information.

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



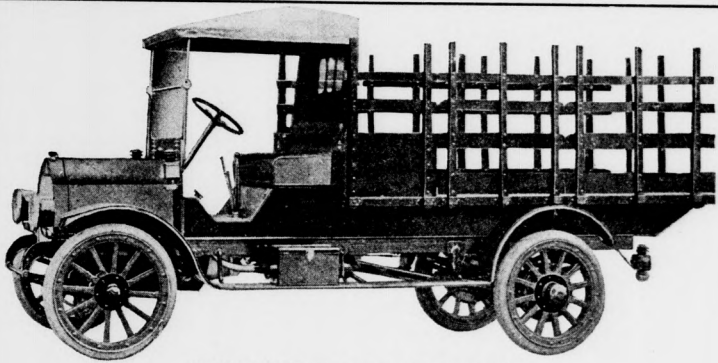
See the new Cadillac Eight  
It's the Peer of Them All  
Western Michigan Cadillac Co., Ltd.  
OSCAR ECKBERG, Mgr.  
19-33 LaGrave Ave. Grand Rapids, Mich.



### Let us show you how the Studebaker Delivery Car

will save you money  
Write or call for demonstration or catalog

Peck Auto Sales Co.  
DISTRIBUTORS  
Ionia and Island Sts. Grand Rapids



"THE MENOMINEE" MOTOR TRUCKS

Are Built for Your Service

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

BURTLESS MOTOR SALES CO.

Michigan Distributors, Lansing, Michigan

Choice territory open to reliable dealers

## NOKARBO MOTOR OIL

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

It will not char or carbonize.

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

WRITE FOR PRICES AND PARTICULARS

The Great Western Oil Co.  
Grand Rapids, Michigan



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

#### Preparing For the Holiday Campaign.

Written for the Tradesman.

Immediately after Thanksgiving the hardware dealer should inaugurate his Christmas campaign. Indeed, most shrewd merchants look on their Thanksgiving displays as merely "starters" toward the big doings which are to come later. From Thanksgiving until Christmas there will be a steady growing list of items clamoring for the merchant's attention; the further he goes, the busier he finds himself.

It is shrewd foresight on the merchant's part to plan a considerable distance ahead. Indeed, plans for the entire holiday campaign, culminating on Christmas Eve, and even plans for the disposal of the left-over stock afterward, may well be devised in the early part of November, when the merchant is not so busy as he will likely be later.

Of course, the bulk of the detail work can be done only as it arises. Nevertheless, there is much that can be blocked out, at least in outline, well beforehand; and whatever is done in the way of preliminary work lessens by that much the strain upon the merchant when the holiday season is at its height. One retailer used to say that his planning in November either saved or necessitated two extra clerks during the Christmas season: meaning that his work beforehand either eliminated that much detail during the season, or else stimulated business to a proportionate extent. In a smaller business the gain or saving will be less perhaps; but there is no doubt that planning helps.

For instance, there is the holiday advertising; it can be mapped out a considerable time beforehand. The best merchants usually stimulate holiday trade by means of a series of carefully planned displays, each more effective if possible than its predecessor, culminating with something particularly striking for the week before Christmas. No man can think up a thoroughly effective display when he is rushed with other work. If, however, he has a series of displays mapped out, he can usually improve upon them as he goes along, current happenings, the trend of this or that demand, or his experiences with customers, suggesting new and effective ideas.

The trimmer, therefore, planning for Christmas, will not attempt to supply

every detail; but he can very well afford to sit down when he has time and figure out on paper just what items of stock and what accessories he will require for each window during the season, and what will be the outstanding theme of each. Christmas, of course—and giving—but what striking feature will he work into the display to emphasize this theme?

On the whole, it is good policy, before putting together any display, to outline it on paper. A wise window trimmer will preserve these sketches for future reference. Then, too, trade papers contain many descriptions, and often good cuts, of displays; this material can be clipped and filed away under appropriate heads, readily available in any emergency. The trimmer who wants to design a Thanksgiving or Christmas display has, with this material at hand, merely to run to his desk or file and secure the appropriate material. With this as a starter, it is easy for an ingenious trimmer to invent, improvise and adapt.

The holiday advertising can be mapped out ahead of time. This refers particularly to newspaper advertising; which can, indeed, be actually written long before the season opens. Here, too, the steady accumulation of sample advertisements and suggestions will be found very helpful. These may include trade paper suggestions, copies of advertisements previously used, advertising done by other firms, striking phrases descriptive of various items of stock, and so forth. In collecting this material, care should be taken to exclude the mediocre; otherwise the accumulation may become unwieldy. The good advertisement writer, of course, does not boldly copy the ideas of others. At the same time, it stimulates his own mind to con over fresh, new ideas. It is easy to copy a phrase; but the good copy-writer improves upon it, gives it an added twist and a more striking effect.

Incidentally, the store's stock of advertising cuts should be culled over. Nothing helps an advertisement so much as a really good cut.

With the advent of the holiday season, the store interior will doubtless be rearranged, with a view to giving prominence to seasonable lines, and particularly, as Christmas approaches, to gift lines. Some stores which handle small hardware and gift articles very largely have booths temporarily constructed for the Christmas season, giving the store a festive effect that is particularly pleasing to women customers. The small store, however, as a rule has to conserve its

## CANVAS COVERS

For Wagons, Stacks, Merchandise, Etc.

WRITE FOR CATALOGUE

Chas. A. Coye, Inc.

GRAND RAPIDS  
MICHIGAN



Its Loose Leaf opens like a Blank Book

Write us

**THE Proudfoot**  
**LOOSE LEAF CO.**  
GRAND RAPIDS, MICH.

## The Ventilation of School Rooms Is a State Law Requirement

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

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

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

Steam and Water Heating with everything in a material line.

Correspondence solicited.

THE WEATHERLY CO.

218 Pearl Street Grand Rapids, Mich.

## OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

**THE Tisch-Hine Co.**

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

## 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.

## 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. **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

## Public Seating For All Purposes

Manufacturers of

American Steel Sanitary Desks

In use throughout the world

World's Largest Manufacturers of  
Theatre Seating

**American Seating Company**

General Offices: 14 E. Jackson St., Chicago; Broadway and Ninth St., Grand Rapids, Mich.

ASK FOR LITERATURE



## Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.

space, contenting itself with the effective interior display of as wide a range as possible of seasonable articles.

In connection with interior display, show cards may be used liberally; and it is good business to price-card everything. The show card, describing the goods in a catchy phrase, and the price card answer a lot of questions which, otherwise, the clerks would have to answer.

The merchant who expects to take on extra help for the holiday season will do well to look about him some time in advance, and make his arrangements. This course has double advantage. In the first place, the early merchant gets the pick of the untrained help. In the second, the early merchant is able, in spare time, to coach his temporary helpers to some slight extent. Most merchants have had irritating experiences with raw recruits in holiday time—clerks who don't know the first thing about hardware, stock, prices or customers. A little coaching beforehand may help a lot to make these raw recruits more efficient.

A good many merchants have their regular mailing lists and send out advertising matter to customers once a month, or perhaps oftener. With such merchants, the Christmas or holiday circular is merely a detail, in the working out of carefully planned "follow up" campaign. Good circular advertising is undoubtedly effective. Its effectiveness depends, however, primarily upon two important items. The first is the selection of a good mailing list. The second is the preparation of the advertising matter to be sent out.

Thus, while it is timely to urge an early selection (with a view to stimulating early buying) at the same time, the best way to interest the customer in early Christmas buying is to get him actually interested in the goods. So, the advertising matter sent out should deal specifically with gift suggestions, suggestions for brightening the home for Christmas, and the like. The circular should talk goods, prices and service—the goods you are selling this holiday season, the prices at which you offer them, and your own willingness and that of your staff to help make an early and unhurried selection. Your aim, in this circular, is to make the customer want goods.

The circular should be carefully put together. The mailing list should be carefully selected. Both these tasks can be done in November, before the holiday season actually sets in. If you have a mailing list now, it might be worth while to go over it carefully, cutting out any deadwood, and adding the names of new prospects which have come to your attention.

A general sizing up or survey of the stock is a good thing, too; both the old stock, and the special holiday goods on order. With a comprehensive mental view of the stock, it is easier to map out the selling campaign. Often a little thought beforehand will enable the hardware dealer to discover a new and Christmassy side of some item of stock

which he has always regarded as a prosaic, everyday staple.

Planning now will save confusion later.  
William Edward Park.

#### Preparedness for Living Rather Than for Killing.

Written for the Tradesman.

Had the world leaders given as much attention to preparedness for living as to preparedness for killing during the past two thousand years, we would now probably be enjoying the millenium. Because of the fact that the energies of life have been directed and trained to preparedness for killing rather than preparedness for living we are to-day witnessing the world's most bloody and savage butchery of men by men—21,000,000 men engaged in butchering men, making widows and orphans, destroying the art, architecture and culture of hundreds of years' creation, trampling whole nations into the dust, shooting children, hanging women, devastating the land and deluging it with blood. And this is the result of European military preparedness whose end is death, a preparedness for killing rather than a preparedness for living. Germany is the most efficient nation on earth in a military sense. She has developed the science of killing to the highest degree of effectiveness. What madness! What a horrible picture of humanity! What a misnomer to call the warring countries Christian nations! And the European war is the result of military preparedness, the long-fed spirit of fight, kill, destroy and annihilate; and the end to be gained is ambition and power.

Preparedness for living will eventually take the place of preparedness for killing. While war has shed the blood of millions, disease has destroyed mankind by billions. We have regarded human life so cheap, from a disease standpoint, that it has encouraged war. War and disease are the two worst enemies of the human race. War is a disease of madness. War and disease are actuated by the same devilish spirit of destruction. They have made of the land and the sea one vast burying ground. War breeds death and pestilence, disease breeds sorrow, decadence and death. War and disease are the giant shadows in which humanity ever travels. They are twin relics of barbarism. They should have no place in the twentieth century. If we had made preparedness for living the dominating force of the nineteenth century, disease and war would have been a vanishing evil in the twentieth century, instead of a dominating force. War and disease are twin evils. Their coming was contemporaneous and their existence co-operative. They are in league with death and destruction waits on their footsteps. There will be no permanent peace and happiness in the world until disease and war are eliminated. We shall drive out disease and war when we make preparedness for living the test of life and education; when we destroy preparedness for killing by war and disease. There are signs that the twentieth century will see the elimination of war and a

large percentage of disease. The horror of the present European war will be the cure of war. Its appalling savagery is digging deep its grave. The lesson will be costly, but lasting. By making preparedness for living, rather than killing, we destroy the motive hinge upon which war swings. When we have killed war-preparedness, we have established the way of peace. Disease is already on the retreat. Home, school, church and society are co-operating in making preparedness for living the prime factor of life. Preventive medicine means prevention of disease and the prevention of disease means the reduction and prevention of crime. If we had made preparedness for living first in education a century ago, we would not now be paying an annual toll of \$600,000,000 as the cost of crime. If we had said long ago that preparedness for living consists of clean, pleasing rooms and school grounds, beautiful environments, books that gave a taste for good reading, clean entertainment; made the school house a community social center; made all these things the dominating factors of community, we should to-day be enjoying an education of preparedness for living, rather than suffering from a preparedness for killing. Such an education is the active enemy of military preparedness. Preparedness for war stimulates a desire to get into the war game and creates opportunities for its coming. Preparedness for war means a chip upon a nation's shoulder which sooner or later, more often sooner, gets knocked off. If we had paid out as much money for preparedness for living during the past one hundred years as we have paid out for war we could have almost abolished prisons, poverty, built good roads by every citizen's door, built a high school in every township in Michigan, greatly reduced disease and crime, built a hospital for the sick in every county, and made our cities centers of art, culture and beauty, with parks and play grounds for the encouragement of the outdoor life.

In making preparedness for killing, instead of for living, we are violating the commandment, "Thou shalt not kill." When we make preparedness for living the end of education and life, we shall have an infinitely better civilization.  
D. E. McIntyre.

Some men are so forgetful that they even fail to remember the poor.

#### Express or Market Harness

Bridle— $\frac{3}{4}$  cheeks, round side checks.  
Hames—Low top steel clad.  
Traces—1 $\frac{1}{4}$  three ply with cockeyes.  
Saddle—4 $\frac{1}{2}$  in. single straps.  
Breeching folded with layer.  
Lines—1 inch to buckle.  
Nickel or brass trimmed.  
Hand made from A Oak tanned leather.  
Fully warranted for \$28.50.

SHERWOOD HALL CO., LTD.  
30-32 Ionia Ave., N. W.  
Grand Rapids, Michigan

## Malck 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.

## Grand Rapids Jobbers

Like to sell you the



10¢ CIGAR

as well as they like to smoke it, because it's ALL THERE all the time. Try it.

H. Schneider Co.

132 Monroe Grand Rapids

## Are Your Net Profits Satisfactory?

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

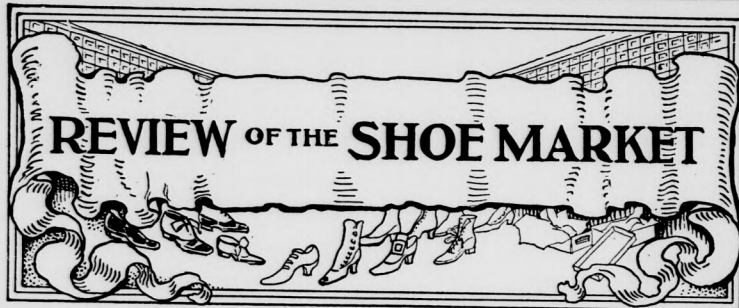
Your trouble probably is (1) you have too much of some items; (2) not enough items.

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

## Butler Brothers

Exclusive Wholesalers of  
General Merchandise

New York Chicago  
St. Louis Minneapolis  
Dallas



### Proper Education of the Shoe Salesman.

The future success or failure of yourself and your fellow salesman is largely a matter of self attained education that may be had for the seeking if you make an earnest effort to acquire it. Hope is the keystone of our existence and without it we become a drag upon others. Hope is the star that leads up to our final destination. Education is the ladder by which we may climb to success.

To a retail salesman, education means acquiring not only a complete knowledge of the details of the business, but also showing a strong personal interest in your customer, a working knowledge of the anatomy of the feet, and the effects of ill-fitting, as well as right-fitting footwear.

It means that to be a successful salesman, one who accomplishes things, your mental attitude towards your customers must be flexible enough to conform to their mental attitude.

Thus, the transaction between you and your customer combine for the best interest of the house which you, as a salesman, represent.

It means that through your personality, your knowledge of human nature and your ability to fit feet correctly the house expects to deliver to the customer the kind of store service the customer ought to get.

It also means that your knowledge of every day happenings of the world must be complete enough to enable you to converse upon a variety of topics in an intelligent manner, avoiding what may be objectionable to your customer. Oftentimes comment upon some subject will create antagonism that may result in the loss of a sale. It is your judgment, your knowledge of human nature, that must tell you how to handle this phase of your work. It is this knowledge of your subject, or your desire to acquire this knowledge, that will make the business of selling shoes a pleasure to both you and your customer, rather than a transaction to be put off as long as possible.

A sale is largely a mental transaction between you and the customer. If you make it pleasant the customer will leave the store feeling that it wasn't such a job after all and this will make it easier next time. You have thus added not only to your store of knowledge for future reference, but also a new customer for the store. There is, and always has been, too much of this "get their money" attitude on the part of retail stores and their salesman and not enough human interest. You expect it when

doing your own shopping. You are pleased if you do get this kind of treatment. You are dissatisfied if you do not get it and you go elsewhere the next time. This is human nature the world over.

The more education along these lines you acquire the greater will be your interest in your customers and the greater their interest will be in you and your store. The personal following of every salesman in every store is built on human interest between fellowmen.

Education supplies you with an abundance of hope for your future prospects in business. If the future seems helpless, either you are not in harmony with your business, or you have lost confidence in yourself. It is then time to change completely, for you are not serving your best interests and certainly you are not serving the best interests of the house which employs you.

I have endeavored to show you the way to learn more about your business. I have not, as you may perhaps have noticed, talked theory entirely, but I have given you pages from my own experience as well. I have done it. You can do it. It simply calls for an earnest effort on your part to accomplish your object.

I will go farther and tell you what I believed I had to learn, at least before I felt that I was holding my own. "How long did it take me?" you ask. It has taken twelve years so far and it will take the rest of my life, and even then I expect to die knowing only a small part of what it is possible to learn about my own business.

It is hardly necessary to tell you about my early life on the farm; how at one time I wanted to be a commercial business school teacher; how I got into the retailing of shoes and decided I had found the niche where I belonged.

I first learned how to open cases, size out shoes, etc. From this I advanced to selling and then to buying, and finally to managing the store, keeping the books, dressing the windows, writing cards and signs, and general advertising.

From this store I advanced to larger fields, finally getting into a rut. I thought then I knew something about the shoe business, but in reality I was as ignorant as an infant, as I soon found out. Since then it has been a

### WANTED

From 100 pairs to 20,000 pairs of shoes for spot cash from any retailer, jobber or manufacturer. Will pay fairest kind of a price. Wire or write and we'll come.

CENTRAL MERCANTILE CO.  
Tel 6893 Wabash 22 Quincy St., Chicago

## Profits

There is money to be made in having the right goods at the right time.



### Warm Shoes, Felt Slippers Juliets and Moccasins

will keep the cash till ringing for the next few weeks

Let us send you samples or descriptions and prices. We have a complete stock of the styles and colors that sell the best.

**Hirth-Krause Company**  
Grand Rapids, Michigan

## How is Your Rubber Stock?

Are you prepared for the business that is sure to come with the first stormy weather?



Remember, we carry

## Hub Mark Rubbers

in stock ready to ship the day your order is received

Write for our catalog showing all styles in both light and heavy rubbers.

**Rindge, Kalmbach, Logie Company**

"Makers of Shoes that Wear"

Grand Rapids, Mich.

constant fight to get the education I have been telling you you must have to take advantage of the bigger opportunities higher up.

This brings me to the virtue which every successful salesman must possess, patience. Patience, more patience and then some, is necessary in this field. Without it you are not a master salesman because you are not master of yourself.

Right here it would be well to think of the mental attitude of a salesman who is dissatisfied with his job. He certainly is out of harmony all around, worries, has no interest in his work and still lacks the nerve to make a break into another line of business. I pity such a man from the bottom of my heart. Yet there is still hope for him, because with patience, his education in handling people will stand him in good stead in almost any other line of retailing.

I can call to mind a number of instances where men who showed a lack of interest in their employment finally summoned up nerve enough to make a break and succeeded in their new positions. In fact, I know of no instance of failure along this line. They have all made good because they found new hope and courage.

Human interest demands that we help our fellowmen to find their right place in life. It demands consideration in particular from the employer. His influence will go a long way toward placing a man where he belongs. Instead of firing him, help him! That's co-operation with your fellowmen and it will inspire greater co-operation in the minds and hearts of the salesmen who remain with you. An employer may call his salesman down and treat them as if they were machines, but that dealer will never get real service from his salesmen until he incorporates human interest in his makeup.

The welfare of any business demands that the employer have a personal interest in his employes. He should help them to help themselves to higher education, give them the inspiration to dig, fill the future with hope for them, and have patience with them as individuals.—H. E. Currier in Shoe Retailer.

#### Questionable Scheme by the Washburn Crosby Co.

Grand Rapids, Nov. 22—The greatest imposition perpetrated upon the retail merchant by a manufacturer has come to my attention in the past week, and with the permission of the Tradesman—which has always stood for fair play—I would like to present the situation for the consideration and careful thought of every retail grocer who reads this paper.

The writer was a retail grocer himself not many years ago and continually finds himself viewing things from the merchant's point of view. Hence this article.

A certain well-known flour concern sends its representative to the grocer with a proposition about like this:

"We are going to put on an advertising sale in this town. We will go out through the country and take orders for our flour at \$6 per barrel, to be sold for cash through you. The flour will cost you \$5.45 per barrel, which is the car price. If we are unable to dispose of the entire car in your town, we will have a stop-over

here and dispose of the balance at a near-by town on the same railroad. The flour is to be taken from the car by the purchaser who is to be notified through the local paper regarding the date of car arrival."

Each merchant is to receive 55 cents per barrel upon every barrel sold to his trade. If all the merchants in the town will not agree to the proposition the mill's representative goes to one of them and agrees to work out with him and dispose of the car or a great portion of the car through him exclusively, providing he will drive out through the country with the representative and assist in securing the orders.

The merchant, who is a very busy man, is quite liable to think about as follows: I will receive 55 cents per barrel profit upon the flour sold and will not have to touch it, forgetting that the usual profit and his legitimate profit is about \$1 per barrel on flour and that in all probability 90 per cent. of his customers who bought flour through him at the 55 cent margin would buy their flour from him at the usual \$1 profit in the regular way from the store.

In other words, the grocer through the mill's little scheme is being robbed of about-half of his legitimate profit, and his trade is in some cases, if not in all, stocked with a year's supply of flour, thereby cutting off any possible chance of his selling them flour at the usual and necessarily legitimate profit to which he is entitled.

Where the merchants in a town will not all agree to that scheme, the mill's representative approaches one merchant with the exclusive proposition and he, afraid if he does not take up with it his competitor will, falls in line against his brother merchant with this scheming manufacturer who is merely using him as a tool to further his own interests. Why in the name of fairness does any manufacturer resort to such underhanded, hypocritical methods in disposing of his wares?

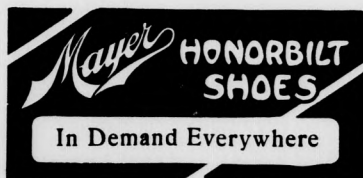
Does that kind of business deserve the support of the retail merchant? If that is legitimate, clean-cut merchandising, then my ideas of the business and methods are hopelessly warped.

Gilbert E. Carter.

#### The Home Day.

Thanksgiving is the home day. It is the day for the heart and its affections. It is a day for the dreams and and the ideals of youth and maiden. It is a day for youth away from home to freshen their hopes and kindle anew their aspirations. Upon this day the son returns to his mother and the daughter to her father, together with the little flock. Upon this day the fire burns brightly on the old hearthstone, and those far off on sea or land look longingly toward the family festival, even as a bird after long travels longs for its nest. This festival of the family is wholly American, repeating no tradition, echoing no foreign custom, commemorating no hero, no epoch, no revolution. Our fathers founded this holiday that stood for the home as the typical American institution. America is the only nation in the world that has a holiday devoted to the home and the family.

N. D. Hillis.



Keep in touch with

# Hood Rubbers

Now is when you need

# Hood Rubbers

The Largest Stock in Michigan is our stock of

# Hood Rubbers

YOU SAVE MONEY

and trouble when you buy

# Hood Rubbers

**Grand Rapids Shoe & Rubber Co.**

The Michigan People

Grand Rapids

## You'll Need a Lot of Bear Brand Rubbers



*That stock in the basement is dwindling and many sizes are broken. When the next storm comes there is going to be something doing. The*

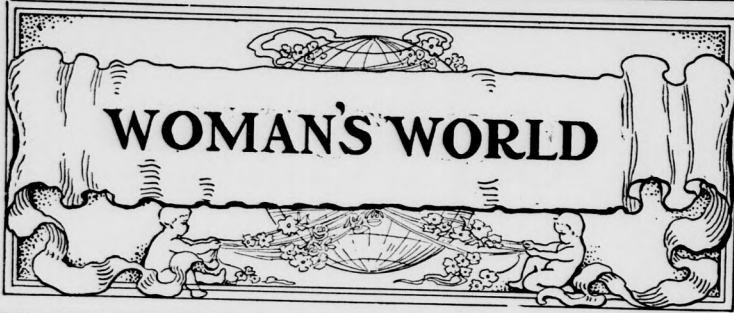
## Wales Goodyear Bear Brand Rubbers

*always leaders, are better this year. You are going to have a lot more people after the BEAR BRAND quality than you expected. The sales you lose by running short of sizes will pay the freight many times over. Send us that order now.*

**Herold-Bertsch Shoe Co.**

Manufacturers Serviceable Footwear

GRAND RAPIDS, MICH.



### "Now Listen!" and Some Things It Suggests.

Written for the Tradesman.

It seems late in the day to remonstrate against an expression that has been in common use as long as "Now listen!" has been; but since this terse bit of impudence seems to be endowed with a robust vitality that as yet shows no indications of death or decay, it is high time that some one issues a protest. "Now listen!" ought to be banished from civilized society.

Not that it is objectionable from a linguistic point of view. It isn't. Its grammar is faultless. It is not "low, vulgar or unauthorized," and so can not be classed as slang. Indeed, if it were slang there would be hope that it would go out of use. For the slang phrase has its brief day of extravagant popularity and then lapses into desuetude, except as it may occasionally be employed to serve as the most pat and fitting expression for some particular idea. We can anticipate no such becoming fate for "Now listen!"

This hackneyed phrase shows how much human nature will put up with without open resentment. For did you ever know a man or a woman, peremptorily ordered to "Now listen!" to rebel? And did you ever observe a case where a person receiving this discourteous command would not have been amply justified in setting up some kind of fight? Did you ever receive it yourself without getting mad inside?

If we are annoyed fifty times a day by having an exasperating "Now listen!" thrust at us in the office, at the counter, at table, over the telephone or in the street car, we may know that we are simply suffering the penalty of our own excessive forbearance. We in common with others are too lazy and too cowardly to raise a little disturbance even when it is our plain duty.

While we are ourselves annoyed we may be annoying others in the same way. For "Now listen!" is one of the many impertinences which we carelessly fall into the habit of indulging ourselves in, with persons with whom we feel perfectly at ease and under no special necessity for being on our best behavior.

Unless as a slip of the tongue, a bright stenographer hardly would bid her employer "Now listen!," nor a skillful salesman so address a good customer. Persons of tact and diplomacy never use this expression when conversing with those whom they consider their superiors socially, or with those whom for any reason

they may wish to curry favor. But it will answer nicely in common everyday talk with a patient, much-enduring husband, or a too-submissive wife, or a humble father or mother, within the precincts of one's own house, or outside with an old acquaintance so situated that he or she can not well afford to break friendship. It is all right for those whom one dares impose upon.

This limit often is exceeded, because there are many persons too obtuse to realize what an unpardonable rudeness those two words "Now listen!" constitute—persons in whom the desire to talk is overpowering, and a chance to compel some poor victim to hear willy nily is a temptation too strong to be resisted.

Doubtless "Now listen!" often is spoken thoughtlessly, mechanically, purely from force of habit. But when used with serious intent there always is the arrogant assumption on the part of the talker that the hearer is not paying proper attention. The hearer is made to feel at fault. This is all wrong. The fault is on the other side. "Now listen!" looked at in the proper light, is really an admission on the part of the talker that what he is saying is uninteresting. The wits of his hearer have gone off wool-gathering and must be summoned sharply back to duty.

The public speaker who can not hold his audience we say may better go at blacksmithing or rock breaking. The preacher whose congregation falls asleep may be a most exemplary man but he has mistaken his calling. The same principle applies to ordinary conversation. When we find it necessary to intersperse our other sentences with a frequent "Now listen!" it is time to see what is the trouble with ourselves.

Perhaps, humiliating as it is to admit it, we talk too much. Maybe we run on and on with an almost endless amount of detail, which it really matters very little whether our auditors take in fully or not. If so, can they be blamed if occasionally they "rest their heads?" Indeed there is a point at which the mind of the listener is simply surfeited and can take in no more.

There are tricks of voice and of manner that make attention difficult if not impossible. If we speak in a low monotone we can not expect our dearest friends to follow us closely. A shrill, high-keyed voice is fairly painful to one's hearers. Or possibly, even if the voice is good, we may have fallen into a way of talking that is hopelessly unentertaining and dull. The plain-spoken dub such a talker

## Men's Neckwear

One of the old standbys that always sell freely for XMAS gifts. We are showing a beautiful line of Clubs, Tecks and Four in Hands, in reversible and flowing ends, packed ½ dozen to the box, and a big line packed in attractive individual holiday boxes, prices \$2.15 and \$4.25 per dozen. A nice line of MUFFLERS in mercerized and silk from \$2.15 to \$12.00 per dozen.

Mail orders promptly and carefully filled.

**PAUL STEKETEE & SONS**

Wholesale Dry Goods

Grand Rapids, Michigan



## Quality Delivery Boxes

Saturday is Your Busy Day

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

**JOHN A. GRIER & CO.**

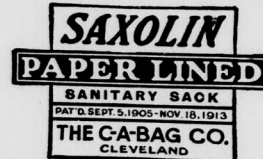
1031-35 18th St.

Detroit, Michigan

Today's the Day!

You Can Start Right

by asking your Miller for Flour Packed in



THE SANITARY COTTON SACK

The Sack that keeps the Flour IN and the Dirt OUT

400 Millers can supply you. More users are being added every day.



THE CLEVELAND-AKRON BAG CO., CLEVELAND

a bore—a most mortifying appellation which none of us are willing to have applied to ourselves. If the guideposts are pointing that way we will do well to heed the warning.

Some persons seem unable to state the plainest fact or answer the simplest question briefly. Mrs. Ryder recently visited a cousin who is a most affable hostess but very garrulous. The city was strange to her and Mrs. Ryder wanted to do some shopping, so she asked what car to take to reach the down-town stores. Cousin Matilda launched into a minute description of at least half a dozen different stores, and expressed at considerable length her opinion of the merits and demerits of each. "I couldn't so much as keep the names distinct in my mind, let alone the characteristics," laughingly declares Mrs. Ryder. "After listening at least half an hour, all that I really gathered from dear Matilda's painstaking efforts to enlighten me was that if I got off at Third Street I would be near the large shops. This was really all I wanted to know, and she could have told me this in one sentence—only Cousin Matilda can't tell anything in one sentence!"

If the possibilities of abbreviation and condensation were understood, "Now listen!" soon would fall into the disuse which it deserves. Why give a full account when a brief synopsis, as it were, telling all that is essential, will answer really better and make a far clearer, sharper impression on the mind of the hearer.

A reasonable degree of brevity and condensation are especially necessary in talk that relates to a commonplace, humdrum subject. It can not be interesting anyway. Then make it short and to the point. For instance, the good man of the house must be reminded of the coal bill. Nothing pleasurable nor interesting about that certainly. Rather a disagreeable topic at best. But it will only make an unpleasant matter worse if he is kept standing ten to fifteen minutes after he is ready to start for his car, to hear a long lament on the price of fuel, a number of circumstances that go to prove that there is cheating in weight, and a detailed criticism of the workings of the furnace.

It would require conscious effort to give attention to what is being said. The good talker is easy to listen to. To hear what he has to say is felt to be a pleasure rather than a duty. Moreover, the skillful conversationalist is quick to perceive the mood and also the tastes and mental attainments of his hearer, and to use a gracious adaptability. He does not discourse on literature to a man whose bent is wholly mechanical, nor talk automobiles to a girl who is wrapped up in art. Always preferring to draw out others rather than speak overmuch himself, the really good and entertaining talker never has occasion to commit such a rudeness as to tell any one, "Now listen!" Quillo.

Lots of people actually believe that their troubles are interesting to others.

**Artificial Foods Exploited by German Chemists.**

Something instructive regarding the state of affairs in Germany always may be learned by a study of the advertisements in a widely circulated newspaper like the Berliner Tageblatt.

The number of substitutes (ersatz) offered for sale is surprising. Artificial jam and marmalade are frequently advertised. A chemical factory in Dresden offers to supply fifteen tons of the stuff every week and seeks travelers to push it. But one is not told what the artificial jam is.

A substitute for whipped cream is advertised by another chemical factory in Berlin. The sale of the real cream is forbidden and this enterprising chemist states that his "goods" have been tried in one of the largest and best cafes in Berlin "with brilliant success." He affirms there is neither cream, milk nor butter in his preparation, no chemicals, only pure natural products. The manufacture of it is "surprisingly simple and much cheaper than cream." He is doing a roaring business he says in cafes, hotels and restaurants and bakeries.

When the war began beans roasted in a certain way with coffee were largely used as a substitute for coffee. Making a virtue of necessity, the German dealers told how neurotic persons might drink a concoction of bean coffee without ill effects. Now they have a substitute for bean coffee—beans being no longer procurable—called "Krieg-kornfrank," highly recommended as "going far" and being very cheap. "It is incumbent on us all to be economical," says the advertiser.

"Gondar" cheese, made of skimmed milk, is a substitute for real cheese. One dealer advertised fifty tons of it. It is "excellent for working people and the poorer classes generally, as it has quite a cheesy taste." A substitute for oil for polishing floors is not oil at all, but gives a high polish. The same dealer advertises substitutes for glycerine and other household oils.

One of the most pathetic of all advertisements is the cheap substitute for beer. And yet this is what "Kulmet" professes to be. There is no alcohol in it. It has a pleasant reminiscent taste of malt, and is the color of the best Munich beer. When poured out it produces a beautiful white froth and "has already been sold in quantities to military canteens, hospitals and jails, also to military prisoners' camps, where it is highly esteemed."

"Milk food" is advertised very largely. Whatever it may be, it is said to have been invented for the use of prisoners of war, and that an entire hundredweight may be had for \$20, while a pound is enough to satisfy four to six men. Another class of the community for which "milk food" is recommended is "the half million Russian prisoners who have been detained in Eastern Germany since the outbreak of the war."

String and cord in large quantities, made of paper, are extensively advertised. There is no more hemp or jute. And it is said of this paper cord that it is strong enough for tying up packages and for the ordinary purposes of the shopkeeper. The manufacturers also make packing canvass from paper, "which is easily handled and very cheap."

A wholesale dealer in Frankfort-on-Main wants large consignments of wooden boot soles. He will pay cash for immediate delivery. The presumption is that leather soles are growing scarce.

**Some Menagerie.**

"It's funny, isn't it, that everybody in our family is some kind of an animal?"

"Some kind of an animal, Bobby? What do you mean?"

"Well, mother's a dear, you know."

"Yes, certainly."

"And my baby sister is mother's little lamb, and I'm the kid, and dad's the goat."

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

**The I. X. L. Upholstering & Mattress Co.**  
**Mrs. of Driggs Mattress Protectors**  
 Pure Hair and Felt Mattresses  
 Link and Box Springs  
 Boat, Chair and Window Seat Cushions  
 Write for Prices  
 Citizens 4120      Grand Rapids



**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.



**The Road to Profitable Merchandising**

Thousands of grocers know the advantage of selling advertised products the demand for which is firmly fixed. Good class of trade, steady sales, repeat orders, economy of selling, increased profits—these are the results.

National Biscuit Company advertising is backed up by the *quality* of the products. The consumer has *confidence* in them and knows them by *name*. Hence the grocer who handles them takes a short cut to profitable merchandising.

Stock an assortment of N. B. C. goods in the everywhere-known In-er-seal Trade Mark packages.



**ANOLA Sugar Wafers**  
 Exquisite confections, with creamy, chocolate-flavored spreads between two fragile chocolate-flavored wafers. In ten-cent tins.

**NATIONAL BISCUIT COMPANY**



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

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



Every bag full size and uniform strength.

Write for jobbing price list.

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

## THE MEAT MARKET

### Treating Blood for Fertilizer.

In the handling of this product all foreign matter such as water, manure, refuse, etc., should be kept from it. If water is allowed to get into the blood it must be taken out when the blood is cooked, and then it carries away with it a large amount of ammonia; consequently, in order to get the best results, the blood should be kept free from all foreign substances. As fast as the animals are bled the blood should be run into large vats or other receptacles where it can be held until a sufficient amount is obtained for cooking. It should then be pumped or drawn into the cooking tank. Any ordinary tank or vat may be used for this purpose.

After the blood is in the receptacle live steam is turned on and the material is allowed to cook until it is thoroughly heated. As soon as the steam begins to show fully through the blood is cooked, the object in cooking being simply to congeal or thoroughly coagulate. Overcooked blood is very hard to press and dry, causing waste of ammonia.

The blood, after it is cooked, should be drawn into a vat, allowing all the water to drain off. It is then put into an hydraulic press, the cakes being very thick—from eight to ten inches. These are pressed lightly, thereby extracting all the moisture possible without pressing them too hard. If the blood is pressed too hard it is difficult to dry, as it will come through the dryer in small globular balls, which if broken open and examined will be found to contain considerable moisture, but if pressed in large cakes and lightly the blood readily granulates. After the blood is dried it is ready for market. It is then known as unground blood. If the purchasers desire it to be ground it is simply put through the screen and mill and furnished as desired.

### Consumption of Fish Food Should Be Increased.

That the Michigan commercial fishermen are not realizing the full possibilities of the industry and that with better attention to methods and making the most of the market for fresh water fish their income, and thus the wealth of the State in its fish resource, can be considerably built up is the opinion of W. R. Oates, the State Game Warden. This is shown not only by a study of the statistics of consumption, but also by scanning the methods now in vogue in the industry. Improved handling of certain kinds of fish

would increase their value. Mr. Oates is greatly interested in this aspect of the industry and intends to do all he can to direct the attention of the fisherman to it.

"It is known," he said recently "that New York and other Eastern cities consume three times the fish per capita that Michigan cities do, yet we have an advantage in location which should make certain kinds of fish come to us at 20 per cent. less than the New Yorker should pay.

"Commercial wisdom suggests that it would be good policy on the part of the dealers to encourage local use of our fish, at nominal market prices, and compel reciprocity from the beef and pork states of the West and the mackerel fishers of the East, who make us pay excess on that portion of their product which we consume. The Great Lakes fish is in a class by itself and has no positive competitive food fish. If Michigan ate fish as she should, the reduced portion exported to other states would command a premium. Then, too, we would save sold storage expense and the fish would reach all tables in more edible condition for the consumer."

Another abuse which Mr. Oates cites is the marketing of the Siskowit, or fat trout. A process of salting merges the flesh tissue of this fish into appetizing, hygienic food. Fresh, the fish is impossible, for while it resembles in appearance its handsome and luscious brother trout it comes from the oven more like a piece of very fat fresh pork. There is the same reason for curing this fish as applies to the curing of fat pork.

"The Siskowit, salted for European export, brought three times its price uncured. War stopped its export and until an American trade is established for the salted product the Siskowit will be marketed fresh at one-third its possibilities as a food and as a money getter."

### Lard Compound.

Compound lard is a substitute for lard and is made of cotton seed oil and oleo stearine or tallow, or both, as the case may be. The formula on this article varies according to the relative values of the ingredients. The generally accepted formula is 80 per cent. cotton seed oil and 20 per cent. oleo stearine. If the market price of oleo stearine is high, a formula may be substituted as follows: 75 per cent. cotton seed oil, 7½ per cent. tallow, 17½ per cent. oleo stearine. In cold weather even a smaller amount of stearine may be used and a proportionately large amount of tallow.

## 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

## W. P. Granger

Wholesale  
Fresh and Salt Meats

Poultry, Eggs and Oysters

Shipments of Hogs, Veal and Poultry  
Solicited

Daily Remittances

Telephone 61,073

112 Louis St. Grand Rapids

## Make Out Your Bills

THE EASIEST WAY

Save Time and Errors.

Send for Samples and Circular—Free.

Barlow Bros., Grand Rapids, Mich.

## 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., N. W., Grand Rapids  
I do all work for Toledo Scale Co. in Michigan

## Rea & Witzig

PRODUCE  
COMMISSION  
MERCHANTS

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

Established 1873

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

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

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

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

## WHOLESALE

## Flour, Feed, Hay, Bags, Twine

Bakers' Supplies and Machinery, Waxed Paper, Bread Wrappers

Dry Milk Powdered Egg Cooking Oil Compound

Everything for Bakers, Flour and Feed Dealers

## ROY BAKER

Wm. Alden Smith Bldg. Grand Rapids, Michigan

## PEACOCK BRAND

### Breakfast Appetites

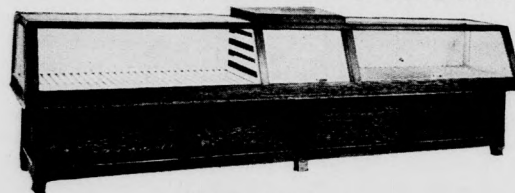
can be encouraged and well satisfied with a nice rasher of bacon and fresh eggs. Go to your grocer's and get some of the famous Peacock mild cured bacon and fry it, pouring off the grease as quickly as it forms. This makes it crisp. Peacock Hams and Bacon are cured by a special process—brine is not used—so 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

## NOWACZYK REFRIGERATED DISPLAY CASES

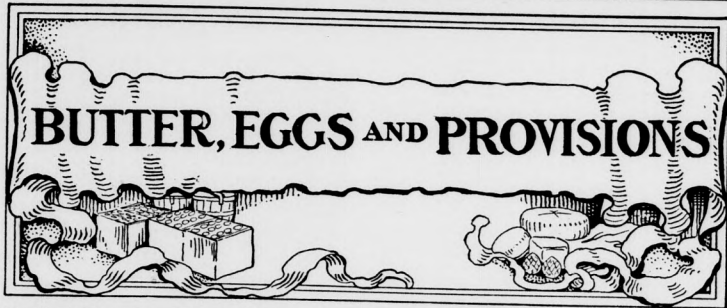


Write for Quotations

NOWACZYK HANDCRAFT FURNITURE COMPANY  
35-45 Prescott Street, S. W.

Grand Rapids, Michigan





**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.

**How to Deal With the Store Loafer.**

Marion, Nov. 22—As a reader of the Tradesman I read the article in last week's issue entitled "One Who Wants Help;" also the editorial of our editor, E. A. Stowe, on the subject, and as a merchant of a cross-roads store in a farming district with twelve years of experience, I thought I would give my view on it for the benefit of the complainant.

In the first place, be master of your own business. Better lose a bunch of loafers than good trade. It is hardly probably that there will not be a gathering of boys and men in a country store where there are no other places to go to, like, for instance, in towns where this class visits the pool rooms, bowling alleys, etc. For this reason it is not so much to get rid of them, but to conquer them to our style and manner. I would advise having the building arranged so as to have a corner around the stove, with a seat or two or you can use that part for storage room, as barrels of sugar, kegs of nails, boxes of soap, etc., to give them a place to sit down and be out of the way. This corner is to be somewhat separate from your grocery counter, shoes or dry goods. In our place of business we have a room, 40x44 feet, and in this way you can take the customer you are waiting on away from the bunch around the stove. I have no use for the narrow contracted building, say 20x60 feet, with a stove in about the middle, of the building for a country store.

Now about the store and stock: Keep it clean. Keep the floor swept clean at all times as much as possible. We use a floor oil about four or five times a year to help keep down dust and give a better appearance. We positively allow no spitting on the floor, but for that purpose keep a couple of spittoons in the corner around the stove. We allow them to throw on the floor in this corner peanut shucks, but not all over the building. We positively allow no swearing or profane language. It happens, but we nip it in the bud and tell them so in a good firm way, so there can be no mistake in understanding what is meant and wanted; that we do not want it and that so long as they stay, they must subject themselves to our rules.

Now, about smoking: This can not very well be stopped and, if not abused too much, will do no harm. Have plenty of ventilation. We have in our building two transom windows over the front doors. These are on hinges and can be opened at any time. Then we have a door in the further end of the building. By opening this door and the transoms in the front, we have no trouble with smoke.

Now I want to ask "One Who Wants Help," is it necessary to have your store open every evening in the week? Does it pay? Or is it just customary? Could you not just as well get along with two evenings

open in the week? Is it not true that if you had your customers educated to it to come two evenings in the week that you would be able to sell as much in two as you do now in six? Break away from the old custom and close your store all but two evenings in the week and have a few evenings for yourself and family and to visit friends and neighbors. It will not hurt your trade and do you a whole lot of good.

Now about swearing: This seems to be a universal evil and must not be allowed and, therefore, a proprietor must be on guard every minute. Be careful in your own speech and conversation with others not to use any such words as slang or oaths. If you guard yourself in such a way, you will not find it so hard to speak to others, to warn them of the bad habit and to say the right word at the right time, and in that way you will do justice to your fellow men and glorify your Father who is in heaven. Remember, "For them that honor me I will honor and they that despise me shall be lightly esteemed."

Joseph Nederhoed.

**Semi-Annual Meeting of Michigan Grocery Jobbers.**

Detroit, Nov. 20—The Michigan Wholesale Grocers' Association confined their semi-annual meeting this year to one session, the members the remainder of the time being in attendance at the sessions of the American Specialty Manufacturers' Association, which met at the hotel at the same time.

At this one session, subjects as follows were presented and discussed: "Some Wrong Ways We Have of Doing Business," by R. J. Prendergast, Grand Rapids.

"Charge-Back Details," by Fred J. Fox, Saginaw.

"Better Accounting Methods," by John G. Clark, Bad Axe. Mr. Clark's talk was a plea for better accounting methods on the distributing business, that a great many so-called evils of the trade would right themselves if the jobbers had correct records of such transactions.

"Business Efficiency," by Minor Chipman, New York. Mr. Chipman made a splendid talk and insisted that the merchant, both wholesale and retail, must give the same attention to accounting and cost accounting that the manufacturer does. In other words, he must quit guessing and be sure that every transaction pays overhead expenses and leaves some profit.

"Standardizing Pea Labels," by Frank E. Gerber, chairman of the Pea Section of the National Cannery Association. Mr. Gerber acquainted the Michigan jobbers with the items which the Pure Food Department and the Cannery Association together had been trying to work out in standardizing canned peas. He assured us that whatever was done would proceed slowly and be done carefully and that they were working hand in hand with a conference committee of the Michigan Wholesale Grocers' Association and that the jobbers would have ample time to dissect any proposal that the Cannery Association might wish to recommend in regard to standardizing peas.

"The Steven's Bill," by C. T. Lee, sales manager, Kellogg's Toasted Corn Flake Co., who made a plea for the

right of the manufacturer to name his retail price and explained the points in the bill which have been objected to by merchants. He advocated that all merchants should get back of this bill and urge its adoption at the coming Congress.

The convention enthusiastically passed a resolution expressing its appreciation of the very pleasant banquet of Thursday evening and of the many expressions of cordial feeling expressed during the joint session of the American Specialty Manufacturers' Association and the Michigan Wholesale Grocers' Association. C. C. Ward, Sec'y.

**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.

**Nuts, 1915 Crop**  
 Black Walnuts, \$1 per bu.; Shellbark Hickory Nuts, \$1.60 per bu.; Fancy Extracted Wyoming Honey, 60 lb. cans, 10c per lb. Cash with order.  
 E. Wood Co., Moulton, Iowa.

**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.

**Watson-Higgins Milling Co.**  
 Merchant Millers  
 Grand Rapids :: Michigan

**HART BRAND CANNED GOODS**  
 Packed by  
**W. R. Roach & Co., Hart, Mich.**  
 Michigan People Want Michigan Products

**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

E. P. MILLER, President F. H. HALLOCK, Vice Pres. FRANK T. MILLER, Sec&Treas  
**Miller Michigan Potato Co.**  
 WHOLESALE PRODUCE SHIPPERS  
**Potatoes, Apples, Onions**  
 Correspondence solicited  
 Let us hear from you if you can load good potatoes  
**Wm. Alden Smith Bldg. Grand Rapids, Mich.**  
 The H. E. Moseley Co. is associated with us in this business

**The Vinkemulder Company**  
 Jobbers and Shippers of  
 Everything in  
**Fruits and Produce**  
**Grand Rapids, Mich.**

Mail us samples BROWN SWEDISH, RED KIDNEY, MARROWFAT or WHITE PEA BEANS you may wish to sell.  
**Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.**



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

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

#### The Big Prizes in the Business Game.

Are you cultivating confidence in the value of your own ideas, and in your power to use them? Did it ever occur to you that you could do as well as others, if you would only bring yourself to believe it?

I have observed in many successful salesmen the desire and willingness to grasp at every good idea from any source that will aid them in making sales. The humblest men in our profession are those who are at the head."

I remember on a certain occasion issuing a statement to our traveling force, which was intended to inspire in them an optimistic survey of the month upon which we were about to enter. The statement contained facts and figures of the month just ended, showing the percentage of increase in various departments, and wound up with a forecast of the month to come as viewed from the standpoint of the managing staff. The men were all in from the road, winding up a period of house trade, and about to depart for a "filling in" trip.

A few minutes after the letter had been distributed, I chanced to saunter down "Salesmen's Row," the name the stock-boys had given the aisle that skirted their long row of desks. My approach was unnoticed by a group of salesmen clustered about the desk of one of our "Sons of Rest," who happened to have the distinction of being the ring-leader of a small coterie of professional critics.

He was reading aloud to the others from my statement, and had reached the part concerning the forecast of the coming month, when he laid the paper down and in a tone of withering

sarcasm said, "Umph! The idle dream of an office man."

Catching the exclamation on passing, I wheeled and squarely faced him. Perceiving me standing there for the first time, he became confused. His eyes sought the floor as he blurted out, "A fine letter, sir, and right to the point. Hit the nail right on the head. Yes, sir, hit the nail right on the head..

Six weeks later the man who led the force in point of sales and general efficiency bustled into my office, just in from his trip. Warmly extending his hand, he said in tones of deep appreciation:

"That statement you compiled just before I left home did the business. It helped me wonderfully. It was tough work landing business this trip; but on one occasion when I had sweat blood with a dealer in my sample-room without being able to sell him, I pulled out your letter and read it to him. Stamped as it was with the authority of the house, it made an impression, helping me to get some hard orders that otherwise I would have lost. Send me that kind of stuff as often as you get it out."

His attitude, coupled with that simple statement, furnished the key to his success, namely, that he was alert, and made use of everything that could possibly contribute to his success in sales-making.

A day or two later brought in the other man, the leader of the Order of the Sons of Rest. As may easily be imagined, he reported a poor trip. He had all manner of excuses to offer for his failure. Failure and excuses go together.

If such salesman could only read what takes place in their employer's mind when weighing the salesmen on his staff, one against another, there would be at least a slight hope of their being graduated from the Order of the Sons of Rest, but their untrained powers of calculation do not admit of their philosophizing so far.

Believing the opportunity was at hand to arouse S. O. R. Van Winkle from his state of selling-lethargy, I asked him whether or not he had found the statement issued by the sales department just before he left of any use to him on his trip. He looked perplexed, scratched his head, and remarked that he could not remember just what statement I referred to. There were many statements issued. He thought he could find it in his grip, where he carried all current mail from the house; he would look it up when he returned home that evening.

"No matter. Let it go, let it go," said I. It's too late to use it now, but let me remind you that that little piece of paper you misinterpreted to your fellow-salesmen as 'An idle dream of an office man' helped one of our men to increase by a goodly margin, while you have been idling along in an atmosphere of self-satisfied self-efficiency, which has amounted to nothing more than inefficiency."

The salesman who succeeds believes that his position implies that the firm puts its trust in him, that it calls for the best work in him, and that he should perform it to the best of his ability. That is the only view that brings any satisfaction to the doer.

The salesman who skimps his work not only runs an excellent chance of being detected, but he is constantly injuring himself.

The position of the salesman at the top of the sales sheet may seem to be up-hill, but to the salesman on the down-grade it only increases the opportunities of the up-grade man to try to cheat.

No salesman ever built his house upon the sands but some hurricane came along and blew it over. In this age of lightning-like business changes, who can predict when the next hurricane will arrive? When it comes to the salesman it is better for him to be living in a secure place.

No salesman can tell to what test his salesmanship will be put. It is better, then, to fortify himself against the day of trial with true knowledge, so that no matter what strain is put upon it, his professional skill will pass through triumphantly and bring to him promotion and honor.

The most selfish salesmen agree that it is poor policy, if nothing worse, to cheat oneself. The best is none too good to attempt.

It is sometimes necessary to have nerve enough to lose some business, in order to gain the best business that is to be secured on your territory. A great many salesmen form the practice in sales-building of holding a dime so close to the eye that they fail utterly to perceive the dollar beyond. Walter D. Moody.

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#### Snyder's Restaurant

41 North Ionia Ave.  
 4 Doors North of Tradesman  
 Special Dinners and Suppers 25c

#### HOTEL CODY

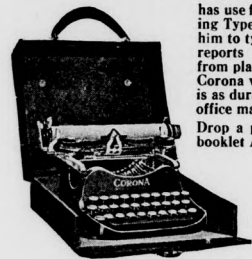
EUROPEAN  
 GRAND RAPIDS, MICH.  
 Rates \$1 and up. \$1.50 and up bath.

## DIAMONDS

A nice DIAMOND or a good WATCH make the nicest XMAS PRESENT.  
 We have a full line of both

J. J. THOMSON JEWELRY CO.  
 O. W. Stark, Mgr. 327 Monroe Ave., Grand Rapids, Mich.  
 REPAIRING

## 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

## Livingston Hotel

Grand Rapids, Mich.

Fine Cafe in Connection

Entertainment Every Evening

## B. & S. Famous 5c Cigar

Long Filler

Order direct or through

Worden Grocer Company

Special Holiday Packages

Barrett & Scully  
 MAKERS

Ionia, Michigan

# REYNOLDS

FIRE  SAFE  
APPROVED BY THE NATIONAL BOARD OF FIRE UNDERWRITERS

# SHINGLES

Any type of building, any shape of roof above one-quarter pitch, any climate—they are all suitable for Reynolds Shingle roofs.

They are the most adaptable hingle for general roof purposes. They are flexible and work on curves and angles perfectly. Just the thing for thatched effects.

Neither winter's storms nor summer's heat will injure a Reynolds Shingle roof. They are durable—guaranteed without reservation as to quality, workmanship, etc., because they are made of the best materials possible to procure.

Supplied in four beautiful non-fading colors, Garnet, Red, Gray and Green.

For sale by all Lumber Dealers.

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

### Sagacious Suggestions From Saginaw Salesmen.

Saginaw, Nov. 22—Saginaw Council had a royal turnout last Saturday afternoon and evening to greet the new class of fellow travelers who were on hand to take such obligations as would entitle them to wear the emblem of the greatest and only secret order of traveling men in existence. A total of seventeen were added to the roll of honor of Saginaw Council. Harry Oppenheimer, President of the new Chamber of Commerce, was one of the initiates. George O'Brien, a German by birth and representative of John D.'s interest, locally, was elected to fill an office made vacant by a brother moving out of town. Owing to Mr. O'Brien's oratorical ability they could not have picked a better man. Sam Maghadson, of Quaker Oats fame, was really first choice for this office, but, owing to the fact that he received a very urgent telephone message, he had to be eliminated from official duties. At 6:30 came a call from the banquet room, to which every one responded, numbering almost 200. Past Senior Counselor H. D. Ranney was the worthy toastmaster of the evening. A number of very fine and instructive talks were given by local and visiting members. Out of sympathy for Ben Mercer, the toastmaster of the evening did not call on him for a talk, owing to the fact that he was very much fatigued, as he had put in a very hard day endeavoring to make the meeting a decided success, but instead called on Mrs. Mercer, who responded in a most delightful manner. She is a member of the ladies auxiliary, which has done much to make Saginaw Council what it is. Pleasant mention must be made of "Chef" Mike Conaton. Surely he did himself proud. From the feed he put on and from the menu, it was plain to be seen (although he is Irish) that he loves the Dutch. Among the visiting members present was H. W. Zirwes, Past Senior Counselor, Bay City; Senior Counselor Welldon, of No. 10, Toledo; W. A. Murray, Senior Counselor, Port Huron; J. H. Belnap, Senior Counselor, Bay City; Grand Page W. T. Ballamy, Bay City, and E. G. Hamel, of Grand Rapids.

George Drury, who represented Symons Bros. & Co., in the Thumb for many years, died at his home in Port Huron last Tuesday. It is needless to say there was never a more popular traveling man in the Thumb than Mr. Drury. He was ever ready to do a little act of kindness for the needy and his broad smile will be missed by all his friends.

The Saginaw-Bay City Association of Credit Men was in session last Tuesday evening at the Saginaw Co-ffee Club. Dinner was served at 6 o'clock. James Tanner, of Tanner & Daily, Bay City and J. W. Symons, of Symons Bros. & Co., this city, were among the speakers.

The Bank of Saginaw will open its new branch on West Genesee avenue Jan. 1. The bank officials have for some time been considering the advisability of opening a branch in the North end, because of the great growth of business in that section of the city.

H. Burnstein, district sales manager for Lautz Bros. & Co., was recently assigned Saginaw and Bay City territory.

J. LaFond has purchased the Crescent tea store on Third avenue, Bay City.

Ligouri McGee, local representative for the Lee & Cady branch, is confined to his home with appendicitis.

A. R. Guider and wife, of Detroit, were visiting Saginaw friends the last of the week. Mr. Guider is Past Senior Counselor of No. 43 and was at his old station last Saturday, looking as natural as ever. He says Detroit is a wonderful town to live in, but for

a real home, "Take me back to dear old Saginaw." Business interests forced him to move to Detroit last summer.

E. L. Blank, for the past twelve years representing the Huber Manufacturing Co., recently accepted a position as salesman for the Washburn-Crosby Co.

Harry Zirwes, salesman for Symons Bros. & Co., attended the banquet given by Nutson & Wright, of Owosso, to their clerks last week. He gave a most interesting talk on "Retail Selling Methods."

Harley E. Mason & Co., Bancroft, have disposed of their general stock to Frank Roabeck.

Last Wednesday the Oppenheimer Cigar Co. celebrated the thirty-eighth anniversary of its establishment in Saginaw. It is the oldest cigar stand in the city and can now boast an establishment which has no superior in the city in luxury and convenience of appointment. Ten thousand dol-



Harry E. Oppenheimer

lars was spent on remodeling work. New showcases and counters and new electrical fixtures adorn the interior. The finish, in mahogany, cream and white, is well blended in color effects. The front is finished in cream and terra cotta. It took two months' time for the improvements to be made. Harry E. Oppenheimer, general manager of the company, has been in the business thirty-one years as a partner of his uncle before the death of the latter and is now manager of his uncle's estate. Mr. Oppenheimer has long been known among Saginaw business men as one of the most energetic and enterprising of their number. He was one of the originators of the new Chamber of Commerce and elected its first President. Seldom has been seen such a floral display marking the opening of a business concern as was shown in his store last Wednesday. A four piece orchestra furnished music for the occasion. The managers of their eight branch stores in Ohio, Indiana and Michigan were here for the opening.

Walter Lewis, sales manager of the local branch of Lee & Cady, is confined to his home, owing to an attack of pneumonia. At this writing he is reported better.

Thanksgiving Greetings to You All! I wonder how many of us will really stop long enough to give thanks for the innumerable blessings bestowed upon us in the past year. God often has to show us some one in great adversity to arouse us to a sense of gratitude. When you see the blind, the deaf and dumb, or when you pass through the county infirmary and behold there the many poverty stricken, ignorant, diseased men and women, you feel thankful for your existence. Thanksgiving day is a National holiday. Apply the contrast between yourself and others to nations and you will realize that, never

since the victory over the British at Yorktown, have we had so much reason to be grateful as a Nation as we have this year of 1915. It is doubtful if we Americans realize how much reason we have to be grateful. No dread of coming defeat for us, no national bankruptcy to be feared by us, no lad over 18 or man under 55 going to the trenches to fight off the foe. Peace crowns our land. Plenty garlands our shores. Prosperity rewards our efforts everywhere. There is not a land on earth that is so favored as America. Then let us not forget proper thanks on this, our Thanksgiving Day.

L. M. Steward.

### Late News of Interest to Travelers.

Where does the U. C. T. stand on Greenism and Pufferism? The fraternity has long awaited the answer. It is up to Grand Counselor Lawton to settle this question by accepting the invitation authoritatively by addressing the State meeting of the hotel keepers next week and warning them that some of them have gotten over the line—a long way over—and must mend their ways or suffer the penalty of grafting methods.

It is a matter of very general regret among the U. C. T. of Michigan that Traverse City is sending out no authentic information regarding the Grand Council meeting next June. Traverse City has one of the best correspondents in the State—Herbert Agans—who could probably be prevailed upon to take up his pencil if urged to do so by the traveling men of that city.

Two years ago J. J. Dooley was a guest at the Hotel Dresden, at Flint. He was on a \$3 rate. He remained three and one-quarter days and was charged \$10, instead of \$9.75. He made the Dresden a present of the extra quarter, at the time stating that the Dresden would never see another cent of his money and that his friends on the road would be told how the landlord had filched 25 cents out of him unjustly. J. J. has been as good as his word. He has a list of about 100 traveling men who make Flint regularly who formerly stopped at the Dresden and who now find better accommodations elsewhere, without being subjected to the petty annoyances and extortions practiced by the Dresden.

Mrs. Ben DeGarric has re-opened the Victoria Hotel on Elm avenue, Munsing.

The United States Supreme Court holds that a non-transferable railroad mileage book, sold under conditions that it would be forfeited if presented by any other than the original purchaser, may not be forfeited if presented by the purchaser himself for transportation of another person. The case was that of a South Carolina man who presented two mileage tickets, one for his wife, the railroad company forfeiting the latter because the mileage book was non-transferable. The decision settles the issue and is of interest to many travelers.

Grand Counselor Lawton has been invited to address the annual convention of the Michigan State Hotel Association, to be held in this city next week. If he accepts the invitation, he will have an excellent opportunity to set the U. C. T. right before its

members and the traveling men of Michigan generally by warning the hotel men that the petty exactions and extortionate overcharges which have crept into the hotel business of Michigan in some localities must be abolished, root and branch. Unless he does this, he will miss the opportunity of a lifetime and convey the idea that the traveling men condone these abuses and will accept the situation without protest or opposition. Mr. Lawton has repeatedly expressed himself very forcibly on the subject of compelling traveling men to pay more than the regular pro rata charge for portions of a day. If he states his position before the convention as clearly and emphatically as he does to his friends and associates personally, the hotel keepers who are guilty of the practice complained of will sit up and take notice.

From a superficial view of the situation, it appears that the election of Landlord Puffer to the presidency of the Michigan State Hotel Association was not much of an improvement over President Green. Green stood for the poker joint, blind pig and an alliance with the saloonkeepers. Puffer stands for extortionate overcharges and a menu which would disgust a dyspeptic. As between the two men, the Tradesman can detect little difference, except that Green decamped when his shortcomings became a matter of public knowledge, while Puffer cowardly hides behind the mantle of his organization and undertakes to becloud the issue by conveying the impression that the Tradesman's reference to his unfair methods is an attack on hotel keepers as a class, instead of on the few unworthy individuals who have merited the contempt and condemnation of the traveling men.

J. T. Clemens, proprietor of the Hotel Metropole, at Onaway, is receiving much favorable comment nowadays. He runs a free bus from the trains to his hotel, which has twenty-five good rooms, with steam heat and electric light.

Although it has been sung for years by the students, "Drink a Highball" has been banned at the University of Pennsylvania. The famous old college drinking song has been popular at athletic contests, class reunions, etc., but in a new song book compiled by the bursar of the university, the song is eliminated and the authorities will not sanction its use. The song begins, "Drink a highball at nightfall, be good fellows while you may." The repeated reference to highballs is offensive to many and the song must go.

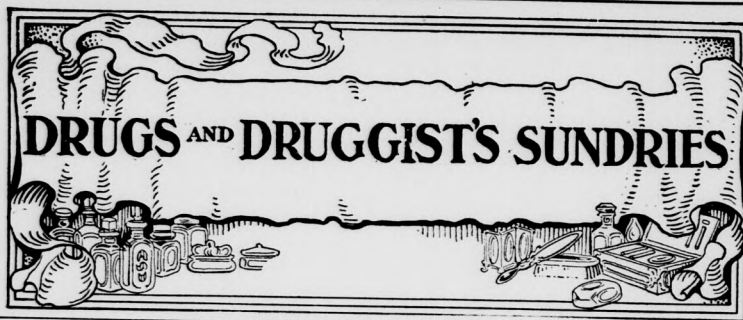
## Bryant Hotel

Flint, Mich.

\$2.50 AND \$3.00  
PER DAY

Hot and Cold Running Water in  
All Rooms  
Rooms with Bath

C. H. BLISS, Proprietor



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

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

Michigan State Pharmaceutical Association.

President—C. H. Jongejan, Grand Rapids.

Secretary—D. D. Alton, Fremont.

Treasurer—John G. Steketee, Grand Rapids.

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

Michigan Pharmaceutical Travelers' Association.

President—W. H. Martin, 165 Rhode Island avenue, Detroit.

Secretary and Treasurer—W. S. Lawton, Grand Rapids.

#### How Drug Clerks Can Fortify Their Positions.

The possibility of confusion, error and misunderstanding in the daily intercourse with customers is one of the matters that needs great care to avoid. No statement should ever be made that cannot be substantiated, and no opinion should be given with absolute confidence unless the clerk who gives the opinion has sufficiently considered the points involved. The integrity of every clerk's conduct has much to do with correct business relations and success. A spirit of fairness is necessary in all human affairs, and this is particularly true where a drug store is concerned, for very much depends on the knowledge and behavior of clerks.

A customer may express impatience at being obliged to wait for change. The clerk as the representative of the store must then display some interest in the customer. In these circumstances clerks have been known to shirk this duty, fearing a controversy with the irate customer, or a possible charge of personal neglect to send the money to cashier. If the wait is unusually long, the latter should be communicated with, and the customer can then, as a rule, be assured that his or her change will arrive in a few moments. But the clerk must, of course, do all in his power to make his word "good." It must be assumed that the system of the store works properly. If every employe is at his or her place of duty, there should be very few delays in making change, or in doing anything else. Delay in giving change to customers is in most cases the result of neglect of the clerk who waited upon them. It is the duty of every clerk to keep his customers in mind so long as they remain at his counter. When the former is not busy with other customers he should try tactfully to make the man who is waiting for change forget that he or she is waiting by

interesting him in some other goods, with the possible result of additional sales.

Should a customer become impatient on account of a big crowd being at one counter, a pleasant word, an expressive nod, indicating a desire to help those who are not being attended to, will often have a good effect.

It occasionally happens that when a clerk is busy with one customer another claims attention. Often a word in response will satisfy the claimant, but when more attention is necessary, permission should be asked of the customer in hand. Upon returning, an apology for interruption will never do any harm. Should the first customer be known to the clerk as belonging to the "cranky" type, the wisest plan is for him to tell the second customer that his services will be at his or her entire disposal in a short time. With a timely use of tact, a clerk can as a rule meet conditions and make adjustments to the satisfaction of all reasonable customers. Speaking generally, most experienced clerks know how to attend to two customers at a time. Ability to do this should be assiduously cultivated by every one who works in a retail drug store. Sometimes direct profit comes to a clerk who notices a newly arrived customer. Experienced clerks know this, and without giving the slightest cause for annoyance to the customer in hand, they succeed in placing before the new arrival the goods which have been asked for. There is frequently an opportune time when a clerk may ask to be excused for a moment and say to an impatient customer: "Very soon I shall be able to attend to you," and in this manner give assurance that the customer will act wisely by waiting. Then, at the earliest possible moment, by his exemplary service, the clerk may impress the customer with the idea that waiting has not been a complete waste of time. In this manner enterprising clerks build up their business, win customers, and hold important positions in drug stores.

#### Dressing for the Finger Nails.

There are quite a number of such preparations, but the character of the ingredients in such that they are dispensed as pastes or unguents rather than liquids. The following is a sample:

Tin peroxide, finely powd. 500 parts.  
Tragacanth ..... 1 part.  
Glycerin ..... 5 parts.  
Rose water, sufficient.

Mix and make a paste. Color with ammoniacal carmine solution. By using a little more glycerin and traga-

canth a more liquid mass may be obtained. A varnish or enamel for the nails is made by dissolving paraffin (hard white) either alone or mixed with white wax, in about fifteen times its volume of chloroform and perfuming by adding a drop or two of any essential oil to mask the odor. After cleaning and polishing the nails with the paste, varnish them with the solution, and rub to a brilliant polish with soft chamois. Tin oleate is also a most excellent polish for the nails. It is prepared as follows: Dissolve one part of white castile soap in sixteen parts of rain or distilled water, and to it add a 10 per cent. aqueous solution on tin chloride until no further precipitate is formed. Collect the precipitate, wash and dry. Reduced to a powder the substance may be used without further preparation, or it may be made into a paste and colored with ammonia carmine.

#### Is It to Be a Long Winter?

Weather plays so important a part in determining the volume of trade in things to wear that a reliable forecast a few months in advance would go far toward preventing many a failure. Some have been attempting to predict this, and act upon the fore-judgment for the coming winter. The general probability is, considering the mild weather of the past two seasons, that an early and long-continued cold spell is about due. Color is lent to this by the fact that the ducks have been coming down from the North a few weeks ahead of time, and that other indications esteemed by the

weatherwise are to the same purport. Should the winter begin early it will give a boom to a wide range of articles, from heavy underwear to furs. A late start of cold weather, on the other hand, tends to put off or wholly check purchases and is apt to lead to a series of so-called sacrifice sales, which demoralize prices without materially adding to the volume of trade. Seasonable weather, which means in most parts of the country four seasons a year, is what business men prepare for. When it does not happen, many are apt to be hurt.

#### How He Arranged It.

"Bobby," enquired the mother, "did you wash your face before the music teacher came?"

"Yes'm."

"And your hands?"

"Yes'm."

"And your ears?"

"Well, Ma," said Bobby judicially, "I washed the one that would be next to her."

#### 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

#### 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.

**"What He Is Fighting For."**

Grand Rapids, Nov. 22—I have had the pleasure of reading the article in the Tradesman of November 17 entitled, "What He Is Fighting For," and I desire to thank you for the same.

It is a great pleasure to read an article of this kind and find some one who is not afraid to express his feelings.

I herewith enclose you copy of a short note I sent to the Fatherland last November after receiving some of their literature. W. C. W.

Grand Rapids, Nov. 25, 1914—I am in receipt of a copy of the Fatherland, also other literature, which I suppose is meant to try and gain sympathy for the Germans.

Probably no one has a higher regard for the German people than myself. I have been a world-wide traveler for twenty years and have seen every German and English colony in the world. I know what German steamers are and I know what German merchants are. I know they have both got the world beaten.

But when it comes to German Imperialism and Militarism, please excuse me. If you can show me any earthly reason why the great German nation can expect sympathy from the outside world when they have trampled Belgium, destroyed all their property and then levied a crushing war tax on the people and forced the remainder of the world to feed them, I am ready to listen. The very liberality with which people are responding to this sad cause should show you that no one under the face of Heaven, with any idea of fairness, justice or humanity, could have the faintest sympathy for the German cause.

I would thank you not to send me any further literature, for I feel that I voice the sentiment, not only of the people of this city but of this

State, and the whole country—outside, of course, of those who are endeared to the fatherland by blood. The sad part of the whole thing is that such things should be upheld by a class which is as earnest, thrifty, energetic, economical and righteous as the German people are.

**More Funny Orders.**

"Sal He Patrick, a 25c one."

"1 ounce of rockmoney,

10c can of lie."

"Please give me something good

for Runitisam any thing like Loans

Limint I guess you what it."

"Park Davis Vat Enatrhon in Pil

form for Calves."

"bow She german cough syrup."

"2 ounces sait peter."

"25c worth of strongest sulphur

you have in to-morrows mail."

"tart tar of sassid give it to me in

ounce bunches."

"half pt Elcohol rockcandy 05

Glycerine 05 I will mix it myself."

"10 car balasid."

"Hydrogen of Paroxide."

"Hyposulphate of Soda."

"—, send me some quick pills or

something for the same purpose."

"Pepsin salts I Turkeytine 10."

"Freckleanotment Cold Cream."

"Dod ferry cordial."

"cutuary soap, cutuary saif."

"Corroded suplement 15c."

"Balls copee in icenglas."

"ithered."

"box of Dr. king phisic Pills."

"corrossive of suplements 10c."

Many an illiterate man is able to

make his dollar mark.

**WHOLESALE DRUG PRICE CURRENT**

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

<b>Acids</b>	Acetic ..... 6 @ 8	Boric ..... 11 @ 15	Carbolic ..... 2 25@2 30	Citric ..... 68 @ 75	Muriatic ..... 3 @ 5	Nitric ..... 7 1/2 @ 12	Oxalic ..... 67 @ 70	Sulphuric ..... 3 @ 5	Tartaric ..... 57 @ 60	Mustard, true ..... 9 00@9 50	Mustard, artifi'l ..... 12 00@12 25	Neatsfoot ..... 80 @ 90	Olive, pure ..... 2 50@3 50	Olive, Malaga, yellow ..... 1 55@1 65	Olive, Malaga, green ..... 1 50@1 60	Orange Sweet ..... 3 00@3 25	Organum, pure .. . @ 2 50	Origanum, com'l ..... @ 75	Pennyroyal ..... 2 25@2 50	Peppermint ..... 3 00@3 25	Rose, pure ..... 10 50@12 00	Rosemary, Fl. ..... 1 50@1 75	Sandalwood, E. I. .... 7 00@8 25	Sassafras, true ..... @ 1 10	Sassafras, artifi'l ..... @ 60	Spearmint ..... 2 75@3 00	Sperm ..... 90 @ 1 00	Tansy ..... 4 00@4 25	Tar, USP ..... 30 @ 40	Turpentine, bbls. .... @ 65	Turpentine, less ..... 68 @ 75	Wintergreen, tr ..... 5 00@5 25	Wintergreen, sweet birth ..... 4 50@4 75	Wintergreen, art ..... 4 00@4 25	Wormseed ..... 3 50@4 00	Wormwood ..... 4 00@4 25	<b>Potassium</b>	Bicarbonate ..... 55 @ 60	Bichromate ..... 42 @ 45	Bromide ..... @ 4 75	Carbonate ..... 53 @ 60	Chlorate, xtal and powdered ..... 57 @ 60	Chlorate, granular ..... 62 @ 65	Cyanide ..... 40 @ 50	Iodide ..... 4 32@4 40	Permanganate 1 70@1 75	Prussiate, yellow ..... @ 1 25	Prussiate, red ..... @ 6 00	Sulphate ..... @ 30	<b>Roots</b>	Alkanet ..... 60 @ 75	Blood, powdered ..... 20 @ 25	Calamud ..... 50 @ 1 25	Elicampane, pwd. .... 15 @ 20	Gentian, pwd. .... 23 @ 25	Ginger, African, powdered ..... 15 @ 20	Ginger, Jamaica ..... 30 @ 35	Ginger, Jamaica, powdered ..... 30 @ 35	Goldenseal pow. 6 50@7 00	Ipecac, powd. .... 4 25@4 50	Licorice ..... 18 @ 20	Licorice, powdered ..... 18 @ 20	Orris, powdered ..... 30 @ 35	Poke, powdered ..... 20 @ 25	Rhubarb ..... 75 @ 1 00	Rhubarb, powd. 75 @ 1 25	Rosinweed, powd. 25 @ 30	Sarsaparilla, Hond. ground ..... @ 65	Sarsaparilla Mexican, ground ..... 20 @ 35	Squills ..... 20 @ 35	Squills, powdered ..... 40 @ 60	Valerian, powd. 12 @ 15	Valerian, powd. 45 @ 50	<b>Seeds</b>	Anise ..... 20 @ 25	Anise, powdered ..... @ 25	Bird, is ..... @ 12	Canary ..... 8 @ 12	Caraway ..... 18 @ 20	Cardamon ..... 2 00@2 25	Celery (powd. 55) ..... 40 @ 50	Coriander ..... 10 @ 18	Dill ..... 20 @ 25	Fennel ..... @ 1 25	Flax ..... 5 1/2 @ 10	Flax, ground ..... 5 1/2 @ 10	Foenugreek, pow. 8 @ 10	Hemp ..... 6 @ 10	Lobelia ..... 40 @ 50	Mustard, yellow ..... 20 @ 25	Mustard, black ..... 15 @ 20	Mustard, powd. 25 @ 30	Poppy ..... 30 @ 35	Quince ..... 1 00@1 25	Rape ..... @ 15	Sabadilla ..... @ 35	Sabadilla, powd. .... @ 40	Sunflower ..... 10 @ 15	Worm American ..... 20 @ 25	Worm Levant .. 1 00@1 10	<b>Tinctures</b>	Aconite ..... @ 75	Aloes ..... @ 65	Arnica ..... @ 75	Asafetida ..... @ 1 75	Belladonna ..... @ 1 65	Benzoin ..... @ 1 00	Benzoin Compo'd ..... @ 1 00	Buchu ..... @ 1 80	Cantharides ..... @ 1 80	Capsicum ..... @ 90	Cardamon ..... @ 1 50	Catechu, Comp. .... @ 2 00	Cinchona ..... @ 1 05	Colchicum ..... @ 75	Cubeb ..... @ 1 20	Digitalis ..... @ 80	Gentian ..... @ 75	Ginger ..... @ 95	Guaiac ..... @ 1 05	Guaiac, Ammon. .... @ 80	Iodine ..... @ 2 00	Iodine, Colorless ..... @ 2 00	Ipecac ..... @ 75	Iron, clo. .... @ 60	Kino ..... @ 80	Myrrh ..... @ 1 05	Nux Vomica ..... @ 70	Opium ..... @ 2 75	Opium, Capmh. .... @ 90	Opium, Deodorz'd ..... @ 2 75	Rhubarb ..... @ 70	<b>Paints</b>	Lead, red dry .. 7 1/2 @ 8	Lead, white dry 7 1/2 @ 8	Lead, yellow oil 7 1/2 @ 8	Ochre, yellow bbl. 1 @ 1 1/2	Ochre, yellow less 2 @ 5	Putty ..... 2 1/2 @ 5	Red Venet'n bbl. 1 @ 1 1/2	Red Venet'n less 2 @ 5	Vermillion, Eng. 1 25@1 50	Vermillion, Amer. 15 @ 20	Whiting, bbl. .... 11-10@1 1/2	Whiting ..... 2 @ 5	L. H. P. Prepd. 1 35@1 45	<b>Insecticides</b>	Arsenic ..... 7 @ 12	Blue Vitrol, bbl. .... @ 8 1/2	Blue Vitrol, less 9 1/2 @ 15	Bordeaux Mix Pst 8 @ 10	Hellebore, White powdered ..... 17 @ 25	Insect Powder ..... 30 @ 50	Lead Arsenate ..... 8 1/2 @ 16	Lime and Sulphur Solution, gal. .... 15 @ 25	Paris Green ..... 20 @ 25	<b>Miscellaneous ..</b>	Acetalid ..... 1 75@2 00	Alum ..... 10 @ 15	Alum, powdered and ground ..... 15 @ 20	Bismuth, Subnitrate ..... 3 60@3 65	Borax xtal or powdered ..... 6 1/2 @ 12	Cantharades po 2 25@5 75	Calomel ..... 1 94@1 95	Capsicum ..... 30 @ 35	Carmine ..... 4 00@4 25	Cassa Buds ..... 4 @ 40	Cloves ..... 30 @ 35	Chalk Prepared ..... 6 @ 8 1/2	Chalk Precipitated 7 @ 10	Chloroform ..... 65 @ 71	Chloral hydrate 2 00@2 25	Cocaine ..... 4 60@4 90	Cocoa Butter ..... 50 @ 55	Corks, list, less 70 % ..... @ 01	Copperas, bbls. .... @ 01	Copperas, less ..... 2 @ 5	Copperas, powd. .... 4 @ 6	Corrosive Sublim 1 89@1 95	Cream Tartar ..... 44 @ 46	Cuttlebone ..... 45 @ 50	Dextrine ..... 7 @ 10	Dover's Powder .. @ 2 50	Emery, all Nos. .... 6 @ 10	Emery, powdered ..... 5 @ 8	Epsom Salts, bbls. .... @ 4 1/2	Epsom Salts, less ..... @ 3	Ergot ..... 1 25@1 50	Ergot, powdered 2 75@3 00	Flake White ..... 15 @ 20	Formaldehyde lb. 10 @ 15	Gambier ..... 15 @ 20	Gelatine ..... 75 @ 80	Glassware, full cases 80 %	Glassware, less 70 & 10 %	Glauber Salts bbl. @ 1 1/2	Glauber Salts less 2 @ 5	Glue, brown ..... 11 @ 15	Glue, brown grd. 10 @ 15	Glue, white ..... 15 @ 25	Glue, white grd. 15 @ 20	Glycerine ..... 60 @ 70	Hops ..... 45 @ 60	Hops ..... 45 @ 60	Iodine ..... 5 68@5 91	Iodoform ..... 6 18@6 30	Lead Acetate ..... 15 @ 20	Lycopodium ..... 1 60@1 70	Mace ..... 85 @ 90	Mace, powdered ..... 95 @ 1 00	Menthol ..... 4 50@4 75	Morphine ..... 6 30@6 55	Nux Vomica ..... @ 15	Nux Vomica pow. @ 20	Pepper, black pow. @ 30	Pepper, white ..... @ 35	Pitch, Burgundy ..... @ 15	Quassia ..... 12 @ 15	Quinine, 5 oz. cans @ 1 50	Rochelle Salts .. 3 1/2 @ 40	Saccharine ..... 12 50@12 60	Salt Peter ..... 45 @ 45	Seidlitz Mixture ..... 15 @ 20	Soap, green ..... 15 @ 20	Soap, mott castile 12 @ 15	Soap, white castile case ..... @ 7 00	Soap, white castile less, per bar .. @ 75	Soda Ash ..... 1 1/2 @ 5	Soda Bicarbonate 1 1/2 @ 5	Soda, Sal ..... 1 @ 4	Spirits, Camphor ..... @ 75	Sulphur roll ..... 3 @ 5	Sulphur Subl. .... 3 @ 5	Tamarinds ..... 15 @ 20	Tartar Emetic ..... @ 60	Turpentine Venice 90 @ 1 00	Vanilla Ex. pure 1 00@1 50	Witch Hazel ..... 65 @ 1 00	Zinc Sulphate ..... 8 @ 12
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Dec. 1, 1915



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**Citizens Telephone Company**

# 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
Canned Corn Cocoa Chocolate Pollock Cream Tartar	

## Index to Markets

By Columns

A	B	C	D	E	F	G	H	I	J	M	N	O	P	R	S	T	V	W	Y
Ammonia	Baked Beans	Candles	Dried Fruits	Evaporated Milk	Farinaceous Goods	Gelatine	Herbs	Ice Cream	Jelly	Macaroni	Nuts	Olive	Petroleum Products	Rice	Salad Dressing	Table Sauces	Vinegar	Wicking	Yeast Cake

1	2
AMMONIA 12 oz. ovals, 2 doz. box 75 AXLE GREASE Frazer's 1 lb. wood boxes, 4 doz. 3 00 1 lb. tin boxes, 3 doz. 2 55 3 1/4 lb. tin boxes, 2 dz. 4 25 10 lb. pails, per doz. 5 00 15 lb. pails, per doz. 7 20 25 lb. pails, per doz. 12 00	Clams Little Neck, 1 lb. @ 1 25 Clam Bouillon Burnham's 1/2 pt. 2 25 Burnham's pts. 3 75 Burnham's qts. 7 50 Corn Fair 85 @ 90 Good 1 00 @ 1 10 Fancy @ 1 30 French Peas Monbadon (Natural) per doz. 1 75 Gooseberries No. 2, Fair 1 35 No. 2, Fancy 2 50 Hominy Standard 85 Lobster 1/4 lb. 1 45 1/2 lb. 2 25 Picnic Flat 2 80 Mackerel Mustard, 1 lb. 1 80 Mustard, 2 lb. 3 80 Soused, 1 1/2 lb. 1 60 Soused, 2 lb. 2 75 Tomato, 1 lb. 1 50 Tomato, 2 lb. 2 80 Mushrooms Buttons, 1/2s @ 17 Buttons, 1s @ 33 Hotels, 1s @ 23 Oysters Cove, 1 lb. @ 75 Cove, 2 lb. @ 1 40 Plums Pears In Syrup No. 3 cans, per doz. 1 50 Peas Marrowfat 90 @ 1 00 Early June 1 10 @ 1 25 Early June sifted 1 45 @ 1 55 Peaches Pie No. 10 size can pie @ 3 25 Pineapple Grated 1 75 @ 2 10 Sliced 95 @ 2 60 Pumpkin Fair 80 Good 90 Fancy 1 00 No. 10 2 40 Raspberries Standard Warrens, 1 lb. Tall 2 30 Warrens, 1 lb. Flat 2 45 Red Alaska 1 80 @ 1 90 Med. Red Alaska 1 40 @ 1 45 Pink Alaska @ 1 20 Sardines Domestic, 1/2s 3 30 Domestic, 1/4 Mustard 2 85 Domestic, 3/4 Mustard 3 25 French 7 @ 14 French, 1/2s 13 @ 23 Sauer Kraut No. 3, cans 90 No. 10, cans 2 40 Shrimps Dunbar, 1s doz. 1 45 Dunbar, 1 1/2s doz. 2 70 Succotash Fair 90 Good 1 20 Fancy 1 25 @ 1 40 Strawberries Standard 95 Fancy 2 25 Tomatoes Good 1 00 Fancy 1 40 No. 10 3 50 Tuna 1/4s, 4 doz. in case 2 60 1/2s, 4 doz. in case 3 60 1s, 4 doz. in case 5 60 CATSUP Snider's pints 2 35 Snider's 1/2 pints 1 35 CHEESE Acme @ 17 Carson City @ 17 Dorson @ 18 1/2 Leiden @ 18 Limburger @ 18 Pineapple 40 @ 60 Edam @ 85 Sap Sago @ 22 Swiss, domestic @ 20

3	4	5
CHEWING GUM Adams Black Jack 62 Adams Sappota 65 Beeman's Pepsin 62 Beechnut 63 Chiclets 1 33 Colgan Violet Chips 65 Colgan Mint Chips 65 Dentyn 62 Doublemint 62 Flag Spruce 64 Juicy Fruit 59 Red Robin 62 Sterling Gum Pep. 62 Sterling 7-Point 62 Spearment, Wrigleys 64 Spearment, 5 box jars 3 20 Spearment, 3 box jars 1 92 Trunk Spruce 59 Yucatan 62 Zeno 64	McLaughlin's XXXX McLaughlin's XXXX package coffee is sold to retailers only. Mail all orders direct to W. F. Mc- Laughlin & Co., Chicago, Ill. Extracts Holland, 1/4 gro. bxs. 95 Felix, 1/2 gross 1 15 Hummel's foil, 1/2 gro. 85 Hummel's tin, 1/2 gro. 1 43 CONFECTIONERY Stick Candy Pails Horehound 9 Standard 9 1/2 Standard, small 10 Twist, small 10 Cases Jumbo 9 1/2 Jumbo, small 10 Big Stick 9 1/2 Boston Sugar Stick 14 Mixed Candy Pails Broker 8 1/2 Cut Loaf 10 French Cream 10 Fancy 10 Grocers 12 Kindergarten 7 Leader 9 Majestic 10 Monarch 10 Novelty 11 Paris Creams 11 Premio Creams 14 Royal 8 1/2 Special 10 Valley Creams 13 X L O 7 1/2 Specialties Pails Auto Kisses (baskets) 13 Autumn Leaves 13 Bonnie Butter Bites 17 Butter Cream Corn 15 Caramel Dice 13 Cocoanut Kraut 13 Cocoanut Waffles 14 Coffy Toffy 14 Dainty Mints 7 lb. tin 16 Empire Fudge 14 Fudge, Pineapple 14 Fudge, Walnut 14 Fudge, Filbert 14 Fudge, Choco. Peanut 13 Fudge, Honey Moon 14 Fudge, Toasted Cocoa- nut 14 Fudge, Cherry 14 Fudge, Cocoanut 14 Honeycomb Candy 16 Iced Maroons 14 Iced Gems 14 Iced Orange Jellies 13 Italian Bon Bons 13 Lozenges, Pep. 11 Lozenges, Pink 11 Manchus 14 Molasses Kisses, 10 lb. box 13 Nut Butter Puffs 14 Pecans, Ex. Large 14 Chocolates Pails Assorted Choc. 16 Amazon Caramels 16 Champion 12 Choc. Chips, Eureka 12 Climax 14 Eclipse, Assorted 14 Ideal Chocolates 13 Klondike Chocolates 14 Nabobs 14 Nibble Sticks 18 Nut Wafers 18 Ocoro Choc. Caramels 17 Peanut Clusters 20 Quintette 11 Regina 14 Star Chocolates 13 Superior Choc. (light) 19 Pop Corn Goods Without prizes. Cracker Jack with coupon 3 25 Pop Corn Goods with Prizes Oh My 100s 3 50 Cracker Jack, with Prize Hurrah, 100s 3 50 Hurrah, 50s 1 75 Hurrah, 24s 85 Cough Drops Boxes Putnam Menthol 1 00 Smith Bros. 1 25 NUTS—Whole lbs. Almonds, Tarragona 20 Almonds, California soft shell Drake 18 Brazilis 14 @ 16 Cal. No. 1 S. S. @ 17 Walnuts, Naples 14 Walnuts, Grenoble 14 Table nuts, fancy 13 @ 14 Pecans, Large @ 14 Pecans, Ex. Large @ 16 Shelled No. 1 Spanish Shelled Peanuts 6 1/2 @ 7 Ex. Lg. Va. Shelled Peanuts 10 1/2 @ 11 Pecan Halves @ 60 Walnut Halves @ 36 Filbert Meats @ 30 Alicante Almonds @ 60 Jordan Almonds @ 60	Peanuts Fancy H P Suns Raw 5% @ 6 1/4 Roasted 7 @ 7 1/2 H. P. Jumbo, Raw 7 1/2 @ 8 Roasted 8 1/4 @ 9 CRACKERS National Biscuit Company Brands In-er-Seal Trade Mark Package Goods Per doz. Baronet Biscuit 1 00 Flake Wafers 1 00 Cameo Biscuit 1 50 Cheese Sandwich 1 00 Chocolate Wafers 1 00 Fig Newton 1 00 Five O'Clock Tea Bct 1 00 Ginger Snaps NBC 1 00 Graham Crackers 1 00 Lemon Snaps 50 M. M. Dainties 1 00 Oysterettes 50 Prezzenos 50 Royal Toast 1 00 Social Tea Biscuit 1 00 Satin Biscuit 1 00 saratoga Wafers 1 50 Soda Crackers, N.B.C. 1 00 Soda Crackers, Prem. 1 00 Uneda Biscuit 50 Uneda Ginger Wafer 1 00 Vanilla Wafers 1 00 Water Thin Biscuit 1 00 Zu Zu Ginger Snaps 50 Zwieback 1 00 Other Package Goods Barnum's Animals 50 Soda Crackers NBC 2 50 Fruit Cake 3 00 Bulk Goods Cans and boxes Animals 12 Atlantic, Ass'd. 12 Avena Fruit Cakes 12 Bonnie Doon Cookies 10 Bonnie Lassies 10 Bouquet Wafers 20 Cameo Biscuit 26 Cecelia Biscuit 16 Cheese Tid Bits 20 Chocolate Bar (cans) 20 Chocolate Bar Center 18 Chocolate Drops 18 Chocolate Fun Cakes 18 Choc. Honey Fingers 18 Circle Cookies 12 Cracknels 20 Cream Fingers 14 Cocoanut Taffy Bar 15 Cocoanut Drops 12 Cocoanut Macaroons 18 Cocoanut Molas. Bar 15 Cocoanut Honey Fingers 12 Cocoanut Honey Jumbles 12 Coffee Cakes Iced 12 Crumpets 12 Dinner Pail Mixed 10 Extra Wine Biscuit 10 Family Cookies 10 Fig Cakes Ass'd. 12 Fireside Peanut Jumb 10 Fluted Cocoanut Bar 12 Frosted Creams 10 Frosted Ginger Cook. 10 Frosted Raisin Sqs. 10 Full Moon 10 Ginger Drops 13 Ginger Gems Plain 10 Ginger Gems, Iced 11 Graham Crackers 9 Ginger Snaps Family 9 1/2 Ginger Snaps Round 9 Hippodrome Bar 12 Honey Fingers Ass't 12 Household Cookies 10 Household Cooks. Iced 11 Imperial 10 Jubilee Mixed 10 Kaiser Jumbles 12 Lady Fingers Sponge 30 Leap Year Jumbles 20 Lemon Biscuit Square 10 Lemon Cakes 9 Lemon Wafers 18 Lemona 10 Lorna Doon 18 Mace Cakes 10 Macaroon Jumbles 18 Mary Ann 10 Manilay 10 Marshmallow Pecans 20 Mol. Frt. Cookie, Iced 11 NBC Honey Cakes 12 Oatmeal Crackers 9 Orange Gems 10 Oreo Biscuit 10 Othello 25 Penny Assorted 10 Picnic Mixed 12 Priscilla Cake 8 Raisin Cookies 12 Raisin Gems 13 1/2 Reveres Ass'd. 17 Rittenhouse Biscuit 14 Snaparoons 15 Spiced Cookie 10 Spiced Jumbles, Iced 12 Sugar Fingers 12 Sugar Crimp 10 Sultana Fruit Biscuit 18 Sweethearts 25 Vanilla Wafers 20

6

Table with 2 columns: Item Name and Price. Includes Butter, Soda, Oyster, Sugar Wafer Specialties, Dried Fruits, Evaporated Milk, Farinaceous Goods, FISHING TACKLE, Cotton Lines, Linen Lines.

7

Table with 2 columns: Item Name and Price. Includes Poles, FLAVORING EXTRACTS, FLOUR AND FEED, Winter Wheat, Kansas Hard Wheat, Spring Wheat, Raisins, Beans, Tapioca, Hides and Pelts.

8

Table with 2 columns: Item Name and Price. Includes Tallow, Unwashed, med., HORSE RADISH, JELLY, ICE CREAM, JELLY GLASSES, MAPLEINE, MINCE MEAT, MOLASSES, Mustard, OLIVES, PEANUT BUTTER, PETROLEUM PRODUCTS, PICKLES, SALT, SALT SODA, SALT, SALT FISH, Smoked Salmon, Holland Herring, Trout, Provisions, Lard, Dry Salt Meats.

9

Table with 2 columns: Item Name and Price. Includes Smoked Meats, Bologna, Sausages, Beef, Pig's Feet, Casings, Canned Meats, RICE, ROLLED OATS, SALAD DRESSING, SALERATUS, SAL SODA, SALT, SALT FISH, Smoked Salmon, Holland Herring, Trout, Provisions, Lard, Dry Salt Meats.

10

Table with 2 columns: Item Name and Price. Includes Mackerel, SEEDS, SHOE BLACKING, SNUFF, SODA, SPICES, Whole Spices, STARCH, SYRUPS, TABLE SAUCES, TEA, Uncolored Japan, Choice, Young Hyson.

11

Table with 2 columns: Item Name and Price. Includes Oolong, English Breakfast, Ceylon, TOBACCO, Blot, Bugle, Dan Patch, Fast Mail, Hiawatha, Petoskey Chief, Peach and Honey, Red Bell, Sterling, Sweet Cuba, Sweet Cuba, Sweet Cuba, Sweet Burley, Sweet Burley, Sweet Mst., Telegram, Tiger, Uncle Daniel, Am. Navy, Apple, Drummond Nat. Leaf, Drummond Nat. Leaf, Battle Ax, Brazer, Boot Jack, Bullion, Climax, Climax, Day's Work, Creme de Menthe, Derby, 5 Bros., Four Roses, Gilt Edges, Gold Rope, Gold Rope, G. O. P., Granger Twist, G. T. W., Horse Shoe, Honey Dip Twist, Jolly Tar, J. T., Kentucky Twist, Keystone Twist, Kismet, Maple Dip, Merry Widow, Nobby Spun Roll, Parrot, Patterson's Nat. Leaf, Peachey, Plente Twist, Piper Heldsteck, Piper Heldsteck, Polo, Redcut, Scrapple, Sherry Cobbler, Spear Head, Spear Head, Sq. Deal, Star, Standard Navy, Ten Penny, Town Talk, Yankee Girl, All Red, Am. Union Scrap, Bag Pipe, Cutlas, Globe Scrap, Happy Thought, Honey Comb Scrap, Honest Scrap, Mail Pouch, Old Songs, Old Times, Polar Bear, Red Bear, Red Man Scrap, Scrapple, Sure Shot, Yankee Girl Scrap, Pan Handle Scrp, Peachey Scrap, Union Workman.

SPECIAL PRICE CURRENT

Table with columns 12, 13, 14. Includes categories like Smoking, Mop Sticks, Palls, Toothpicks, Traps, Tubbs, Washboards, Window Cleaners, Wood Bowls, Vinegar, Wicking, Wrapping Paper, Woodware, Yeast Cake, Axle Grease, and Telfer's Coffee.

15

BAKING POWDER K. C.

Table listing various baking powder products and prices, including Doz, 10 oz., 15 oz., 20 oz., etc.



Table listing Royal Baking Powder products and prices, including 10c size, 1/4 lb cans, etc.

CIGARS

Table listing various cigar brands and prices, including Johnson Cigar Co., Dutch Masters, etc.

COFFEE OLD MASTER COFFEE



Table listing Old Master Coffee products and prices, including Old Master Coffee, San Marto Coffee, etc.

FITZPATRICK BROTHERS' SOAP CHIPS

Table listing Fitzpatrick Brothers' Soap Chips products and prices, including White City, Tip Top, No. 1 Laundry Dry, etc.

FOOTE & JENKS' Killarney (BRAND) Ginger Ale

An Agreeable Beverage of the CORRECT Belfast Type. Supplied to Dealers, Hotels, Clubs and Families in Bottles Having Registered Trade-Mark Crowns

A Partial List of Authorized Bottlers: A. L. JOYCE & SON, Grand Rapids and Traverse City, Mich.; KALAMAZOO BOTTLING CO., Kalamazoo, Mich.; KILLARNEY BOTTLING CO., Jackson, Mich.

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

16

Roasted Dwinell-Wright Brands



Table listing White House Coffee products and prices, including White House, 1 lb., White House, 2 lb., etc.



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

SOAP

Table listing various soap brands and prices, including Acme, Acorn, Cotton Oil, etc.



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

Proctor & Gamble Co.

Table listing Proctor & Gamble Co. products and prices, including Lenox, Ivory, Star, etc.

Swift & Company

Table listing Swift & Company products and prices, including Swift's Pride, White Laundry, etc.

Tradesman Co.'s Brand

Table listing Tradesman Co.'s Brand products and prices, including Black Hawk, etc.

A. B. Wrisley

Table listing A. B. Wrisley products and prices, including Good Cheer, Old Country, etc.

Scouring

Table listing Scouring products and prices, including Sapolio, Scourine, etc.

Soap Compounds

Table listing Soap Compounds products and prices, including Johnson's Fine, Rub-No-More, etc.

Washing Powders

Table listing Washing Powders products and prices, including Armour's, Babbitt's, Gold Dust, etc.



# 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.

We Buy—Bankrupt drug stocks, also solicit listings of those who desire to sell or trade their business. N. J. Weeks, Kalamazoo, Michigan. 633

For Sale—Clean stock general merchandise, established business in town 800 population. Address E. & J., care Tradesman. 635

For Sale—Good bakers' oven, mixer, gasoline engine. Also soda fountain and ice cream fixtures. Enquire H. N. Coombs, Box 325, Edmore, Michigan. 632

For Sale—General stock inventorying about \$11,000, located in strong business center surrounded by well-to-do Danish people. Reason for selling, owner has other business which demands his attention. Rent low. No trades. Terms reasonable. Two bright young men can make a fortune in ten years. Address No. 631, care Michigan Tradesman. 631

For Sale—Clean stock merchandise consisting of dry goods and groceries. Stock about \$4,500. Twenty-five miles from Grand Rapids. No better farming land in the State. Apply to Worden Grocer Co., Grand Rapids. 636

Splendid Store Rooms—For rent, 30 x 80, good cellar, in brick building. Building wired, central location. W. C. Amerman, Secretary Building Company, Koskonong, Missouri. 637

For Sale—Grocery store in live town about 40 miles southeast of Grand Rapids in rich farming country. Doing \$19,000 yearly. Expense light. Address No. 638, care Tradesman. 638

Wanted—Any good manufacturer's line to sell in Western Montana, Idaho and Washington or in British Columbia and Alberta. Must be the right goods and at bottom price. References given. W. F. Paxton, Lethbridge, Alberta, Canada. 628

For Sale—Clean stock merchandise about \$3,000. Groceries, shoes, staple dry goods, in said country town. Sacrifice for quick sale. No sales people need answer. Would take good residence property up to \$1,800 to \$2,000. Address Owner, care Michigan Tradesman. 629

For Sale—My patent for improved rotary drill and improved bench drill, patent number 1,156,001. Will bear strict investigation. For further information address K. K. Feinaigle, Creighton, Nebraska. 614

For Sale—Grocery and meat market in town about 1,000. Am doing about \$18,000 annually. Best location in the town. Reason for selling I am going away. Price \$2,000 cash. C. W. Freer, Box 11, Galesburg, Michigan. 616

\$5,800 buys modern meat market. High class trade of \$120 day. Established 20 years. If you are looking for a business that will pay instant returns on investment, here it is. Address D. C. Flint, Girard, Kansas. 617

To Exchange—160 acres heavy virgin timber, birch, maple, hemlock, ash, elm, etc., near railroad in Northern Wisconsin, for good stock, hardware preferred. Address No. 618, care Michigan Tradesman. 618

Gasoline Light Plant for sale cheap. We have just put in electric lights and will sell our gasoline light plant. Good condition. 13 lights, 10 gallon tank. Hollow wire to generator and pipes from there to burners. Cost \$125, will sell to first bidder for \$50. Claude H. Scheitel Co., Middlebury, Indiana. 619

We buy and sell all kinds of real estate and business propositions, no matter where located. Let us handle yours. Templeton & Alsbaugh, Canton, Ohio. 622

For Sale—General stock of merchandise at Collins, Montana. Business has been profitable. This point draws trade from large surrounding country. If interested, apply to B. J. Boorman, Great Falls, Montana. 624

For Sale—Stock of hardware, this city, old established trade. Store well located, low rent. Inventory about \$5,500. A bargain. Templeton & Alsbaugh, Canton, Ohio. 623

For Sale—Good clean up-to-date small stock of dry goods, shoes, ladies' coats and house dresses, men's hats, caps and furnishings; 4 maple counters, 2 floor cases, 1 wax head cloak form, 1 dressing mirror, 1 oval top umbrella case and other fixtures. No trades. Glenan & Co., Kalkaska, Michigan. 625

For Sale—Millinery stock and fixtures; clean stock; price right; one other in town. Address Lock Box 21, Jonesville, Michigan. 627

For Rent—Building at 949 Cherry St. A-1 place for meat market. Next to Maloney's grocery. Enquire G. Herrt, 949 Cherry St., Grand Rapids, Michigan. 599

Must Be Sold At Once—Store stock and fixtures. We have a small line of dry goods and a fine stock of groceries. This store is in a fine location and am selling \$12,000 per year. Between \$1,500 and \$2,000 will take this business. If you are interested write us. Reason for selling going into produce business. Nearly all cash business. Come and see. Dillon Bros., New Lothrop, Mich. 592

Saw Mill For Sale—Consisting of rotary and band resaw, two planers and various other machinery. Address Lock Box 17, Mattoon, Wisconsin. 610

For Sale—Most modern up-to-date grocery in San Diego, Calif. Closest in grocery, center shopping district. Low rent, long lease. Invoice about \$4,000. Owner compelled to leave city. Address Owner, P. O. Box 193, San Diego, California. 590

For Sale—At a bargain including meat market outfit, McRea cooler, blocks, counters, etc. Address B. E. Rine, Economy Market, Petoskey, Mich. 605

Hotel De Haas, recently thoroughly remodeled, a thirty-five room brick hotel, fifteen other rooms available, on main corner in Fremont, a live growing town of 2,500 in the fruit belt of Western Michigan; this is a money maker, as it is the only first-class hotel here; cost \$30,000; will sell for \$17,000; easy terms; will not rent; reason, age. No license and four sub-rentals. Address Dr. N. De Haas, Fremont, Michigan. 597

For Sale—Or might exchange for real estate in city if location suited. \$9,000 stock of clothing, shoes and furnishings; old established business clean and up-to-date, in one of Michigan's best towns of about 1,500. Easy terms or can reduce stock to accommodate purchaser. Address No. 601, care Michigan Tradesman. 601

Wanted—To hear from owner of good mercantile stock for sale. Box 1735, Houston, Texas. 608

For Sale—Two meat markets located at 112 Michigan street and one at the corner of Walker and Garfield avenues. Good locations and doing fine business. I have three markets and since the death of my brother have not been able to take care of all. One requires all my time. Address Walter Thomasma, 400 Leonard St., Grand Rapids, Mich. 560

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

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

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

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

Safes Opened—W. L. Slocum, safe expert and locksmith, 1 Ionia Ave. N. W., Grand Rapids, Michigan. 104

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. Hopson Co., 220 Ellsworth Ave., Grand Rapids, Michigan. 569

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 Lothrop, 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

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

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

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

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

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

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 546 Houseman Bldg., Grand Rapids, Mich. 859

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

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. Lemerand, Monroe, Michigan. 516

For Sale—Drug and grocery store in thriving northern railroad village of 500. Only drug store in seven miles in good farming region in center of resort country. Address No. 594, care Michigan Tradesman. 594

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—Manufacturers' agent, wishes to represent a manufacturer at Atlanta, Ga. all or part time. Capable of handling salesmen. Commission only. Address Agent Fairview and Oakland, Decatur, Georgia. 634

Wanted a Position—As clerk, any kind. Three years experience in candy and tobacco store, or would like to learn good trade. Can give best of references. Lee J. Lemerand, Monroe, Michigan. 630

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

## Weed Chains

All sizes for pneumatic and solid or dual truck tires in stock. Buy these through your local garage and encourage him. If he does not have them, give us his name and we will sell you direct.

## Sherwood Hall Co., Ltd.

Wholesale Distributors  
Grand Rapids, Michigan

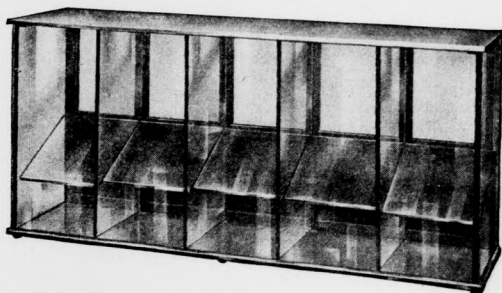
## Don't Forget

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 showcase 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.

**Manufacturing Matters.**

Detroit—The King Works has been incorporated to manufacture dies, tools, etc., with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$3,000 paid in in cash.

Detroit—The Wolverine Ice Cream Co. has been incorporated with an authorized capitalization of \$10,000, of which amount \$5,000 has been subscribed, \$500 paid in in cash and \$2,300 paid in in property.

Eaton Rapids — George Cochran, wagon maker, has sold his stock to J. S. Dunham, of Birmingham, who will equip the shop with machinery for making city delivery wagons, opening for business Dec. 15.

Detroit—A new firm has been incorporated under the style of the Automatic Safety Tire Valve Co., with an authorized capitalization of \$25,000, of which \$12,500 has been subscribed and paid in in cash.

Spring Lake—The Maurer Glove Co. has engaged in the manufacture of gloves, mittens, etc., with an authorized capital stock of \$12,500, of which amount \$6,250 has been subscribed and \$1,250 paid in in cash.

Hudson—The Southern Michigan Light & Power Co. has been incorporated with an authorized capitalization of \$200,000, of which amount \$100,000 has been subscribed, \$8,000 paid in in cash and \$60,570 paid in in property.

St. Joseph—The Fay Kultgen Foundry Co. has engaged in the manufacture of brass and iron castings and all kinds of machinery. The company has an authorized capital stock of \$12,000, all of which has been subscribed and \$5,000 paid in in cash and \$6,000 paid in in property.

Kalamazoo—The Goodale Co. manufacturer and dealer in aluminum and iron castings and cooking appliances, has merged its business into a stock company under the same style, with an authorized capital stock of \$60,000, of which amount \$55,000 has been subscribed and \$22,500 paid in in property.

Three Rivers—The Three Rivers Knitting Co. has made arrangements with the Lamb Knitting Co., of Colon, whereby the goods formerly manufactured in the local plant will hereafter be manufactured at Colon, and the local plant will suspend manufacturing. By an arrangement made, all customers of the Three Rivers company will be taken care of through a joint arrangement of the two companies. This discontinuance of manufacturing in Three Rivers was occasioned by changes in the firm through the death of Dr. Clarke, a former partner and by the removal of Mr. Case, also a partner, from the city.

**Honks From Auto City Council.**

Lansing, Nov. 22—The tin lizzie stays in the garage all this week unless the weather and road conditions improve.

It has been demonstrated, beyond a reasonable doubt, that Mrs. Beaubien, of the Hotel Ithaca, can take a vacation whenever she chooses, so long as her two charming daughters remain on duty to feed the hungry travelers.

Mrs. E. P. Oviatt, who has been ill

for several weeks, is much improved and is now considered entirely out of danger.

Mrs. G. L. Odle was taken to the Edward Sparrow hospital yesterday for a serious surgical operation which, we are pleased to report, was successful in every way.

J. C. Brandimore (Reo Motor Car Co.) was home last week for a short visit with his mother and a certain friend whom he doesn't want mentioned in the Honks column.

L. L. Collard and B. N. LaDu were selected by our executive committee to fill the vacancies in our official ranks caused by resignation. Mr. Collard will fill the station of Sentinel, and Mr. LaDu will serve on the executive committee. Both were installed at our last meeting.

At the last meeting of our Council, T. W. Buck, I. Wright and Harry G. Gill traveled the rocky road to full membership in our order. Mr. Buck represents the Dudley Paper Co., of Lansing. Mr. Wright represents the Aluminum Utensil Co., of Chicago, and Mr. Gill is the star salesman of the Bateman Manufacturing Co. All are energetic, resourceful men and a credit to our organization.

E. H. Simpkins has a brand new dog of the airdale variety costing \$50 in paper money. There is nothing remarkable, however, except the pedigree, which is somewhat larger than the dog, and its bark, which is larger than both. Near neighbors are unable to get much sleep, but Ed. saves all the barks for kindling.

A very enjoyable meeting of our ladies' auxiliary was held last Thursday at the home of Mr. and Mrs. F. H. Hastings, on South Kerr street. A splendid luncheon was served by the good natured hostess and thoroughly enjoyed by twenty-three members present and several invited guests. Mrs. John Wilson and Mrs. Dr. Wagoner furnished the literary programme, which was highly entertaining and admirably adapted to the occasion.

The deepest sympathy of our entire Council is extended to the bereaved family of I. E. Lyon, who passed away at the Edward Sparrow hospital on Friday evening, Nov. 19, following a surgical operation. Funeral services were held on the following Monday at the home, 1026 Eureka street. Interment was in Mount Hope cemetery. The floral tributes, which were many and beautiful, gave mute evidence of the respect and esteem in which our late brother was held. Mr. Lyon was an honored member of our Council and a resourceful salesman. He possessed a kind, loving disposition and his untimely death marks the passing of a thoroughly Christian gentleman.

At the next regular meeting of our Council, which will be held Dec. 4, the members will serve supper at 6:30 in the Council parlors, to which the wives, sweethearts and children of our entire membership are invited. After supper, a short business session of the Council will be held, then all will join hands on the waxed floor for a frolic and a general good time. F. H. Hastings, assisted by Messrs. Jury and Glancy, constitute the committee on arrangements, which is positive assurance of a whole hollow log full of fun. H. D. Bullen.

**Jackson Grocers to Pool Purchases.**

Jackson, Nov. 23—In an effort to save money on their purchases the members of the Jackson Retail Grocers' Association have under serious consideration the pooling of their purchases of some commodities. The officers of the Association have been instructed to name a buying committee, which will act for the members in making large purchases at a saving possible when big quantities are bought.

Soap, to be bought in fifty box lots, sugar, to be purchased in carloads, and other commodities on which sav-

ings can be effected will be bought by the committee and distributed to the individual grocer.

"Some of the dealers buy in large amounts and thus buy cheaper, but most of the small dealers buy from day to day and cannot save the special discounts which now go to the heavy buyer," said an officer of the Association. "Under this plan fifty grocers can each order a box of soap and get his individual box at a reduced price from what he would pay if he bought it alone." This plan is to be given a thorough trial.

The pure food show will be held the week of February 21, according to the report of the committee, ratified by the Association. It will be staged at the Masonic temple.

Several objections to the new weights and measures ordinance of the city are made by the dealers. Mrs. George W. Lombard has been named by the grocers to make a written statement of these objections and the statement will be presented to the Commission. It is claimed the ordinance is unfair and discriminatory in many ways.

**Twenty-Seven Original Subscribers of the Tradesman.**

Twenty-seven of the original subscribers of the Michigan Tradesman—that is, those who have taken every issue since No. 1—are still on the subscription list, as follows:

Charles H. Coy, Alden.  
Amberg & Murphy, Battle Creek.  
Adams Newell, Burnips Corners.  
J. L. Norris, Casnovia.  
F. H. Bitely, Casnovia.  
E. S. Botsford, Dorr.  
Charles G. Phelps, Elwell.  
J. H. Voller, Evart.  
Richard D. McNaughton, Fruitport.  
Walbrink Bros., Ganges.  
Belknap Wagon Co., Grand Rapids.  
Frederick C. Beard, Grand Rapids.  
William J. Clarke, Harbor Springs.  
Walsh Drug Co., Holland.  
Frank B. Watkins, Hopkins.  
L. M. Wolf, Hudsonville.  
Rodenbaugh & Stevens, Mancelona.  
Wisler & Co., Newaygo.  
Aaron Rogers, Ravenna.  
D. V. Phelps, Riverdale.  
M. V. Wilson, Sand Lake.  
H. P. Nevins, Six Lakes.  
Milo Bolender, Sparta.  
Mrs. Anna Mulder & Son, Spring Lake.  
O. P. DeWitt, St. Johns.  
S. E. Wait & Sons, Traverse City.  
The Tradesman is very proud of this list, comprising, as it does, the names of men who have been steadfast dealers and patrons of the publication for nearly thirty-three years.

**Copper Country Merchants Revive Organization.**

Calumet, Nov. 23—The Calumet and Laurium Business Men's Association, which is made up of the merchants of Calumet, Laurium, the Torch Lake and the Keweenaw county towns, at a very well attended and enthusiastic meeting held in the Red Jacket town hall last evening, decided to revive the activities of the Association and to pay special attention to credits. The Association was organized more than a year ago and established an office, with a paid secretary in Calumet. Lack of interest on the part of the members of the Association resulted in the organization losing prestige among the merchants, however, and activities lessened until it became necessary to take some radical step or allow the organization to become defunct. Therefore the meeting above described was called to discuss the matter and it was unanimously decided to revive the organization

and to make it become a real factor in the business life of the copper country.

A committee made up of William J. Reynolds, of Laurium, Joseph Asselin, of Red Jacket, Samuel Bennetts, of Tamarack, F. D. Petermann, of Wolverine, and Jerry J. Sullivan, of Laurium, was named to formulate plans for a continuation of the Association's activities and will make suggestions at a meeting of the Association Thursday evening.

The object of the Association is the protection of the merchants, the standardization of business and the general business good of the entire community. Elimination of bad creditors from general business is one of the results sought. It is felt that the doing away with bad credits will eventually mean better prices for the public in general. Promotion of the "buy at home" plan is also one of the objects of the organization.

The Association has declared war on itinerant peddlers who come into the community and, by paying a very small license fee are permitted to sell shoddy and third-class goods at cut prices, destroying the confidence of consumers and injuring legitimate business.

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

Buffalo, Nov. 24—Creamery butter, extras, 30½@31½c; firsts, 28@30c; common, 26@27c; dairy, common to good, 22@27c; all kinds, 18@22c.

Cheese—Fancy, new, 15½@16c; choice, 15c.

Eggs—Choice new laid, 38@40c; storage, 24@25c.

Poultry (live)—Chicks, per lb. 13@16c; cox, 11c; fowls, 12@15c; ducks, 15c; geese 15c; turkeys, 20@22c; (dressed), chicks, 14@18c; fowls, 14@19c; cox, 12@13c; ducks, 18@20c; geese, 16@17c; turkeys, 24@26c.

Beans—Medium, \$4@4.10; pea, \$3.90 @4; Red Kidney, \$4@4.25; White Kidney, \$4.25@4.50; Marrow, \$4.50@4.75.

Potatoes—70@75c per bu.  
Rea & Witzig.

**Credit System Gaining Ground.**

Lansing, Nov. 23—The new credit system recently inaugurated by the Lansing Grocers and Meat Dealers' Association has developed into a big business—so large that a change has been rendered necessary. The business has been turned over to J. L. Bush & Co. Any local merchants will be permitted to participate in the system. Plans are now ready to re-rate the entire city and in the future merchants will extend credit according to this rating. A. C. Roller and O. H. Bailey were appointed to take charge of arrangements for the annual banquet to be held the first Tuesday in December. The banquet will be the social feature of the annual meeting for the election of officers.

The Commercial Savings Bank has placed its order for vault equipment in its new building with the York Safe & Lock Co. The contract price is \$5,700, which is understood to be the highest of the five bids submitted. The bid of the Herring-Hall-Marvin Safe Co. was \$800 less than the bid of the successful contestant. The York equipment was selected solely on the ground of its proven superiority. The Fourth National Bank installed a seven ton solid steel York door on its vault thirteen years ago and it has never failed to swing into place with little effort, which is regarded as one of the best proofs possible of the mechanical accuracy and remarkable workmanship of the experts employed by the York Safe & Lock Co.

# K C

## Baking Powder



CONTAINS NO  
ALBUMEN (Sometimes called  
white of egg) OR ANY ADUL-  
TERATION



### THEREFORE

It Complies With ALL PURE  
FOOD LAWS, both State and  
National.

Sold and pushed by grocers throughout the United States  
who appreciate fair dealing by the Manufacturers and who  
like to give their customers full value for their money.

JAQUES MFG. CO., CHICAGO

# 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



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

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

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

THE FRANKLIN SUGAR REFINING CO.  
Philadelphia

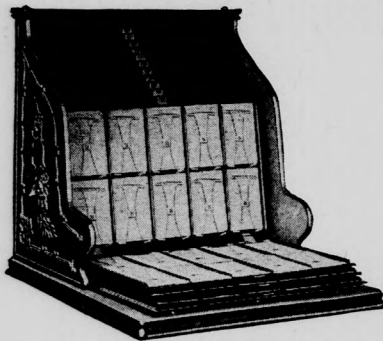
# DUTCH MASTERS SECONDS



Will stimulate your trade. Handled by all jobbers.

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

## The Total Account System



- 1—Shows at a glance what each customer owes you.
- 2—Shows total of outstanding accounts.
- 3—Shows cash received, what for and from whom.
- 4—Cash paid out, what for and to whom.
- 5—Provides a daily statement to each customer.
- 6—Reduces the outstanding accounts.
- 7—Collects petty accounts.
- 8—Prevents disputed accounts.
- 9—Prevents forgotten charges.
- 10—"Balances your books" each night and saves many hours labor.
- 11—With one writing your accounts are posted and errors eliminated.

### At Prices You Can Afford

The Total Account Register is an expert bookkeeper that makes no errors. Watches your business all day long and demands no salary. It debits and credits each transaction at *the very time it occurs*—and is ever ready to give you *totals* any moment required.

In appearance it resembles a cash register. Is made of solid *bronze metal* with *mahogany base and top*—handsomely designed and beautifully finished. An ornament to any store—a safe-guard and money-saving necessity to the successful conduct of a retail business.

No. 1, 70 accounts	<b>\$15.00</b>
No. 2, 110 accounts	<b>24.00</b>
No. 3, 170 accounts	<b>31.00</b>
No. 4, 250 accounts	<b>40.00</b>
No. 5, 390 accounts	<b>55.00</b>
No. 6, 510 accounts	<b>60.00</b>

All Styles and Kinds of Salesbooks, Duplicate and Triplicate  
Get Our Prices

### STAR PAPER COMPANY

Salesbook and Store System Dept.

405-7-9 East Main Street

Kalamazoo, Michigan

Exclusive Territory for Live Salesmen in Michigan

## Let "LITTLE BUSTER" Sell Your Holiday Confections



Folks are beginning to think in holiday terms. That means that it's time "LITTLE BUSTER" should be prominently displayed in your show window. Popping corn forms a base upon which more holiday confections are built than any other article.

### "Little Buster"

is ideal for making Cracker-Jack, Sugared Pop Corn, Pop Corn Balls, as well as for popping to be eaten without trimmings. There is no waste, every grain perfect, 16 full ounces to the package. That is four ounces more than his nearest competitor. When popped the contents of a "LITTLE BUSTER" package makes more corn than any package on the market.

### Ideal for Trimming Xmas Trees

"LITTLE BUSTER" is ideal for trimming Christmas Trees and decorating. The grains explode making a large flaky mass of pure white.

"LITTLE BUSTER" will help sell at least twenty other profitable items in your store. These are necessary to go with popping corn in making confections.

"LITTLE BUSTER" pays you a handsome profit.

Sold by all jobbers



### THE ALBERT DICKINSON CO.

Chicago, Illinois



It's the height of the coffee season, and every day must be made to *count*, if you would show that your coffee department is really a *feature* in your business as it may be if you will handle "White House" and handle it **RIGHT**.

Distributed at Wholesale by

Judson Grocer Co., Grand Rapids, Mich.



## IT STANDS ALONE

The patents covering the manufacture of Shredded Wheat are owned by the Shredded Wheat Company of Niagara Falls, N. Y.

## Shredded Wheat

stands alone, unique, in a class by itself—made by the best process ever devised for making the whole wheat grain digestible. No grocer will offer a substitute because he knows there is no substitute for it. It is the premier among all breakfast cereals, incomparable, nutritious and delicious—strengthening, sustaining and satisfying.

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

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

