

Hand in Hand With Angels

Hand in hand with angels,
Through the world we go;
Brighter eyes are on us
Than we blind ones know;
Tenderer voices cheer us
Than we deaf will own;
Never, walking heavenward,
Can we walk alone.

Hand in hand with angels,
In the busy street,
By the winter hearth-fire—
Everywhere—we meet,
Though unfledged and songless,
Birds of Paradise;
Heaven looks at us daily
Out of human eyes.

Hand in hand with angels;
Oft in menial guise;
By the same straight pathway
Prince and beggar rise.
If we drop the fingers,
Toil-embrowned and worn,
Then one link with heaven
From our life is torn.

Hand in hand with angels;
Some are fallen—alas!
Soiled wings trail pollution
Over all they pass.
Lift them into sunshine,
Bid them seek the sky!
Weaker is your soaring
When they cease to fly.

Hand in hand with angels;
Some are out of sight,
Leading us, unknowing,
Into paths of light.
Some dear hands are loosened
From our earthly clasp,
Soul in soul to hold us
With a firmer grasp.

Hand in hand with angels—
'Tis a twisted chain,
Winding heavenward, earthward,
Linking joy and pain.
There's a mournful jarring,
There's a clank of doubt,
If a heart grows heavy,
Or a hand's left out.

Hand in hand with angels
Walking every day;
How the chain may lengthen
None of us can say.
But we know it reaches
From earth's lowliest one
To the shining seraph,
Throned beyond the sun.

Hand in hand with angels;
Blessed so to be!
Helped are all the helpers;
Giving light, they see.
He who aids another
Strengthens more than one;
Sinking earth he grapples
To the Great White Throne.

Lucy Larcom.

"A Smile Follows the Spoon When It's Piper's"

PIPER ICE CREAM CO.

Wholesale Manufacturer

ICE CREAM AND ICES

Bricks, Heart Shapes, Banquet Rolls, Individual Moulds
Punches, Sherbets, Puddings, Mousses, Bisques

408-10 East South Street

Kalamazoo, Michigan

See quotations in Grocery Price Current. Write, phone or wire your orders.
Satisfaction guaranteed

Heystek & Canfield Co.

161-663 Commerce Avenue

Is the address of the

Largest Wallpaper House

in Michigan. And this concern didn't "happen"—It grew from small beginnings, through service, attention to detail and right pricing.

It leads in wallpaper, paints, oils and kindred lines and sets the pace in the United States and Canada for job lots in wallpapers. Why not save time and add dollars to your income by becoming an H. & C. customer? Try it out.

HEYSTEK & CANFIELD CO. The house that has grown along with its customers



RESCENT FLOUR

"Mother's Delight"

"Makes Bread White and Faces Bright"

VOIGT MILLING CO., GRAND RAPIDS, MICH.



Sunbeam Mackinaws

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

A better idea of the line can be obtained from our winter catalogue.

Send for it to-day—NOW.

BROWN & SEHLER CO.

"Home of Sunbeam Goods"

Grand Rapids, Mich.



"The End of Fire Waste"

COMPLETE APPROVED

Automatic Sprinkler Systems

Installed by

Phoenix Sprinkler & Heating Co.

Grand Rapids, Mich.
115 Campau Ave.

Estimates Free
Detroit, Mich.
909 Hammond Bldg

Economic Coupon Books

They save time and expense.

They prevent disputes.

They put credit transactions on cash basis.

Free samples on application.

TRADESMAN COMPANY, Grand Rapids, Mich.

Pere Marquette Railroad Co.

DUDLEY E. WATERS, PAUL H. KING, Receivers

FACTORY SITES

AND

Locations for Industrial Enterprises in Michigan

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

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

Address

GEORGE C. CONN,
Freight Traffic Manager,
Detroit, Michigan



Eat Plenty of
Bread

It's Good
for You

The Best Bread is
made with

Fleischmann's Yeast



SNOW BOY FREE!

For a limited time and subject to withdrawal without advance notice, we offer
SNOW BOY WASHING POWDER 24s FAMILY SIZE
through the jobber—to Retail Grocers

25 boxes @ \$3.60—5 boxes FREE

10 boxes @ 3.60—2 boxes FREE

5 boxes @ 3.65—1 box FREE

2½ boxes @ 3.75—½ box FREE

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

All Orders at above prices must be for immediate delivery.

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

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

Yours very truly,

Lautz Bros. & Co.

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

DEAL NO. 1500.

MICHIGAN TRADESMAN

Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 1, 1915

Number 1680

SPECIAL FEATURES.

Page		
2.	Detroit Detonations.	
4.	News of the Business World.	
5.	Grocery and Produce Market.	
6.	Upper Peninsula.	
8.	Editorial.	
9.	Financial.	
12.	Adequate Accounting.	
14.	Automobiles and Accessories.	
16.	Good Salesmanship.	
18.	Dry Goods.	
20.	The Meat Market.	
22.	Looking Backward	Seventy-five
	Years.	
24.	Hardware.	
26.	Warm Welcome.	
30.	Woman's World.	
31.	Butter, Eggs and Provisions.	
32.	America's Opportunity.	
34.	Clothing.	
36.	Shoes.	
40.	The Commercial Traveler.	
42.	Drugs.	
43.	Drug Price Current.	
44.	Grocery Price Current.	
46.	Special Price Current.	
47.	Business Wants.	

ENDURANCE AND EFFICIENCY

The Germans are not alone in their anxieties over the national food supply. High prices obtain in England and France. One of the problems which the Paris press has been discussing is the same that now confronts the Kaiser, namely the prevention of speculation in food. This is the plain meaning of the Kaiser's official announcement that there is enough food for the people, but that prices must be regulated so as to ameliorate the hardships of the poor. Speculation in food is openly charged in the Paris newspapers. We are witnessing one of the inevitable effects of a long war in the wearing down of the first fine instincts of patriotism and the reassertion of selfish interests. The tone of the German press is bitter in its implication that because of private selfishness and government incapacity the burdens of the war have fallen with special weight on the lower classes. The Kaiser is apparently on the defensive when he goes to the pains of declaring in an official note that a large portion of the Socialist party agrees that the new food regulations are sufficient for the needs of "the whole nation." It may be that the problem is just as acute in France, and that our impressions of German conditions are partly shaped by the very foresightedness of the Berlin authorities. Germany is in the habit of taking drastic measures for the purpose of warding off a situation which other nations deal with thoroughly only when it arises.

There is, however, significance in the fact that the problem of a food supply manipulated to the disadvantage of the poor should ever arise in Germany. It compels people to revise fairly established notions about the extraordinary discipline, resourcefulness, patriotism and unity of the German people. We now begin to discern the same limitations of humanity under which the less efficient and disciplined nations labor. The

man who would make an extra profit out of the starvation of the poor is apparently not unknown in Germany. The selfish rich who find ways of evading the regulations for bread cards and meatless days have to be dealt with. The control of the food supply has been taken over from the provincial authorities by the Kaiser, thus arguing that not every German official, wherever found, is by definition a model of the highest conceivable efficiency. But above all the fact stands out that Germany is not only plainly facing a shortage of food, but is actually suffering from the effect of a famine which is causing untold suffering among non-combatants and is seriously impairing the efficiency of the Kaiser's soldiers. It is all very well to throw the blame on the speculator, but food is usually not cornered when it exists in abundance. The Frankfurter Zeitung speaks of sinister conditions brought on by the blockade. Maximilian Harden says the German people are in distress. A South German paper whispers the dread word "famine." Official Berlin, in defending Zeppelin raids, speaks of "millions who are suffering not inconsiderable sacrifices."

This is a situation which will come as a surprise to those who have been persuaded of Germany's limitless capacities in rallying to the needs of a crisis. Last winter Germany's food anxieties were supposed to terminate automatically with the harvest of 1915. It was assumed that this harvest would be sufficient for a year, because it simply had to suffice, because the Kaiser willed it so. The mere fact that four million men were away from the farms was no handicap. German ingenuity would utilize woman's labor, would utilize the Russian prisoners, would devise magic fertilizers by which the earth would give forth in increased abundance. That was nonsense, of course. For one thing, the rains could not be mobilized at the behest of the Kaiser and the crop of 1915 has suffered from drought. The story of extraordinary substitutes devised under war pressure—substitutes for nitrate, for copper, for cotton, for wool, for foods—has been accepted seriously by a good many people because the story came from Germany. The legend of a Germany that has replaced everything with something just as good has been incorporated into serious economic studies of the war. But now we are beginning to see that there are limits even to what Germany and her people can do. We are brought back to the thought that perhaps democracy and individual liberty are not always synonymous with muddle, but may give rise to an ef-

iciency of their own which we have been too ready to discard without waiting for definite results of the war and for knowledge of the price that the different nations are paying for the results so far obtained.

And these doubts of the perfect German efficiency are not confined to the outside world. The German press, in commenting on the Kaiser's handling of the food problem, speaks of "abuses," "insufficient measures," and "dismal and unholy" policies. It is the inevitable outcome of fifteen months of the war precipitated by the Kaiser, carried on with prodigious efforts and cost, and no end in sight. The Frankfurter Zeitung can only recommend drawing one's belt tighter and hacking a way through. But hacking through to what? The West is out of the question. The hacking process in Russia has come to an end, and the conquest of the Czar's grain lands has not relieved the situation. When the Kaiser opens the way to Constantinople he has come no nearer to a source of food supply for the beleaguered German people. Asiatic Turkey is hardly in a position to feed the German empire. Hence that very grim jest by the Frankfurter Zeitung, when it foresees the necessity of the German people "nourishing" itself on hate.

What Henry Ford and others cannot get out of their heads is that 20,000 soldiers are being killed or wounded every day on various fronts; that the conflagration is constantly spreading, and that new countries are being steadily drawn into it. They decline to believe that this should be permitted to go on unchallenged, particularly as the original aspect of the struggle has changed since the beginning, even in England, where the shrill demands for the "crushing" of Germany have long since died out. Now every country at heart is eager for peace, but no country will take the lead in beginning negotiations. Hence, with much force it has been urged, notably by the able and high-minded delegates from the Hague Peace Conference, and by some of the strongest American journals that there should be an official or unofficial neutral conference in session at The Hague or elsewhere, to act as a clearing-house of information about the real feelings of the people of the belligerents, and to provide, if possible, a machinery which may help to bring about mediation. Of course, this suggestion will not appeal to those who believe that there should be no talk of peace until Germany and her allies are completely humbled; it will appeal to those who are ready to grasp at any straw to end a conflict planned and precipitated by the Kaiser which is an indictment of humanity and of Christianity itself.

BROTHERS-IN-MURDER.

When the Kaiser enters Constantinople, to greet his exalted brother-in-arms, the Sultan, he will have to take pains to forget what Germans have written about the Turks. For example, there is the letter which Bismarck wrote to the old Emperor on August 11, 1877. It was at the time of the first Russian reverses in the war with Turkey, and Bismarck associated himself with Wilhelm I in regretting the misfortune. He did not think that Germany would need to face a change of policy, but he went on to say:

It is impossible without deep sympathy to read of the misfortunes of these brave and friendly soldiers, or without indignation to learn of the shameless outrages committed by the Turks upon the wounded and helpless. With such barbarians it is difficult to be on good terms diplomatically, and I think that all Christian Powers must be indignant. For the Russians, there lies in these events evidence that they are the champions of Christian civilization against heathenish barbarism.

This letter was first printed in the "Anhang" to Bismarck's "Erinnerungen," and may be found at page 273 of Vol. I. It shows what a lot of water has flowed under the bridge since the great Chancellor made friendship with Russia a cardinal point in the true policy of Germany. But, of course, when he said that it was difficult to keep up even diplomatic relations with Turkey, he did not dream that a German Kaiser would one day be in alliance with a blood-stained Sultan, and entirely ready to overlook those Turkish Greuelthaten against which humane men all over the world, except in Germany, are crying out as Bismarck cried out against them in the Germany of 1877.

Perhaps it was only brag and bravado, but undoubtedly the wish was father of the thought when the sailor from the interned German cruiser said that within six months every munition plant in the United States will be destroyed. The man Buelow may know what he is talking about even if he is foolish to say it. That the fires, explosions, etc., in these plants were all accidental no one believes. Under international law a neutral country has the right to make and sell both arms and ammunition to belligerents, and it is a violation of local statutes for anyone to destroy property and put lives in jeopardy. Owners of these factories must, of course, increase their guards, and greater vigilance must find and punish the offenders who are financed by the Teutonic allies.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Nov. 29.—Learn one thing each week about Detroit: In one factory are made each year, 75,000 lavatory seats and 25,000 gas hot water heaters. The heaters require 500,000 feet of copper tubing and over 18,000,000 pounds of cast iron pipe and fittings are used.

George Ingram, representative for A. Kuhlman & Co., dealer in surgical instruments and supplies, 203 Jefferson avenue, has been confined to his home with a sprained ankle.

The Industrial Fair to be held under the auspices of the Traveling Men's Fair Association will be held at the Detroit armory Dec. 28, 29 and 30.

From up state we learn that our old friend and fellow sufferer, Charles Perkins, is still living and among the optimistic and hustling coterie of Grand Rapids traveling men. Optimism in Charlie's case really borders on heroism, for he represents a wholesale liquor house and, representing a wholesale liquor house in these days of reformation, vice crusades and woman's entrance into the maelstrom of politics, is not exactly a bed of Burbank thornless roses. Last week, so we are informed, Chubby Charley was in one of the few towns in Western Michigan that has not been Sahara-ized and while there had the pleasure of meeting the village philosopher. It was the philosopher who informed him that "adversity is a bottomless lake, surrounded by near sighted friends." Charles repeated this bit of philosophy to a friend, who, in turn relayed it to Detroit. That's how we found out our friend is still on the job and serving D. Amberg & Bro., as of yore.

Jack Blitz, representative for Johnson & Johnson, New Brunswick, N. J., left for a two weeks' trip through the South, where he will visit many of the larger cities in the interest of his firm.

George Nunn, manufacturer of builders supplies, corner Third and Baltimore avenues, will build a three-story brick and steel factory building near his present location.

E. A. Zimmerman, a veteran automobile salesman in the retail field, has been appointed sales manager of the McKenney-Devlin Co., 700 Woodward avenue, and has reorganized the sales force.

C. H. Haberkorn & Co. have approved contracts for the erection of an addition to their furniture factory on Brooklyn avenue.

Henry Ford sails this week on a peace mission to Europe. Other American who have attempted to sail to Europe on peaceful missions found their peace in the bottom of the ocean.

It is not difficult to pay high wages to labor when products of that labor will bring several hundred per cent. profit.

Cadillac Council, U. C. T., was again signally honored when one of its members, M. G. Howarn, was appointed one of three delegates to represent the United Commercial Travelers at the Rivers and Harbors Congress in Washington, D. C., Dec. 7, 8 and 9, by the Supreme Council. Mr. Howarn is a charter member and Past Counselor of Cadillac Council and Past Grand Counselor of Michigan. He has always taken great interest in the work of the order and is well equipped to represent it on any mission. "Mike," characteristic of his race, will never give up without letting the opposition know they have been in a fight. Besides representing the Howarn Gigar Co. on the road a portion of the time, he acts as general manager of the company. The two other U. C. T. delegates to the Congress are C. W. Hodson, Past Counselor of Portland, Ore-

gon, and R. S. Tucker, Past Counselor of New York. The Congress, which is held every year in Washington, is attended by governors of the various states and representatives of prominent civic and social organizations from all parts of the country.

We might revise the title of one of our popular songs to read: "Every Little Explosion Has An Accusation of Its Own."

Alec Steinberg, formerly of Steinberg Bros., of Traverse City, has been in the city for a few weeks and has concluded to locate here permanently and engage in the mercantile business. He has in view different locations at present and will undoubtedly reach a decision in a few days as to which one he will accept.

G. Young (A. Krolik & Co.) submits the usual meritorious "filler" as follows: "After years of research and study I have settled on the proper definition of the word discount, a word much used by live merchants, but obsolete so far as dead ones are concerned. Discount is something that is sold in place of goods."

George W. Franklin, former sales manager of the King-Dort Sales Co., has been appointed general manager of the corporation. Mr. Franklin is one of the best known automobile men in the city and his former work has brought him in contact with the trade in all parts of the State where he has become well and favorably known.

Building permits for Detroit last week aggregated \$817,505. An alibi for the city. It is not asleep.

P. E. Richter has moved his drug store from 952 Mack avenue to the corner of Mack and St. James avenues. Fred Kirchner has opened a bazaar store in Mr. Richter's former location.



W. F. LINNEMAN

Mr. Linneman is chairman of the committee on exhibits of the Industrial Fair to be held in Detroit Dec. 28, 29 and 30. He is Michigan representative for the Deinzer Manufacturing Co., of Detroit.

J. H. Schlicht, general merchant of Denton, was a Detroit business visitor last week.

G. B. Stein, with the Morrison-Ricker Manufacturing Co., glove manufacturer of Grinnell, Iowa, is now covering Michigan with his line and is so well impressed with the State that he has decided to locate here, making his headquarters in Grand Rapids, where he will, no doubt, receive a hearty welcome from the travelers of that city. He is making his home for the present at the Hotel Cody.

The basement in the Friedberg building, 250 Woodward avenue, is being altered for Fred St. John, who will open a restaurant there.

One is inclined at times to believe that there is something in a name. For instance, the Allies have found Greece a slippery customer.

The country store promises to be one of the points of interest at the Industrial Fair. There will be no competition when it comes to low prices and we are assured that not only will they be ridiculously low, but many articles will be given away absolutely free. The ladies auxiliary of the Traveling Men's Fair Association deserves great praise for its share of the work in promoting the enterprise.

William Pohlman, Upper Peninsula representative of Cohen Bros. & Co., of Milwaukee, and native of Detroit, is in the city visiting friends and relatives for a few days. William brought with him the carcass of a large deer as a trophy of his prowess as a hunter.

The Merchants and Manufacturers Auditorium Co. has exercised its option on the property at Woodward avenue and Antoinette street, valued at about \$250,000. Thus Detroit is practically assured of a much-needed auditorium.

Goldman Bros. will open a new and up-to-date drug store at 1069 Hastings street soon.

Apparently there are a few people in this country not members of a trust who are working hard to make ammunition go up.

Following the promise of the new management of the Hotel Phelps, at Greenville, made through the columns of the Tradesman, the hotel is being thoroughly renovated and S. W. Albertson, the manager, is working hard to make things as homelike as possible for the boys. Good hotels in Greenville will mean much to the town. Conditions under the last management of the Phelps were such that many give it the go by entirely.

J. W. Baldwin, formerly with the Dime Savings Bank, and W. D. Elder, formerly with the Michigan State Telephone Co., have formed a partnership for placing the product of the Fire Protection Co. on the market. The firm will have offices at 608 Ford building.



M. F. REED

That the Traveling Men's Fair Association is in such a healthy condition as regards membership is in no small manner attributable to the chairman of the committee on membership, M. F. Reed. The Association has been extremely fortunate in the caliber of its membership in general, as the results being obtained by them show. Mr. Reed has been a member of the U. C. T. for a number of years, joining in Yonkers, N. Y. When he came to this city, about three years ago, he transferred to Cadillac Council and Cadillac Council has never had occasion to regret his acquisition; in fact, he has been of great assistance in its remarkable growth since he became a member. He has been with the American Tobacco Co. for twenty years and at the present time is division manager

of Eastern Michigan. During his association with the American Tobacco Co., he has traveled in many states. Eighteen years ago he married Miss Gertrude Mason, of Soo Falls, S. D. The marriage, an unusually happy one, has been blessed with two children Marion, 16, and Paul, 12. Besides being chairman of the above named committee, Mr. Reed is a member of the publicity committee, of which A. G. MacEachron is at the head.

The city is raising the safety zones for the protection of pedestrians. What the joy riders are raising wouldn't look pretty in print.

William Caplis, dry goods and furnishing goods, 1705 Charlevoix, will move into the new building nearing completion, a few doors from the present location, in a short time.

Perhaps the name of Uncle Sam will have to be superseded by that of Uncle Henry; then, again, perhaps it will not.

J. H. Sticker, of Applegate, was in Detroit this week on a business trip in the interest of his department store.

I. T. Kohn, of San Francisco, was in Lakeview last week on a business trip. His business consisted of looking over a large turkey purchased by his brother-in-law. The appetite, we are pleased to state, was accumulated in Michigan; likewise the chills.

The name of the A. A. Crumley Co., 998 Woodward avenue, has been changed to the King-Dort Sales Co.

Burglars broke into the music store at 336 Gratiot avenue, conducted by J. E. Schmidt, but were frightened away. In their haste the thieves overlooked a violin valued at \$1,000 and \$25 in cash which were in the drawers of a desk which they had broken into.

Complaints are being filed with the State Hotel Inspector relative to the hotels which are still furnishing the antiquated roller towel in lieu of the individual textile towels. As the travelers were instrumental in having the Henry law passed, why not be instrumental in having the law enforced?

The Grand Trunk system won a prize at the Panama exposition for its exhibit. The G. T. would, undoubtedly, capture a prize for exhibiting their local depot just to show how depots looked some hundred years ago—or more.

The Kimball-Eisenberg Co., 216-218 Jefferson avenue, plumbers and steamfitters supplies, will occupy a new five-story building to be built for them at 219 and 221 Jefferson avenue. The site was recently purchased and work of razing the old building, known before the war as the Young Men's Hall, will begin at once.

The governors of Ohio and Michigan shook hands with each other across the border last week and it wasn't so many years ago that the governors of the two states did the same thing, only the hands were doubled up at the time.

L. L. Steinberg held the formal opening of his beautiful new store at 2036 West Jefferson avenue, Nov. 23 and 24. Mr. Steinberg is one of Jefferson avenue's most progressive merchants and the new building recently completed by him is the culmination of several years of successful merchandising. He will carry a complete line of dry goods, furnishing goods and ladies' ready-to-wear. The location and appointments of the store are among the best in that section of the city.

Someone dropped us a line to advise us that Gus Lang, city salesman for A. Krolik & Co., despite several years' practice, has as yet been unable to master the art of bowling. Luckily, we are acquainted with Gus, so that we understand what kind of bowling the writer referred to—heaving a large wooden ball of considerable weight at a number of ten

pins located what sometimes appears to be several miles away. Mr. Lang, therefore, has our profound sympathy, as it brings to mind the ignoble humiliation we are so often compelled to heap upon Louie Grombacher, of Grand Rapids. We do not care to talk about ourself, owing to our retiring disposition, but we can not help feel naught but pity for those who can not call a strike as often as we do in a bowling match.

B. E. McDermid, Columbiaville general merchant, was in the city on business last week.

The Crittall Casement Co., 685 Atwater street, west, has changed its name to the Crittall Casement Window Co. The company manufactures metal window casements.

Announcement has been made that a new building will be erected on Woodward avenue, near Alexandrine, for the Wetmore-Quinn Co., to be used as a branch salesroom. The company deals in Paige and Saxon cars and the main offices and display rooms are at 279-281 Jefferson avenue.

The hotel men will meet in Grand Rapids this week. If the traveling men could only take charge of the hotels during the convention, some of the hotel men would be charged the same—but then the traveling men are too tender hearted.

A fraudulent check for \$79.29 was passed on Himmelhoch Bros. & Co., 180 Woodward avenue, last week by a woman who got away with merchandise to the full value of the check.

William Goga wil open a confectionery store at 2004 Gratot avenue avenue within a few days.

It is estimated by the financial editor of a Detroit paper that new stores are being erected in the city at the rate of 150 a month.

The Wolverine Drug Co., which was placed in involuntary bankruptcy Nov. 20, has been re-organized and the assets transferred to the Mutual Drug Co., of Cleveland.

The Morgan Storage Co. has purchased the property at 55-57-59 Wayne street and will use it for storage purposes.

M. Ratigan, for a number of years with the Best Stove Co., has resigned and has accepted a position with the National Life Insurance Co., of Vermont, with offices at 313 Majestic building.

Andrew Carnegie's pile has dwindled to a paltry \$20,000,000. And portehouse still advancing!

Charles Kirsten, for a number of years with Burnham Stoepel & Co., has been promoted to manager of the men's furnishing goods department to succeed Horace Leick who has resigned.

I. Carroll, general handy official for Edson, Moore & Co., has returned to work after after a two weeks' illness.

Our wife has gone to the country—
Detonations is our alibi.
James M. Goldstein.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Dec. 1—Creamery butter, extras, 32@33c; first, 30@31c; common, 26@27c; dairy, common to good, 22@28c; all kinds, 18@22c.

Cheese—Fancy, new, 16c; choice, 15@15½c.

Eggs—Choice new laid, 36@38c; storage, 22@25c.

Poultry (live)—Chicks, per lb. 13@16c; cox, 11c; fowls, 12@16c; ducks, 14@16c; geese 14c; turkeys, 19@20c; (dressed), chicks, 14@17c; fowls, 15@17c; cox, 12@13c; ducks, 18@19c; geese, 16@17c; turkeys, 22@25c.

Beans—Medium, \$4@4.10; pea, \$3.90 @4; Red Kidney, \$4.50@4.75; White Kidney, \$4.50@4.75; Marrow, \$4.50@4.75.

Potatoes—65@75c per bu.
Rea & Witzig.

The dollar mark is a sign of wealth.

Why the Advance In Gasoline

OIL PRODUCTION AND CONSUMPTION STATISTICS. Official figures of the United States Geological Survey, announced the week ending August 2, 1915, place the total production of petroleum in the United States in 1914 at 290,312,535 barrels.

Year	Production	Consumption
1914	290,312,535	265,762,535
1913	248,446,230	248,381,744
1912	222,935,044	237,298,340

- 1914 increased production was 17 per cent.
- 1914 increased consumption was 7 per cent.
- 1913 increased production was 11.4 per cent.
- 1913 increased consumption was 4.6 per cent.
- 1915 decreased production estimated 10 per cent.
- 1915 increased consumption estimated 12.5 per cent.

The 1914 great advance in production was due to the new pools of the midcontinent (Oklahoma) and gulf coast, which have continued active during the current year, although on a gradually declining scale since June 1, 1915. The Cushing Pool in Oklahoma, for instance, which reached its maximum output of nearly 300,000 barrels a day during the spring of 1915 is now down to approximately 100,000 barrels being pumped from the ground daily.

It is on the above margins quoted that the rise and fall of crude oil prices are predicated.

Automobile and Gasoline Prices

Every new automobile means an additional annual consumption of 200 to 500 gallons.

Official figures of the number of licensed cars in the country in the last six years are as follows:

1910	525,140 cars	1913	1,191,864 cars
1911	564,284 cars	1914	1,508,304 cars
1912	848,237 cars	1915	2,075,750 cars

- 1916—Estimated will be in use 2,500,000 cars.
- 1916—Increase in cars over 1915 about 25%.

One of the larger oil companies is reported to be daily reducing its Oklahoma reserve stocks of crude oil about 40,000 barrels and has reduced its stocks since August about 5,000,000 barrels. During this summer in this field approximately 300 wells a month were being drilled by the individual operator. Now about 600 wells are being drilled. About two years ago when crude oil was sold at about prevailing values and gasoline at 15c, about 1,300 wells a month were being drilled. Hence to-day promising crude oil producing territory is not defined like it was two years ago.

“Why the Advance in Gasoline”

Supply and demand. Some predict 25c gasoline. We don't. 18 to 20c for the lower grade and 24c for our 70-72 gasoline is our guess as the top of the market.

Crude oil has advanced in price from 55 per cent. to 300 per cent. for some grades.

We have not reduced the quality of our gasoline and auto oils.

Crude oil has advanced again. We buy crude oil from the small and large well owners; thousands of them are in the game of producing oil. Better let us fill your garage tank.

DOWN TOWN AUTO SERVICE STATION LOUIS STREET AND COMMERCE AVENUE

Drive in. (Rear Ira M. Smith Co.) Citz. 8672.

OPEN 7 A. M. TO 6:30 P. M.

Use Champion 70-72 Gasoline

It is the Highest Test. Save your energy cranking. Kick off starter once. Feed more air than you do with lower grade gasoline. Best also for mechanical illuminating plants.

Use Half as Much Champion Motor Oil

As of other oil. Carbonizes least, lubricates most. OUR BEST WINTER OIL.

East End Auto Service Station—No. 1496 Lake Drive, near Wealthy.

Open 7 a. m. to 6 p. m.

North End Auto Service Station—(Our Main Works) 1833-1857 Alpine Ave., N. W., near Fuller Station. Open 7 a. m. to 5:30 p. m.

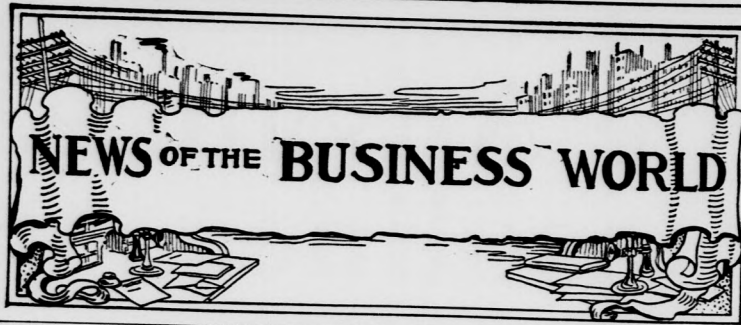
Grand Rapids Oil Company

Michigan Branch of Independent Refining Co., Ltd., Oil City, Pa.

Citizens Phone 9558

J. V. THROOP, Manager

Bell, Main 3093



Movements of Merchants.

Greenville—E. Perks has engaged in the meat business.

Copemish—Benjamin Crow has opened a meat market.

Scottville—J. L. Gordon has opened a billiard parlor here.

Grand Haven—Klocksein & May have opened a meat market.

Luther—Chubbuck & Son have engaged in the garage business.

Honor—George W. Nichols has engaged in the hotel business.

Manistee—E. G. Sorenson has engaged in the grocery business.

Suttons Bay—Ruffi Bros. succeed Ruffi & Son in the meat business.

Belding—Whitney & Smith succeed T. W. Peck in the boot and shoe business.

Columbiaville—Dent & Johnson succeed William Dent in the meat business.

Henderson—Guy Niles, of Bath, has engaged in the dry goods business here.

Ypsilanti—C. B. Sanderson has opened a meat market on North Huron street.

Rives Junction—E. M. Atkins & Co. have engaged in the meat and grocery business.

Arenac—The Bay Shore Telephone Co. capital stock has been increased from \$830 to \$1,500.

Belding—Harvey J. Currie has engaged in the meat business at 216 North Bridge street.

Bay Port—The Bay Port Fish Company has increased its capital stock from \$50,000 to \$80,000.

Ishpeming—John G. Goodman has engaged in the manufacture of cigars at 812 East Michigan street.

Dutton—John Roberts has purchased the William Hilzey grocery stock and will continue the business.

Coopersville—J. H. Noble has opened a furniture, undertaking, house furnishings and grocery store here.

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

Jackson—Allen & Dwelle succeed F. E. Greene in the grocery and meat business at 1109 South Milwaukee street.

Jackson—Manke Bros. succeed Henry J. Flint in the grocery and dry goods business at 1514 Francis street.

Long Rapids—Jacob H. Niergarth, dealer in general merchandise, died at his home Nov. 27, following a short illness.

Otsego—E. W. Eady has purchased the plant and stock of the Eady Shoe Co. and will open it for business about Dec. 1.

Cassopolis—H. Lichtenwalner has taken possession of the Hopkins & Hackney drug stock which he recently purchased.

Coldwater—John Kerr, of Kerr Bros., hardware dealers, died in a hospital at Chicago of Bright's disease Nov. 26.

Ypsilanti—G. D. Renton has opened a confectionery and baked goods store in the Martha Washington theater building.

Jackson—A. Phillips has purchased the C. E. Pierce grocery stock, at 2100 East Main street, and will continue the business.

Alma—Ben Mindel has traded his bazaar stock to Dennis Welch for his farm in Seville township and given immediate possession.

Niles—Herman Brenner succeeds Brenner & Glick in the wood, coal and junk business, having purchased the interest of his partner.

Shelby—W. H. Shirts, who has conducted a grocery store here for the past thirty years, is closing out his stock and will retire from business.

Chesaning—Arthur Ward & Co., furniture and hardware dealers at Owosso, have opened a branch store here under the management of Leslie Crane.

Ovid—D. K. Barrus has sold a half interest in his shoe stock to John Green and the business will be continued under the style of Barrus & Green.

Breckenridge—Eckert & Son, who conduct a meat market at Alma, have purchased the Mitchell store building and will open a branch meat market Dec. 4.

Tecumseh—J. J. Belcher, who has conducted a shoe store here for the past eighteen years, has traded his store building and stock for a farm near Ann Arbor.

Chelsea—T. Kent Walworth, of Walworth & Stricter, clothing and shoe dealers, was married to Miss Jean Grover at the home of her parents in Frazer Nov. 22.

Jackson—R. B. Ward, recently with the M. U. T., has purchased the George M. Winslow grocery and notion stock at 1304 Francis street and will continue the business.

Reading—Mallory Bros., who have conducted a grocery store here for many years, have sold their stock to Arthur Botts, who will continue the business at the same location.

Ionia—G. W. French & Son are closing out their stock of jewelry and will devote their entire attention to their stock of musical instruments and other musical merchandise.

Collins—Bugbee & Eager, hard-

ware dealers, have dissolved partnership and the business will be continued by Mr. Bugbee, who has taken over the interest of his partner.

Kalamazoo—Brown & Frick, who recently opened a meat market on North Burdick street, have opened another on South Burdick street and expect to open a third market in the near future.

Grand Haven—Fred Addison and Arthur Killean have formed a co-partnership and engaged in business on Washington street under the style of the Addison-Killean House Furnishing Co.

Sheridan—Harmon Taylor has sold his interest in the men's furnishing goods and clothing stock of Lower & Taylor to his partner, R. E. Lower, who will continue the business under his own name.

Jackson—M. A. McDonough, formerly with the Howard & Solon Co., has purchased the Casey Sisters grocery stock and will continue the business at the same location, 721 North Milwaukee street.

Saginaw—H. W. Shirck has severed his connection with the American Electric Auto Vehicle Co. and opened a factory for the manufacture of auto tops and trimmings at the corner of Court and Niagara streets.

Charlotte—R. Crofoot, who purchased the clothing and men's furnishing goods stock of Crofoot & Tears and continued the business under the same style, will hereafter conduct the business under his own name.

Battle Creek—Thomas Cahill, local grocer, is erecting a store about twenty feet from the sidewalk, but with rollers, by which it can be moved to the walk. It seems that Cahill petitioned the city a few weeks ago for permission to construct a store three feet from the sidewalk. This permission was refused. Cahill in building his grocery store on rollers, will attempt to beat the city out of an opportunity to prosecute him. While he is erecting the structure twenty feet from the sidewalk, as requested, he has not been notified not to roll it up to the sidewalk after its completion.

Manufacturing Matters.

Detroit—The Consolidated Car Co. has increased its capital stock from \$200,000 to \$500,000.

Detroit—The Jefferson Aluminum Works has decreased its capital stock from \$10,000 to \$5,000.

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

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

Bronson—The Warne-Douglas Co., manufacturer of sheet metal specialties, has changed its name to Douglas & Rudd Manufacturing Co.

Vassar—The Reliance Milling Co. has been incorporated with an authorized capital stock of \$21,000, all of which has been subscribed.

Detroit—The Houser-Potvin Co. has engaged in business with an authorized capital stock of \$18,000, all of which has been subscribed and paid in property.

Holland—The case of the Holland Rusk Co. against the Michigan Tea Rusk Co. for alleged infringement of trade mark has been dismissed.

Detroit—The Puritan Brick & Tile Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$6,600 has been subscribed and paid in cash.

Muskegon—The Michigan Ox-Hydric Co. has been incorporated with an authorized capital stock of \$15,000, of which amount \$7,500 has been subscribed and \$1,500 paid in cash.

Greenville—Joseph Anderson has purchased a building on Oak street and is equipping it with machinery for manufacturing wicker furniture, opening for business about Dec. 15.

Detroit—The Hall Gas Mixer Manufacturing Co., of Neodesha, Kansas, with a capital stock of \$300,000, will open an office at 1407 Kresge building. C. R. Jones has been appointed Michigan agent.

Kalamazoo—The Kalamazoo Match Plate & Foundry Equipment Co. has been incorporated with an authorized capitalization of \$3,500, all of which amount has been subscribed and \$1,050 paid in cash.

Traverse City—The Leesberg Shoe Manufacturing Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$15,500 has been subscribed and \$2,500 paid in cash and \$5,000 paid in property.

Detroit—The Michigan Rubber Co. has engaged in business to manufacture pneumatic tubes and accessories, with an authorized capital stock of \$2,000, all of which amount has been subscribed and \$500 paid in cash and \$1,500 paid in property.

Hancock—S. A. Michels, manufacturer of overalls, has added working man's heavy trousers to his line and will manufacture raincoats as well in the spring.

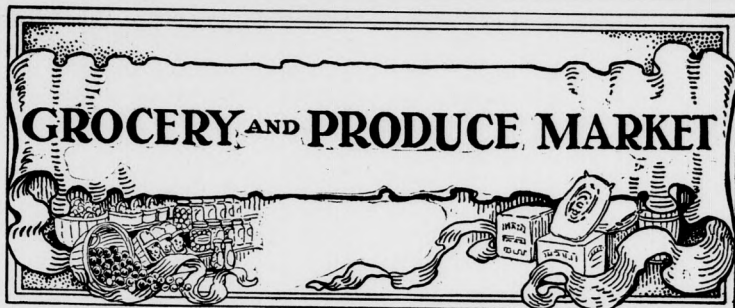
Kalamazoo—The Lo-Vis Co. has engaged in the exploitation of patented novelties and devices with an authorized capital stock of \$25,000, of which amount \$13,750 has been subscribed, \$250 paid in cash and \$13,500 paid in property.

Pontiac—The Republic Brass & Bronze Co. has been incorporated to manufacture brass, bronze, aluminum and grey iron castings, with an authorized capital stock of \$25,000, of which amount \$14,500 has been subscribed and \$8,000 paid in cash.

Detroit—The C. & G. Electric Manufacturing Co. has engaged in business to manufacture cooking devices and electrical appliances with an authorized capital stock of \$35,000, of which amount \$12,500 has been subscribed and \$2,500 paid in cash.

Detroit—The Daly-Mohr Specialty Co. has been incorporated to manufacture automobile parts and accessories with an authorized capital stock of \$4,000, of which amount \$2,030 has been subscribed and \$530 paid in cash and \$1,500 paid in property.

Jesse L. Bowers has engaged in the restaurant business at 440 Division avenue, South, succeeding Robert J. Weatherall.



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—Michigan buyers are paying \$3.15 for pea and \$4 for Red Kidney, hand picked basis.

Beets—50c per bu.

Butter—The market is active, with a very good consumptive demand at prices ranging about 1@2c over a week ago. Fancy creamery is quoted at 33c in tubs and 34c 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; \$8.50 per bbl. for Late Howes.

Cucumbers—\$1.50 per doz. for Southern hot house.

Eggs—Receipts of fresh are more liberal, in consequence of which buyers have reduced their paying price from 34c to 33c. Storage are moving out freely on the basis of 23c for April candled and 27c for extra candled.

Egg Plant—\$1.50 per doz.

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

Grapes—California Emperor, \$2.25 per 4 basket crate; Spanish Malaga, \$6.50@7.50 per keg.

Grape Fruit—Florida has declined to \$3.25@3.75 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, \$3.75@4.25; Floridas, \$2.50@2.75.

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.

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

Turnips—50c per bu.

Veal—Jobbers pay 12c for No. 1.

The coffee roasters have been holding a convention and, among other things, they have decided to advertise coffee. That is a good decision. At first it was proposed to make an attack on substitutes for coffee, but better judgment prevailed, and it was determined to advertise coffee and tell how it should be made. That will do more good than attacking any substitute. Many housewives need to be told how to make coffee, for even the best coffee is spoiled if it is not made right. One paper read discussed the old method of boiling the coffee with the water, which is not supported by any one with any knowledge of coffee brewing. It was reported that the adherents of the percolator method were disappearing, and that the only way to get the best results is the filtration process. If that is true, a campaign to educate people how to make coffee will help coffee sales.

Professor Lasson, of Berlin, recently wrote in a letter to a friend: "We are morally and intellectually superior to all men. We are peerless. So, too, are our organizations and our institutions. The characteristics of the Germans are truthfulness, humanity, sweetness, conscience and Christian virtue, and we are the freest people on the earth because we know how to obey. **And yet we have no friends.**"

The Grand Rapids Oil Co. uses nothing but Pennsylvania crude oil in the manufacture of its gasoline, which gives its product peculiar value in the estimation of its consumers. Manager Throop presents an interesting explanation of the gasoline situation on the third page of this week's edition, which all gasoline users would do well to peruse carefully.

The Grocery Market.

Sugar—The market is interesting to the point of being perplexing. Eastern refiners have advanced their prices 15 points to 6.15c. At the same time Michigan jobbers have reduced their selling prices 20 points to meet outside competition and to move their accumulated stocks. The result is a demoralization which it is difficult to analyze and which the Tradesman is unable to explain to its readers on any reasonable hypothesis. Invisible supplies of cane refined in the United States are extremely small and the trade are buying on a strictly hand-to-mouth basis. Furthermore, the movement of domestic beet sugars throughout the United States has been far larger than in a similar period since the industry became important, and at the wider differentials at which the beet producers are selling their product any pressure from this direction will be relieved immediately after the turn of the year. In fact, the prices obtained, while much below the parity of cane, are far in excess of producers' expectations, and, since the Secretary of the Treasury of the United States has now openly announced that the Administration policy will be for retaining present duties on sugar unless very violent opposition to this policy occurs in Congress immediately after same meets in December, beet producers will gradually but surely narrow the differential at which they will sell their product under cane refined.

Tea—The demand is of the hand-to-mouth variety. The country seems to be supplied for current requirements and pursues a waiting policy. After the turn of the year improvement is expected, the holiday trade in other staples being a retarding influence on tea. While the Colombo cables have been favorable, the easier advices from London prove an offset.

Coffee—The situation is still heavy and prices are rather weak than otherwise. Rio 7s are about as they were a week ago. The situation is relatively stronger on those than on Santos 4s because they are scarcer. Santos 4s are about unchanged also. Mild coffees are in dull demand, but fairly well maintained, because of light supply. Mocha is, perhaps, a shade lower than it has been. The demand for that and for Java is fair.

Canned Fruits—Prices are maintained at a low basis with no quotable change having been made by the operators. Future California stocks seem to be displaying a slowly growing strengthening feeling, with a steady demand for small stocks.

Canned Vegetables—The tomato market is unchanged, but stronger. Corn is in good demand at full prices. Peas are selling well, especially for the lower grades. The reasonable prices have largely increased the consumption.

Canned Fish—The better grades of canned salmon continue to be held with a very firm feeling and the market on Alaska reds display a strong tendency. The demand for supplies of domestic sardines appear to be falling off, according to packers. It

is said that this is to be expected at this time of the year and that trade will probably be dull in this line for several weeks during the holiday season. Prices are, however, being maintained on a firm basis, although a fairly wide range is in evidence.

Dried Fruits—Prices for spot stocks of California prunes are inclined to be held on a fairly firm basis in most quarters, although operators report that it appears to be possible to shade prices a trifle for limited quantities. The buying is maintained on a steady basis, with operators securing only sufficient supplies to satisfy their incidental demands. Peaches, both in the spot market and on the Coast for future delivery are held with a very strong tendency, according to well posted operators. The available stocks in the hands of operators are said to be much more liberal than for several days, but were being absorbed very rapidly by a steady demand for small quantities. Apricots are inclined to be scarce, and under a demand for light quantities are being held on a very firm basis. There is no quotable change in the general range of prices that are being offered by the Coast packers. Stocks of Malaga raisins are reported to be practically exhausted in the spot market, and prices are being maintained with a very firm tendency. California raisins of all varieties are being rapidly absorbed, and quotations that were being offered in all quarters are held with a very strong tone. Stocks, although apparently in fair supply, are being reduced under a steady demand.

Rice—The feeling is confident, it being pointed out that the South is firm, with the mills compelled to pay full prices for rough rice or close down. The Galveston embargo is still bad, but the conditions in New Orleans are improving.

Cheese—The market is firm, with an active demand both for consumption and export, at prices ranging about ½c over a week ago. The market is in a healthy condition, but no further advance in the near future is expected.

Provisions—Everything in the smoked meat line is very firm with an active demand at prices ranging about the same as last week. The supply is reported to be short, but there is likely to be an increase in the supply in the near future, with a possible declining market. Both pure and compound lard are in good demand at prices ranging about the same as last week. Barreled pork, dried beef and canned meats are unchanged with a moderate consumptive demand.

Salt Fish—The mackerel market does not improve. There is some new Norway mackerel available on this side, on account of receipts in New York, but as the quality is not very good, prices are weaker. Prices for the spot stock still remaining in this country continue high. Shore mackerel is offered with a fair degree of freedom at full prices. Cod, hake and haddock are quoted to some extent at unchanged prices.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Nov. 29—D. H. Moloney proprietor of the Man Store here—the store with the reputation of never having had a fire, take or closing out sale—has remodeled the interior by installing the latest style equipment in cabinets and cases to replace the shelving formerly used in caring for his men's furnishing line. With the new equipment the Man Store is one of the finest in the Upper Peninsula and up to the minute in every respect.

Joe Oberley, formerly in the grocery business at DeTour, but for the past few years engaged in various other occupations, died at the Soo hospital last Friday at the age of 50 years. He is survived by four sons. The funeral was held under the auspices of the local lodge of Loyal Order of Moose, of which the deceased was a member. Mr. Oberley was well known throughout Chippewa county and leaves a large circle of friends to mourn his loss.

Most of the mighty hunters have returned and the best of it is that most of them returned with the one deer. It seems that the deer have been kind to the hunters, and what was also very noticeable was that they were mostly all bucks which were killed, which is accounted for by the class of hunters, being the old timers who used special precaution in picking out what they wanted, having only one chance. Many a smaller deer was spared on that account which heretofore had been gathered in. Ted Steffens, of the Cornwell Co.'s sales force, had only two days to spend in the woods, but it was long enough for Ted to bring back a large buck, the meat of which he is distributing around to his numerous friends this week. The France-Supe party, the oldest established hunting party in Cloverland, have returned with the usual luck, each one having his allotted deer. Even Will LaMeasure, of Detroit, a member of the party, got his first deer this year. It is customary to make a noise about it, but Mr. LaMeasure put one over on the old time hunters in that respect, as after shooting the big buck in a remote spot in the woods and knowing that there were no hunters in the immediate neighborhood, he proceeded to dress the deer and hang him up in a manner that would make John France envious. A short time later Mr. LaMeasure met Joe France and Otto Supe, veteran hunters and, incidentally going by the place where the deer was hanging, Mr. LaMeasure appeared to be as much astonished as his companions, who all stopped to look at the prize and wondered who the luck hunter was, and only after discussion was it brought about that the Detroitier was the lucky man.

Every sport imagines that he can stand the pace which kills the other fellow.

R. W. Cowan, manager of the Prenzlauer Bros. department store, returned from New York last week. Mr. Cowan had a pleasant business trip and found the hotel still there.

R. W. Pearce, popular South side druggist, has returned from a hunting trip to Tequamenon Falls and brought back a nice 200 pound buck.

Bob Kerr, manager of the D. N. McLeod Lumber Co.'s general store at Garnet, was reported as being the happiest man in the village last Monday when a 9 pound boy arrived at his home. Bob is passing around the cigars, with that pleasant look which is conspicuous on occasions of this kind.

George Stewart, of St. Ignace, left with a crew of men last Monday to construct the logging camps for the Jones-Kerry Co., about two miles north of Nogi. The Jones-Kerry Co.

expects to carry on considerable lumbering operations this winter.

S. B. Poole and family, of Mackinac Island, left for Ann Arbor last week, having closed the Hotel Iroquois for the season.

State Game Warden Oates recently established a patrol of the Tahquamenon River for the purpose of preventing and detecting violations of the game laws. The deputies were furnished a fast motor boat with which to patrol the river and run down any offenders who sought to escape. It is now found necessary to mount a guard over the boat, as whenever the officers' backs are turned for a few hours they are sure to find the boat out of commission upon their return. Spark plugs and spark coils have been swiped and the gasoline has also been disappearing at a rapid rate, so that there was no telling how far the launch would go after being started. The officers are up in arms over the conduct of the unknown ones and they promise an interesting procedure if the meddlers are apprehended.

We take no stock in the report that the most beautiful girl in America has just been married in New York.

As yet no trace has been found of H. O. Erlacher, the Adrian hunter who was lost in the woods near Eckerman. The searching parties have about given up the search and a reward of \$150 has been offered for the recovery of his body.

St. Ignace is now figuring on a potato warehouse, as it offers one of the best locations for a warehouse of this kind, which would make a good market. It has been conceded that no better potatoes are raised in the State than in the sandy region about St. Ignace. This enterprising town can well stand a few more projects of this kind.

Hetty Green has had another birthday, but there was no unusual celebration commemorating the event in Cloverland.

Colonel Fish, the well-known piccolo player at DeTour, gave a musical entertainment to his friends at the latter place last week, which was largely attended.

James McDonald, the well-known postmaster at DeTour, was a Soo visitor last week.

Judge Jos. H. Steer, of the Supreme Court, spent a week in his old home at the Soo, where he enjoyed a short vacation.

Joseph Flood, popular manager for the Booth Fisheries Co., was another one of the happy men whose family was increased last week with a daughter. Joe is still on the job, although he had to buy a larger sized hat in consequence.

The Raymond Furniture Co. had a consolidation in its employees last week, when the assistant manager, David R. Williams, was united in marriage to Miss Blanche T. McDonald, popular book-keeper at the store for the past few years. The happy couple have been very popular in Soo society and well known to a large circle of friends who wish the newly weds a bright and happy future.

A long distance phone call from Pickford says there is great rejoicing there over the arrival of a twelve pound boy to Mr. and Mrs. Wm. Kirkbride. Mr. Kirkbride is one of the leading butchers at Pickford and the new arrival, being a boy, will put the finishing touches to William's happiness.

Last week being Thanksgiving week may account for the typographical error in the Cloverland news regarding the ford car being a better car than it formerly was on account of employing a pastor at the factory, as we notice that the item was changed to read "a better heap of junk than before." We did not want to give the impression that we would be guilty of calling the ford "a heap of junk," as it is the most popular car in

these parts, notwithstanding there are many better cars built than the ford. William G. Tapert.

Setting Mr. Tapert Aright.

Sault Ste. Marie, Nov. 29—I see that Billy Tapert has been making some highly complimentary comments on the performance of my ford car on the occasion of my last trip from the Soo to DeTour.

Believing that we should always use the plain unvarnished truth in our communications to the Tradesman, I wish to correct one or two of his statements.

My ford has no hydroplane attachment. I had thought of getting one, but the season being late I shall not invest until the time of the heavy spring rains. However, I keep the tires well filled with the same kind of stuff that Bill uses in his letters to the Tradesman, and this gives the car a great deal of buoyancy and is a great advantage when going down the river, crossing small lakes, etc.

On the trip in question I did not stand on the steering gear, as stated. The wheel being under water most of the time, I got up on the top in the rain where it was dryer, laid down and reached over and caught the steering wheel in my teeth. I steered more than twenty miles that way, aided by one of the traveling men with me, who hung on to my feet and acted as a rudder for the craft—I mean the ford.

The other traveling man stayed in the back seat, and would have drowned if he had not had a gas mask such as they use in the trenches in Europe. It was a very fortunate thing for him. He told me afterward that he was brought up in Johnstown, Pa., and that the Johnstown flood was nothing to this trip. We sure would have been goners if we hadn't had the telephone wires to straddle and to guide us.

The machine that was the hero of this trip is the same little ford that might have been seen towing Bill's big touring car into town on a Sunday morning. When I first bought it I found it rather fussy at times, and once it flew up a tree when I was cranking it, and it was a matter of two days before I could coax it down. But now it is becoming very much attached to me and eats out of my hand every morning. The only thing it needs now is a hydroplane attachment, and I am going to get one soon per Bill's suggestion.

Stanley Newton.

Honest Groceryman's Opinion of Store Loafers.

Owosso, Nov. 29—We are in receipt of your Thanksgiving number of the Tradesman which to us seems to be the best edition ever gotten out, and we have read it with considerable interest and also some amusement; in fact, to do without the Tradesman would seem to us like trying to run a bakery without any bread. We read the troubles of the man with a jelly fish constitution and he has our sympathy, but not our disposition. We also perused carefully the communication telling how to deal with the store loafer "By One Who Has Been There." This gentleman has got it doped out all right, but where on earth is he going to get his help? He says, "Secure a lady who is respected, neat in appearance and has a pleasant personality to come in and mop out the store at night." A lady of that particular description wouldn't hold a job mopping country stores over a week before some Movie Genius would hire her to appear in the moving picture shows as a drawing card that would fade Charlie Chaplin to a frazzle. We also have absorbed the article by Will Darwin Fellows, which is a literary gem, and brings back to us the old adage that "Example is better than precept," but having been on the road for about thirty years and calling on just such

stores as are described by the aforesaid gentleman, we want to say to Mr. Fellows, whom we have known and admired from his babyhood, that we have called on just such stores, say at 4 p. m., when it was raining and we had fifteen miles to drive through the mud; waited an hour for some good old lady who was trying to trade out six eggs and two pounds of white livered butter; had exasperatingly asked the price of almost every article in the store that she didn't want, finally run in debt 8 cents for a package of Banner tobacco for the old man at home with the rheumatism; and had lastly packed and repacked her purchases in a basket five or six times over and had gone home. I then thought my time had at last arrived to get next to the dealer, when some guy who had been standing behind the stove expectorating in the direction of the cuspidor (regardless of the distance) began making ancient funny remarks with whiskers on for the amusement of those who had not listened to them for more than a quarter of a century. One of those breezy cusses that would remind you of a two dollar a day hotel with paper napkins on the dining room tables, who, when I opened my sample case, became more interested than the storekeeper and proceeded to enlighten him regarding its contents, and tell him he had bought the same thing if not better in Casnovia and then take entire possession of his attention and relate a circumstance of when he almost bought a hoss at Dave Higgines auction; until I broke in and told him that if he didn't have anything more important to talk about than a hoss that he did not own, I really would like a few minutes of the dealer's time myself! Brother Fellows, there is only one way to treat that kind of a store nuisance, and I haven't got the heart to do it, besides an axe is an unhandy thing to carry anyway.

This store loafer is an old-time subject with the writer. Something like a year ago I called at the country store of a regular customer. His wife, a neat little old lady, was scrubbing around the stove that morning and was not in as pleasant frame of mind as usual. She stopped her work long enough to shake hands and tell her troubles. She always kept an empty tobacco caddy behind the stove, newly filled with ashes each morning, for a cuspidor, but allowed that she would be obliged to get something larger, as some of the tobacco chewers couldn't see that one. Before I left the store that morning I printed a good plain loud sign that read

LOOK IN THIS BOX
AND SPIT WHERE YOU LOOK.
Later on she told me it had proved a winner, as everyone smiled and took a tumble that it meant him.

I have in mind a good old customer who has a sign behind the stove where stands a large spittoon that reads:

Spit on the floor and I'll mop it up, but Trade Here. This customer told me that "that are sign" worked bully and that he hadn't been obliged to mop out in two years.

I call to mind another sign in the store of F. G. DeHart, at Vickeryville, that reads:

"If you spit on the floor at home, do so here. We want you to feel at home."

Gib says it works good and brings a smile, and if you can hit a fellow's funny bone, he is happy; and a happy, good natured chap will not do anything that he thinks will annoy any one. Sunshine is a pretty good cure for all kinds of epidemics.

Honest Groceryman.

The capital stock of the Industrial Saving Bank of Flint has been increased from \$100,000 to \$250,000.

Few self-made men live long enough to finish the job.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Nov. 29—The fourth of the series of dances given by the peddlers was held Saturday evening and a most enjoyable event was the popular verdict. A large crowd was in attendance and there didn't seem to be a single individual, from the kiddies up, who wasn't enjoying himself. The committee should be given a great amount of credit for the efforts they are putting forth to make these dances a success, both financially and socially. As a reward for their efforts, will everyone interested in Grand Rapids Council kindly lend all the aid in his power to make these parties long to be remembered among those who attend? When you're dead you're dead for a long time, so come out to the parties, turn back the clock of time and become imbued with the enthusiasm of the juveniles and shake the dust of troubles from your shoes.

Through an error in the writup of Gabby Gleanings last week, the writer wishes to apologize to Mr. and Mrs. Will Francke for not mentioning the fact that they, too, were present at the Sunday dinner at the home of Mr. and Mrs. C. C. Perkins. The writer was so anxious to get in the item concerning the new Edison machine that he entirely forgot the fact that a good dinner was necessary for the enjoyment of good music.

The Weber Chimney Co., of Chicago, has completed a new cement kiln stack for the Newaygo Portland Cement Co. The stack is built from the cement company's product, reinforced with steel. The chimney is thirteen feet in diameter at the bottom, nine feet at the top and 157 feet high.

Joseph Haldaman, manager of the Pacific Hotel, at Baldwin, died Wednesday noon, Nov. 24, of tuberculosis. The body was brought to the McInnes undertaking rooms, where a short service was held Friday, after which the remains were shipped to White Pigeon for burial.

Burt B. Gustin, of Chicago, has leased the Steel Hotel, at St. Johns, and is making extensive improvements. Mr. Gustin is a man of sterling qualities and is an able man for his undertaking. His hobby is making things agreeable and pleasant for the boys and any support given him by the traveling fraternity will be well deserved.

A tack can stand on its head all day and not get red in the face, but not so with the man who says he hasn't had a puncture all season and then picks it up in his tire.

We wondered why Jim Fortier was wearing a grin from ear to ear and have just learned the cause. It is a nine pound girl.

J. A. Ziesse, who put in his first appearance at our parties last Saturday evening, walked away with the prize in the drawing contest.

Erwin Wells and family, of 639 Cass avenue, spent Thanksgiving at

Fond du Lac, Wis. Mr. Wells represents the Creamery Package Co., of Chicago.

Mr. and Mrs. R. J. Ellwanger entertained Mr. and Mrs. E. J. Peterson and Mr. and Mrs. J. E. Westman, of Muskegon, at Thanksgiving dinner.

Carl Peterson, clothing merchant of Scottville, spent the week end in our city.

The Lamb & Spencer Co. and the Warren & Shaul Co. bowling teams clashed in a contest last week. The Warren & Shaul team were the administrators of defeat. They are open for any team in Charlotte now.

The ways and means committee will meet with the chairman, W. E. Sawyer, at the Hotel Cody next Saturday, where they will have luncheon and discuss important business of the Bagmen and, perhaps, hatch up some new and novel ideas for a coming Bagmen party.

W. S. Lawton is finding the masonic fair a very profitable affair, so far as he is concerned, for we understand he is compelled to hire the services of a dray to take his plunder home. Go to it, Walt, a hard winter is ahead of us.

The Bagmen hold their December meeting Saturday evening, Dec. 11. They expect a large class for initiation and are feeding the goat everything obtainable to create life in the friend of all candidates.

Mr. and Mrs. Charles S. Rogers, of South Fuller avenue, entertained Mr. and Mrs. John J. Dooley at a Thanksgiving dinner and all its trimmings. Charles says business is very good and we are taking him at his word, as the National dinner bird rose pretty high this year.

The Franklin-West Leonard cars have been routed past the Union station. This will be a great help to the boys living in these sections of the city. Thanks to the hustling U. C. T. committee appointed to better the means of transportation at the Union station!

The executive committee of Grand Rapids Council met at the home of A. F. Rockwell, Nov. 28, and put in a very busy day attending to important business and calling on the sick brothers.

Grand Counselor W. S. Lawton will pay an official visit to Coldwater Council Dec. 18.

Don't forget the next U. C. T. hop will be held Dec. 18—just seven days before Xmas.

A quart of gasoline tossed upon the coals of the kitchen range will clean out the ashes in a jiffy; also the entire kitchen.

The Government is going to investigate the armor trust. If we remember rightly, they investigated an Armour trust once before.

The L. S. & M. S. is installing inside toilet conveniences in its depot at Eaton Rapids by the order of the Board of Health. It doesn't speak well of a corporation having to be

forced to make improvements for the convenience of its patrons. The M. C. railroad is also making extensive improvements in its depot.

The Dyer House, of Eaton Rapids, has been taken over by a Mr. Jones. The indifference of the old policy is being supplanted by every regard for the convenience and welfare of the traveling public. Wm. Dyer, owner of the building, is at present assisting Mr. Jones in the management of the hotel.

Fred Hunt, of C. M. Hunt & Son, hardware and implement dealers of Eaton Rapids, spent Thanksgiving week in New York.

Herbert H. Godfrey, representing the Brown & Sehler Co., entertained his father from Parma over Sunday.

The executive committee have allowed a claim of William Jennings, Sr.

C. W. Mills, of the Mills Paper Co. and a member of Grand Rapids Council, passed away Monday, Nov. 22, after an illness lasting three months. Grand Rapids Council loses a loyal member and his associates a companion of sterling quality.

The sixth annual meeting of the Grand Rapids Traveling Men's Benefit Association was called to order Saturday afternoon at 2 o'clock by President W. S. Lawton. After the discussion of important business, the following officers were elected for the ensuing year: President, W. S. Lawton; Vice-President, John D. Martin; Secretary and Treasurer, A. F. Rockwell; Directors, Wm. Bousman succeeds himself and Homer Bradfield succeeds J. Albert Keane. Four new applicants were admitted to membership—C. C. Perkins, Bert Bartlett, H. M. Blackburn and H. G. McWilliams. This Benefit Association is a feature inaugurated about six years ago by members of Grand Rapids Council. The membership is confined to members of Grand Rapids Council in good standing. The membership fee is \$1.50 and an assessment of \$1 on the death of a member of the Association. The beneficiary of a deceased member of the Association receives \$1 for each and every member until the membership reaches 200, when the beneficiary shall not receive more than \$200. Upon the membership passing the 200 mark, all moneys over and above \$200 will go in the reserve fund and remain until this amount shall reach \$200 or sufficient to pay one death benefit, at which time no assessment will be called for until the death of a second member, at which time an assessment will be called in order to pay the claim. Every member in good standing should consider this Association seriously, as the cost is very small, considering the benefits derived from it.

The Secretary reports that the membership teams are doing good work and a big class is expected for December. Don't forget the date of next meeting, which is Dec. 4.

Absal Guild, A. M. O. B., is planning a big ceremonial session and a large caravan will cross the plains of Suleman Dec. 11. Unusual interest is being taken in this session.

Mr. and Mrs. John D. Martin and Mr. and Mrs. H. W. Harwood took Sunday dinner with Mr. and Mrs. C. C. Perkins. They report a very fine dinner. Business must be good with "Perkie," as he has been entertaining several of his friends lately.

L. V. Pilkington.

Discrimination in Prices.

New York, Nov. 29—A bill was introduced into Congress last year by R. B. Stevens, which bill has now become known as the Stevens Price Maintenance bill, which has for its purpose, as stated in its title, "to prevent discrimination in prices and to provide for publicity of prices to dealers and to the public." In the enacting clause of the bill, the following language is used:

"That in any contract for the sale of articles of commerce to any dealer, wholesale or retail, by any producer, grower, manufacturer, or owner thereof, under trade-mark or special brand, hereinafter referred to as the "vendor" it shall be lawful for such vendor * * * to prescribe the sole, uniform price at which each article covered by such contract may be resold."

From the above language, it is clear that the bill has been drawn in the interests of owners of trademark and special brands, and not in the interests of manufacturers as a class. There is no reason that I can conceive why manufacturers as a class should not all benefit, if legislation is to be enacted covering the question of price fixing. It is of course a question whether or not any such legislation is desirable.

The United States courts, in those cases where the question of price fixing has arisen, have held that he who purchases an article has a right to dispose of it for whatever purpose and at whatever price may suit his own purpose, provided that purpose is lawful. On the other hand, manufacturers point out that dealers frequently, to induce trade, sell their products at a price below that which is warranted by a fair profit, and thus demoralize business and trade, and often destroy a business which has been built up at the expenditure of great energy, intelligence and money.

It would seem clear that the best business interests of the country demand that manufacturers should have the right, as a matter of self-protection, to fix the price at which their products shall be sold, and that such protection should extend to all classes of products, and not especially to those sold under trademarks or carrying special brands.

George Hilliard Benjamin.

Look out for those who look out for themselves.

GOOD GOODS

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

THE PROMPT SHIPPERS



(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY,
Grand Rapids, Mich.

Subscription Price.

One dollar per year, if paid strictly in advance; two dollars if not paid in advance.

Five dollars for six years, payable in advance.

Canadian subscriptions, \$2.04 per year, payable invariably in advance.

Sample copies 5 cents each.

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

December 1, 1915.

EFFICIENT STORE HELP.

One of the most difficult problems confronting the retailer is that of securing efficient clerks. True, there is no lack of raw material; but the common complaint, that the material available is "too raw" represents a frequent experience among merchants.

Every store finds it necessary, from time to time, to take on new helpers. The experienced salesmen may go into business for themselves, or go on the road or secure employment in other establishments; and it is up to the merchant to fill the gaps in his selling ranks as best he may. Then, too, the growing store requires more help, even where it holds its experienced salespeople. In addition—and just now this is a pressing problem—extra help has to be taken on at holiday seasons and particularly for the purpose of handling the Christmas trade.

One employer, glancing back over ten years, in the course of which he had, as a rule, three or four helpers in a certain department of his business, declared that in the entire ten years he had secured only three comparatively efficient helpers out of a score or more that had been tried out; and of these three, one was developed to a good stage of efficiency only by dint of arduous and patient training. Whether all merchants have had a similar experience is a question; nevertheless, the incident illustrates the problem of securing help as a good many merchants see it.

The help taken on in the average store may be divided into three classes. First, there are the hopeless misfits, whom no amount of training can develop. These are not so many as might be thought. Then there are the great mass of new clerks, who have a certain good degree of capacity, but seem to take not the least interest in their work or to make not the least effort to develop their earning power. And, finally, there are the occasional "finds"—clerks who with a high degree of natural ability unite enthusiasm for their work and eagerness to learn all about it. A genuine "find" repays a merchant for numerous tedious experiments.

Finds, however, are in fact the merchants of the future—the men and women who are bound to make their mark in the long run. As a rule, the merchant has to content himself with developing the second and largest class

of helpers, those who possess ability but at the outset lack interest in the work, and whose main object is the weekly pay envelope. Such clerks often develop a marked degree of capacity; but only after they wake to their opportunities and to the necessity of learning the business thoroughly and putting all their energies into their work.

In this department of his business, as everywhere else, it pays a merchant to be foresighted. Thus, in dealing with the problem of extra help for the holiday season, one merchant makes a practice of getting into touch with high school pupils a considerable time before the season starts. He knows a good many young people personally and has developed the knack of sizing up raw material, just as he sizes up a customer in his store. By laying his plans early, he gets the pick of the available material for extra help; and has a chance to try them out after school hours and get them acquainted with the stock. It is an easy problem for the wide-awake merchant to pick out the one or two best helpers out of the extra half dozen he takes on; and these he keeps in touch with, since they represent prospective additions to his permanent staff.

Similarly, the merchant who encourages children's trade and sees that his salespeople are just as courteous and attentive to juvenile customers as to older folk, benefits in other ways besides the direct patronage secured. Such a policy brings him into direct touch with the young folks of the community. Among a host of young customers, there are sure to be at least a few who look forward to clerking as a means of livelihood. Naturally, they will be drawn to the store where they are well treated as customers, will get a favorable impression of the business, and will often learn, at the most impressionable age a great deal about it. The merchant who caters to the youngsters often unconsciously prepares the minds of some of them for working in his store. This may sound theoretical, but it is a fact borne out by the practical experiences of many merchants.

It will pay any merchant to keep his eyes open for likely new material. He may go all the year round without a change in his staff; yet changes are ultimately sure to come, and the merchant who knows where he can put his finger on a likely clerk has the advantage over the merchant who advertises for one at a moment's notice and knows nothing about the abilities of the applicants except what they tell him.

Of course, no clerk ever comes to the merchant fully trained. The best that can be expected at the start is a moderate degree of capacity, plus interest in the business and an honest desire to learn things and to get ahead. Everything else must come as the result of training. This does not mean constant coaching, reminding and reprimanding, but it does mean taking an interest in the beginner, guiding his efforts wherever guidance seems necessary and encouraging him to develop his abilities to the utmost.

The big thing is to get the beginners interested. Lack of interest in the business is the explanation for a lot of poor clerks who will never get ahead.

The average clerk needs some outside stimulus. Even the clerk who is intensely ambitious to learn the business and to get ahead needs guidance and occasional suggestions. It is for the merchant to furnish this stimulus. It is in his own interest to do so; the inefficient salesman is dear at any price.

There are some merchants who seem to have no difficulty in developing their salespeople. The explanation is, probably, a natural talent for organization and a natural and almost unconscious interest in helping them along. To such a merchant it is the one thing to do to stop a minute and ask the beginner how he is getting along, tell him some of his own early experience, point out things which can be said of this, that or the other line of goods, and, generally, to impart encouragement and enthusiasm. The less self-conscious the merchant is toward his helpers, the more effective his encouragement is bound to be. The merchant who is patronizing or the merchant who drives will secure results far less than those secured by the merchant who is merely his natural, enthusiastic self and whose enthusiasm is contagious for the very reason that it is not forced.

"Like merchant, like clerk," has been suggested as the keynote to the successful training of salespeople; but this axiom is apt to be pitfall for the merchant. The retailer who makes a practice to bear the brunt of the selling himself may develop a like enthusiasm in his helpers; but as often as not what he develops in them is the habit of hanging back and giving him first chance at a customer. The shrewd retailer is the one who with the enthusiasm of a fighter unites the keen mind of a general and who sees that each member of his staff gets every chance to develop. This is the one fair policy to adopt; fair to the merchant, to whom efficient helpers are essential, fair to the clerk, whose future is dependent upon a steady, persistent development of his selling and earning capacity.

To feel sorry for a clerk because he is new to the business and hesitates to step forward to a strange customer is natural. To crowd forward and take the clerk's place is, however, a mistake. It isn't treating the beginner fairly. He must get over any bashfulness in dealing with customers or any personal dislikes he may cherish; and the quicker he clears these hurdles and gets into the actual running, the better for him and the better for the business. Where the merchant can help in the most effective way is by frequent little chats in regard to selling, pointing out how customers should be approached, the advisability of addressing the customer by name, if possible, showing the goods quickly, knowing their selling points and urging them with absolute confidence.

Whether the store be large or small, it is worth while for the merchant and his salespeople to get together and talk things over. Of course, the merchant is busy and his time is worth money. Nevertheless, efficient helpers are also worth money, and fair exchange is no robbery. Any merchant can spare a little time for the specific purpose of helping his salespeople to achieve greater efficiency.

In many business establishments, store conferences have been adopted with this end in view. At these gatherings experiences can be exchanged, the goods talked over, selling points elucidated and new selling methods devised. The store conference is valuable in that it promotes a certain store spirit, a spirit of loyalty to the business, and a realization of the fact that the entire staff are working together for a common purpose.

Informal chats between proprietor and individual clerks will accomplish much the same result; and there are a good many merchants who believe it better to deal with their helpers individually. Often the merchant can utilize trade papers to good advantage. These frequently contain prize offers for clerks or articles of special interest to them. The clerk who is interested in his business, and genuinely anxious to advance, will find the trade papers exceedingly helpful; and the merchant is well advised who gives his staff every opportunity for perusing them.

As a military achievement the conquest of the greater part of Serbia does not rank particularly high. What is impressive is not the speed with which the task has been performed or the obstacles which have been overcome, but the smoothness with which the operation has been carried out. Suppose the campaign conducted under Austrian instead of German leadership, and there would probably have been temporary setbacks, delays, mistakes, even if the ultimate outcome were the same. It was the German machine at work. But the German machine, while working smoothly, did not perform miracles. We may compare the operations of the last two months with the progress of events during the first Balkan war of 1912. Actually, the odds against the Servians were much greater than those faced by the Turks in 1912. The Allies in Gallipoli have not entered into the reckoning. With 200,000 men at most, Serbia had to face an attack on three sides carried out by 200,000 Austro-Germans and probably a quarters of a million Bulgars. Against German leadership there was no chance of a dramatic coup such as shattered the Austrian army of invasion last December. The Servian army had the choice of retreating with forces intact into Albania and by a roundabout route back into Southern Serbia or thinning its lines and fighting a delaying campaign. The first alternative would have given the Central Powers immediate control of the road to Constantinople, while the Bulgars, facing no resistance in the North, would have poured larger forces into Macedonia than they have done, and might now have been in possession of Monastir and all of Serbia. A delaying campaign meant the loss of the greater part of the Servian army, but it furnished a respite for the bringing up of Allied reinforcements which might at least safeguard a remnant of the national territory. This is what has happened. The parallel with Belgium is complete. The Cerna River on which the French are established is the Yser of Serbia. Monastir is Ypres.



The Shadows We Cast as We Go Along.*

We are often measured accurately by the length and depth of the shadows we cast. As we go through this world, meeting all sorts of people and having all kinds of experiences, it is only natural that we shall be irritated at times, but when we let this irritation pass on to others who are innocent, we are simply opening our own lives to criticism and are measured by our own yardstick.

There is a family in the South end who employ a maid who is very kindly disposed, but is somewhat lacking in her education, so far as taste is concerned. She is of a kindly nature and the other morning gathered a few flowers from the garden and placed them upon the breakfast table. The mistress of the house, coming into the breakfast room, noted that the colors in the bouquet did not match and it produced a discord in her artistic nature. She frowned and said, "Take those away. I can not bear to have a combination like that on my breakfast table." It was but a word, still it was an unfortunate word, because it cast a shadow upon a life that really tried to express itself in a kindly thought for the mistress.

As I passed along the highway this morning, a man was pulling some weeds from the area between the curb and the sidewalk and was so busily engaged that he did not notice at once that a bit of a child was following after him and picking up the weeds and putting them in a heap. Hearing a little noise as I passed by he turned and saw the child busily engaged in what she thought was a great assistance to the man. He simply said, "Gertrude, does your mother know you are here? You go back into the house at once. I can not have a young one bothering me when I am working." The babe of a girl bent her head and quietly went into the house. An unnecessarily dark shadow had been thrown upon the child's life that would take many a day to remove.

Not long ago, a friend who has a little boy presented the lad with a box of building blocks, which was a great treat to him and which he enjoyed using. One evening as his father sat in his easy chair enjoying his dressing gown and slippers and the evening paper, the lad brought his blocks in and built upon the floor a castle. With great care he established the foundation and built the side walls and inserted the partitions, finishing the structure to the turrets, which were mounted upon the final story. He was pleased with his work. He was proud of his construction and the mas-

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

terly way in which he had erected his structure. In strutting about and expressing his own pride in his success, he happened to touch one of the blocks with his foot and the entire structure came down with a crash. His father lowered his paper impatiently and looking over his glasses said, "George, haven't I told you forty times never to bring your blocks into the library when I return home from work, tired and exhausted, and want a little peace with my paper?" The shadow brought tears to the eyes of the boy in place of a radiant expression of joy which a moment before had lighted him up. A little while afterward his mother came in looking for the lad to take him to bed. Not finding him there, she sought him elsewhere and found he had slipped into his bed with his clothes on and had gone quietly to sleep, sobbing over the sorrow that had come into his life. An unnecessary and deep shadow had been thrown over the child's life.

Sitting in the station the other day, waiting for a friend who was to come on the train, I watched the people and there was among them a mother with an irritable baby passing to and fro and changing the child from shoulder to shoulder and hushing him as best she could, but without much success, for the little fellow cried and cried piteously. A man who was taking a drink at the fountain as the tired mother passed by with the crying child said to another who stood by, "I should think a woman who didn't know enough to keep her baby still were there are a hundred people, better stay at home." It was loud enough so the mother heard it and an added grief came into her heart as she passed out of the door and walked with her child upon the open platform. A thoughtless, wicked thing had been done and a shadow had entered a poor mother's heart that would take years to remove.

I came down Division avenue by the crossing on Wealthy. A man and woman in a market wagon stopped to let the car go by. A car from the other way coming at the same time frightened the horse and the man spoke harshly and profanely and raised his whip to strike, when his wife put her hand upon his shoulder and said, "John don't do that. I can not bear it." The whip came down and something pierced that wife's heart which ages could not eradicate.

Only yesterday I stepped quickly into the office of a business man in the city and inadvertently heard this word from him as he placed a piece of a manuscript on the stenographer's desk, "Josephine, I have told you time and time again that a hyphen should go between the names of our firm. Can't you remember anything?"

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

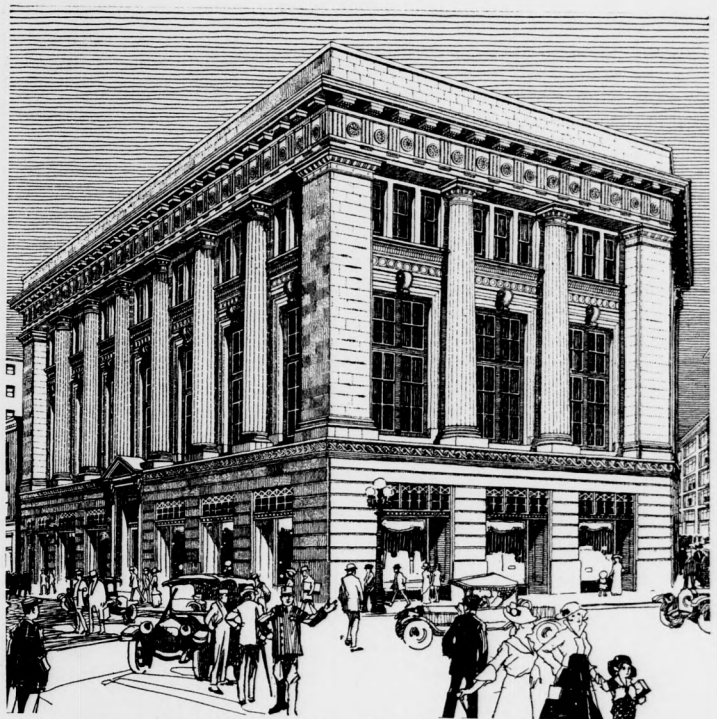
Price and circular forwarded upon request

GRAND RAPIDS TRUST COMPANY

Ottawa and Fountain

Grand Rapids, Mich.

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.

The girl looked up at me and flushed. Nothing was said in reply, but a shadow had been cast by her employer entirely uncalled for which all the kindness of years could not remove.

Here we are in this world moving along among people of different tastes and methods of expression and if we desire to make ourselves of the greatest use to others and avoid any heartburnings, it becomes us to remember that a smile is better than a frown; that a bit sunshine is more effective than a shadow and that a kindly expression will go farther towards rectifying a fault than an angry word. We, as a family, come very close to each other and we do not always see the best side of our companions in our work-day life, but if it is possible, let us throw out a ray of sunshine and avoid, if possible, any method or expression which will cast a shadow upon another's life.

Late News of the Michigan Banks.

For the first time in the history of Lansing banks, the balanced total of assets and liabilities of a single institution exceeds \$3,000,000, while its deposits account goes over the \$2,000,000 mark, also a record. The banner showing is made by the City National Bank, one of the oldest institutions in the city. In its statement of condition issued last Thursday, the City National Bank's balanced total is \$3,066,085.50. The checking and other deposits total \$2,667,369.20.

Officers of the Bank of Saginaw announce that a third branch of that institution will be opened about January 1 in the Bliss block in North Saginaw. This will give the Bank of Saginaw a banking house in each of the city's four principal business centers. A new branch of the institution was opened only a few months ago in South Saginaw. The branch bank's new quarters in the Bliss block are now being fitted up for banking uses. It is not expected, however, that the North Saginaw Bank will permanently occupy this location, a new building in that section being planned for the near future to house the new branch of the big financial house.

Michigan bankers are looking with favor on short term securities as the most desirable form of investment at the present time. They feel that the present exceptionally low rates at which money is being lent will not continue and report that some stiffening in the demand for money is already being felt. They argue that bonds bought at the present time look attractive, but that with an increased demand for money bonds will be less desirable. The low rates prevailing for money have been causing the bankers to do considerable thinking for some months and in some cases it is said that extra dividends will be few in the banking world this year.

The A. E. Cartier estate, in process of liquidation because of the alleged claims of the oldest son, Louis Cartier, is owner of one of the finest and most valuable tracts of hardwood timber in Michigan, according to E. F. Birdsall, of the Grand Rapids Trust Co., now managing the affairs of the estate. This trust comprises 13,200 acres of heavily timbered land in Luce county, principally maple. It is estimated there are more than 100,000,000 feet in the tract. It was

the purpose of the late A. E. Cartier to construct a short logging road to Naubinway and transport the logs to Ludington by boat for manufacture in that city. Dezera Cartier had this plan still in mind when he built a modern steel saw mill in Ludington to take the place of the old wooden mill, burned down, but the mill is idle now and all activities halted by this litigation.

Gold and Notes.

Financial observers are calling attention to the fact that the treasury notes of the British government which it has been found necessary to issue on account of the war amount to £82,000,000 and that, whereas the ratio of gold securing these notes was 65½ per cent. last May, it is only 35 per cent. now. In normal times it is the policy of Great Britain to have a gold fund equal to the amount of notes outstanding in excess of the £20,000,000 or thereabouts of uncovered paper that the Bank of England is allowed to issue. It is therefore an oddity to see so small a percentage against this large liability, but war excuses everything. When we remember the small amount of gold actually pledged against such liability in this country we may still look up to England as an example of safety and solidity in financial affairs. It is inspiring too to see the freedom with which London moves gold over to the United States. The Anglo-French loan provided nearly \$500,000,000, and there are other credits of more than half that amount to the Allies, while assurance is given of further loans, yet gold continues to come. This indicates assurance on the part of British financial authorities of a continued supply of the metal and confidence in the future of their finances. The large receipts of the metal from South Africa, approximating \$200,000,000 per year, are a great boon to the empire under these circumstances. It is unlikely that the flow of gold this way will continue long, for the offerings of funds by our bankers are liberal, but if necessity arises a still further movement can be made without placing the British finances in jeopardy.

The Conviction of Munday.

There is no new moral in the record of the La Salle Street Trust and Savings Bank of Chicago and its associated institutions and no new lesson in the sentence of Charles B. Munday to five years in the penitentiary for his part in wrecking these banks. It is all an old story—the organization of a bank to finance the schemes of its directors and their friends, the lending of depositors' money to the conspirators, the tolerance of the project by the financial community for a while and then collapse, followed by the slow process of bringing the schemers to justice. In this

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

THE testator who names a Trust Company as Executor under his Will secures the expert services of a number of trained men and not merely of one person at no greater expense than that of an individual Executor. We have had 25 years successful experience.

Send for blank form of will and booklet on descent and distribution of property.

THE MICHIGAN TRUST CO.

of Grand Rapids

Manufacturers and Merchants

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

Idle cash is loss.

Cash invested is not always available.

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

The Old National Bank

177 Monroe Ave., N. W.

Grand Rapids, Mich.

instance the affair was complicated by political relations, and the man best known to the public in connection with it was expelled from the United States Senate on the ground that his election had been secured by bribery, whether he knew of that bribery or not. That gentleman and Henry W. Huttig will now be tried as soon as the courts can get to them.

This verdict registers in definite form what was known in substance for a long time by persons familiar with banking affairs in that city. It is a pity that these things cannot be stopped before they begin, or at least bankers who are doing an honest business cannot take such action as will purge the community of such evils before they have gone far enough to involve the savings of poor people and demoralize the affairs of others. The clearing-house authorities did all that could be done apparently, and individual banks could not take action until evidence that would satisfy legal tests was obtainable. It would seem therefore these evil things will grow up from time to time inevitably, that the banking fraternity cannot safeguard the public perfectly and that individuals must look out for themselves.

Treatment of Railroads.

Railroad traffic has taken so favorable a turn, and the economies of the companies have been so severe, that this class of property is looking up decidedly, and as long as the stimulus to our trade from the war shall last this prosperity of the companies will probably continue. Meanwhile it is assumed, although without any broad reason, that the attitude of the governments, National and state, is becoming more friendly. One may hope therefore that a condition of things that is set forth by Newman Erb in an address delivered at Toledo last week is passing away. Mr. Erb, however, puts the case in a form which indicates a great deal of room for improvement. He says that on more than \$15,000,000,000 capital invested the entire income is less than \$3,000,000,000. He goes on to remark: "No industry and no business has obtained or can obtain so small a percentage of gross return upon the capital employed without bankruptcy. What would you say to a business undertaking that had \$10,000 employed and had sales of only \$2,000; or an automobile industry that had \$100,000 invested, with less than \$20,000 gross business per year; or a bank with \$100,000 capital and doing less than \$20,000 business per annum?"

No other business, he says, renders so small gross returns to the amount of capital invested. Yet this industry is only second in the amount of capital invested and second in the number of people employed, farming being first. More than 10 per cent. of our voting population is directly employed in railroad transportation and another 8 per cent. are indirectly affected through their connection with tributary industries.

Forgan to Retire as President.

The announcement of the intention of James B. Forgan to retire from the Presidency of the First National Bank and the First Trust and Savings Bank of Chicago, to take the less onerous

position of chairman of the board of directors, is of country-wide interest, indeed will command attention in Europe, for he is one of the most prominent figures in the banking fraternity of the United States. The National Bank holds a peculiar position as being the first organized in Chicago under the system originated by Secretary Chase, and it has maintained and enhanced the prestige that properly belongs to it. Those who have been in touch with this institution these many years recall the long line of able men who have been identified with it, including Lyman J. Gage and Samuel Nickerson, and appreciate the great part it has had in the business history of Chicago and the country. Always these men have held to strict banking principles, and the result is a great and useful institution. The Trust and Savings Bank was organized to meet the needs of many people who were constantly coming to the officials of the National Bank for various functions that could not be performed by a National institution, and the method of combination with the National Bank was original and unique. Mr. Forgan will turn over these two institutions to the new Presidents in exceptionally sound and prosperous condition. The two men who are to succeed Mr. Forgan, Frank O. Wetmore as President of the National Bank and Emile K. Boisot of the Trust and Savings, are already Vice-Presidents and directors. They have had long experience and they possess the necessary qualifications in eminent degree.

Tragedy of the Hyphen.

Since the war began the Germans in America have suffered acutely the pains of denationalization. Almost overnight a burst of hate was let loose upon the Fatherland. The place where they were born was denounced as barbarous. They were practically called upon to denounce Germany or to be denounced themselves. The country to which their earliest memories were attached had become a moral outlaw.

Of course they couldn't believe it. It was the place of their childhood. It was the home of their parents and childish games; reason and evidence could make no impression upon what their hearts told them was fine. At the same time they had a newer attachment to America, the scene of their ambitions. A more cruel choice was never offered to any body of people.

The result we know—an instinctive German devotion to Germany and a theoretical devotion to America. The hyphen was cut between their dumb but deepest affections and their conscious duties. Their spiritual life has been a terrible torment to them, and their effort to find a decent compromise between their childhood patriotism and their mature citizenship has been grotesque when it wasn't pathetic.—New Republic.

Words resemble sunbeams—the more they are condensed the deeper they burn.

The chap who suspects his neighbor is not above suspicion.

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

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



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

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

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

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.

ADEQUATE ACCOUNTING.

System Adapted To Needs of Wholesale Grocer.*

Among the objects named by the National Wholesale Grocers' Association with which this topic is vitally concerned are three:

To oppose improper methods and illegitimate practices inimical to the right conduct of business, that honest and open competition may prevail;

To promote harmonious relations among manufacturers, wholesalers and retailers in order that food products may be placed in the hands of consumers at the lowest possible cost;

To disseminate useful information and maintain high standards of education among members with respect to the scientific and practical features of their business.

Your President and Secretary requested that this article be prepared with these objects in mind.

As related in a former sketch to you gentlemen, we were unable to find among wholesalers outside of this Association (we did not feel, at that time, free to consult our neighbors) any system of accounting that would give us an accurate monthly balance sheet showing net losses or gains (my partners being bankers were used to this and would not be satisfied with less). We found various makeshifts where costs and profits were estimated, but the subsequent annual inventory would vary from such estimates quite largely at times, thus not affording an accurate or reliable basis upon which to base wise business policies. After two years spent in search we finally found an accountant who installed what has since proved a highly satisfactory system; no more expensive than our previous office outlay and by actual results discovering enough errors, and correcting them, to more than pay its way.

This system is based upon a perpetual stock inventory in which a ledger account is kept with each item of stock. One page is headed, "Ivory Soap," another "Babbitt's Lye," another "One-half pound Yellow Bads," etc., until the 2,500 to 3,500 items carried in stock are all listed, the same as each of your customers are in another ledger. When goods are purchased, the date, name of manufacturer, number of units, cost per unit (freight added) and total cost are each entered. When a sale is made the selling price it entered on the sales sheet by the billing clerk and invoice mailed to customer. The cost or stock clerk then enters selling price on the ledger and puts the cost on the sales sheet. If any error has been made it is apparent at once, because cost and selling price come side by side from different sources and are arrived at by separate processes and people, increasing efficiency and reducing probability of error to a minimum.

Sales sheets are totalled, both as to cost and selling price, filed in each salesman's book of sales and recapitulation of sales, freight and allow-

*Paper read at semi-annual meeting Michigan Wholesale Grocers' Association by John G. Clark, of Bad Axe.

ances charged against his cost and at the end of each month we have an actual basis from which to proceed.

The perpetual inventory is the underlying principle and from it all the different phases of accounting and merchandizing processes can be accurately ascertained.

At a previous time you were interested in the relation of a few of our experiences in the operation of this system, so here are a few more: Since consenting to prepare this paper a manufacturer shipped us a car of soap after his salesman had, without consulting us in any way, canvassed the retailers and secured signed orders for practically all the soap. When part of the soap was shipped, we found our gross profit to have been .0686 on that which had been

\$28.25. A small thing. Yes, but you cannot afford even to burn your waste paper, although it costs you more to bale it, because of the example to everyone of saving.

Again, the waste through swells, soaks, nail tapped tins and concealed loss in our canned goods department, not recoverable, was \$84.10 in a comparatively short time. The price we ask and get covers this additional cost now, and our canned goods net profit is better.

The end of business is net profit, honorably secured. To get volume your responsible sales manager may, at times, offer certain customers who are likely to be competitors of others less favored more liberal terms, either in undue extension of credit or cut prices. Every man, in-

at the head in another contest where efficiency only counts.

Our salesmen's compensation is based on their net results.

I made a purchase of several cars of flour which proved to be unprofitable. At first the salesman thought it somewhat unfair to have this go out and reduce their efficiency showing at the end of the month; but remembering last year with its very large advances we all worked together, took our loss and cleaned that lot out; working all the time on profitable items to balance, as much as possible, the loss item. One day one of the salesmen called me up, stating that we were 4 cents per pound too low on a certain commodity that one of our competitors was getting 14 cents where our price was 10, and to notify the other boys. Could you do this kind of work and get enthusiastic co-operation unless your accounting methods were accurate? What would your volume salesman do under like circumstances? In our experience accurate accounting makes the first question asked by salesmen, Is it profitable? not, will it sell?

Of course, you can do lots of things with accurate accounting in a larger business which would not be profitable in ours. For instance, Symons Bros. & Co. have grouped their items in departments like "Farinaceous Good," "Coffees," "Dry Goods," etc., showing the salesmanager at a glance the rise or fall in each department. In falling off, he located the trouble at once. In increasing, he can provide for a stimulate healthy growth.

Another great benefit from proper accounting is enforcing honesty and straightforwardness among employes. Just to illustrate: In checking over our cigar account, after installing our system four years ago, we discovered a shortage amounting to \$197. Our employes were considered, one after another, everyone was above suspicion; but where was our \$197? A new Yale lock and key was put on the cigar room and one man only had access to the room. Still the shortage grew. Fortunately, at just this time, one of our men discovered a trusted customer, who called several times a week with his peddling wagon, filling his pockets from a box of cigars belonging to another customer and hiding the box. Caught in the act, this customer confessed to taking cigars in this manner for three years. Of course, customer No. 2 would be short when his order was checked out by the shipping clerk and another box from stock would be procured. Not occurring every day, this had not been noticed. Thus proper accounting safeguarded the good name of the employe and the property rights of the owner. Each was raised in the other's estimation because your employe respects you more if you know your business and the owner recognizes no greater factor in his success than honest and efficient employes. Proper accounting increases efficiency of such employes. Under this system one of our men developed into a first-class accountant and is



John G. Clark.

billed to our customers after charging freight to cost. This led to a comparison of the net profits on the six leading brands of soap handled in car lots which are as follows:

No. 1	.0686
No. 2	.168
No. 3	.0915
No. 4	.0988
No. 5	.101

On the total value of the six brands a gross percentage of .0899 is shown. This table shows substantially the same percentage as of all other monthly periods. Is there any useful information in this illustration for the manager who is responsible to his stockholders for profit? Again, salesmen, very properly, carry from the house a good many articles as samples. How many are wasted? How much does this item cost you? It cost us in September and October

instinctively, dislikes to do either. He desires to treat all alike. This system shows, accurately, every mistake of this character, thus hastening the day of better business.

The big salesman—that is, the fellow you are afraid will go to some one else because of the trade he controls—is shown to be purchasing his popularity with your net profit.

In one instance, not in this State, a volume salesman sold \$18,000 one month this year at a gross profit of \$92. His house has an adequate system now and he will never have a showing like that again. He imagined he was helping his house materially until the acid test was applied. The adoption of adequate accounting helped not only his house, but all his competitors. He assumed at once his actual relation to his house and as the right stuff is in him, will be

now chief auditor of a manufacturing concern employing three thousand men, a \$10,000 position if he develops as they think he will. Another was promoted to his place who has already developed new ideas which are valuable and eventually he will go the same way. Others are eager and competent to fill the vacancies thus occurring. Competent men will develop under stimulus of a career open to one possessing a thorough knowledge of accounting. Men taken from the packing room into the office have handled every item in stock and thus have accurate technical knowledge as a basis in accounting. Thus promotion is in sight for everyone if efficient work is done.

The perpetual inventory system does away with the bug-bear of annual inventory. What use is such an inventory to your salesmanager? It shows, more or less accurately, of course, what you have on hand at the close of the year, but a good many items may be handled without profit under this kind of accounting, while the salesmanager thinks he is making sufficient net profit. To illustrate, an excellent business friend of ours, not known, I believe, by any of you, asked how we cared for sugar bought by the customer on contract to be taken out as wanted. We told him that this system showed such contracts to be distinct losses and we had not any. He answered that he had always thought such contracts had not paid very well, but the salesmanager, honestly differing, continued the practice. Later proper accounting showed the actual loss and not only this man has bettered his condition, but has helped his neighbor also.

Knowledge of losses or gains must be specific to be of value to the salesmanager. The where and when net profit or loss occurs must be accurately known in a business where the ordinary gross profit is as small as this. To illustrate what margin do you ask about purchase price and freight on brick and long horn cheese where less than a full box is sold? This article shrinks in weight rapidly and we have found that one and one-half cents per pound added will just about be actual cost. Each one of your many items demands the same careful study. Proper accounting does this easily, accurately, continually and automatically.

Should you be visited by a fire, you know your loss at once and can prove it. Our insurance agents command this feature because, like all of us, they are striving hard to do the right thing and welcome information that is incontestable.

Finally, efficient accounting makes you master of your business, robs competition of its terrors, eliminates unwise practices, makes possible a more equitable division of the rewards of labor and helps your neighbor which, we believe, is the highest aim of civilized man.

Another disagreeable thing about the weather—people are always wanting to talk about it.

UNPROFITABLE PROFITS.

Desirability of Selling Coffee on Closer Margins.

I have made use of this title that I might more effectively center your thoughts on a condition existing in the retailing of medium priced coffee, which is adversely affecting the business of the members of our organization.

During the past fifteen years, there has been a tremendous increase in the consumption of coffee in this country, but the retail grocer has apparently been practically oblivious to it.

In 1890 the consumption of coffee in the United States was 2,672,976 bags of 130 pounds each. In 1914 it was 8,010,470 bags, practically trebling the consumption. (Figures are from reports of the New York Coffee Exchange.)

To-day the sale of medium priced coffee by the retail grocer, instead of being three times what it was in 1890, is probably not as much proportionally as it was then. I feel certain that this is so in New England, and assume that it is so in other sections.

On the higher grades, he (by he, I mean the retail grocers as a class) is yet the purveyor to the public, but he must guard his interests on the higher grades or they will follow the path of the medium and lower priced, and the profits of his coffee department will be but a memory.

The consumption of coffee in this country is considered to be about one pound per family per week. Therefore, the grocer catering to 300 families (the average family is 4.6 persons) should sell 300 pounds of coffee a week—how much does he sell? I venture the estimate that it will not average one-quarter of this amount, that is, seventy-five pounds per week.

Surely, the retail grocer deserves the preference in the patronage of the public, as there is no greater public benefactor. He has fed more women and children in actual need of food than any aggregation of philanthropists yet listed, but the public, like Republics, is ungrateful, and the grocer, if he retains his business, must give as much or more for a dollar than his new class of competitors.

Pertinent questions are:

Why has he lost this part of his business?

Where has it gone?

What can he do to bring it back and retain it?

One reason why he lost this part of his business is because he tried to get too much profit; also, because the roaster got too much profit.

Where has it gone? It has gone to the peddler, chain line stores and cut price dealers.

Why has it gone there? Because these people took advantage of the fact that the grocer's profit was more than it should be on this commodity, and went after the business and used it for a leader.

I do not question the grocer's right to get a good profit on his teas and coffees, because there are so many articles which he handles for little or no profit, but on the medium price coffee, I think he went too far and I

know that the cut price people took advantage of it, and took this part of his business from him, to a large extent.

Furthermore, I feel certain that the grocer would have made more money, had he got less profit and sold more coffee. The desire to make a profit on coffee has misled and beguiled him to such an extent that his business has gradually slipped away from him.

Exposing a fault or showing up a wrong condition avails but little unless a remedy is offered. The remedy which I offer for the bringing back of the medium and low priced coffee business to the grocer, although not the only remedy, is that he should sell a better article for the money than the cut price store. The present time is particularly opportune, as certain types of these stores have in the years immediately passed, made large profits on butter and eggs and on their tea. To-day they are not making long profits on butter and eggs, and they are not making a long profit on tea, and many of them are holding up their prices on coffee; but as they had in the years just past educated the public to come to them for coffee and the grocer having made no attempt to combat them, they are retaining this business. If the grocers of the country will be satisfied with a close profit and be sure to put out an excellent quality of coffee for the price, they will win their business back. But the roaster must do his share, and instead of selling a retailer a poor coffee at as much as he can get for

it, he must see to it that no coffee goes from his place to any retailer which will not be a benefit to the retailer by bringing him return orders when it is put out. I mean that he should not encourage a retailer to buy 20 cent retail priced coffee at 12½ cents; that he should not buy 20 cent coffee for 14 cents., but on the contrary, he should pay as much as 16 cents and the roaster should see to it that the coffee sold is of superior quality, and be satisfied with a small profit. This same ratio of cost price and selling price should pertain when the cut price drive is made on 25 cent coffee. If you do not work along these lines, this trade will pass entirely out of the grocer's hands, and having passed out of the grocers' hands, it will pass out of yours.

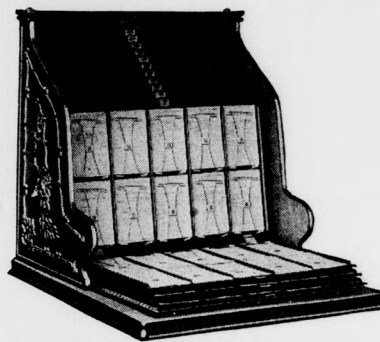
Unprofitable profits do not apply alone to the retailer—they apply to the members of this organization, and if we do not eliminate them, we will be the losers. Therefore, I urge you to urge upon the retailer the desirability of a closer profit and good quality. Increased business will come to him on his medium and low priced coffees, if he follows this advice and we do our part and eliminate unprofitable profits. G. B. Lehy.

Lending a Helping Hand.

"What a beautiful dog, Miss Ethel!" exclaimed her bashful admirer. "Is he affectionate?"

"Is he affectionate?" she asked archly. "Indeed he is. Here, Bruno! Come, good doggie, and show Charley Smith how to kiss me."

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 account size, No Cabinet	\$15.00
No. 2, 110 account size, Metal Cabinet	24.00
No. 3, 170 account size, Metal Cabinet	31.00
No. 4, 250 account size, Metal Cabinet	40.00
No. 5, 390 account size, Metal Cabinet	55.00
No. 6, 510 account size, Metal Cabinet	60.00

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

AUTOMOBILES AND ACCESSORIES

Batteries Call for Attention.

These may be days when, for the first time, you will have to take the battery out of your car and have it recharged. All spring and summer you have not had anything to do but keep the cells properly filled with distilled water, but now the battery weakens, the electric lights are not so bright as they used to be and the generator apparently fails to deliver enough current to keep the charge standard. It is now the season of shorter days and longer nights. The workingman has shorter and fewer trips in the evening before sundown. Now he must light the lights before he leaves the house and they are lit until he returns. The car may stand all evening in front of the movie theater, at the club, the church or at the neighbor's house. The lighting load is approaching its heaviest.

The motorist will be wise to have his battery inspected and start the winter right. If you need new bulbs, get them now rather than go half the winter with dull lights and get new ones when the spring arrives. Just as you get out your winter overcoat, put on winter gloves, winter shoes and winter clothes, so prepare the car properly for winter.

If you are going to put the car away, then have the battery taken out and leave it at a battery station, or if there is not such, there are plenty of garages that are specializing on this battery repair and storage for the winter. You can store the battery for a very nominal sum with any of these parties. They keep them in a room of desired temperature and have a certain charge given periodically so that the battery does not deteriorate. If the battery is an old one and needs overhauling, then your best policy is to put it in dry storage which costs very little more and ensures you of a good battery in the spring. In dry storage the battery is all taken apart, the old separators being thrown away. New separators are installed and when you get the battery back in the spring it is ready for use.

Salary or Commission.

A question that is being debated by the makers of Nationally advertised commodities is whether it is more advisable to pay salesmen on a strict salary basis or allow him a commission on what he sells. Some houses have compromised by paying both salary and commission. The contention of the employers is that, where a large amount of money is expended in publicity, there is a corresponding decrease in the amount of effort required on the salesman's part in introducing and selling his wares. The commission form of compensation, therefore, is either entirely

eliminated, or only a small percentage allowed on sales. There is no gainsaying the fact, however, that a good deal rests with the salesman, even though he has the advantage of his goods being known. Because of this it would seem that, as a spur to individual effort, some commission at least should be paid him.

The People Are Tired.

The demagogue who was so popular a few years ago has not made good. Business must always be regulated, but it has been regulated enough for a while, and the people of the country have come to realize it, and are now making known the fact that what we want and will have is constructive legislation rather than destructive. They realize that we must have railroad expansion and development of the resources of our country, of the new wealth beneath the soil, that we must drain our swamps and irrigate our deserts, that our money must be spent for the eradication of disease in man and beast and growing things. The people are tired of political strife and of getting up each morning and looking into the paper to see what corporation the Attorney-General would attack next, as we used to do some time ago.

Adjustment of Vibrators.

The vibrators of coils should be adjusted according to their individual peculiarities and the motor. On some engines a slight variation of the adjustment will change materially the operation of the motor. The amount of current consumed by the coil depends upon the adjustment, and it can be made to take three amperes. Generally the coil should not draw over half an ampere, and increasing the consumption over that required for proper operation does not increase the efficiency of the motor. The quality of the spark and its length depends upon the number of cells employed, method of wiring and connecting with the coil. The average coil will operate efficiently on half an ampere.

New Companies in Field.

There are several companies, prominent in other lines of manufacturing, who are getting ready to enter the field with motor truck models. Then there are three tractor companies who are entering. In two instances early announcements have been made. In the pleasure car field from four to six companies with substantial capital are at work upon models, and are forming their working organizations. Many of these companies have been at work for several months. It takes a long time for a big company to get started.

Vibration and Radiators.

It is not an uncommon occurrence after taking a leaky radiator to the expert for repairs that after replacing it on the car it develops another leak. Generally the motorist comes to the conclusion that the workman was at fault. This is not always true, for it is not the repaired leaks that give trouble, but the new ones developed. Much of the reported radiator troubles are due to the methods of suspension.

The more recent types of cars have the radiators so mounted that frame stresses are not transmitted to the radiator, and provision is also made for eliminating vibration. On old cars the road shocks are transmitted to the radiator, which with the frame stresses impair its efficiency. Before replacing an old radiator, and especially if it rests on a cross member of the frame, fit a strip of rubber or similar material to provide a cushion and to absorb shocks.

Cure for Rattling Doors.

Rattling doors are very annoying and this trouble is not always confined to the low-priced motor car. A simple remedy is to pad out the hinges or catches with thin rubber sheeting. If the doors jam graphite their engaging faces or file down the high spots. The cause of the doors seizing is generally due to the body settling.



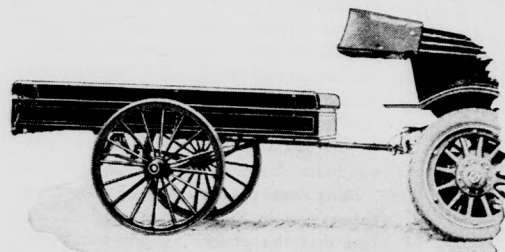
See the new Cadillac Eight
It's the Peer of Them All
Western Michigan Cadillac Co., Ltd.
OSCAR ECKBERG, Mgr.
19-33 LaGrave Ave. Grand Rapids, Mich.



Diamond
Hook-On Tire
Sleeve

is the simplest, handiest, most reliable Tire Sleeve made. You need it when the blow-out comes.

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



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

Conservative Investors Patronize Tradesman Advertisers

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

EVEREADY FLASHLIGHTS

make an appeal to everyone. The motorist, the yachtman, the sportsman outdoors, the farmer around his house or grounds, the storekeeper in his stock room, the watchman, the fireman, the railroad man, the housewife, the children, too—all have use for an EVEREADY.



There's your opportunity. Let us give you full information about EVEREADY Flashlights, Tungsten Batteries and Mazda Lamps.

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

B. & S. Famous 5c Cigar

Long Filler

Order direct or through
Worden Grocer Company

Special Holiday Packages

Barrett & Scully
MAKERS
Ionia, Michigan

Commercial War Against Germany.

A French industrial and commercial commission of five has arrived in this country with the avowed purpose of arranging for the purchase, at the conclusion of the war, of \$160,000,000 worth of structural iron and steel machinery and industrial supplies. Heretofore these things have been obtained in Germany but it is declared that hereafter commercial relations with that country will be closely restricted. Indeed, it is intimated that the resentment against the Germans is so great that the French will not trade with them at all. On the other hand the friendship of this country for France is recognized, and it is declared that the \$160,000,000 is a small part of the trade value that will come to the United States from the great European republic.

While of course it is gratifying to our people to get so much business from the French, one cannot help remarking that the antagonism between the French and the Germans will not long stand in the way of money-making operations between the two countries. For a time no doubt transactions will be considerably restricted but the economic law of purchase in the lowest market and sale in the highest will win out in the long run. Trade between France and Germany was not killed by the war of 1871.

Nor is it in the true spirit of commerce to "wage a terrific commercial war against our enemies," which Maurice Damour, head of the commission, is quoted as declaring to be the purpose of France. It is entirely right to go into the market and win what you can by legitimate means but it is not right to pursue the purpose of destroying a competitor. And in time it is to be hoped the French and the German people will look at present controversies more nearly from a common point of view. The rank and file are not enemies. Even soldiers of hostile armies fraternize on those few occasions when they have an opportunity. Much more should persons engaged in commerce regard each other in a friendly way irrespective of the clash of nations.

One aspect of this mission should be especially gratifying to Americans. The French commissioners declare that they must equip their factories with modern labor-saving machinery, after the war, on account of the great destruction of labor in their country, and it is to the United States that they look for the most modern and the best. Doubtless, after the war, they could obtain equipment largely in England but seemingly the American article appeals peculiarly to them. There have been several instances during the war of the engage-

ment of Americans to equip French factories and organize their forces.

Enclosed Autos Proof Against Cold and Heat.

Following the tendency of the times and the public demand nearly every reliable manufacturer of automobiles is now offering enclosed body models. By the adoption of convertible bodies in sedan, coupe and other winter car types, the manufacturers are enabled to continue production and sales which compare very favorably with their rush periods in summer months.

The closed car has become a necessity. For this reason many of the manufacturers are adopting what is known as the convertible body types, removable for summer use and thoroughly enclosed for operation during cold weather. The all-year-round car has become thoroughly familiar to motor car enthusiasts.

Fall and winter business in automobiles promises to show more startling gains over past years than even the very successful summer records. Almost without exception factories are showing increases and with orders now in even the rosier forecast for a big, enclosed car season will be surpassed. The sedan, coupe and limousine types have taken the popular fancy in every section of the country. Detroit is particularly noticeable in its demand for such cars.

During the last month manufacturers report production of enclosed cars has increased, in accordance with sale demands, more than 300 per cent. All calculations for the season's sales have been upset and the demand has forced many manufacturers to change their plans to increase the output of the year-round cars.

"The entire country is enthusiastic for the winter cars," said a Detroit manufacturer. "It does not seem to apply to any one section, but is general. The greatest surprise is the demand for sedans in the Southwest. Of course, this type car is good for any season of the year and the Southern motorist is now using it for protection from the sun during the day and cold in bad weather.

"It is safe to predict that the enclosed car business of all companies throughout the country will double that of last year, but only the future will tell just what the limit will be. The demand is not created by a fad, but by a new order of things.

"I figure that now that the automobile is used as much for business as for pleasure that the average citizen throughout the United State needs his car as much, if not more, in the winter, and in order to get protection from the cold he is ordering his enclosed car, which

he uses for business during the day and for the family pleasures in the evening."

New Motors Should Not Carbonize Easily.

In a new motor it should not be necessary to clean out the carbon more than once in 3,000 miles. As the motor becomes older and the piston rings wear, forming an oil seal which is less tight, more oil works its way into the combustion chamber, with the result that carbonization is more frequent and cleaning will have to be resorted to more often. The estimate of 3,000 miles is a very liberal one, as there are many new cars which run 5,000 miles and 6,000 miles without carbon trouble sufficient to require the cylinders being scraped or burned out.

It is announced that within the last year 35,000 names have been added to the New York City telephone directory. That is fairly enough hailed as a sure sign and symptom of good times and returning prosperity. The telephone is a great convenience and

all are glad to have it, but it can be dispensed with if finances are low and there is a real necessity to economize. When funds are flush again those who have discarded it are quick to secure its convenience, and some who were not thus accommodated before make a contract with the company. The number of telephones in use is a pretty reasonable barometer of the times.

It doesn't look as if the fool killer will ever be able to take a vacation.

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

IN practically every community in Western Michigan there is a place a United Motor Truck can fill better than any other.

We want business in Western Michigan and are willing to pay for the service that will lead to the conclusion of a sale.

This is an opportunity that may very well lead to a most profitable direct-with-the-factory connection. Such a connection would prove not only profitable but very satisfactory from other viewpoints, for the United Motor Truck is standardized in that very component part bears an individual trade marked guarantee of satisfaction. It numbers among its users the most exacting in America and Europe.

Will you write us concerning such a possibility in your community?

The United Motor Truck Company
Grand Rapids, Michigan

NOKARBO MOTOR OIL

It is the one oil that can be used successfully on all automobiles operated by gasoline or electricity. It will not char or carbonize.

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

The Great Western Oil Co.

Grand Rapids, Michigan

GOOD SALESMANSHIP.

Elements That Unconsciously Spell Sales Success.

The selling of goods is the thing for which the store exists. With all your good buying, all your good system in store work in every respect, your good accounting, your advertising, and your window trimming, you must still recognize, that the whole system rests on your salespeople.

Salesmanship is a big subject. Most store workers are not good salespeople, because they know very little about salesmanship. It requires study to make good in salesmanship.

In salesmanship our problem is to get the customer to know the facts about our goods and to feel favorably towards them. Our problem is to get ideas about our goods into his mind and the openings through which the raw materials out of which ideas are constructed are the nerves that pass out from the brain; the principal ones being the nerves of sight, hearing, smell, taste and touch.

In selling goods, the salesperson who understands these elementary facts attempts to give his customer ideas not only through the eye and ear but also through the sense of touch, and, if possible, through the senses of smell and taste. The salesman appeals to the eye by showing the goods and pointing out what he wants to be seen. He appeals to the ear by telling about the goods and he appeals to the sense of touch by getting the merchandise into the hand of the customer, or, as in the case of shoes or garments, by getting the customer to try them on. Every good salesman follows this principle of using several of the customer's senses, whether he knows it or not. Every retail salesman should follow this principle, appeal to his customer's mind by presenting ideas through as many senses as possible.

Another fact of psychology is that the rate at which nerve currents enter the brain and from the brain into the mind is not the same in all people, nor is it the same for each person at different times. The salesman must recognize that if he is presenting ideas about his goods faster than his customer can take care of them, he will not be understood and will lose interest. Nor must the salesman present ideas too slowly, or the customer's mind will run away from him and grow interested in something else.

When the nerve currents enter the brain from eye, ear or other parts of the body they travel with a considerable rate of speed; although this speed varies greatly among individuals. When the current comes to its appropriate place in the brain, it strikes a blow in its particular brain cell. The marks can be made deeper in either of two ways—by putting more force in the nerve current that causes it, or by repetition or concentrating the mind with all its power on the one incoming idea. One other thing is necessary and that is plenty of pathways or connections to the mark or indentation that represents the idea to be recalled.

There are two more facts of psychology that I would like to present. One is that every idea that enters a customer's mind is accompanied by some feeling either good or bad, pleasant or unpleasant, satisfactory or unsatisfactory to the customer. The mind never accepts an idea in a neutral way. It accepts or rejects and classifies as good or bad every impression that it receives. Every impression that your customer receives of you, your goods, your store and its equipment either helps or hinders you in making sales because of this fact.

The other fact is that every idea that enters the customer's mind tends to be expressed, not only by speech but also such things as brightness of the eyes, actions of the body, smiles, frowns, movements of the hands and of the face and head. It is this expression that the salesman must watch to learn whether he is on the right track or not, whether he is showing the right kind of goods or offering the right kind of selling arguments. One can't sell goods successfully without watching customers' expressions.

The customer gets ideas not only about the merchandise the retailer tries to sell to him, but also from everything about the store. The store's advertising in some newspaper may reach the customer before he comes to the store, and he gets ideas from that. They may be partly or wholly unconscious impressions but insofar as they reach the mind at all, either in definite or indefinite forms, there is certain to be an effect of feeling either for or against as an accompaniment of what he saw, heard, felt, tasted or smelled.

Referring to the form of the advertisement in the newspaper, it may be of interest to note that oblongs are generally more attractive than squares and ovals are better than circles. The oblong proportions of three in width to five in length is always attractive. Other forms may be made beautiful, and often most appropriate, but none are so generally attractive as the oblong.

Another detail of retailing that has its effect on the customer is the architecture of the store, particularly the store front, its construction, and its colorings. Even the color of paint used makes a difference that is either favorable or unfavorable to the kind of business carried on. Some of the large chain store concerns have made a scientific study of color schemes for store fronts.

A few years ago five and ten cent stores were painted all sorts of colors. The owner of several of them made up his mind that he would find out what color was best for a 5 and 10 cent store business. After a careful study he concluded that red and gold was the best. He applied these colors to all his stores with success. Now it is hard to find a 5 and 10 store, whether owned by a syndicate or an independent, that is not painted red and trimmed with gold and gold lettering. Red and gold is the scientific color scheme for the 5 and

10 cent business at the present time.

Grocery chains are working with orange and gold, yellow and gold and white. Red seems to be the wrong color for food stores. The United Cigar Stores have settled upon red, black and white, with gilt lettering.

Department stores are likewise working towards a more uniform system of architecture and coloring. They are finding that there is a harmony of architecture of the store with the goods to be sold which when followed helps the store to succeed, and when not followed hinders success.

Window trimming presents ideas to customers and likewise good or bad feeling. The entrance and doorway produce a favorable or unfavorable impression upon all who enter and go out. Uneven steps, sloping walks, slippery places, sticking doors, squeaky hinges, doors that slam with a bang, doors hard to open or close, all cause customers some irritation or bad feeling, and while these are in most cases but very small things, they hinder the successful selling of goods.

The internal arrangement of the store, the layout of the counters and shelving, the location of the goods and the ways in which the goods are displayed are all important factors in building a good impression in a customer's mind. If that impression is not good, it will be bad.

One of the difficult matters about all of these details is that what gives good impressions to one customer does not necessarily appeal to another in the same way. The best that a retailer can do is to build and plan his store and its displays in such a way as to appeal to the largest possible number. It will be impossible to suit everybody perfectly.

Next in order among the things likely to attract the customer's attention and to produce ideas and consequently feelings is the salesman himself. The way he approaches the customer, the way he stands, walks, his looks, his interest, the way he is dressed, his voice, the way he speaks, his cleanliness of clothes and person are highly important factors in giving a good or bad impression in the customer's mind.

The salesman needs to be appropriately dressed for his work. Not too flashy or richly, nor too poorly. Either extreme will attract attention to itself and will detract from the purpose of the store and of the salesman to sell goods. Jewelry and ornaments of all kinds are likely to give trouble.

I once knew a traveling salesman who said that his house gave him a diamond stick pin for a Christmas present because of his excellent work. He said to me, "Do you know, that stick pin lost me more sales than any other thing I could mention? Often when I had a customer on the point of getting deeply interested in my proposition, his eye would catch that diamond and he would look at that instead of at me, with the result that I had to go all over my selling talk again."

The importance of the voice of the salesman is nowhere so evident as in the use of the telephone. Not one person in ten knows how to use the telephone properly. Nothing goes over the wire but the sound of the voice. If the face is wreathed with smiles, if the eyes sparkle with pleasure, while the voice is cold and reserved, the listener at the other end of the line gets nothing but the cold, reserved voice expression and forms his impressions of the speaker accordingly.

Another matter of importance is the salesman's breath. Doctors tell us that one person out of every eight or ten has a bad breath. I need not tell you that this makes a difference in selling. The unfortunate thing about it is that the person who has a bad breath never knows about it until told. Store managers should handle cases of bad breath in a frank manner, and every salesperson should make sure that his or her breath is right by getting some frank friend to say whether the breath is sweet or not.

Successful retail selling rests upon a thousand and one details all performed well. Good retail salesmanship consists in making all the conditions right for the display of our merchandise under favorable conditions, and then in showing the merchandise in detail just as the customer wants it shown.

Paul H. Neystrom.

Kansas farmers are prosperous, Kansas bankers report a good business, and one out of every four Kansas families owns an automobile. Yet something is wrong with Kansas. More than a million people of that state are without library privileges. Kansas needs public libraries, perhaps private ones, too. There are thirty-one counties that have no public library of any kind, and there are only seventy tax-supported libraries in the State and only sixty-one subscription or association libraries. If the Kansans were very poor they could go to Mr. Carnegie, state their needs and obtain help. But why boast of prosperity when more than a million Kansans are ignorant of the best literature. Kansas should bestir itself, sell a few automobiles and buy a few libraries.

A representative business man and civil engineer of China is in this country, sent by his government in the hope that he can induce Americans to make investments. He is especially interested in railroads and says that his government is particularly anxious that Americans shall take more financial interest over there, holding out that they not only can be very helpful but as well that the undertaking will be profitable. There is undoubtedly untold opportunity for investment in transportation propositions, but until China secures a more stable, permanent government, be it republic or monarchy, outsiders will be slow in investing money there, the conditions governing public utilities being uncertain.

For a Bigger-Better Business Sell

Mayer Dry-Sox Shoes

The Great Wet Weather Shoes

IT would be impossible to put anything into your shoe stock that will give you the effective advertising and the prestige that the Dry-Sox line will.

First—If only because of its name; second—on account of its out-of-the-ordinary construction; third—because of the trade-compelling advertising we put in force for you in your locality; and fourth—because of the pleasure, comfort and satisfactory service these shoes will give your customers. This service makes the Dry-Sox a certain repeater.

Our salesmen are now out with the new Dry-Sox samples as well as with the new HONORBILT line. Snappy styles and quick sellers.

A request for salesman does not obligate you to buy but gives you an opportunity of learning much of interest and profit. Write us to-day.

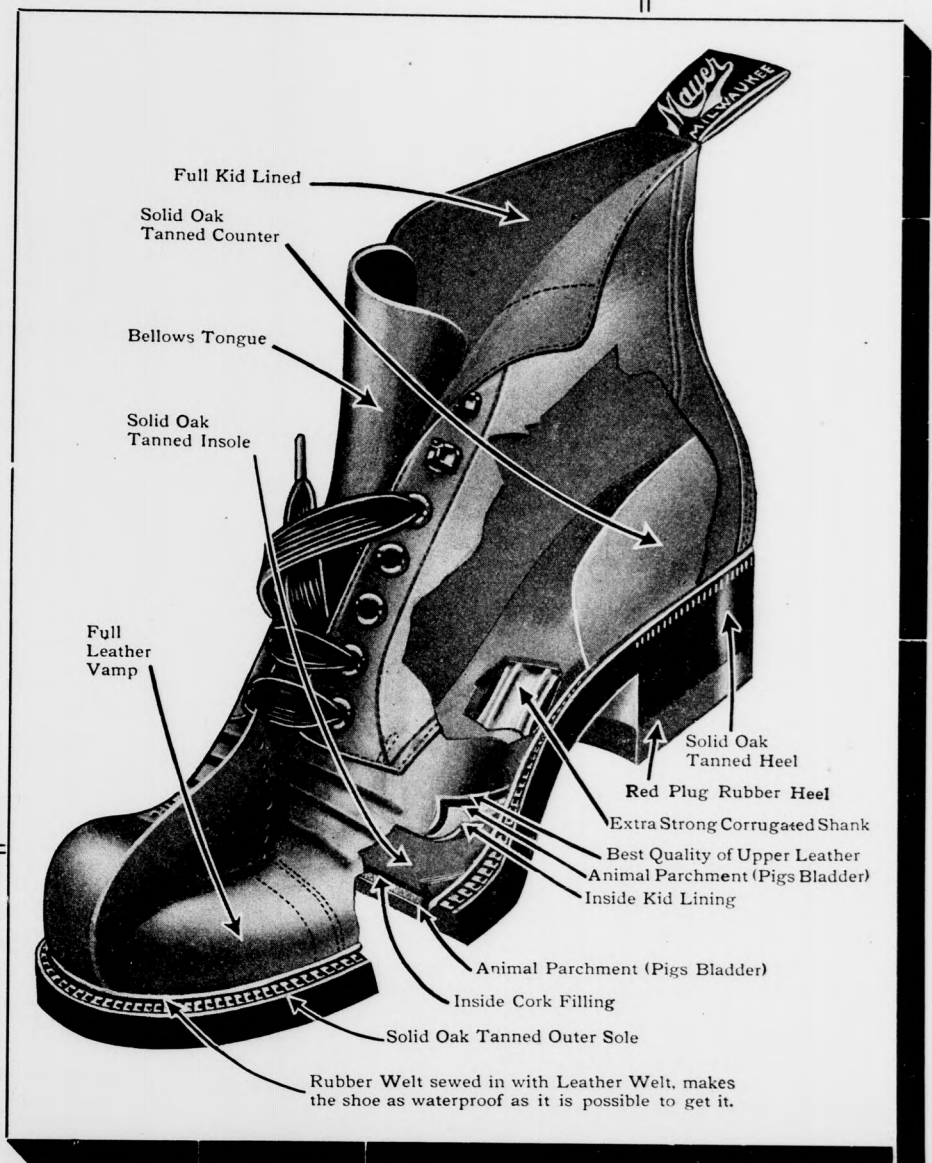
Send for our Dry-Sox Catalogue.

**F. Mayer Boot
& Shoe Co.**

Milwaukee, Wisconsin



HONORBILT





A Few Suggestions for the Wholesale House.

Written for the Tradesman.

There are many wholesalers among the readers of the Tradesman, and doubtless they are anxious to get the retailer's point of view—to know what kind of wholesale house he likes to deal with and the business methods that are most acceptable to him. A few suggestions along this line will here be given.

The kind of retailer we have in mind is the typical small dry goods merchant, who, owing to the limited size of his business, can buy only a few lines direct from the manufacturers, but must depend on his wholesale or jobbing house for the greater part of his stock. We presuppose also a square, honest wholesale firm, sincerely desirous of giving full value to all customers and furthering the interests of its patrons in every possible way.

The traveling representative is of course the connecting link between wholesaler and retailer. It is most essential that he be of the right sort. But if he is, the effect of his best efforts may be annulled by carelessness or inefficiency at headquarters. It is some of the methods and ways of doing things that constitute efficiency or the reverse in the house, that we will here consider.

Accuracy in filling orders. It seems a very trite thing to say—that every order, whether taken by the traveling salesman, or sent in through the mails by the customer, or made in person by selection from sample in the house, ought to be filled accurately, carefully, painstakingly. It would seem that this is one of the oldest truisms of business. Yet, strange to say, the merchant, when he opens up his goods, often is annoyed and put to inconvenience and loss because there has been gross heedlessness in the filling of his order. Tan or white hose sent when black was called for, wrong sizes and kinds and colors in many lines, goods put in that were not ordered and items omitted that were in stock and could have been included—these are examples of his troubles. These blunders occur most frequently in the mixed shipment embracing a small amount each of a large number of different items; but even in such, nine-tenth of them are wholly inexcusable and could be avoided by proper care.

To be sure the retailer is at liberty to return anything not sent as ordered; but what he wants is the right thing, not the privilege of returning the wrong thing. From not having what he should have and what he has

counted on having, he loses sales and is compelled to disappoint customers. Getting off the return shipment is an added labor imposed upon him and his helpers, often when the time it takes can not well be spared.

All errors in prices and in computation of invoices are irritating to the retailer and cause him needless work. They should be avoided just as far as possible.

Shipping instructions should be followed to the letter. The man who is running that little store out there has it all figured out what routing is best and quickest and cheapest for him. Let the shipping clerks just pay close heed to what he says, and not deviate because they may think some other way is better, or because it may for some reason be a little handier for them. If the customer says send certain goods by express, be sure that they go that way. He is willing to pay extra for getting them quickly. Very likely the wedding or the funeral would be all over by the time the needed items could come dragging along by freight. On the other hand, when the directions say freight shipment, send in that way, in order that expenses may be kept down.

No self-respecting retailer likes to be all the time kicking and making claims for small amounts. More often than wholesalers realize, their customers stand extra cost and say nothing.

Minimizing "outs." It should be the pride of every wholesale house to be able to fill orders on all items that customers have a steady trade on and wish to continue right along with, with very few "outs." The uncertainties of manufacture, labor strikes, storms, war, and railway and steamship disasters all come in at times to prevent the wholesaler from having the goods for which he has placed orders long in advance. This is inevitable. But still the ideal of keeping always in stock the goods that will be wanted should be maintained and realized just as far as is practicable.

On items that can not be regarded as staple, it is of course often impossible to supply the goods for a duplicate of a former order. But be sure that you have or will have the goods of which your traveling men are showing samples, so that customers may not be needlessly disappointed. The men out on the road should be kept posted as to the stock in the house, so they will not be showing samples of goods that already are all sold out.

Substituting, putting in something

that is almost the same, is rarely satisfactory to the retailer. Sometimes he may accept and keep what is sent, as a bitter necessity, but in nine cases out of ten he would find far readier sale among his customers for the exact article that was ordered. It is difficult to get people to change from something that has proved satisfactory, and their loyalty and good will are likely to be lost in the process.

Having the right kind of goods. Good buying, careful, discriminating selection of goods suited to the classes of trade that are catered to, this is the corner stone of success in the wholesale business as in the retail. To be able to distinguish quickly and surely the thing that is right, that will please and be satisfactory to the ultimate consumer and prove a trade winner—to be able to distinguish this from something that is almost the same but in some way lacks the elements of success—this requires the invaluable instinct of the good buyer. In order to serve its customers acceptably the wholesale house must have the right kinds of goods, and of course must sell them at right prices.

As to any stickers and hangers that may accumulate, it is a far sounder policy to sell these at a low figure to buyers who are in the house, than to try to work them off as substitutes in filling mail orders.

Correspondence and treatment from the office. When a customer writes in, making an enquiry or trying to describe some article that he wants, the letter should receive careful read-

ing and intelligent, painstaking reply. Make it a point that the traveling salesman's attempts to keep the friendship of a customer shall not be subverted by discourtesy from the office. Very often those who have to do with the correspondence have no idea of the value to the house of a good customer, nor of the constant necessity for holding patronage. Some have the mistaken idea that a letter to be businesslike must be brief to the point of curtness, and that any explanations would be a lowering of dignity.

In all that relates to collections, there is need for tact and good judgment. A wholesale house can not be easy nor extend credit without due caution. But on the other hand a harsh, abrupt demand for payment may seriously offend a desirable customer. Some of the most trustworthy dealers are very sensitive about anything they regard as a dun.

Treatment when in the house. When the customer comes in to market, treat him in a way to cement his friendship. Expensive entertainment now is looked upon with suspicion by shrewd, clear-headed merchants, who have come to know that in reality they pay the bills. But every dealer likes to receive from his wholesale houses the personal attention and courtesy that show that his continued favors are warmly appreciated.

Fabrix.

Pride makes some people ridiculous and prevents others from becoming so.

HOSIERY

For immediate delivery we are in position to fill orders for nearly all grades of men's, women's and children's hosiery in fleece lined, cotton and wool. Mail orders will receive careful attention. 🏠 🏠 🏠 🏠 🏠 🏠

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

SUCCESSFUL SALESMAN.

F. E. Wigen, the Well-Known Baking Powder Representative.

Frederick E. Wigen was born in Gilbert, Story county, Iowa, Aug. 6, 1886. He was the second in a family of eight children, four girls and four boys. His father was a native of Norway, while his mother was American born. When Frederick was 2 years old the family moved to Glenmont, Wis., where his father was employed as an engineer in a sawmill. At the age of 6 he entered the public school at Afton, Minn., which he attended until he had finished the seventh grade. During his vacation he was employed on a seed farm owned by L. L. May & Co., of St. Paul, Minn. In 1903 he graduated from



Frederick E. Wigen.

the eighth grade at River Falls, Wis., and the same year the family moved to Baldwin, Wis., where his father was engaged in the liquor business. He graduated from the Baldwin high school in 1907 and the following year was principal of the graded schools at Hudson, Wis. While attending high school he took a very prominent part in athletics and was president of his class for four years. During the summer vacations, while attending high school, he assisted his father in the liquor business and up to the present time is proud to say he has never used cigarettes, chewing tobacco or liquor in any form.

While teaching at Hudson, Mr. Wigen joined Company C., Wisconsin National Guards, and was a member of the basket ball team and also coached both the girls' and boys' high school basket ball teams. After one year of teaching, he accepted a position as traveling salesman for Swift & Company, of South St. Paul, Minn., having for his territory the Western states. Two years later he accepted a position with the Cudahy Packing Co., of Sioux City, Iowa, and continued in the meat line until he accepted a position with the Calumet Baking Powder Co., of Chicago, for whom he is still working. His first year's work with this company was in Minnesota and the Dakotas and in September, 1911, he was transferred to Northeastern Michigan, with headquarters at Saginaw.

On Jan. 29, 1914, he was married to

Miss Olga Grasslie, of Baldwin, Wis., and they are now making their home at 1015 South Warren avenue, Saginaw.

Mr. Wigen is a member of Saginaw Council, No. 43, U. C. T.; Collins blue lodge at Baldwin, Wis.; St. Croix Chapter at Hudson, Wis., and St. Bernard Commandery of Saginaw.

Mr. Wigen has had charge of the Northeastern territory for several years and has succeeded in building up a splendid trade. He is often spoken of as the "champion of the grocer in fighting the mail order houses." He is very much interested in the success of his customers, realizing that the merchants are really his best friends.

Mr. Wigen is a firm believer in selling his goods solely on the service they will render. He does not try to compete with his competitors on the territory in any other way than to extend the best service he knows how to offer. An amusing story is told on Fred by one of his customers who asked him what he had to say about his competitors. Evidently Fred had waited long for this enquiry to be put to him, for he fished around his pockets for some time and finally got out a little book, the pages all blank, the outside cover bearing the inscription, "What I have to say about my competitors."

The Man Who Fails.

1. The man who expects to begin at the top, instead of slowly rising to it.

Begin at the bottom and make the bottom stronger because you are there.

If you are the right kind of a worker no place is too small for you.

What you need is not so much elbow room as "elbow-grease," energy and strength. Do your work so well that you make the place bigger by making people see in it more than they ever saw before.

2. The man who spends his evenings seeking amusements and doing society. Every man must have recreation. Recreation means to recreate, but you cannot come to your work re-created if you spend night after night at parties and theaters—if you do, you will come to the office in the morning weary and out of humor.

You can't be in society as a night-

ly occupation and be in business any more than you can drink rum and stay in business; neither body nor mind can be fresh in the morning that has been kept at a tension the night before by late hours, or been befogged by indulgence in late suppers. You need more sleep at 20 than you do at 40

3. The man who never reads books along his chosen line. Few things are more beneficial than good books, both in their effect upon character and in their giving impulse and impetus to one's work. A high-minded author brings the reader's mind into harmony with his hopes and ideas so that it is impossible afterwards to be satisfied with low or ignoble things. One reason why men rise more rapidly in the business world than women is because the men are more likely to read books about their business, which open to them their possibilities, their tendencies and help them to find their place in life.

4. The man who won't earn more than he gets paid for.

It is more important that you should make a life than make a living. Your work should be a matter of conscience, not pay.

Poor work for poor pay is just what keeps thousands of workers where they are.

In the long run the cream will come to the surface in every establishment.

Regard your opportunity as greater than your salary.

Do as little as possible, and never do anything for which you are not paid or which belongs to somebody else to do, and you will never rise.

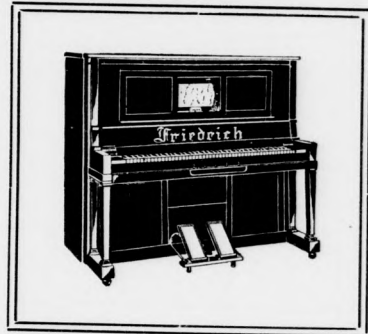
Whatever you do, do it as if you were personally born for the task of doing just that thing. Do it, however humble, as though it were the grandest thing you ever expected to do.

Madison C. Peters.

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



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?"

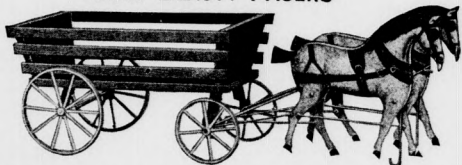
With a Player installed in your home you or any member of your family can sit down and play the piano like a finished artist.

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."

"GRAY BEAUTY PACERS"



Xmas Toys

At popular prices. We still have good assortments. Such as Toy Cannons, Guns, Battleships, Wagons, Autos, Tops and many others too numerous to mention.

Mail orders promptly and carefully filled.

PAUL STEKETEE & SONS
Wholesale Dry Goods Grand Rapids, Michigan

Friedrich Music House

206 Monroe Ave.
Near Pantlind Hotel
Grand Rapids, Michigan

THE MEAT MARKET

Talks by the Butcher Philosopher.

The holidays are rapidly approaching and the present time is the time to make your plans for making the most out of that season of the year, not only to make a good profit, but to draw new trade to your market as well.

I have heard so many butchers make the complaint that the holidays only made a lot of hard work for them out of which they could make nothing at all that was worth while, and that they are glad when this exciting time is over and things are normal in their market once again.

As a rule such a condition of affairs, if it really exists in their markets, is their own fault. They failed to go about this problem right. They are usually the type that work themselves up to a frenzy about the wonderful business they are going to do; as a result they buy a whole lot of poultry which is difficult to dispose of at a profit. Such a condition of affairs is, of course, unsatisfactory.

More judgment is required for the Thanksgiving trade than any of the rest of the holiday trade for two reasons. The first of these is that turkeys will run small and rather poor quality as well as thin at the Thanksgiving season, for they only get fatter when they have experienced a certain period of cold weather. The second is that the weather cannot be depended upon, as at that season of the year there is always danger of a warm spell, and the keeping qualities of the poultry, and especially thin poultry, are impaired.

Last Thanksgiving morning I happened to go into a shop of a friend of mine. He was going around with a long face and gazing at about twenty-five or thirty rough looking thin turkeys hangings there, with no buyers to take them off his hands at any price.

"You can't sell anything on Thanksgiving morning any more," he said. "In former years you could, but now most of the selling is done the day before. We did not sell six turkeys this morning and it is nearly time to close up. The holidays are no good to me."

I suggested to him that he ice them carefully and sell them on the following Saturday for what price they would bring. This appeared to be the only remedy to me for his position.

"That ain't all that's bothering me," he replied. "Look here!"

And taking me into his ice box he showed me seven barrels of fairly decent turkeys that were not unpacked as yet, as he had not gauged his

market correctly, and had bought too many for the demand in his market.

"The only thing to do," he went on, "is to put them in the freezer and take them out for the Christmas trade. What do you think?"

When I asked him why he had bought so much he said that he had gone to market with the intention of buying no more than twelve or fifteen barrels, but before he got through he had loaded up with twenty-one barrels because the demand in his store had seemed unlimited.

"So I pitched in and got it in the neck. Last night's rush did not materialize. I did nearly all my business in the morning and afternoon. As it is I sold a lot of turkeys at a loss trying to get from under, and now I will have a lot of punk turkeys for Christmas. Never again. No more crazy business for me."

By this time the chances are that he has forgotten and will do the same thing all over again. It's a habit that seems to be in the blood with many butchers, and reminds me of the small boy that got away with such a large portion of turkey that he could not possibly eat the plum pudding. Many butchers buy so heavily that they have to sell without profit or satisfaction.

There is one thing that is sure. You cannot buy a lot of poultry, have them in your shop for three or four days, repack them in the freezer and expect them to come out in first class condition. They most certainly will not.

Years ago, when I was in the business, I tried that stunt, and this is how it worked out with me. One Thursday afternoon, between Thanksgiving and Christmas, I bought an entire shipment of turkeys early, all hens weighing between seven and ten pounds. The price was low and, as the weather was cold, I figured that it was a safe buy. I also thought that if I put them in the freezer right after I purchased them they would be good stock along in February, when small hen turkeys are scarce and high. Had I done that at once I might have been all right. But I took them home, picked out the poorest for immediate sale, and repacked them into twelve barrels of the fanciest hen turkeys that you ever saw and shipped them to freezer. Gee, but I figured that I was one clever gink. I knew that small turkeys would be scarce and I could see profits of about 10 cents a pound.

Monday morning, the first thing, one of my best customers came in under full sail, and throwing a bundle on the counter, informed me in no

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.

PEACOCK BRAND

Breakfast Appetites

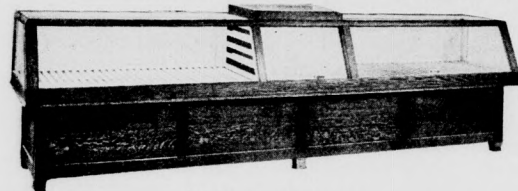
can be encouraged and well satisfied with a nice rasher of bacon and fresh eggs. Go to your grocer's and get some of the famous Peacock mild cured bacon and fry it, pouring off the grease as quickly as it forms. This makes it crisp. Peacock Hams and Bacon are cured by a special process—brine is not used—so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

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

uncertain tones that I could eat the contents for she wouldn't. Inside was a beautifully roasted turkey hardly touched. When the men sampled it they pronounced it rotten. She never paid me for it and I never saw her again. When the route boys came back they brought a few more with them in the same condition. Several complaints over the phone helped me to feel better. I was getting it from every side.

I got so crazy that I went to the cold storage house and told them to sell the remaining twelve barrels for whatever they would bring. They did as I told them and I just about got my money back, but they got complaints galore.

You can't kick poultry around the shop for three or four days and freeze them with safety. Frozen poultry to be good must be put away very fresh.

Next week I will tell you a little more about this holiday poultry trade.—Butchers' Advocate.

The Insufficient Lay.

We love to praise
The genial ways
Of those who laugh at sorrow
And sing a song
When things go wrong
And trust unto the morrow.

But he who clings
To hope and sings
To hypnotize his grieving
His woes may find
Too much inclined
To listen without leaving.

A song may cheer
The moment's fear,
With gentle recreation,
But when it's through,
The thing that's due
Is grim determination.

Means a Loss of Income and Profits.

The retailer who would make a success of his business—and that is what we are all after, each in his particular line—should learn, and learn early, to sort out his ideas, and arrange them in orderly sequence. This is one of the essential features of system, without which nothing can be effected in these days, when everyone is striving his utmost to get ahead of the other fellow.

Overlook nothing. And when you have a good idea—whether original or borrowed, matters not a particle—carry it out vigorously, thoroughly, and without a moment's unnecessary delay. Now, there are lots of good ideas floating around—many of which have been fully tested, and found to pay when put into practical operation. Why not embody them—some of them, at least—in your own business, Mr. Retailer?

The advantages of not duplicating stocks are obvious. A few of them we may here enumerate: To begin with, the merchant simplifies all along the line. The habit of not duplicating:

Simplifies ordering goods.

Simplifies selling goods.

Simplifies keeping goods.

Let us briefly explain how these gains—and others that we have no space to enter upon here—are secured.

The non-duplication of stock implies, in the first place, that the retailer knows the requirements of his particular store, and has some ideas of his own as to quality, price, and

demand. Need it be added that, the non-duplication here spoken of does not imply that the grocer is to limit himself to any particular grade or brand. No store can do that, for tastes and pocketbooks vary just as customers do. The customer must have what he wants—in reason, however, and not in unreason. The thing here intended to criticize, and correct, is not variety but that multiplication of varieties that begins by seeking to serve everybody—and ends by confusing and displeasing everybody.

The greatest offender along the line of duplication is the avaricious man. Price cutting is his chief consideration. With him, it is never quality. The result is unsatisfactory, no matter from what viewpoint regarded. At the store of such a man the customer seldom receives value; for the term, value connotes a combination of quality and price, it is not a positive, but a relative expression.

But there is another angle in connection with duplication that many overlook. We refer to spoilage and wastage, which is a serious item in altogether too many grocery stores, as now run. When the live merchant sees stock accumulating and depreciating, he, having due regard for the reputation of his business, acts promptly. He announces quite openly that some of his stock has lost some of its original freshness, and that he is disposing of it at bargain price. The customers of such a man thoroughly understand the situation. Those who believe in

occasional bargains get them, and come back again. And those who insist upon quality goods all the time are equally satisfied. They note that the store is living up to its reputation. They, too, come back; and their confidence is greater than ever.

The best way of avoiding the disastrous condition above outlined—a condition altogether too prevalent in the grocery trade, we regret to say—is to buy right. The man who buys right can sell right, and can always secure for himself a decent living.

The manufacturers and jobbers who sell under brand and trade-mark have a definite policy, and there is no mystery about it. Their object is to acquire a reputation and secure for themselves the largest sales possible. This they can only do by fair dealing. And they spend tons of money to make their products Nationally known.

The brand is the guarantee. All the retailer has to do is to pass the goods along by keeping his stock in proper shape, and giving the right display. If margin is somewhat smaller than on bulk goods, sales are larger, and there are other compensations.

Package goods of well-known brands have come to stay, and demand is daily increasing. They are safe goods to carry. They sell themselves. They are clean and sanitary, and otherwise conform to the pure food laws. They link up the retailer with the Nation-wide advertisers.

ASK YOUR JOBBER FOR

Hart Brand Canned Foods

HIGHEST QUALITY

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

Quality Guaranteed

The HART BRANDS are Trade Winners and Trade Makers

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

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

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

Factories at

HART, KENT CITY, LEXINGTON, EDMORE, SCOTTVILLE.

LOOKING BACKWARD SEVENTY-FIVE YEARS.

Interesting Reminiscences Recounted in Graphic Style By a Former Michigan Merchant.

One of the most interesting men the Tradesman has ever had the pleasure of meeting is Frank H. Thurston, a pioneer merchant of Northern Michigan who was for many years engaged in retail trade at Central Lake under the style of Thurston & Co. The partner was a son, George L. Thurston, who was—like the father—a man of rare literary attainments and possessed remarkable ability as a descriptive writer. Both father and son were regular contributors to the Tradesman in the early days of the publication. The son was a stockholder in the Tradesman Company for several years and would, undoubtedly, have become a regular member of the staff if he had lived. He died about twenty years ago. The senior Thurston closed out his business interests at Central Lake about a dozen years ago and removed to Tarpon Springs, Florida, where he and his estimable wife are spending their later years in the peace and contentment which are the proper sequence of well spent lives. Mr. Thurston who is well on the road to 90, seldom wields his trenchant pen nowadays, but he has kindly consented to favor the readers of the Tradesman with a series of graphic word pictures of conditions which prevailed when he was a boy, about seventy-five years ago. The first of the series is published herewith, as follows:

OLD TIMES.

When the clear Eastern sky with the morning light gleams,
And the hills of Ohio grow warm in its beams,
With a hand that is strong and a heart that is true,
With his plow in the furrow stands Tippecanoe.
And when far in the West the warm sunlight goes down,
And the hills of Ohio look dusky and brown,
In his own quiet home he the past will review,
And think of his comrades at Tippecanoe.

Above is a specimen of the Whig songs of the Harrison campaign of 1840. There were many good ones and I do not remember that a campaign song book has ever since been published. There were lots of negro songs then. How many of you readers can remember the refrain, common enough in the forties?

Old Dan Tucker come to town,
He swallowed a hogst of 'lasses down,
De 'lasses worked, an' de hogst bust,
And he went up in a thunder-gust.
Git out de way,
Git out de way,
Git out de way,
Old Dan Tucker,
You're too late to come to supper.

Let me see: Things were different in 1840 from what we see nowadays, and I shall try to put down a few of my recollections, not necessarily of that date, but as they may happen to occur to me. This idea, I think, struck me perhaps twenty years ago, when Messrs. Chase & Sanborn published a picture of an old-fashioned country store. One of the first things I noticed in this picture was a kerosene hand-lamp, and, I believe, some whole cod fish, and certain other matters. I wrote the Tradesman about it at the time, but never finished the letter, for various reasons. Now, whole cod fish were the only kind available in the old days, but I never saw a kerosene lamp until about 1857.

My father went into the business of a country merchant in 1817, and candles, sperm oil and whale oil were, I think, used to illuminate stores and houses until about 1842, when "camphene oil" was introduced. It was said to give a light equal to fifteen candles (that is, for a store lamp) and was followed by lard lamps, phosgene gas, fluid lamps, etc.

About 1840, Cincinnati was known as "Porkopolis" and it was said that lard oil was cheaper than daylight in that town and that there the hogs ran about ready roasted with knives and forks stuck in their backs, crying, "Come and eat me."

I never saw many hogs in Cin-

cinnati, but things change in time. When I was young the Genesee flour of New York took the lead, but people did not buy as much flour as they do now. They used more corn meal and "rye and Indian." My father said that they used to buy seven pounds of flour at Thanksgiving and seven at Christmas.

He was born and always lived at Lancaster, about thirty miles west of Boston. He spent three years of his early life in Lexington and knew many of the Revolutionary soldiers. He was out for a short time in the war of 1812, and later was a militia officer. I have some of his old commissions and his saber now. He was on the committee to receive General Lafayette, when he came here as the guest of the Nation, in 1825, and sat in both branches of the Legislature, besides holding various town offices. He was thoroughly familiar with the business of a country merchant and had traveled both in his own country and in Europe. I have now a letter which he wrote my mother in 1836, I think from Ypsilanti, Michigan. He had left Chicago in the stage on Monday and on Thursday evening he was drying his clothes by the fire and writing home that he hoped to reach Detroit before Sunday. It was somewhere about that time that he bought a through ticket from Albany to Boston, allowing him four days stop-over on the route, and he put in the four days at home.

We used to think, in those days, that we were doing pretty well, but when I look back, I can see that there was a good deal ahead of us of which we never dreamed. Friction matches—and there is no better gift to mankind—were just becoming common, and the flint-lock guns of the old wars were being replaced by percussion, but we had no postage stamps and it cost 25 cents to send

a letter from Boston to Chicago. Within a radius of 200 miles, it might be sent for 6¼ cents. This was what we called a "fourpence" in New England and was a relic of the old Spanish currency, which was common in the United States until about 1855, when the Government called it in. The decimal system soon followed.

Some of the abbreviations are, perhaps, worthy of note. For "account" we often now write "a/c." This is really an abbreviation of the word "account" which was formerly much in use, and I have seen it written "acct." The "O.K." now so common, is really a relic of the Whig campaign in 1840. It was a "drive" at General Jackson, who was imperfectly educated, and who was said to have spelled "all correct" "oll kor-rect." However this may have been, the Whigs took it up as one of their campaign battle cries, and I remember some lines of that campaign which ran as follows:

What is't that ails the people, Joe?
They' in a kurios way,
For everywhere I chance to go,
There's nothing but O. K.
They do not use the alphabet,
What e'er they wish to say,
But all the letters they forget,
Except the "O" and "K."

To return to our past needs: we had no vulcanized rubber—only the pure juice of the rubber tree, smoked and dried and stuffed with rice hulls, or the equivalent. Goodyear's invention was brought out soon after 1850 and the price of raw rubber "went kiting."

One of the best things we now have is a currency that is good any-

where, but in old times everybody that handled money had to have a "bank note detector," and he was not always safe, even then. In New England, all the good banks redeemed their currency at the Suffolk Bank of Boston, and when I had occasion to go West, I always took what money I might need in small bills redeemable at that bank, so that I might not be obliged to accept any "wild cat" currency. Railroads and steamers were of an earlier date, but there were no sleeping cars and I well remember when there was no telegraph. The telephone, I think came into general use about 1878.

Before 1850, envelopes were almost unknown, and I remember in 1847 that a boy I knew had a tin pattern for cutting them out.

Typewriters are modern. Tennyson had a printing press in his house.

I think that carpet sweepers were not in use until somewhere in the seventies. About fifteen years ago the Tradesman printed a historical article on the rise and development of the carpet sweeper, written by Edward Taggart, of Grand Rapids, who is probably the only man in the world who could handle the topic with absolute accuracy and undoubted authority.

Anaesthetics came into use, I think, soon after the Civil war.

Baseball was unheard of, and I know little about it now, but I believe that Julius Caesar, Washington and Lincoln were on that point as ignorant as I.

You don't need to examine

OUR FURNITURE

with an X-Ray machine before you buy it.
We'll tell you what it is and what we say
it is, IT IS.

Klingman's

The Largest Furniture Store in America
Corner Ionia Ave. and Fountain St., Grand Rapids, Michigan

MACAULEY SAID

Those inventions which have abridged distance
have done the most for civilization.

USE THE BELL

And patronize the service that has done most to
abridge distance.

AT ONCE

Your personality is miles away.

Every Bell Telephone is
a long distance station.



There were no belts, except for soldiers' use, and I recall that George Washington sent to England for one, "red or black." In 1855, I could not buy one in Chicago and had to get a harness-maker to make one to hold my hunting-knife.

In the forties, men's trousers were usually made with "whole falls," and my father always preferred that style. "Fly-fronts" came later.

When first I visited New York, probably about 1840, the hogs ran loose in the streets.

When I was young, bedcords were generally used in bels, and were twisted with a wrench into place. They were soon exchanged for other devices.

I think that people, before my day, "raised" bread with pearlsh, but my mother said that she heard some other lady tell her mother (who was born the day the battle of Bunker's Hill was fought) that they had at the store a new preparation for making bread, called "saleratus."

I think that before 1850, flour was seldom sold in sacks, which were then always made from cotton.

I believe that the idea of paper string, for tying up bundles, originated in Japan. It was often used during our Civil war.

It was late in the forties that I first saw a daguerreotype and postage stamps were introduced about the same time. Before that, the post-master used generally to make the amount of postage with a pen-quill pen, by the bye.

Nickel and aluminum, now so common, were almost unknown.

Air-tight stoves came around in the forties, but were looked on with suspicion, and I think that they did explode sometimes, before people learned how to ventilate them. Before that, "foot-warmers" were often taken to church. They were made from tin and had a wooden frame. They were very common.

Candles or oil were used in lanterns, which were often made from tin, with holes punched through to let out the light. Glass lanterns were usually globular in shape. Fly screens for doors or windows were almost unknown. Hatchets and spinning wheels—large and small—were in many garrets. I myself have seen the large wheels used in New Hampshire for spinning yarn.

Umbrellas were usually ribbed with whalebone. "Pickwicks" were usually on the mantel, snuffers were always in a handy place. Bullet-moulds were common everywhere. Circular saws were a rather new thing. So were "screw-augers," as they were then called, but I have seen the older "pod-augers" in old tool houses. Wrought nails were made by the blacksmiths until superseded by cut nails, to be followed about 1880, I think, by the wire nail.

Commercial chewing gum was unknown, but the schoolboys sometimes used to "chaw" India-rubber, to pass away the time.

Cash registers are comparatively modern.

The white sugar was in large loaves, although I have seen Dutch sugar that looked light colored. Granulated sugar came later. The brown Havana sugar was the standby. It came about 400 pounds in a box, strapped with raw hide, and every grocer had to have a sugar mill to grind the lumps.

In the old days the wheel wright made your vehicle, from the ground up, and the shoemaker did likewise with your boots, and if there was any waste when they were done, he threw it on a pile in the rear of the shop and burned it when convenient. The cigarmaker did the same.

Few things of any sort were then put up in packages. The only thing that I recall is a certain sort of tobacco in pound packages.

The old style cent weighed about forty-one to the pound.

The keys to my father's safe and front door must have weighed nearly a pound each.

Pictures were not plentiful and there were no blotters.

Showcases were made by the village carpenter.

Steel yard and balance scales were, I think, the only kinds in use.

West India molasses in hogsheads and New Orleans molasses in barrels were the staples.

It cost about 6¼ cents to have your hair cut.

Ladies' boots were usually side-laced and had no heels until about 1853.

Capped toes on men's shoes came

in about 1867. Box toes, about 1870. Balmoral boots have not been long in use. They used to wear boots more than is now common.

Double cased watches were common long ago, and all the spectacles had hinged bows. The riding-bows were first in use, I think, about 1857.

The "dollar of our daddie," once talked of, was never common. The Spanish or Mexican dollar and the French 5 franc piece were much more common.

The old-fashioned hand fire engine with its painted leather buckets would be to-day a very strange sight.

And I think that the above is quite enough for one communication.

F. H. Thurston.

Test of True Friendship.

Friendship is a much larger, much finer, much deeper thing than mere relish of good company. It is a great deal more than mere congenial companionship. Let true and deep affection once grip you; let interest and pleasure once deepen into insight and sympathy and a sense of vital kinship of mind and spirit, and the relationship takes on an energy and a poignancy you had not dreamed of in your easy search for pleasure. Spirit leaps to spirit with a new understanding, a new eagerness, a new desire; and then you may make proof whether it be true friendship or not by the quick and certain test whether you love yourself or your friend more at any moment of divided interest.

Woodrow Wilson.



Christmas Confections

The trade will soon be thinking in terms of holiday candies and sweets. There is no article sold in the grocery store which forms the basis of so many different kinds of confections as pop corn.

"LITTLE BUSTER"

comes in 16 full ounce package, four ounces heavier than its nearest competitor. The grains are smaller, giving more to the package. When popped the volume is larger, thereby giving the customer the largest value obtainable. This cannot but please your trade.

Induces Other Sales

"LITTLE BUSTER" will not only sell himself if properly displayed, but will take from the store with him sugar, lard, butter, salt, vinegar, chocolate, flavoring and a number of other articles which are necessary in the preparation of pop corn confections. "Little Buster" is ideal for decorating and trimming the Xmas trees. Big flaky grains.

LITTLE BUSTER pays you a handsome profit.

Sold by all jobbers. Order a case to-day.

The Albert Dickinson Company

Chicago, Ill.



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.

Making Your Store the Gift Store.

Written for the Tradesman.

In recent years, the hardware store has come rapidly to the front in connection with the handling of Christmas gifts. In this respect it competes with many other lines—notably the dry goods, drug, stationery and jewelry stores. All of these businesses have expanded to take in gift lines which are not, primarily, a part of their regular stock. The hardware business has undergone a similar expansion. Hardware stores—some, not all—handle toys, brass goods, cut glass, silverware, china, souvenirs, cameras, and many other side lines admirably adapted to gift purposes.

Whether or not these lines are stocked, the hardware dealer will find it advantageous to appeal strongly to the holiday trade. To win public recognition of his store as the gift headquarters of the community requires widespread and aggressive advertising. The liberal use of newspaper space in the holiday season, the staging of seasonable "Christmassy" window displays, the sending out of circular letters and advertising matter of one sort and another by mail—these standard advertising devices will be utilized by almost every retailer. There are, however, special stunts which will assist materially to make the hardware store attractive to the givers of gifts at the Christmas season.

Of course, the center of all giving is that old familiar figure, Santa Claus. The gift store that doesn't link up somewhere or somehow with that expensive old reprobate may be regarded as out of the running. Santa makes a direct appeal to the young people, even to those who have ceased to regard him as a living reality but have come to interpret him as the personification of the spirit of giving. It is through the children in turn that the gift store makes its most effective appeal to the parents who hold the purse-strings.

For this reason it will pay the hardware dealer, even at the cost of considerable money and time and thought and effort, to devise some ingenious means of "hunting in couples" with Santa Claus.

The ideas adopted by other merchants will undoubtedly be helpful. The merchant who has watched his trade paper and clipped and filed

away suggestions of a practical nature along this line will find a fund of helpful information at his disposal. The ideas of others are, however, chiefly valuable when they stimulate the recipient to think up new ideas of his own. The merchant who has suggestions of this sort handy can use them most beneficially where he originates or at least improves, with the other fellow's idea as a starter.

To begin with, make your store Santa Claus' headquarters. The other fellow down street will do the same thing, but that is inevitable; it is up to you to do it more convincingly. Don't copy the other fellow's stunts, but go him one or two better.

For instance, did you ever think of this one. The week after Thanksgiving (or thereabouts) you received a telegram via wireless from Santa Claus worded about as follows: "North Pole, December 2. Appoint Blank's Hardware Store my headquarters in Carisford for Christmas 1915. Am starting with big load of gifts by aeroplane. Will telegraph immediately I start. Santa Claus."

If you ever receive that, bulletin it in your window where all the children passing from school can see. Put a big, red-lettered placard above it calling the attention of the youngsters to the telegram pasted below. In a day or two you will receive another, about like this:

"North Pole, December 4. Left 11 a. m. to-day by aeroplane with big load of gifts for Carisford. Headquarters for Christmas, 1915, Blank's Hardware Store. Santa Claus." Don't be afraid to work in a few of those misspellings you invariably find in telegrams, as delivered. If you like, you can offer a prize to the school pupil in any class presenting the most complete list of such misspellings at your store on Christmas Eve.

Bulletin Telegram Number Two, anyway. In a day or two have another from Santa's first stopping place. Follow with another telling of a mishap that occasions delay. "Delayed fixing propellor, gifts undamaged. Will try hard to get there on time." Repairs, more accidents, more delay through unfamiliarity with the aeroplane, perhaps an encounter on landing with a polar bear, perhaps a collision with a mountain peak en route, perhaps a smash up with a cloud—anyway, make it a thrilling and exciting progress with a new bulletin every day until say two weeks or thereabouts before Christmas, when Santa is scheduled to land at noon precisely, and does

Waterproof Horse Covers

Write for Prices

Chas. A. Coye, Inc.
 Grand Rapids, Mich.



Bell Phone 860

Citz. Phone 2713

Lynch Bros.

Special Sale Conductors

Expert Advertising—Expert Merchandising

28 So. Ionia Ave. Grand Rapids, Mich.

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.

REYNOLDS



SHINGLES

Beautiful

Durable

Economical

"Every Square a Square Deal"

For Sale by
 All Lumber Dealers

H. M. Reynolds Asphalt Shingle Co.

"Originators of the Asphalt Shingle"

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.



Its Loose Leaf opens like a Blank Book

Write us

The Proudfoot
LOOSE LEAF CO.
 GRAND RAPIDS, MICH.

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

Foster, Stevens & Co.

Wholesale Hardware

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

Grand Rapids, Mich.

land, (although not by aeroplane) and reaches the biggest public school just as the pupils are coming out. There naturally he pats the youngsters on the head, jollies them along, hands out souvenirs, advertising Blank's hardware store, invites them to come around and see him there, and, in short, does his best to boost holiday business.

That's a typical Santa Claus stunt. And it's not expensive. You don't need to buy an aeroplane. All you need is to hire a good natured, level headed man to impersonate Santa for a couple of weeks. Telegraph blanks are cheap; Santa's suit will cost something, but will wear for season after season. Ingenuity in phrasing the bulletins is the great thing. That, and accuracy in your references to the geographical points in Santa's progress.

One contest suggestion already given is a reminder that contests appeal particularly to children. In connection with this Santa stunt, a variety of contests might be involved. A small prize might be offered to the boy or girl handing in on Christmas eve the most neatly written copy of the series of bulletins, or the best composition telling, in the writer's own words, the story of Santa's adventures. Entry may if you like be conditional on the purchase of goods to a certain amount at your store. Or, you may offer a prize for the best letter to Santa Claus, delivered at your store before, say, December 15, telling just what the writer wants

Santa to bring him for Christmas. (Such letters may be very helpful to young clerks when it comes to suggesting gifts for children). In connection with such a contest, stipulate that the gifts selected be from your stock, and invite the youngsters to come in and look things over. They'll probably, in the process, see a lot of things they never thought of wanting, and proceed to want them, and let their parents know that they want them.

The Santa stunt may be varied. Old Santa Claus is attractive in this, that he can be utilized in a great variety of ways. Instead of an exciting aeroplane trip, with bulletins en route, he can come in quietly and hold a reception for the children. Or you can fit him up in your store with a corner or nook or imitation cavern representing the polar regions, and let the youngsters come in and look at him there. Maybe a gift counter especially for youngsters, fixed up in Arctic style and with Santa in charge of the selling, wouldn't prove a hummer?

All this appeal is, of course, primarily to the children. But it gets home to the parents, just the same. To the parents, in a more practical and less symbolic way, you can talk gifts and giving, and offer the services of a well posted staff in the selection of gifts. Lists of suitable gifts for him, for her, for father, for mother, for this, that or the other typical individual, can be printed and distributed, by mail and from house

to house. The reputation of being a gift store par excellence is a worth while asset to the hardware store at Christmas time. It will pay to go energetically after it.

William Edward Park.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Mt. Morris has taken first steps toward securing a system of waterworks.

Through efforts of the Benton Harbor Chamber of Commerce local shippers have secured lower shipping rates via the Pere Marquette to points on the Michigan Central, Kalamazoo division. Shipments may now be made via the P. M. and Grand Junction at the flat rate on through routing.

Grand Ledge is forming a Booster Club and hopes to complete the organization Dec. 3.

Bids will be opened Dec. 7 by the Board of Education at Niles for construction of a new high school building.

Climax will have electric lights, having voted a franchise for ten years to a private company, paying \$720 a year for twenty street lights of given watt power.

The Board of Trade and the City Commission of Big Rapids are looking into the cost of installing boulevard street lights.

The Common Council of Alpena has voted to assist the Chamber of Commerce in its efforts to bring about the completion of the Boyne

City, Gaylord & Alpena Railroad to that city.

Menominee offers the private water company there \$200,000 for its plant and the company asks \$280,000, but will arbitrate.

The Owosso Improvement Association has petitioned the Michigan Railway Commission for an order requiring the Chesaning Home Telephone Co. to make physical connections with the Union Telephone Co. The Chesaning company has 500 subscribers.

The City Commission of Jackson has voted to purchase four acres in the old city park for abattoir purposes.

John A. Holman, of Detroit, is the new manager of the Bell Telephone exchange at Alma.

Students in the Arthur Hill trade school at Saginaw are doing practical work. An addition for the blacksmithing and foundry departments is being built and installation of a complete wiring system is being made by boys of the electrical department. Boys in the woodworking shops are making additional work tables and at odd times they are building porch swings and other useful products.

The Saginaw Board of Trade and the Automobile Club and the supervisors of Saginaw county have each contributed \$500 and the money will be placed in a fund to be used in placing signs on all county roads.

Almond Griffen.

A babe in arms is worth two armed with toy pistols.

Labor saved
Prevents errors
Accuracy

There's No Weak Link in the McCaskey Chain

OUR HEARTIEST GOOD WISHES FOR THE SEASON are extended now to the thousands of our friends in all States of the Union. More than 125,000 of them are satisfied users of

With Only One Writing **The McCaskey SYSTEM** *The End of Drudgery*
First and Still the Best

but there are merchants who, while they know of us, do not realize how quickly we could relieve their accounting work of unnecessary loss of money and time, better their collections, prevent disputes with customers, and keep their records up-to-date by our perfectly simple, sane and accurate One Writing McCaskey System. NOW is the time for these to make the change from their present cumbersome and unsatisfactory methods and start the New Year right. Our men are everywhere, glad to show you. And with the tested and true

McCASKEY SAFE REGISTER
all metal, insulated, you have absolutely the BEST PROTECTOR AGAINST FIRE in its line. The McCaskey Systems begin in price at \$27.60. Every merchant's requirements can be met.

The McCaskey Register Company
Incorporated—Capital \$3,000,000
 Alliance, Ohio, U. S. A.

Largest makers in the world of Carbon Coated Sales Books, and Account Registers, both Metal and Wood
 Dominion Register Company, Ltd., Toronto, Canada, and Manchester, England

THE STRONGEST LINK
McCASKEY SAFE REGISTER

One writing
No disputes

Safety
Speed

Copyright 1915, The McCaskey Register Co.

WARM WELCOME

Extended the American Specialty Manufacturers' Association.*

The thought uppermost in mind at the moment is one of regret that President Whitmarsh, of the National Wholesale Grocers' Association, is prevented, by causes beyond his control, from being with you to-day. I know that he regrets this as much as you do. I am sincerely sorry that you are deprived of a visit from so pleasing a personality and of hearing one so capable of entertaining and instructing us all.

I want you to know that I have a realizing sense of the honor you confer upon me by accepting me as a substitute for President Whitmarsh in representing the National Wholesale Grocers' Association on this occasion.

I also want to say that I feel very much at home amid these associations. It is my good fortune to know many of you personally and the business relations of the wholesale grocers with the members of your association are as intimate and important as it is possible for them to be. Indeed, our relations are mutually so vitally important that I fail to see how we could get along without each other.

My happiness in being with you on this particular occasion is greatly enhanced by the fact that your meeting is being held in the commercial metropolis of my own State. And from the bottom of my heart I take the liberty of adding my words of welcome to those that have already been so cordially, sincerely and beautifully spoken.

I know that in the charity of your hearts you will condone any exuberant pride that we Wolverines find it difficult to conceal in reference to our beautiful and beloved Detroit.

Statistics reveal the fact that during the past five years Detroit has grown faster than any other city in the world. Detroit now occupies the fourth place in all America as a manufacturing city and ranks third in America as an exporting city. Past her water front there sweeps a commerce that in tonnage exceeds that entering and leaving the port of New York City.

Last year Detroit paid out in industrial wages one hundred and twenty millions of dollars and led all the cities in the world in the manufacture of motor cars. This year it is confidently predicted that Detroit will turn out three hundred and ninety-five thousand motor cars, valued at four hundred millions of dollars.

So recently as 1900 Detroit banks had only seventy-six million dollars in deposits, while at this time her banks have deposits in excess of two hundred and twenty-five millions of dollars.

Detroit has the largest Y. M. C. A. in the world and smallest per capita debt of any city in America.

But I forbear to tax your patience with a further enumeration of the many industries of impressive mag-

nitude and importance of which Detroit may justly boast.

One of my principal reasons for alluding to these—beautiful, momentous and impressive as they are—is that, all combined, they are of no greater magnitude than the welcome that Michigan and Detroit extend to you.

The wholesale grocers are the natural channel through which your product is almost exclusively distributed. Our interests, therefore, are mutual and vitally so. We should work together, hand in hand, heart and mind, in our efforts to serve the public honestly, efficiently and beneficently.

I am fully conscious of the fact that the wholesale grocer exists because he renders a public service and for no other reason. The idea I mean to convey is that he does not exist through whim, caprice or mere volition, but because he renders a service to the public that can be rendered to better advantage through its organization and equipment than through any other existing instrumentality. His success will be measured by the industry, fidelity and integrity with which he discharges the function of distributing meritorious commodities to the people at large better than can be accomplished by any other system.

In order to protect his own interests, as well as those of his customers, he must be discriminating. In the exercise of necessary and proper discrimination he, inevitably, although involuntarily, at times becomes the arbiter of the fate of a manufactured article. This often proves an embarrassing and trying position in which to be placed. The buyers of a wholesale grocery house are neither infallible nor endowed with the gift of prophecy. It is often impossible for them to determine whether a new article, offered for sale to the public, has real merit or will prove popular with the consumer. A mistake made by the buyer may not only prove costly in money, but still more so to the prestige of the house. Therefore, desire to be accommodating to the salesman of the new commodity and also disposition to be in the lead in introducing new articles to the trade must be tempered by considerations of prudence as to the best interests of the house and its customers.

I have stated that our interests are mutual. Indeed, I am glad to voice a sentiment that I know we all feel and that is that a genuinely fraternal feeling exists between the members of the American Specialty Manufacturers' Association and the members of the National Wholesale Grocers' Association. Yet, in the prosecution of a business of such magnitude as that which exists between the members of your Association and the members of ours, we would indeed be more than human if minor points of friction and misunderstanding should not develop in the course of business. Wholesale grocers appreciate the orders turned in to them by your specialty salesmen and the credit departments of wholesale grocers co-operate in a generous spirit with

specialty salesmen, properly accredited and offering goods of merit. But the credit department of any wholesale grocer house is in a far better position to judge the distributing ability and credit limitations of a given retailer than a specialty salesman can possibly be.

There is a natural and a perfectly human disposition on the part of specialty salesmen to overload the retail buyer. Then, too, specialty orders are often taken for more or less remote future delivery and it frequently happens that, on second thought, the retailer becomes doubtful of the wisdom of his purchase from a specialty salesman and refuses the goods on delivery by the jobber at the specified time. This is particularly true of that class of orders in which every condition is not specified in writing and signed by the buyer.

Much annoyance and loss has been occasioned jobbers by failure on the part of aggressive salesmen to observe proper precautions in booking specialty orders. Unhappily, misunderstandings, growing out of specialty transactions, have at times caused the permanent loss of a good customer to a jobbing house and have also strained the relations between the jobber and the manufacturer of the special article. All of which could have been avoided by proper precautions on the part of the salesman in booking the order. The gravity of embarrassments of this character becomes apparent when it is remembered that the jobber is permanently located and dependent upon the trade and good will of his locality, while the specialty salesman has the country at large for his field and may make but few visits to any particular section.

In recognition of our mutual interests it behooves us to work harmoniously, in a broad spirit of helpfulness, confidence and charity. This, I know, the wholesale grocers earnestly desire to do and I need no further assurance of your disposition to meet us half way. When, therefore, a specialty order is declined or cut down for credit or other reasons, the specialty salesman may know that the necessity for such action on the part of the credit man is no less regretted than are the conditions which make it imperative.

The rapid evolution of trade and industrial methods keeps us all busy in adapting ourselves to new conditions as they arise. In the very nature of the case your methods are more intensive than are those of the wholesale grocer. You have but one or at most only a few articles to handle, while we have a vast number. Your original and aggressive methods of introducing and pushing the sale of your wares often challenge our admiration, even if they do sometimes run counter to our methodical ways of doing business.

We are all proud of the fact that legitimate business is now conducted on a higher ethical plane than ever before. We are becoming more and more conscious all the time that the moral tone of the whole business

world is growing better—more sensitive to wrong and more zealous in adhering to the right. This tendency is now being accelerated by general recognition of the fact that it pays. It pays not only in enhanced profits, through mutual confidence, but it pays still more largely in considerations of self respect and in close and confiding comradeship.

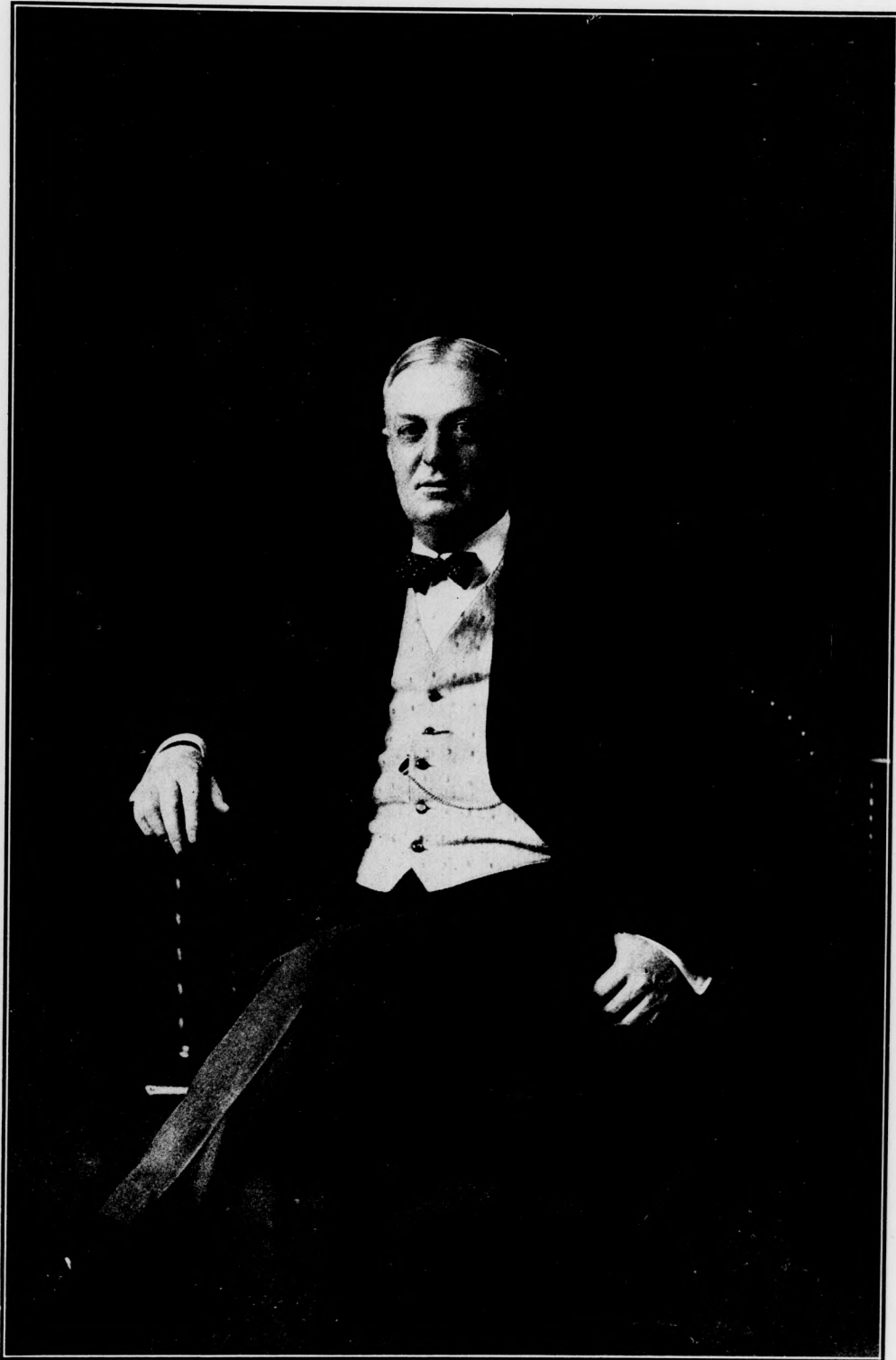
Of course we make mistakes and will continue to do so. Each new phase of progressive trade policy makes possible certain errors of adjustment to the new conditions. A correct adjustment of the equities involved is not always easy. Established and time-honored methods yield grudgingly to the innovation of new ideas. Some commodities can be handled more easily and more cheaply than others and the question naturally arises as to whether or not this fact should have recognition in our policy as to profits. If we do not give it recognition are we not liable to lose important lines of business by failure to do so?

By way of making my meaning plain I will cite a single instance. I learn from Eastern jobbers that whereas at one time they handled practically all the tobacco business of their respective localities they do not now handle 10 per cent. of it. Their tobacco trade has become so small as to be a negligible item of their business. It appears that this has come about through methods of distribution adopted by the tobacco manufacturers and especially through that method known as the "Drop Shipment." This method of marketing tobacco practically eliminated the jobber's cost of handling, while he continued to insist upon his usual margin of profit on goods so handled. Alert tradesmen saw the opportunity thus created and aggressive wholesale tobacconists began to spring up all over the country. In Buffalo, Providence, New York, Philadelphia and other cities I am told that the tobacco business, to a large extent, has passed out of the hands of the wholesale grocers and into the hands of exclusive wholesale tobacconists, many of whom, I am told, have prospered greatly through marketing tobacco at prices less than those at which wholesale grocers were willing to handle the business.

This suggests that commodity prices, so to speak, are jealous of their rights and will seek the cheapest channel to the shelves of the retailer. I merely drop this thought to show you that wholesale grocers are alive to the necessity of adapting their selling plans to the equities involved in the relative cost of handling different classes of merchandise. In short, the trade world seems to be following the scientific world in getting beyond the point of being satisfied with dealing in generalities and insists that each class of goods be marketed on the basis of relative cost of handling.

I cannot let this opportunity pass without saying a few words on a subject that is uppermost in all our minds—the business situation in general and the future outlook. Human

*Address delivered by William Judson at seventh annual convention at Detroit, November 18.



WILLIAM JUDSON

judgment is very largely the result of the teachings of experience. The history of the race furnishes no precedent for world conditions that now prevail and consequently we are at sea in forming conclusions. Moreover, the awful drama of world happenings is still in progress and no man can tell from day to day what may happen to upset the most carefully thought out conclusions. The European war is of a magnitude so greatly in excess of anything with which mankind has had previous experience that we lose the sense of proportion when we endeavor to assign proper importance to the several factors involved.

While this world horror has come about through no fault of ours it has brought to us both opportunities and responsibilities. All of a sudden we have sprung into such importance in the affairs of mankind as to be wholly unprepared for the responsibilities thus imposed. Indeed, we have hardly awakened to a conscious realization of our changed attitude to the whole human race. It is a time for earnest and painstaking thought. It is no time for the indulgence of selfish personal aspirations to acquire sudden wealth through the misfortunes of others and irrespective of the welfare of our country at large. We can only meet the grave responsibilities that have been thrust upon us by earnest co-operation in matters of statecraft, economics and finance.

A year ago the man who would have suggested that within the short space of twelve months we would be transformed from a debtor to a creditor nation would have been laughed to scorn. The man who should have ventured the suggestion that within a year the largest loan that has ever been floated in the history of the human race would be successfully placed in the United States would have been considered a fit subject for the lunatic asylum. Only a brief twelve months ago our country was agonizing over an effort to raise a hundred millions of dollars in gold to pay maturing obligations in London in order to save our National honor and credit. Now, apparently, all the gold in the world is eagerly seeking our shores in payment for commodities that the unhappy people on the other side of the water must have. All the free gold in the world, apparently, will be insufficient to pay the trade balance in favor of this country and in addition thereto vast credit accommodations are being arranged to supplement the importations of gold.

Again is the adage that "fact is stranger than fiction" vindicated by happenings of which we have all been the astonished witnesses—and the end is not yet.

To all human appearances we are entering upon a period of the greatest material prosperity that this or any other nation ever enjoyed. Nature has blessed us with bountiful harvests for two seasons in succession and the world awaited impatiently the ripening of these harvests to pour in upon us a flood of gold in exchange for our surplus food products.

During the summer the Comptroller of the Currency made the statement that the National banks of the Nation were in position to increase their loans to the extent of about three billions of dollars because of the reduction in the requirement for gold reserves under our new Federal banking laws, and also because of idle money accumulated in the banks, consequent upon slackening trade.

Under date of November 4—only a few days ago—the Comptroller of the Currency issued a statement showing that on September 2 of this year the resources of our National banks were four hundred and twenty-four millions of dollars more than ever before and seven hundred and fifty-one million dollars more than on September 12 of the year 1914. It further appears from this report that the resources of the National banking system on September 12 amounted to twelve billion, two hundred and sixty-seven million, ninety thousand, four hundred and twenty-nine dollars. The report further showed that National banks have the biggest deposits in their history and on September 2 these amounted to nine billions, two hundred and twenty-nine millions of dollars.

Now this refers to the National banks alone and as there are many thousands of state and private banks whose condition, in the main, is probably as good, it presents a picture of the banking resources of our country that almost staggers the imagination.

Thus on the one hand we have almost unlimited resources for conducting business and on the other hand we have an insatiable demand for supplies of all kinds, not only from the belligerent countries but from all over the world—from people who were formerly the customers of the belligerents, but who are now compelled to obtain supplies of the essentials of civilized life from the United States.

Another feature of importance on the constructive side of industry in the United States is the fact that since 1907 we have had the soft pedal on our home expenditures. Both individuals and corporations have been economizing to the utmost and when the European war broke out there was in the United States a practical suspension of every expenditure that could possibly be avoided.

The result is that the country is thoroughly liquidated. I do not refer to liquidation in the stock and commodity markets, but to that more comprehensive liquidation that goes clear down through the stocks of goods in the hands of the jobber, the retailer and the consumer. The railroads—the greatest spenders of money of any of our corporations, when they have it—have been forced to economize to the last extreme. Because of this fact many of them are now unprepared to handle the avalanche of freight that is being offered and that will be offered and the country is confronted with possible serious embarrassment from lack of adequate transportation facilities.

It is claimed by some well informed people that this prosperity is not

of a healthy character because too much of it is composed of war materials. This opinion deserves careful consideration and yet, in a recent analysis of the exports of one of our heaviest weeks of exportation it appeared that only 15 per cent. of the total exports were war munitions. Then, too, it must be said that a spirit of conservatism still characterizes those who would engage in new enterprises in a large way. We do not hear of any large new enterprises being launched. We do hear of some new combinations among those already existing, and of some enlargements of their facilities. People of large means and of large ideas seem disposed to await the final outcome of the war before embarking in great enterprises. Then, too, the lumber industry, one of our greatest and most important industries, is still lagging behind in the revival of trade. Building operations, too, throughout the country are still below normal even in normal times, and considering the fact that comparatively little building has been done in the past two or three years the building industry may be regarded as very laggard, in view of the rapidly mounting activity in nearly all other lines of industry.

This is a brief summary of the best and the worst and it must be frankly admitted by impartial observers that the optimistic side of the scales is by great odds the heaviest. The lagging industries that I have just mentioned will inevitably be vitalized by the abounding prosperity that pre-

Trade Stimulators For Price Advertising

Our monthly catalogue of General Merchandise abounds with these.

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

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

vails in practically all other lines.

If we take advantage of the opportunities that a kind fate has brought to us in a broad, humanitarian, helpful and determined spirit we shall soon surpass, in all the elements of National wealth, prestige and greatness, anything that the world has yet known.

If, on the other hand, we fail to grasp the situation in a broad and generous way; if the spirit of greed, avarice and selfishness shall prevail we will deserve whatever unhappy fate may be visited upon us as a punishment for neglected opportunities.

While the opportunity lasts we should, by all means, intrench ourselves in the trade confidence of the world. We should vigorously continue the policy we have commenced of fortifying ourselves with the obligations of foreign nations, maturing at distant dates, so that when gold shall begin to flow out, as it inevitably will, interest charges will be accruing to us instead of against us as in the past.

While the opportunity lasts of putting our houses in order we should pay our debts and place our respective business enterprises upon an impregnable financial basis. By so doing we will not only be providing for our own peace of mind and furthering our own best interests, but we will, at the same time, be placing ourselves in position to give both moral and material aid to the unhappy nations of Europe in their struggle back to normal conditions after the war.

I want to plead with you and with all my fellow citizens, with all the earnestness of my nature, not to carelessly regard the obligations of citizenship that rest upon us in this crisis, entirely outside of our own personal affairs. These obligations are grave and can be discharged only in an earnest and self sacrificing spirit. We must see to it that those who are able and willing to accomplish must have the opportunity of achieving. We must see to it that the indiscriminate persecution of deserving industry for political purposes is brought to an end.

Just at the time when opportunity has laid the commerce of the world at our doors we are dismayed with the fact that the laws of our country are driving from the seas almost the last American flag that floats over a merchant ship. It is difficult for me to even discuss this matter with ordinary composure.

Our business men, in all the walks of life, have given to industrial America its prestige, exceeded by no other nation. But, doubtless for reasons satisfactory to themselves and unnecessary to discuss here, some lawmakers of our country have spared no effort to discourage and humiliate the promoters of all this industry and to deprive the country of the benefits of their genius and hard work.

Commerce is inseparably intertwined with the success of the railroads. Paralysis of the one means the ruin of the other. There have been wicked things done in both rail-

road and industrial enterprises. There have also been unrighteous decisions in the highest courts of the land, but we do not abolish the courts because of mistakes, neither do we abolish Congress because of its innumerable errors in the making of laws for the Government of our country. Neither should we indiscriminately condemn and pauperize all railroads and all industrial enterprises for the crimes of the few. We want no more high finance in railroading and we want those responsible for the discredit brought upon the railroad industry to be severely punished. On the other hand, we want the railroads treated fairly, first because it is just and second, in order that capital may be enlisted in providing adequate transportation facilities, so that commerce may not be strangled and paralyzed.

We want all of our great industries to be conducted in a spirit of fairness and on a basis of righteousness. When they are so conducted we want them to reap the legitimate fruits of their genius, industry and courage, without terrorism at the hands of self-seeking politicians. I say these things with no intention whatever of encroaching upon the field of political controversy. But, if the discussion of economic propositions in which we are all vitally interested unavoidably trenches upon political imbecility so much the worse for politics.

I have already taxed your patience too long, but I cannot refrain, as a parting word, from voicing one earnest hope and that is that in the tidal wave of prosperity that seems to be approaching we will not be weak enough as individuals or as a Nation to give way to luxury and riotous living. This is the one dread that haunts the minds of thoughtful and wholesome people. In view of the unspeakable poverty, misery and wretchedness of our fellow-men across the water, such a course would be unbecoming and unchristianlike even if it did not do our own characters immeasurable harm. Happily the voices of those who speak with the authority of public confidence, in different parts of the country are being raised in warning against such a course and let us pray that it will be heeded.

I am sure we will take these obligations to heart and meet the greatest crisis in the history of the human race in a manner creditable to the best traditions of American manhood.

Destination Unknown.

At the bier of a dear friend a Kentucky colonel placed one of his calling cards on the coffin. Of course, the other friends were shocked at what seemed to be levity on such a solemn occasion, but they had not the heart to insult the venerable colonel by removing the card. Later one of them summoned the nerve to ask him why he had placed his calling card in the coffin.

"Well," said the colonel, "I don't know where Henry was bound for, but if he went to the place I think he did he will meet a lot of fine fellows if he presents that card."



A Franklin Carton Sugar for Every Purpose

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

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

The FRANKLIN SUGAR REFINING COMPANY
PHILADELPHIA



What is the Biggest Asset of YOUR Store?

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

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

"In 1913 we invested \$3,500 in new Wilmarth fixtures. The next year we curtailed our advertising and clerk hire just the amount we had spent for the new fixtures. 1914 was not a very good year in our town, yet we netted 20% more profit in 1914 than in 1913." Which goes to prove that every dollar spent for Wilmarth equipment was worth a dollar and a half spent in advertising or in extra stock.

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

WILMARTH SHOWCASE CO.

1542 Jefferson Ave.

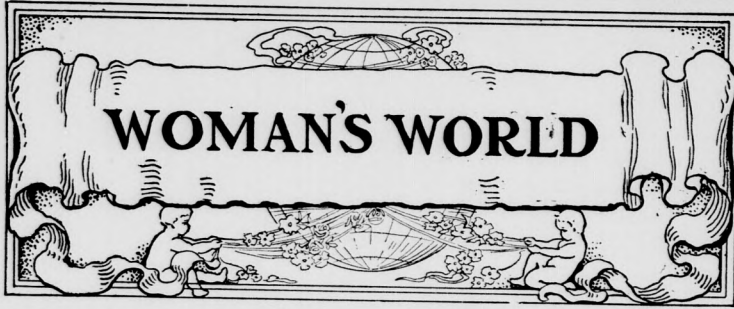
Grand Rapids, Michigan

CHICAGO: 233 West Jackson Blvd.
ST. LOUIS: 1118 Washington Ave.
MINNEAPOLIS: 27 N. Fourth St.

NEW YORK: 20 West 30th St.
BOSTON: 21 Columbia St.
PITTSBURG: House Bldg.

DES MOINES: Shops Bldg.
HELENA: Horsky Blk.
SAN FRANCISCO: 576 Mission St.

Made In Grand Rapids



To Mother Love Fair Mindedness Should Be Added.

Written for the Tradesman.

Mother love is something no one can pretend to understand. We can only say that it is a most marvelous provision of Nature. How else can we account for that strong overpowering affection that sees in the helpless new-born baby a fit object for the most utter self-abnegation and the most unremitting care and devotion? How else explain that faithfulness that endures all the naughtiness of childhood, the perversity and waywardness of youth, sometimes, alas! the neglect of maturity and middle-age, and never falters nor weakens? We all bow to the love of the mother as the highest, holiest thing of which we mortals really know, the thing which best symbolizes and brings in some degree within our comprehension the Divine love.

Perhaps as an almost inevitable result of her surpassing affection and tenderness, the mother is likely to be strangely blind to the faults and failings of her children, and to see all their good qualities in an exaggerated light. Particularly is this true of the woman whose thoughts and feelings are elemental, the mother as Nature makes her, so to speak. In her eyes her boys and girls are wonderfully good and smart and talented. "Every crow thinks her own young one white," runs the old saying.

This blindness has its phases in blessing. In the case where a child is horribly deformed or mentally defective, it seems a merciful palliation of the mother's lot that she can not see the unfortunate little one as others see it. But with the normal, healthy child, the maternal blindness and partiality often work to the child's detriment and defeat the ends that mother love and self-denial should be seeking to accomplish.

Here is a typical instance. Ethel Moore, a very bright and lovable little girl of 9, is in most respects an exemplary pupil at school. Recently her teacher has been puzzled and pained to see her developing a strange habit of untruthfulness.

"If it were only an occasional fib, under strong temptation, I should of course think it nothing unusual," said Miss Weston when talking with a teacher associate, "and should trust that reasoning with the child and appealing to her sense of honor would effect a reform. But she is getting to be thoroughly undependable in all she says, and she is not in the least abashed at being caught in a downright lie."

"Have you talked with her parents about the matter?" asked the associate.

"No, nor shall I go to them with it," decisively replied Miss Weston, "for I happen to know Mrs. Moore. She never can see that Ethel is at fault in anything. She would be very reluctant to admit that the child has been otherwise than strictly truthful. If forced to acknowledge some lapses, she would still insist that Ethel is not a bit worse than all the other girls. Going to Mrs. Moore would simply stir up a big fuss, and would not enlist her co-operation in the correction of the failing. Indeed the child would see that her mother defended her, and would be all the worse."

To offset that fondness that sees no imperfection or that finds a ready excuse for that which it may be compelled unwillingly to see the mother should cultivate a mental habit of looking at the other side of things. She often needs to be a judge and a critic as well as a mother. In the quarrels and small difficulties that all spirited children get into with their playmates, how few mothers are willing to hold their own little sons and daughters as even partly to blame for the friction! In case youthful depredations are committed, how often seemingly intelligent women are ready to set up the ridiculous plea that it is association with other children that has made their own youngsters lawless and bad!

For the good of her children the mother should be critical of their efforts at home and at school, the word critical here being used not in the sense of carping and given to finding fault needlessly, but being able to discern merit from the lack of it. The natural tendency of the mother mind is to see exaggerated promise in whatever her children may do. Johnny is rather good at speaking pieces at school. She speedily sees him a great orator or lawyer or actor. Mary at a very early age is able to thumb out a few simple tunes on the piano, or to sing her kindergarten songs with effect. At once the hope is aroused in the mother's heart that her tiny daughter some day will be a distinguished pianist or a famous prima donna.

To be able to tell the beginnings of real genius from performances that are not at all extraordinary—this requires a keenness of discrimination in which maternal fondness can play no part.

For the ambitious man or woman it is one of the sad experiences in life to find that a son or a daughter in

whom all hopes have been centered is destined never to rise above mediocrity. Heredity sometimes is strangely inconsistent. The energy and ability so marked in the parent often are conspicuously absent in the child. When this is so, it is vastly better that the mental caliber be correctly estimated during childhood and youth, that there may be no long-continued efforts to develop talents that exist only in the parental imagination. After such unfortunate attempts the disappointment always is more bitter than if the truth had been seen and accepted in the start.

The mother's tenderness, if not balanced by sound judgment and the critical faculty, is likely to work havoc by its excess of solicitude. Miss Gilmore is suffering from a complication of maladies. During her long illness, her mother's entire devotion has been remarked by all. While no one questions that the girl is very seriously sick, there is a strong hypochondriac tendency which her own will power should be aroused to overcome. But the mother insists on humoring every whim and dwelling upon every symptom. The physician and nurse both hold that the girl's chance of recovery would be far better if she were away from her mother.

In a thousand ways it comes up, that the mother, in order to do the best for her children, needs to have a breadth of intelligence and a fairness of mind that in some degree will restrain and counteract the natural maternal bias. We see occasional praiseworthy examples where a fine sense of justice has been attained to, with no lessening of genuine mother love and tenderness. Quillo.

After working hard to land his political job a man can usually afford to take it easy.

At Holiday Time
There's a greater demand than ever for



Mapleine
the "mapley" flavor for making syrup and flavoring desserts and dainties.

Order from
Louis Hilfer Co.
1503 State Bldg. Chicago, Ill.
CRESCENT MFG. CO.
Seattle, Wash.



Quality Delivery Boxes
Do Your Customers Ever Complain?

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

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

The I. X. L. Upholstering & Mattress Co.
Mfrs. 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

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

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



Registered, U. S. Pat. Off.

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

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

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

A Safe Match Means a Safe Home

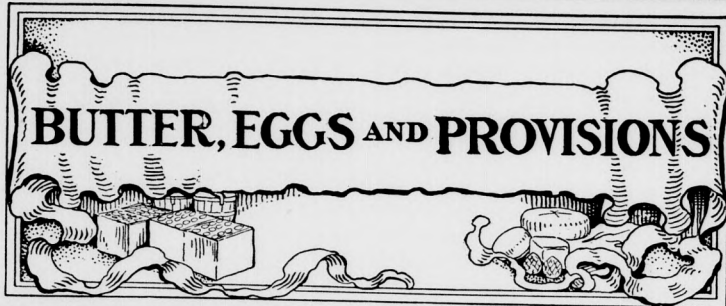


Every responsible grocer wants to sell his customers matches which are nothing short of the safest and best made. Thereby he safeguards the homes of his community.

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

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

Made Only by
The Diamond Match Company



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.

Handling Poultry Under Adverse Weather Conditions.

Poultry packers are urged by the specialists of the United States Department of Agriculture to give unusual attention to preparing and packing their birds for shipment, particularly if the mild weather, which has been widely prevalent this autumn, continues. The weather conditions in many sections have been very similar to those which prevailed in the autumn of 1913, and which, as poultry shippers will remember, proved disastrous to all packers who did not dress, chill and pack properly.

The specialists, therefore, recommend the particular observance of the following methods of handling dressed poultry which are essential to a perfect product at any time and are of vital importance whenever weather conditions are unfavorable.

1. Keep the holding batteries for your incoming stock clean, well aired and free from vermin, and see that the chickens have plenty of fresh water and plenty to eat.

2. Don't kill a chicken when the crop is full of feed. Give the chicken only water for 24 hours before it is killed. Food in the crop or in the intestines of a dressed chicken causes loss of flavor and hastens decay, which more than offsets any gain from extra weight.

3. Good bleeding is absolutely essential to a good appearance on the market, and retards decay. Circular 61, Bureau of Chemistry, United States Department of Agriculture, explains the best methods of bleeding and loosening the feather muscles for dry picking.

4. Hang the chicken by both feet while picking. Hanging by one leg spoils the shape of the bird. Picking on the lap gets the skin dirty and hastens decay.

5. Dry pick if possible. Scalding is particularly undesirable because it hastens decay.

6. Chill every dressed bird until the body temperature is below 35 deg. F. Never pick or ship an imperfectly chilled bird. More decay is due to imperfect chilling than to any other single factor in dressing. Dry chill, if possible. Chickens cooled in water lose flavor, decay sooner, will not cold-store as satisfactory as dry-chilled, and are in every way more undesirable on the market. Refrigerator cars will carry well chilled goods in

good condition, but they cannot chill warm goods to a sufficiently low temperature.

7. Pack in boxes or small kegs whenever possible. A large barrel makes an undesirable package, because where poultry is packed in large masses the weight of the upper layers crushes the birds at the bottom.

8. Line all packages with parchment paper and cover the top of the poultry before the lid is put on.

9. Wrap every head in suitable paper so that blood from one bird will not mar the appearance of another.

10. Use only good refrigerator cars, and see that they are in good order. Ice and salt the car twenty-four hours before loading. The car, at the end of twenty-four hours, should show a temperature below 40 deg. F. at a point four feet above the floor and between the doors.

General Suggestions.

Never handle chickens roughly, either before or after killing. Rough handling causes bruises, broken bones, scarred skins, and soft places in the flesh. Undue haste on the part of the killers and pickers results in lowered keeping quality and poor appearance of the product.

Piece work which leads to quantity rather than quality makes for lower prices on the market. Those who pay by the piece should remember that they sell by the quality of the piece.

These directions will apply with equal force to turkeys intended for the holiday market.

Cold Storage Eggs in Minnesota.

Commissioner J. J. Farrell of Minnesota in a recent bulletin defines a cold storage egg and the conditions under which it can be sold in that State as follows:

"Cold storage eggs are eggs that have been held in a room or warehouse for a period of thirty days or more. When such eggs are offered for sale to the consumer they shall be free from white rots, black rots, black spots, blood rings and yolks stuck to shells. Such storage eggs when offered for sale shall not be in a partially hatched, musty, moldy, putrid, rotten or otherwise decomposed condition.

"All eggs or containers from which such cold storage eggs are sold in Minnesota, whether at wholesale or retail, shall be plainly labeled in English with the words 'cold storage' eggs in such manner as to be easily seen and read by the purchaser."

The average man is an economist when he has to buy things for his wife.

Spendthrift.

"The manager of my store," declared the merchant to a little coterie of friends, "is a peculiar genius. Why would you believe it, when he draws his weekly salary he keeps out only \$1 for spending money and sends the rest to his wife in Indianapolis!"

His listeners—with one exception, who sat silent and reflective—gave vent to loud murmurs of wonder and admiration.

"Now, it may sound thin," added the speaker, "but it is true, nevertheless."

"Oh, I don't doubt it at all!" quickly rejoined the quiet one: "I was only wondering what he does with the dollar!"

Fined \$2,000 for Bad Eggs.

Interstate trade in rotten eggs intended for human consumption cost Henry Sloan of Kansas City \$2,000 in the Federal Court at Buffalo last week. Judge Hazel said the defendant's promise to quit the business saved him from prison.

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

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.

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.

AMERICA'S OPPORTUNITY.

Trade That Germany and Austria Have Lost.

It is over a year since the foreign trade of the world was shaken to its foundations by the outbreak of war between the greatest commercial nations of Europe. Prior to that time the position of the central powers, Germany and Austria-Hungary, was a leading one in the world of trade. In twelve months it has become almost negligible.

Only those who have traveled to the Far East as well as across the Atlantic can appreciate the great strides which Germany was making in foreign trade up to the outbreak of the war. Twenty-five years ago the ports of China and the East were practically monopolized by ships flying the British flag. British merchants everywhere predominated and British goods held highest favor in all markets. British enterprise and British capital led the van in the vast expansion of foreign commerce which characterized the nineteenth century.

Rapid Rise of German Trade.

The beginning of the present century, however, saw the arrival of the German. German patience, ingenuity and thoroughness had seized upon foreign trade as an essential element of national prosperity. With characteristic efficiency the problem was studied as a commercial campaign. The avowed intention to become a great naval power has already been accompanied by the upbuilding of a German merchant marine. By 1900 the North German Lloyd and Hamburg American lines, with the steamers Deutschland and Kaiser Wilhelm der Grosse, had not only wrested the prize of speed from the trans-Atlantic trade of the British, but had extended their service to other fields of rivalry. The free port of Hamburg had also been developed to a degree which made it the European rival of Hong Kong. It soon included in its area not only elaborate docking facilities and warehouses, but about seventy industrial plants, with over 10,000 employes, for converting and manufacturing the cargoes landed there.

Thus the transportation and handling facilities for a growing foreign commerce were rapidly established. But the Hansa towns of Germany, the well-known ports in the North Sea and the Baltic—Hamburg, Bremen, Lubeck, Danzig—already had long experience and prestige in foreign trade, originating in the middle ages. Foreign exchange and banking business in foreign trade thus had an established basis of banking experience. The German consular service was also brought to bear on the problem. Systematic information on commercial subjects was compiled with great thoroughness and sent home by consular representatives, to be digested and effectively distributed to German manufacturers and exporters.

What German Salesmanship Achieved
The next step was perfection of salesmanship. Here, too, a practical system was built up. Scientific study was made not only of markets but of credits. Attention was given not

only to the particular kind, style and quality of goods demanded in any foreign market, but equal study was given to business conditions which controlled terms of payment. The facts having been ascertained, an effort was made not only to introduce German manufactures and products, but to supplant those of other countries by superior accommodation to local demands governing design, quality and price in each market.

The commercial results have proved the efficacy of the methods employed. As a matter of fact, foreign trade must depend to an important extent on powers of adaption and accommodation. These the Germans have been careful to cultivate. A rapidly expanding merchant marine and extensive banking establishments abroad completed and rounded out the facilities for one of the most impressive commercial successes of modern times. The growth of Austro-Hungarian trade was not developed on such an extensive plan of operation as that of Germany, but it was nevertheless, accompanied by assistance through foreign banking connections and a subsidized merchant marine.

The progressive results of such a policy are shown even in very recent figures. In 1909, Germany's aggregate exports were roughly \$1,700,000,000; in 1913, they had risen to \$2,500,000,000. In the latter year, Austria's exports aggregated \$562,000,000. The effect of the war is partly illustrated by the figures for exports to the United States. For the month of May, 1914, Germany exported to this country over \$14,500,000 worth of goods; in May, 1915, the amount had been reduced to \$3,172,000. The figures for Austria-Hungary are equally significant. In May, 1914, these exports to the United States were \$1,659,000; in May, 1915 the figures had fallen to \$449,000.

The Drop Since the War Began.

The figures for the United States alone are given for two reasons. The first is that neither of the central powers has published any complete trade returns since the beginning of the war; the second is that their trade with some countries has been completely eliminated. Therefore, the fact that Germany's exports to the United States last May were less than a fourth of what they were before the war, and Austria-Hungary's trade reduced nearly in equal ratio, by no means tells the whole story, although it is sufficiently impressive as it stands.

Of Germany's \$2,500,000,000 export trade of 1913, over \$1,000,000,000 has been absolutely wiped out, possibly not to return for years to come. Her exports to Great Britain in that year were nearly \$360,000,000; to France, \$146,000,000; to Russia, \$356,000,000; to Italy, \$98,000,000; to Japan, \$14,150,000; to Australia, \$74,000,000; Canada, \$52,000,000; New Zealand, \$2,500,000; Serbia, \$2,500,000. All of this is completely lost. Doubtless the growing animosity and hatred which has characterized the progress of this war must lessen in intensity with the restoration of peace. But indications from Italy are to the effect that Italian merchants are in such a frame of

mind that they are talking about never having any further trade relations with the central powers. This is no doubt an exaggeration. Trade relations between the civilized countries of the world are a necessity. It does not need British proclamations preventing trade with the enemy nor the French rumor that France managed to get picric acid and other explosive components from Germany via Switzerland as late as last January, to show that international commercial intercourse has a momentum of its own and constitutes a natural function of trading nations.

The fact, nevertheless, remains that Germany, at least, has definitely lost something approaching half her export trade, and that her enemies are sparing no effort to make the bulk of this loss as permanent as practicable. This is a formidable future for any nation to have in prospect. Germany has, indeed, possessed herself of the greater and richest part of Belgium and of one of the principal industrial regions of France. The mines around Mons and Lille and the resources of that strip of France stretching from Nancy through Reims and Compiegne to Arras, are proving immeasurably valuable for the time. But there is no conclusive evidence that Germany will be able to hold permanently and Germanize those portions of Belgium and France which she holds for the moment. Moreover, the vast wealth which flows in normal times in and out through the great port of Antwerp is tightly sealed; Germany's temporary prizes are bottled exclusively for home consumption. For the present, this is not such a hardship as it would be ordinarily. But even so, it cannot offset the devastation of her foreign commerce and the elimination of the German flag from all the five oceans of the world. Austria-Hungary has never played the part in foreign trade attained by that of her powerful ally. But the situation in the modern heir of the Holy Roman Empire is not any more encouraging for the future.

What of the Future?

And the future is what is to play a great part. The wastage from war is one of the terrible prices which all of the belligerent countries are paying for their struggle to survive as great powers. Each of them is, therefore, concerned that it may snatch whatever coals it can from the blazing fire. But Germany and Austria-Hungary are in a position to do nothing. It is true that they still have some outlet through Holland and the Scandinavian kingdoms; possibly, also, to an extent which cannot be important, through Greece or Bulgaria. For practical purposes, however, German and Austrian outlets to over-sea commerce are stopped with a cork whose leaks are being steadily reduced through the pressure of the sea power of the enemies. Even the submarine successes of Admiral von Tirpitz's fleet, however much they may be a menace for the future, have not succeeded in relieving the pressure of the blockade, which has been increased by the closing of the Adriatic by Italy. Germany and Aus-

tria have no unoccupied foreign markets to exploit and are even prevented from any effective efforts to maintain on a large scale those which they possessed before the war.

How the Allies are Profiting.

The case of the Allies is just the opposite. The \$1,000,000,000 of export trade in the allied markets now closed to Germany and Austria represent only a part of the field of exploitation which lies before them, the successful working of which may enable them to recoup many of their appalling losses. The efforts made by Great Britain to establish a dyestuff industry which will replace the supplies she formerly got from Germany, is only one phase of the problems and opportunities which are being studied by the Allies. For example, the British Board of Trade is publishing exhaustive and systematic studies of Germany's exports, analyzing the markets where they have been sold. Under the title of "Competition with Germany and Austria in Neutral Markets," pamphlets are issued, each covering a special line of manufacture and conditions governing the market in each neutral country where Germany and Austria had established a footing. Particulars are given regarding prices, design, amount of demand and the previous supply furnished by the central powers. Already these studies have covered an extraordinarily wide and varied field of manufacture. The British merchant is having more definite and elaborate assistance in entering foreign markets to-day than he has ever had from his government in times of peace.

In normal times (1913) German exports to the republics of South America have been \$165,000,000 a year; to the United States, \$178,000,000.

Applied to the figures given above the export trade of the central powers for 1915 should be only somewhere about one-fifth what it has been normally, taking as a basis the official returns for 1913—the latest available. It may prove somewhat greater owing to the difficulty of fixing at this time just what is going out through the Scandinavian kingdoms; on the other hand, it may also be less. This loss of trade will carry with it the whole establishment of German and Austrian credit in foreign countries. These two countries have thus far proved more self-sufficient than was calculated by their opponents. But the war is not over and each day is seeing the peril of their future commerce with other nations made more and more positive. Whereas the Allies may have an opportunity to recoup some of their losses by possessing German and Austrian markets, the latter will have the temporary, and possibly to some extent permanent, loss of these markets as an additional burden to carry through the struggle.—Nation's Business.

Siamese Thimble.

The most costly thimble in the world is owned by the Queen of Siam. It is shaped like a lotus bud and is made of gold, thickly studded with diamonds.

SUCCESSFUL SALESMEN.

L. M. Steward, Representing the Postum Cereal Co.

Lewis M. Steward, Eastern Michigan representative for the Postum Cereal Co., was born Jan. 20, 1884, at Lancaster, Fairfield county, Ohio. His parents were Scotch Irish and Pennsylvania Dutch. At the age of 4 years his parents moved to a farm. His father was a breeder of fancy cattle and hogs and was twice sent to the Legislature of Ohio from Fairfield county on the Democratic ticket. Lewis received his education in a country school and at the age of 16 entered Capitol University Lutheran College and Seminary, at Columbus, Ohio. On account of poor health at the end of two years he was

men in existence, an organization which has done wonders toward benefiting the life of every traveling man on the road.

In the fall of 1908 Mr. Steward went to the mountains of Colorado to regain his health. He traveled out of Denver three years as special representative for the International Text Book Co. In 1911 he returned to Ohio and opened up offices for the R. C. Cole Co., of Pittsburg, in Columbus. In 1913 he accepted a position with the Postum Cereal Co., with headquarters in Detroit. Later on he was given charge of the Eastern half of Michigan, covering nineteen counties, with headquarters at Saginaw.

One of his greatest pleasures in life is meeting his customers. He has always endeavored to be a man among men, believing that one of the greatest priv-

tor of the Pacific Hotel, at Baldwin, died at his residence Wednesday night. Mr. Haldaman had a wide acquaintance with the traveling public and will be missed by all who knew him.

The convention committee have been hard at work for some time making arrangements for the meeting of the Grand Council next June, and have things well under way. The making of the souvenir book has been let to C. P. Woodward and the printing to the Record-Eagle. The committee certainly have the convention fever and from the interest being shown by the members at large, it is a safe bet that there will be something doing in Traverse City next June.

We are informed that the Bellaire House, at Bellaire, has changed managers, and all the boys will ask is that it be put on the same plane as it was under the management of that good fellow with the glad hand—and a real friend of the boys—Ira D. Adams. Ask Ira how? Go to it and luck to you.

One of the liveliest sessions of Traverse City Council for some time was held Saturday night. Prof. Tyler, C. P. Zapf and the Wagner brothers were present in the interest of the newly-organized Chamber of Commerce and a very lively discussion took place. It was shown that some of the industries which had received the least encouragement were really of the most benefit to the city. Like a good many other cities, Traverse City will spend a lot of money to get a factory which employs 100 men at an average wage of \$2 per day and, when landed, will boast that it is a great asset to the city. About 200 traveling men live in Traverse City and their average wage is better than \$100 per month or a total payroll of \$240,000 per year. We all know that most of it is spent in our

own home town. We believe the merchant loses sight of this fact and does not give the traveling men of his home town the consideration he should. After the discussion was ended, there was a better feeling all round and the majority of the U. C. T.s will become members of the Chamber of Commerce. F. W. Wilson was appointed representative of the Traverse City Council to the Chamber of Commerce and R. W. Lyons alternate.

A good many of the travelers are reporting very poor collections. While the conditions are such that we cannot expect the best of collections, yet there are a lot of farmers who are holding up the merchant with past due accounts, claiming they do not want to sell their produce now, because they think beans and potatoes will be higher. We believe that if the merchant would put it up to the farmers in the right light, they would make arrangements to take care of their accounts. When a man has an account past due, he has no right to hold up the sale of marketable goods for speculation, especially when the price is as good as it is this fall. The merchant has an interest in this crop. He has furnished the groceries, the dry goods, machinery to harvest the crop and the poison to save the potatoes, and the farmer has no right to withhold his crops from market purely for speculation purposes. If the price goes up, he will not give the merchant his share of the raise, and if the price goes flat, he will give the merchant his note for another year. The writer has had several years' experience in the collection business and finds when you put the proposition up to the farmer in the right light, he will promptly come across.

F. W. Wilson.

Opportunities you expect usually miss the last boat.



Lewis M. Steward.

forced to give up his studies. He later received a business course at the Columbus Business College, Columbus, Ohio. After finishing same, he was connected with said school as its special representative in Central Ohio.

Feb. 28, 1907, he was married to Miss Od Perry, of Columbus, Ohio. Two boys have been born, aged 5 and 7. Exceptionally proud of family and lover of home life, he has registered a solemn vow that neither of his boys shall ever walk in the footsteps of the father as a traveling salesman.

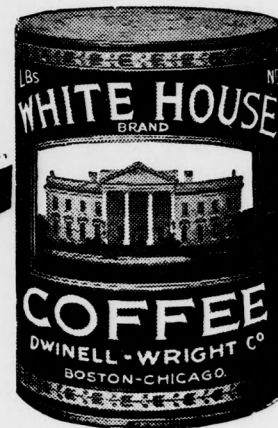
Mr. Steward belongs to the English Lutheran church of Saginaw. He is a member of the Saginaw Chamber of Commerce, an ardent supporter and booster for the U. C. T., holding membership in the Mother Council of the United States—No. 1, Columbus, Ohio. He believes that every traveling man eligible should belong to this, the greatest and only secret order of traveling

ileges a man has in this day and age is to gain the confidence of his fellow man and to endeavor, to the best of his ability, to hold and never betray. The day was when a smooth story and a bottle of booze were chief business getters, but, thanks to humanity, this has been changed. To-day personality is the biggest and most profitable business getter. "It never costs a man anything at any time to be a gentleman." This last sentence is the one that caused him to be brutally assaulted by Thomas Walsh, of Bay City about a year ago, and on account of which there is pending a \$25,000 damage suit in the Bay Circuit Court.

Wafted Down From Grand Traverse Bay.

Traverse City, Nov. 29—B. V. Funk, the live merchant of Grawn, has returned from a hunting trip in Upper Michigan. Mr. Funk reports a good time and one deer.

Joe Haldaman, the genial proprie-



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.



CLOTHING

\$50,000 Clothing Business in a Town of Four Thousand.

Chariton is located in Southern Iowa, about half-way across the State. It has a population of 4,000, with no large industries. Until a large coal field was developed last year fully nine-tenths of the business originated on the farms. This part of Iowa is rolling land, rich and productive. Any crop that can be raised within the corn belt of the United States can be grown profitably. Beef cattle, dairy cows, hogs and fine draft horses are the source of wealth. Butter, eggs and poultry are shipped in large quantities. Corn is king and the old hen is queen. This explanation fits the many county-seat towns in Iowa. The farms are well kept, the big white houses, large red barns, implements, sheds, windmills, well-made fences and gates, neat, well-trimmed lawns and shrubbery all indicate a remarkable degree of prosperity, discerning judgment and good taste.

In the homes of many of the farmers you find hardwood floors, pianos, furnace, bath and some have house and barn lighted with electricity. Boys and girls when old enough are off to high school and college. Latin and higher mathematics are taught in a few of the rural schools.

My first knowledge of advertising to these people was a number of years ago, when as a clerk I could hear the proprietor of the store and the publisher of the local weekly paper bartering for so much space in the paper for a season of six months, and the deal hinged on how many changes, if any, were to be made in the advertisement, and how much would be traded out in the store. The publisher would wait about a year before he mustered courage enough to present his bill, for it was an invitation for a row, and a discourse on how and why advertising did not pay. It usually ended by their getting together on the one idea that the paper must be supported for political reasons and the grand old party kept in power.

My employers thought the trade we must go after was that of the young fellows about the town, that they were the liberal spenders, and bought clothing and furnishings whether they needed them or not. They believed the farmer would only purchase when dire necessity forced him to do so, and along this line the efforts to get business were made.

Going After the Farmers' Trade.

When I became a member of the firm, and had taken survey of the conditions of trade and stock, this appealed to me: that any large business

must have the farmers' trade; that we must have a different system of buying and advertising. We had on hand a fine assortment of freak wearing apparel bought to cater to the demands of the youth of the place. It would have been a good stock for the costumer, catering to a trade desiring garments for a masquerade party.

I determined to advertise, not as we had been, but to go into it in a whole-hearted manner and to get the farmers' trade. Of this art I knew but little. I had one idea—to tell the people what I had for sale, and the price I asked for it. To tell everybody, and keep on telling them. It should be courteous, lucid and concise. Everyone answering must find in my store the article advertised, and, if possible, better quality than expected.

I shall not forget my experience with the publisher of one of the local weekly papers. I went to his office and asked for a price on a page each issue for one year, copy to be changed each issue, and asked that he buy some more type with figures and dollar marks. He looked me over with an expression akin to pity and slowly shaking his head, said: "Do you know what you are asking?" I told him I thought I did and he replied, "Your business cannot afford such a layout as that." I tried to explain that was just the reason I wanted the space; I needed more business, and to make more money, but he could not see it. As a boy I had sold newspapers, and I still retained enough of the language of the street to forcibly express my feelings in terms that would not be appropriate in advertising.

We now have two live, wide-awake weekly papers with a circulation of about 3,500 each.

I made it a point to connect up with the manufacturer of the leading best-known makes of merchandise. Opening the Advertising Campaign.

Then I opened up the campaign of advertising, using a large space in the local papers, and in the small town papers around. I had circulars printed from the advertising, using a fair grade of book paper instead of news stock. This made a cleaner-looking sheet, and I had them placed in each home in my own town, and in the homes in the smaller villages in the county. I also placed them in the farmers' wagons and buggies. I put up fence signs, used the mails, sent out personal letters, divided my mailing lists into a list for young men, one for older men, one for slim men, one for fat men and one to families having boys to clothe. I sent

Three Retail Sales for One

ABOUT a million people will get a certain gift this Christmas largely because persistent advertising has taught the givers to select it. That same influence, bigger and stronger than ever is now working overtime to persuade those buyers that the only better gift than *one* pair of Shirley President Suspenders is *a pair for every suit*.



Shirley President Suspenders

in the beautiful Holiday Boxes—nine different designs—will sell better than ever for you this season if you repeat the suggestion which runs throughout our big, nationwide campaign and suggest to your trade that every man will welcome the time-saving luxury of a pair for every suit.

By emphasizing this suggestion you can often sell three or four pairs to the buyer who will otherwise stop at one. Try this plan of increasing profits and see how easily it works.

Shirley Presidents are the one suspender which the public knows by name; they sell easily, steadily, profitably, the year round, but the Holiday Season gives you a chance to multiply your regular sales by this simple means.

The name Shirley President protects you and your trade: it means 100% sales at the full price, without mark-down clean-ups to waste your profits because more than three million people know, trust, want and buy Presidents.

President Suspender Co.

SHIRLEY, MASS.

Now \$4.00 per dozen

advertising to appeal to each class. I never used a premium scheme of any kind. I never permitted a professional sales manager to put on a sale for me. The people began to talk. Some said they would give this young up-start just one year to be in the hands of the sheriff, and that this high-pressure way of doing business would soon explode with a report that would be heard in many a wholesale house. Business began coming; my advertising was pulling. The people, however, were suspicious. They were reluctant in admitting they had called because they had received our advertising, but new faces each day convinced me that something was arousing their curiosity. Many of them said they never read my advertisements, and wouldn't believe any advertisement they ever saw.

Customers told me that the best advertisement I could have was to sell the best grade of goods, and give the greatest values. I told them that we agreed, and that was just the reason I was telling everybody I had the largest assortment for their selection and the best values to be found.

About this time the Australian ballot system of voting was introduced in Iowa, and the papers were full of instructions how to mark a cross in the little square in front of the name of each candidate you wanted to vote for. I placed large advertisements in the paper, and in front of each description of an article, I placed a square just like you see on the ballot. I asked them to place a cross in the square before each item they were interested in, bring it with them, that it would aid them in shopping, and would prove to any who doubted that we had the goods just as advertised. It was gratifying, indeed, to see them coming with those advertisements all marked up, and sometimes with a challenge to show them the goods. We lived up to those advertisements. If I had any doubts as to the well-paying results of good advertising they were all removed.

Drawing Customers From a Distance.

I then laid my plans to get more business, to bring them a greater distance to my store to trade. The county I am in is twenty-four miles east and west and eighteen miles north and south. The county line is about the dividing point where the people began going to the other county seats to trade.

They are interested in the other county, reading its paper, paying taxes and having a personal acquaintance with the people. I thought beyond that line, over in the other fellow's territory, was fighting ground for business, and I would endeavor to get it. I selected the row of townships in each county bordering on my own county. I was astonished to find there were more square miles of territory in this huge circle than was in my own county. After securing a mailing list with the name of the head of each family, I was again surprised to find there were more people there than in my own county outside of the city of Chariton. I made a lone fight among the business men

of my town to get this trade coming, but the better roads, the automobile, parcel post, better values and liberal advertising produced wonderful results. We have secured thousands of dollars from this outside territory.

I doubt if any plan or method I used in advertising is in any way different than that of any live merchant.

I simply saw this trade going elsewhere, and figured it was fighting ground. The proof of my getting it is in the volume of our sales and the results as shown by each day's complete record of every business transaction that takes place in the store.

Circulars and Personal Letters.

The best-paying, pulling advertising I did was to have the advertisements I used in the local papers run off on good paper, and mailed direct to the people. This was also supplemented by personal letters, well followed up. This proved expensive, but I figured that this was about all I had to charge from the profits of this extra trade we were getting.

The farmer wants high-grade goods. We sell them just as good quality, only for a less price, than the big city stores catering to an exclusive trade.

He is deeply interested in knowing who makes the wares he buys. When once he finds in them true merit he is loyal and it is hard to switch him to another brand.

It has been a serious mistake that many have made in advertising only their cheaper goods to the farmers.

Ten years ago a friend of mine went to a leading manufacturer of automobiles and asked him to advertise to the farmer, and was told the farmer would never buy automobiles. That maker is now selling more of those \$1,985 cars to farmers than to any other class of people.

If the manufacturer who sells his product through the retailer had advertised to the farmer, many of them would have never formed the habit of ordering from a mail order house.

I have recently made an extensive investigation into what the farmers read, the papers, periodicals, and journals, influencing and molding their opinions. I find they read the country weekly paper thoroughly for local news; the great daily papers for market reports, foreign and political news. Standard periodicals, magazines, etc. are found in most of their homes. The great daily newspaper is becoming a stronger factor in advertising to the farmer. Nearest the heart of a thrifty farmer is a good farm journal. To this he turns, for it talks his language; it is close to him. Hog cholera, chinch bugs, fine cattle, what the farmer is doing in other states and countries, letters published from farmers like himself, pictures of fine farms, how to frame a barn, build a culvert, make a water tank and a multitude of things he wants to know. He is loath to part with it, and you can find it carefully filed away for reference. Here and there in its leaves is a slip of paper protruding marking something he is going to refer to later. The retailer has not been friendly to the farm

journal because of some of its adverse criticisms. Some have told the farmers that the merchant was the middle man, exacting an unfair tribute. This statement is absolutely false, and will not bear a searching analysis. They have carried the advertising of the great mail order houses and it is certainly a blind merchant, indeed, who fails to see their power and influence.

Must Render Service.

The solution of many of the problems of the manufacturer and retailer will be found when they go direct as possible to the farmer with their advertising, truthfully educating them in the merits of their products. The manufacturer who needs or wants more business should give this his attention, and the retail merchant must realize his mission is to render service.

As a retail merchant I only ask that the manufacturer advertise his wares to my customers to the extent that they are in a receptive mood; that they know there is a well-organized factory and force that is putting out a product they are not ashamed to have their name connected with; that their name and mine offer a double guarantee, an additional safeguard that will assure them full value and entire satisfaction.

As a more potent instrument in keeping open the channels of trade, and as an efficient servant to the consumer, the retail forces need among the many things just what the Associated Advertisement Clubs of America are doing, and a better knowledge

of merchandise and a thorough schooling in advertising.

They also need a National labeling act compelling a label to be placed on every fabric, stating just what it is composed of, to the end that they may advertise truthfully, giving greater confidence and value to their advertising, and that the buying public may know exactly what it is getting.

I know of no greater step forward in the progress of business morals, no advancement so helpful to the clean, conscientious business man, anxious for success without the yellow streak, than this great movement to eliminate falsehood, exaggeration, graft, deceit and fraud from advertising. It will remove the premium some have placed on dishonesty. It will prove the invincible armor in that coming battle to gain the markets of the world.

H. G. Larimer.

Not In the Ranks.

An exhorter in a negro camp meeting in Alabama had just made a great speech. When he got through he went down among the congregation and asked each one to join the army of the Lord.

One of the congregation, when this question was put to him, replied:

"I'se done j'ined."

"Whar'd yo' j'ine?" asked the exhorter.

"In de Baptist Church."

"Why, chile," said the exhorter, "yo' ain't in de army; yo's in de navy."

Ha-Ka-Rac

FROM the "grown-ups" down to the little toddlers the "Ha-Ka-Rac" line of Knitted Caps is complete. Skating, sleighing, hunting, walking—all the out-door sports of winter—call for a good warm head covering such as these caps are. Each one is made from pure selected worsted yarns that fit closely and have the necessary elasticity to permanently keep their shape. In all of the good plain shades and combinations. A most desirable line that sells with no trouble at all, and keeps selling: the margin of profit is especially good.



No. 1001—A heavy, warm Hockey Cap of extra good grade worsted yarn, for boys', girls', men's and women's wear. In all the best shades. Very low at

The dozen, \$4.50



No. 3019—Women's Knit Caps of high grade worsted yarn the very best to be had. Made in plain shades—a good selection. Three pearl buttons on side as illustrated.

The dozen, \$6.00

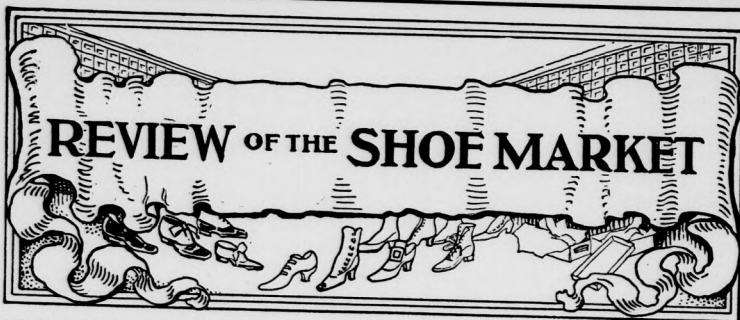
No. 1001

No. 3019

Send for illustrated catalogue or, better yet, write us to send you a sample assortment so that you may see for yourself the superior quality of our Ha-Ka-Rac line.

The Perry Glove & Mitten Co.

Perry, Michigan



Preparation for the Greatest Shoe Selling Season.

"It's all right for the jewelry stores to rejoice in the Christmas season, but where do we shoemen come in? We haven't very many gift articles to offer." This is the way some shoemen put it when you mention holiday advertising.

The first thing is for every shoe retailer to realize the large number of gift articles in his stock, or that should be in his stock if he is a live, 1915 shoe merchant.

Let us see how large a list we can make, beginning with shoes: there are full dress shoes for men, a type of footwear a man often needs but will not, as a rule, buy himself. It is often "up to" his wife to buy him a pair of dress shoes for Christmas. The same holds true of comfort shoes for a great many old people.

The dance craze has led to the creation of all sorts of dance footwear. This, together with plain dancing pumps and evening slippers of every variety, offers a wide field for Christmas-giving.

House slippers, for both men and women, from the humble carpet slipper to the frilliest "Comfy," have always been popular gifts at Yuletide. Downy wool in-soles for crochet slippers are a small article, but they ought to be selling in quantities right now.

Buckles and ornaments for women's slippers are big sellers in jewelry stores when the shoe store should really be making these sales.

Men's spats are a gift article overlooked by many shoe stores. Shoe trees are another likely gift article.

So far we have not yet mentioned the children, and Christmas has always been, primarily, the child's holiday.

Every boy and girl looks for new shoes at Christmas time. But this is only the beginning. There must be rubbers to go with the shoes; the boy wants high top boots and the girl wants bedroom slippers. They both expect leggins, and yet some shoe stores don't carry them.

Doll shoes are often overlooked because each sale represents only a small amount, but doll shoes bring in more girls and mothers of girls to the children's department than any article that can be featured at this season.

Children's party slippers, too, are in big demand at this time of the year.

The shoe retailer who is not yet carrying hosiery will find Christmas season a good time in which to begin making his a complete footwear store by adding a hosiery department.

Silk hose for women are one of the most widely purchased gift articles. Men's silk socks run a close second. Children's stockings are bought in great quantities for gift purposes.

This list of possibilities is not by any means complete. It is only by way of showing how many appropriate gift articles the average shoe merchant can offer.

Right now the proprietor of every shoe store should have such a list made up from his own stock. If some of the articles suggested here are not carried, he may find it wise to add them.

A complete list of the store's gift articles will serve a number of purposes.

First, it should be used as the basis of a gift suggestion booklet, or folder, to be distributed to all customers immediately after Thanksgiving. Whether you get up an elaborate booklet in colors and illustrated with cuts, or whether you merely use a simple gift list printed on one or two pages depends entirely upon the size of your store and the amount of money you can afford to spend for advertising.

Booklets or folders should preferably be printed in holiday colors—red and holly green on a white, buff, or light green stock.

Whatever you prepare of this nature, see that it is gotten out at once. Distribute it, first of all, to your salesmen, and insist that each one of them become fully acquainted with every article on the list, so that they can intelligently make Christmas gift suggestions to all customers.

Besides having one copy placed in each customer's package, the folders or booklets should be mailed to a list of past or prospective customers.

Now, as to the plans for newspaper advertising. Don't let the preparation of your newspaper Christmas gift advertisements wait until two weeks before Christmas.

By that time you will be so busy that the advertising will be sure to be neglected.

It is not possible to have every advertisement you intend to use written up in detail three weeks before Christmas. But you can plan, in a general way, just how large your advertisements will be, what you are going to advertise, what cuts you will use, and the general display ideas.

You have your complete gift list, posting you on all the articles you can appropriately advertise between now and Christmas.

In the opening gun of your Christmas advertising campaign—the first big advertisement—use most of the items

in your folder. Then follow with smaller advertisements featuring only two or three styles of slippers, or shoes, as other gift articles.

A week before Christmas use another large advertisement listing all the gift articles once more.

"Shop Early" slogan is a thing every shoeman should begin to emphasize in his advertising right now. Even before Thanksgiving is not a bit too early to urge people to begin their Christmas shopping. Devote a corner of your regular advertisements to this purpose.

Most retailers are familiar with the gift certificate idea. In the matter of footwear gifts, it is particularly appropriate because the person buying is often in doubt about the size shoes or slippers worn by the recipient. The gift certificate offers a happy solution of allowing the recipient to visit the store and be properly fitted. If you have not used gift certificates in previous years, it may be wise to try them this season.

Don't overlook the importance of having the salesmen suggest Christmas gift purchases to every man or woman to whom you sell a pair of shoes.

Make sure that every salesman is familiar with your gift list and that he makes use of this knowledge.—Shoe Retailer.

◆◆◆◆◆
Uncle Sam is in duty bound to take care of his trade relations.

◆◆◆◆◆
It is useless to be good unless you are good for something.

Credit To England.

The method of furnishing American money to the British now under consideration has decided advantages over the floating of another public loan, for while the Anglo-French loan of \$500,000,000 recently floated was reasonably successful it is doubtful whether a similar one would go well, and moreover it is desirable to keep these arrangements in the hands of the strongest financial concerns of this country and also to grant the credits as needed from time to time instead of placing them in one lump. The plan calls for a union of several London banks so as to form practically one borrower and a union of New York banks that would constitute practically one lender, the transaction to be in the hands of committees representing each group. The operation would thus be centralized in the hands of skilled men and at the same time the money would be furnished by the public, for the deposits of the public would be the funds thus transferred. The loans will be protected by collateral, consisting of consols and other British issues with also some American securities. It is presumed that these collaterals will be deposited in the Bank of England. Loans have been made to American banks by the British in substantially the same way. Sometimes the collateral has been held in the vaults of the borrowing banks, segregated from other securities, and sometimes placed in the keeping of the lender.

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.

Bought a Home With Drinks He Didn't Drink.

The "bunch" was gathered around "Milt" Klautz. "Milt" is the day clerk at the Union Hotel, Burlington, Iowa. He has been day clerk for thirty-one years and many of the salesmen who "make" Burlington are inconsiderate enough to the hotel owner's feelings to say that when "Milt" quits the Union Hotel will be no more. He has more original "good stuff" than a regular vaudeville star, and he "pulls" it like a professional.

"You fellows," said he, "are not the only ones that get the worst of it; some times the hotel gets taken in and is thereby led to think that all traveling men are not pure gold and twelve inches to the foot.

"Just the other day a young fellow came in with an umbrella strapped to his suit case. He checked it and, of course, the porter, instead of turning it lengthwise in going through the door, turned it sideways and broke the handle square off. Well, we just paid him what he said the 'stick' was worth and let it go at that. He left early the next morning and the maid, in making up his room, found he had let the wash pitcher drop into the wash bowl and had broken both. He said not a word about the damage and we stood to lose just one case, wholesale price. Now, do you think that was square?"

Everybody said "No."

"But the best one," said Milt, with a little corner wise grin, "was the loss of the vest."

"Well, come on," said a U. C. T., "let's have it."

"Milt" came on.

"This happened about a year ago. Some fellow came from down South, took a room with a bath. Early in the morning he came down stairs in a terrible sweat. 'Say,' yelled he; 'some thief has stolen my vest!' Well, every one got busy instant. We searched high and low, and crosswise, in the man's room, in the garret and in the basement. No vest was to be found. Finally the thing came to a show down and we had to cough. The gentleman said the vest was worth ten dollars, and we had no reason to doubt it and so settled on the gold basis.

"Six weeks passed and the man was forgotten. Then one day came a letter. 'Twas from the man who had

lost the vest and it was an appeal for forgiveness, and contained a check for 10 bones. The letter ran:

"On taking another bath I found my vest. I remember now that while taking my bath at your place that I took my vest into the bathroom. I had to get out hurriedly and slipped into the bathrobe. When I went back into the bathroom I looked at my watch and found that I had a very short time to make my train. I slammed on my union suit and the rest of my clothes, but could not find my vest. I found it later under the union suit, where I had put it in hurrying from the bathroom."

"Now," said Milt, "the one who can guess when the second bath was taken gets the prize."

"We all vote you the prize," said the U. C. T. "Also I shall buy a drink." All but Milt accepted. He demurred. "No," said he, "I am much obliged, but I never drink. A good many think I do, but there is a good reason for that.

"Before the one entrance law went into effect in Iowa that door opposite, of course, stood open. As you know, it lead to the bar. There used to be an average of eighty men stop here a day. All of them were friends of mine and over 50 per cent. of them drank.

"Well, I always tried to be nice to them and most of them appreciated it. Invariably before the day was over forty drinkers would invite me to have a drink. I never refused. I always told them that I would be in in a minute and they would go in and order their poison. Then they would wait awhile for me and, looking in, would see that I was still busy and they would leave the price of the drink for me with the bartender, thinking I would get it later. I always did—that is; get the money. They would always leave 15 cents. Figure it up. Forty offers at 15 cents apiece for thirty years.

"With that money I bought a sixty-five hundred dollar home on the bluff and here is the deed."

And he really had the deed.—Orville Romig in Shoe Retailer.

When a man becomes contented he has outlived his usefulness.

A lawsuit is apt to wear out at the pockets first.

Government Convicts Coffee Men of Misbranding.

It is somewhat significant that at about the time the coffee interests are begging Uncle Sam to suppress the makers of coffee substitutes on the ground that they are guilty of false claims in their advertising and sales, the Department of Agriculture makes public the facts and findings in a case brought several months ago against a well known St. Louis coffee house for misbranding, in which erroneous claims appear to be far more serious than those of the substitute makers. To quote the story as it appears in the Government publication—characteristically belated:

On April 16, 1915, the United States attorney for the Eastern District of Missouri, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district an information against the C. F. Blanke Tea & Coffee Co., a corporation, St. Louis, Mo., alleging shipment by said company, in violation of the Food and Drugs Act, on or about May 22, 1913, from the State of Missouri into the State of New York, of a quantity of so-called soluble coffee which was misbranded.

Analysis of a sample of the product by the Bureau of Chemistry of this Department showed the following results: Caffein, per cent. 4.48; Caffe-tannic acid, per cent. 45.48.

By the term "Caffetannic acid," as used above, is meant the tannic acid referred to on the label of this product. Little or none of the caffein or caffetannic acid has been discarded in this product.

Misbranding of the product was alleged in the information for the reason that the statement, to wit, "In our process of manufacturing soluble coffee, nearly all the caffein and tannic acid is discarded, consequently taking out the sting and making it more wholesome and harmless for people who are distressed when drinking regular made coffee," was false and misleading in that it represented that in the process of manufacture of said article nearly all the caffein and tannic acid had been discarded, thereby rendering the same more wholesome and harmless for people who are distressed when drinking regular made coffee; whereas, in truth and in fact, little or none of

the caffein or tannic acid had been discarded in the process of manufacture of said article, and said article was not rendered by any process of manufacture more wholesome and harmless for people who are distressed when drinking regular made coffee.

Misbranding was alleged for the further reason that the article was labeled, "In our process of manufacturing soluble coffee, nearly all the caffein and tannic acid is discarded, consequently taking out the sting and making it more wholesome and harmless for people who are distressed when drinking a regular made coffee," so as to deceive and mislead the purchaser into the belief that in the process of manufacture of the said article nearly all the caffein and tannic acid had been discarded, thereby rendering the same more wholesome and harmless for people who are distressed when drinking regular made coffee; whereas, in truth and in fact, little or none of the caffein or tannic acid had been discarded in the process of manufacture of said article, and said article was not rendered by any process of manufacture more wholesome and harmless for people who are distressed when drinking regular made coffee.

On April 20, 1915, the defendant company pleaded guilty to the information, and the court imposed a fine of \$10 and costs.

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

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

GLOVE BRAND RUBBERS

The Rubber That Satisfies Where Service is Demanded

HIGH HEELS
LOW HEELS

BROAD HEELS
NARROW HEELS

NARROW TOES
WIDE TOES

STRAIGHT LASTS
FREAK LASTS

A style to fit every shoe that is made and for every service for which a rubber is required

HIRTH-KRAUSE COMPANY

Grand Rapids, Michigan

How to Secure Results in the Shoe Store.

No business man to-day, or any other day for that matter, believes that a lot of theory about this and that is going to get results, and without results no business can be successful. As the business nearest to the minds of our readers is the retailing of shoes the questions we must answer are: What kind of trade shall we play for, and how can we get the results we want from this trade?

I would class retail shoe store customers in two divisions, permanent customers and transient customers. Permanent customers are those who return season after season, the customers whom you can figure will buy in the same quantities season in and season out. This class of customers can be depended upon to bring their friends to your store, not so much on account of the shoes they purchased, as because the salesman made a friend for himself as well as for the house by selling them the sort of shoes they ought to wear.

The transient business gives no feeling that he will return another season. No one can bank on him. The great bulk of transient business is in novelty footwear much of which is bought wherever the window display catches the buyer's eye, regardless of the particular store, or make of shoe.

A certain percentage of this trade may be turned into permanent customers, as instances quoted in previous articles show. There is, to be sure, some transient trade that purchases at your store because they know something of the shoes sold, but the fact remains true that the bulk of this business is drawn to the store by the window displays, the showing of novelty shoes, and the inviting way in which the window dresser has displayed them.

I shall have more to say about the window dresser at some future date. This much now, he certainly deserves all credit and recognition that can be given him. It is the window display man who determines whether his store gets its share of transient business or whether the store is passed up, as not being up-to-date. His business it is to get the people into the store, when the salesmen must follow up his lead and turn them into permanent customers.

To do this the salesmen must make themselves familiar with what the window dresser has featured in the display and where each style is displayed in the window. Don't place the responsibility for this knowledge on the shoulders of the window dresser! He has enough on his mind. The salesman must obtain this information by a study of the windows as they are dressed.

Do you realize that a large percentage of human beings is subject to foot trouble of some form or other, and that the salesman who relieves this trouble has made a permanent customer? Even if, by chance, some other modern salesman gets the opportunity and handles them right they will always remember the man who first gave them relief by correctly fitting their shoes. Foot trouble and its cure is the best working basis for a competent salesman. A cure brings per-

manent results for the store besides the personal advertising the customer will give it. The satisfied customer is always a booster.

A few years ago I had the opportunity of waiting on a woman of middle age who had picked a sensible shoe in the window display because, as she expressed it, "her feet hurt." After measuring her feet I got the shoe she called for and fitted her properly. At this time I told her that she had a quite severe case of arch trouble and that if she stood very much on her feet she ought to wear a pair of our prescription shoes until the muscles and ligaments of her feet had got strong again.

I told her she did not need arch supports at that time, but that unless she wore the right shoe she would feel the need of them in the near future. I did not at this time know what her vocation was, but had judged from her manner of authority and her choice of language that teaching would be a good guess. That was why I spoke of her being on her feet for long periods.

"I am a school teacher," she informed me, "and am constantly standing while at work. Will you let me see the shoe you recommend? I am willing to try any shoe you think I ought to wear, for you are the first salesman that ever told me I had arch trouble. How can you tell?"

"That is part of our business," I said. "Taken in time, before the bones of the arches have separated too much, the right shoe, properly fitted, will cure nearly any case of arch trouble without the necessity of wearing plates. Short shoes cause most of this trouble because when one stands, one's foot lengthens."

I fitted her and advised her to wear the shoe all the time. She wore them home. In about three months she came back, asked for me and inquired what she could wear for a dress shoe, as the shape of the prescription shoe did not suit her ideas for wear with silk gowns. After looking at the shoes and her feet I told her I could give her a modified foot-shape for dress occasions, and that she could gradually work into a dressier looking shoe. At the same time I advised her to continue wearing the prescription shoe for ordinary occasions for a while longer.

"Just as you say," she replied. "I better have another pair like the first, as the old ones are getting shabby."

A few years later she came into the store with a friend who was wearing a pair of up-to-the-minute shoes in keeping with the rest of her costume. This is part of the conversation I listened to while I fitted the teacher:

"How do you like them?" my customer asked.

"I don't," her friend said, "they look too long and clumsy."

"Well, I don't care. They feel good. This salesman cured my feet with these shoes. You know what a time I used to have. He told me I had been wearing shoes that were fitted too short. I couldn't walk and I was in misery with my feet. He told me that I ought to wear these shoes. If you will allow him to fit you in a longer shoe he will cure those joints that are bothering you. He says that short shoes cause nearly all our foot troubles. He cured mine."

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.

This Should Interest You, MR. LIVE-WIRE

Right Now—THIS MOMENT—we have on the floor the

Largest Stock of Rubber Footwear in Michigan

Service Counts

The Great Demand for

Hood Rubbers

makes this necessary

You can have HOOD RUBBERS and make money on your rubber business

Get our catalogues. See our salesmen. Nearly everybody wears HOOD RUBBERS. Made in black, or red or white or in combinations of these colors.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

This and a lot more, for I had another customer at the same time who also overheard the woman's little lecture and who was influenced by it to buy the right shoe.

A short time later the joints of the feet of the friend of my customer got in such a condition that she also joined the ranks and I suppose now she is out somewhere at the front boosting for longer shoes.

Speaking of school teachers, I may as well tell you another school teacher story. This was a bad case of fallen arches that had to carry about 200 pounds' weight. The woman came in to get a pair of shoes made to order like the ones she was wearing. These shoes happened to be out of her line, but as they were the most comfortable of all her shoes, she had come back to duplicate them. She was under the impression that they would have to be made up. She was wearing low shoes and wanted boots on the same last.

In combination with fallen arches she had a very small ankle, and I found that while we were still carrying the last in question, a special pattern was needed to get the ankle fit, and besides she was wearing plates that were bought by guess and were all wrong. I suggested that she allow us to build the arches into the shoes as this would, in her case, give better results. She told me to go ahead and make the shoes as I thought best.

After two years and a half, during which time I sold her on an average of five pair a year in different leathers, she, too, came to me with the dress shoe question, which I answered in the same way as I did on the former occasion, also recommending that she should wear the dress shoe without plates, as I believed she could do so and gradually work away from the arch support shoe. Several months later she informed me that she was wearing them all the time, and while they ran over pretty badly, they didn't hurt, were very comfortable and ever so much cooler. She bought another pair without plates.

Within a year from the time she bought the pair of dress shoes the muscles and ligaments of her foot, through exercise, had forced the arches of her feet back until they were almost normal, and this woman, at 40, was walking as spry as a "two-year-old."

In this case the problem was to relieve the strain and allow as much toe room and movement as possible with a snug ankle fit until all soreness and swelling had left the foot. Owing to the constant strain of standing it took some time to accomplish this result. Without question, this woman is and will be a permanent customer, as well as a booster for me and the store. If space permitted, I could tell you of different customers that she is constantly sending to me.

It pays to know your business, to take interest in each customer and to have a personal interest in their welfare. A complete knowledge of your business, backed up by a stock complete enough to allow you to use this knowledge to advantage in fitting customers, should enable you to build up a strong consistent following. In my estimation

these assets are sure business builders, not only in the shoe trade but in all other lines of retailing.—Correspondence to Shoe Retailer.

Has Got Down to Fundamentals.

Grand Rapids, Nov. 29—It is refreshing, when the country is being deluged with such a mass of uninformed, superficial, illy digested and illogical writing on the subject of the great world war, to turn to the pages of the Tradesman and find an editor who has got down to fundamentals and who knows that this gigantic struggle is one to the death between the forces of aristocracy and privilege on one hand and democracy and equal opportunity on the other.

The article taken from the New York Times, entitled, "What Is He Fighting For?" which appeared in your issue of Nov. 17, is most enlightening and what you have to say in the same paper on "The Note to England" rings true.

In the current issue your editorial "Time for Action," expresses, I am sure, the opinion of every red-blooded American who loves his kind and who knows that mere righteous indignation against wrong, unless it resolves itself into action, weakens the moral and physical fiber of nations, as well as individuals.

As a slight token of my appreciation of your valiant stand for democracy against Kaiserism and militarism, I beg leave to hand you herewith a handkerchief which I lately received from Belfast, Ireland, which has printed on it the flags of the Allies, together with the words and music of their national anthems and which I trust you will accept with my compliments.

More power to your elbow.
John I. Gibson.

The Boss.

The Boss never resigns, and in the darkest hour that can come has only one thought, and that is to stay with the ship.

The Boss is he who is big enough to say, "The mistake is mine; I am wrong; I will make this right;" and does.

The Boss is he who is big enough to take any criticism, and takes the criticism that he does not deserve with as good grace as he does the criticism which is deserved.

The Boss is he who is willing to start things, stand by them through their entire making, finish and complete them.

The Boss is he who is capable of saying, as did Napoleon, "the finances—I will arrange them."

The Boss is he who is willing to

pay the price of success, no matter what it is.

The Boss is he who finds his completest joy in playing the game, seeing the finish, and being ready for a new job.

The Boss is he who demands of himself more than he demands of all the rest of his people.

The Boss is the one who makes good.
Elbert Hubbard.

Even the thirsty chap tries to dodge the bar of justice.

Malek School of Music
Grand Rapids, Mich.

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.

WE BUY RAW FURS
And pay highest market prices
DAVID GREEN, Furrier
303 Division Avenue, S. Grand Rapids, Michigan

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.

Our Directory Goes to Press
Dec. 1, 1915



Additions, Corrections or Changes of Address Must be Received on or before Above Date.

14,265 Telephones in the Grand Rapids Exchange.

Call Contract Dept. 4416.

Citizens Telephone Company

MONEYWEIGHT Scale Co.
GENERAL DISTRIBUTORS FOR
The Computing Scale Co.
Dayton, Ohio.

THE FIRST AND FOREMOST BUILDERS OF COMPUTING SCALES

GENERAL SALES OFFICE
326 W. MADISON ST. CHICAGO
ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN



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.

One of the most successful salesmen of my acquaintance employed the quality of self-restraint in his work on the road to a marked degree.

At the time of my first meeting with him he was very much cast down because his house had intimated a desire to let him go, for the reason that his sales did not seem large enough for the territory he was covering—mostly in large cities.

He related his experience to me, and his plan was one of the most logical I have ever known; but during the two years he had been representing that house he had not been able to secure their confidence to the extent that he could frankly confide in them his plans for ultimate success.

We talked things over, and I encouraged him to persist in his methods, maintaining that they were bound to win, because, whether he knew it or not, he was working along highly scientific lines. I urged him to take his managers more fully into his confidence, which he was shortly afterwards able to do through a fortunate combination of circumstances. And then I watched him advance, which he did by leaps and bounds. To-day he enjoys an enviable reputation for high-grade salesmanship in that very house that wanted to let him out a few years since.

On first entering his territory, his plan was to look the ground over carefully. He then commenced to build, always with an eye to the future. The prospect of immediate sales failed to dazzle him, unless they were of the sort that would make good timber for erecting his superstructure as a whole.

When calling on the trade in a large city, it was entirely foreign to his policy to jump right in and sell to every dealer that had a Bradstreet or Dun rating that would pass muster in the credit department. Instead, he cautiously laid his acquaintance among a limited number of the very best merchants, and began by trying to secure their confidence, and thus draw their sympathy largely to himself and his house. He believed that the best way to do that was not by selling them the largest possible bill every time he had a chance, but by often selling them the smallest bill possible.

Frequently on his return visits, if conditions were not just right, he would not attempt a sale at all, preferring to cement his relations by helpful suggestions, and otherwise strengthen his position in their confidence.

In starting a new customer, he highly favored the plan of selling merely a sample or "sorting up" order. From the small vantage-point gained, step by step he followed up his work, never permitting himself to betray a confidence once reposed in him by overloading a customer.

He was clear-headed, patient, honest, logical, courteous, always on his guard, and extremely tactful. Finally, when his preliminary work was complete, he moved in and took possession of his own. He sells the very best accounts in his territory, and no competitor can either undermine or wrench away from him the confidence his customers repose in him.

To sum up his work from start to finish, he succeeded because he was not over-anxious, and knew the value of making his work fit a set plan.

It is a great thing to be able to play, not a dull game, but a waiting game in salesmanship. The salesman gets what he goes after, provided only he is not afraid to work and sweat. But he must not forget that it is a good thing to sweat mentally once in a while, as well as physically.

There are no dull months for the intelligent salesman. Dull months are for dull salesmen, not for live ones. If you were a carpenter and your saw was dull, would you say, "I can't work this month; my saw is dull?" No. You would get up early in the morning and file that saw before breakfast. You would make it eat its way through an oak board like a 10-year-old boy through a piece of pumpkin pie.

The live salesman does exactly the same thing. At the first sign of approaching dullness he sharpens up his business tools and goes after business.

And he gets it, too.

The salesman who expects trade to be dull, and is willing it should be dull, will have it dull.

Likewise the salesman who expects his customers to have no more confidence in him than in the ordinary salesman will find just what he expects.

The salesman who lags back on the straight and narrow path of rectitude, and says, "I've got my customers just where I want them now, and I'll take pretty good care that they get enough of my goods to keep them from buying elsewhere," just because he has succeeded in winning their confidence for the time being, will get just what he is looking for—lost prestige, by the shortest possible route. You can have lost prestige, like dull months, if you want it. But you'll be out of date if you get either, because confidence is the basis of all right trade.

The right kind of salesman believes in doing his duty every day, and in doing each duty faithfully.

President Roosevelt tells a good story to urge duty and emphasize his oft-repeated declarations that opportunities are often overlooked.

"I remember down in the village where I lived there was a decent but dreamy young fellow, a little apt to spend his time thinking how well he could have led his life under other conditions. His mother was a hard-working woman. One day he was reading in the paper an account of a fire in New York and the heroic deeds of a fireman in rescuing people from the burning building. His mother was busy around the room. Soon he put down the paper and said, with a sigh, 'Oh, how I would like to rescue somebody from a burning building!'"

"His mother answered, 'Well, I'll tell you. This building is not on fire, but if you will get in the kindling wood, I'll be obliged to you.'"

There is a good moral lesson in that for all salesmen.

The way to be a good salesman is to be a good neighbor to your customers, then a good neighbor to your fellow-salesmen in your own establishment, and to act toward your firm so that you become the kind of man they are glad to have work for them, or for whom they are glad to work. The business life of the employer and that of the employe should go hand in hand, supporting one another. Make your house feel glad to have you in their business family; feel that you are a good man to do business for them, and a good man for them to do business with. That's what the right kind of salesman does.

Walter D. Moody.

Copyrighted 1907.

It is a poor elevator that won't work both ways.

Truly Feminine.

"Ladies," announced the President of an afternoon bridge club, "ladies, it has been moved and seconded that there shall be no conversation at the card tables. What shall we do with the motion?"

"I suggest," said a sprightly little blonde, "I suggest that we discuss it while we play."

Management
 Frank W. Brandt Joseph E. Bureau

A hotel with cafe in connection conducted on a first class basis providing for the out-of-town visitor excellent hotel accommodations and "big city" cafe service.

Your patronage and assistance in maintaining the standard of excellence set will be appreciated.

Snyder's Restaurant

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

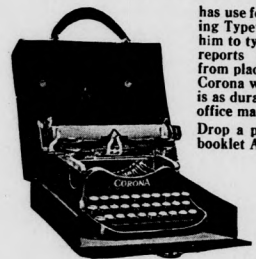
HOTEL CODY

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

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

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

DIAMONDS \$10.00 to \$1,000.00

\$1.00 a Week

CHRISTMAS DIAMONDS, WATCHES, LA VALLIERS

Make your selection now. Be ready when Christmas comes.

J. J. THOMSON JEWELRY CO.

O. W. Stark, Mgr.

327 Monroe Ave., Grand Rapids, Mich.

Sagacious Suggestions From Saginaw Salesmen.

Saginaw, Nov. 29.—Saginaw is to hold a special election next Saturday to vote on the water question. We love our town and we love our people, but we must confess the water is almost unbearable. It is the hope of every live citizen that the voters will give us a water filtration plant. There are few races of people of more sterling quality than the Germans, but their one great fault lies in this fact—they do not appreciate good water.

One of the greatest scenes of activity was pulled off in this town Thanksgiving day, when the sturdy warriors of Arthur Hill high school foot ball team met and humbled the Saginaw high school foot ball squad. There were 6,000 in attendance to witness the big game of the season. We feel this is a very good way to prove Saginaw is still on the map.

Fred C. Neal, for the past four years a representative of the H. J. Heinz Co., with headquarters at Flint, resigned his position last week and is now selling Black Cross tea and coffee for the Widlar Co., of Cleveland. Fred is one of those boys who is known as everybody's friend. He is well acquainted with the Valley and Thumb trade and has always worked for the interest of the grocer, as well as for that of his house and himself. He has greatly benefited himself in this change and has a lot of admirers who wish him well. He lives at 720 East Third street, Flint.

Dame Rumor has it that a large automobile corporation has taken over the old Marquette motor shops, of this city, and expects to start operations Jan. 1. While the above has not been officially confirmed, the advance notice came from very good authority.

Marwinski & Loeblich, the popular Genesee avenue druggists, are having their store remodeled inside and are putting in a new front. When completed it will be one of the finest stores in Northern Michigan.

J. Eaton, of Eaton & Son, of Perry, is confined to his home with appendicitis.

R. G. Huggins has sold his grocery store at 1343 Glenwood avenue, Flint, to M. Sholey.

We understand the postoffice at Flint has been receiving mail addressed to Jitney, Mich. It is not to be wondered at, as there are 268 licensed jitney buses in operation there now. The D. U. R. in Detroit or any other town must take a back seat when it comes to giving service, as compared to the jitney fords.

E. G. Haymond, grocer at Flint, has put in a new store front. The inside is also being redecorated and, when finished, will be a model store. Mr. Haymond is one of Flint's live wires and as a business getter can be ranked among one of the best.

J. Beaubian, who has been running the Ithaca Hotel for the past year and a half, has leased the Allendorf, at Holly. A mention was made some time ago about this hotel closing when Oakland county was voted dry and the proprietor, Mr. Allen, thought he could no longer conduct a hotel without a booze joint in connection and closed the hotel to spite the people of Holly. We are mighty glad to see Mr. Beaubian take this place. With his experience and the assistance of his wife and two daughters, we know he will be able to show the former proprietor that an honest living can be made in this hotel without catering to John Barleycorn. The building is new and equipped up-to-date and when first opened was considered one of the best hotels in this part of the State. It will be thrown open to the public Dec. 1.

The Donovan House, at Mt. Pleasant, changed hands recently, the new proprietor being A. W. Creed, formerly connected with the old Ban-

croft House. The hotel accommodations in Mt. Pleasant are considered about the poorest in the State and it is the hope of every commercial traveler that Mr. Creed will give them a good hotel.

We Saginawians must admit we are a bit jealous of Sister Flint, but we cannot help but give her the boost when so deserving. Never in the history of the State has such progress been made in an industrial way as is now going on there, not even excepting Detroit in proportion to its size. There are right now 1,200 homes under construction and only last week Mr. Nash, head of the General Motors Co., issued a statement that the Buick plant would be equipped to double its capacity within a very short time and also sent out a call asking for 3,000 more homes. A number of the other manufacturing plants are building additions and it is stated that the Chevrolet Co. is spending \$1,000,000 on its new plant, now under construction. Hundreds of people are working in the Flint shops from other towns who are unable to get homes to live in. Schools are being overtaxed. May Flint live long and prosper!

We note in Editor Stowe's columns of last week this question, Where does the U. C. T. stand on Greenism and Pufferism? I believe I can safely voice the sentiment of not only U. C. T.'s, but every traveling man on the road by saying, Down with both! If Mr. Puffer expects us to patronize him, he must come across and it is the hope of all Knights of the Grip that after hearing such men as Brothers Lawton and Stowe on Michigan hotels at the convention this week, he can see his way clear to change his old tactics. As the saying goes, an honest confession is good for the soul and if Mr. Puffer will stand up and confess his wrong doing, we will be more than glad to show him our hand.

It is the duty of every American citizen to stand up for the right, allow no one to slander or defame Uncle Sam or any part of his domain, and right here is where I start. Brother Ballamy, of Bay City, in his Boolets of last week, speaks of Saginaw Council serving a Dutch lunch in the evening. I am free to admit I did not see everything, nor did I sit near our Worthy Grand Page, but I do know that at our table we had nothing to drink but coffee. I am very fond of luxuries myself and at our next banquet, I'll arrange to see that we are all treated alike. At any rate three cheers for Bay Council and may it continue to increase!

Mark Brown, the Czar of Michigan and a drug peddler of the first class, has packed guns, blankets and frying pans and left for the Northern woods. Mark is a man of goodly size, his style of hunting, 'tis said queer, three weeks he trodded 'neath heavy skies, his reward a fine young deer. A little more information relative to the above piece of poetry (?). While we all admire Mr. Brown for what he has done and is doing, we must not overlook his bodyguard and sharp-shooting friend, Bert Rutherford. We do not know definitely who shot the deer, but at any rate I was instructed to say that the donation came from Brown & Rutherford. I endeavored to get a little information regarding their trip, but Bert said he wouldn't dare tell a thing on Brown. At any rate they got what they went after, so what's the use?

Invitations have gone out to all the members of the Saginaw Council to be on hand at Forester's hall next Saturday evening at 6 o'clock sharp. Bring your wives and sweethearts. Leave your hammers at home and fill your joy pots before you come, as this will be one of the biggest social functions held during the winter season. The banquet will be served by the ladies auxiliary. Music will be furnished through-

out the evening by the Rosso orchestra. Speeches will follow the banquet. Dancing from 8 to 12. Remember the time, the place and the girl.

The real important question now confronting you is not, Are you a reader of the Tradesman, but are you a subscriber? L. M. Steward.

Sparks From the Electric City.

Muskegon, Nov. 29.—Our past Counselor, E. P. Monroe, is traveling through Illinois at the present writing and it is reported that he is booking some nice business for his house.

Peter Phernambucq, who conducted a meat market at Macatawa Park, is traveling Western Michigan in the interest of Sulberger & Sons Co., packers of Chicago. Mr. Phernambucq is well liked and very popular with the trade.

At our last meeting a committee of three were appointed to hear all grievances against the railroads. This committee will investigate any complaint made and will endeavor to get the best relief possible under the circumstances. The following members are on this committee: A. W. Stevenson, Jay Lyons and Milton Steindler.

It was decided to start a fund which will be used to carry delinquent members over one assessment before action be taken toward suspending the delinquent. There will be a fine of 25 cents added to the assessment of all those who use this fund. Under these circumstances it will be better to pay your assessment when due. Then you will have more money to purchase Christmas gifts with.

A sign in one of the local stores reads, "Get your chicken here for Sunday dinner." We wonder what kind they mean?

Quite a few of the members promise to be on hand next meeting, as it is expected that Grand Counselor W. S. Lawton will pay us a visit. Get all the applications you can, as Lawton wants to end the year with a good showing.

By the way, did you ever see a Senior Counselor who was ever any more popular with the boys than Ernie Welton?

J. Van Deusen is opening a first-class grocery store at 126 West Western avenue. Mr. Van has equipped his store with glass show cases, oak fixtures, electric coffee mill and, in fact, every necessary fixture needed to make his store an attractive place to trade in. Mr. Van Deusen has had experience in the grocery business, having conducted a general store in North Dakota a few years ago. Mr. Van is very aggressive and has the ear marks of a successful merchant.

A committee will be appointed next meeting to arrange for the accommodation of the boys and their families at Traverse City next June, when the U. C. T. convention will be held. This committee will also have charge of the A. W. Stevenson campaign and it will be their duty to use all honorable means to elect A. W. Stevenson Grand Sentinel. We hear one of the boys in the Upper Peninsula has aspirations to hold the Grand Sentinel job. Welcome, brother, as it is only by good competition that we expect to attain what we are after. We are prepared to work hard to see A. W. Stevenson elected.

Ernest Hentschel, proprietor of the Hentschel Hotel and member of 404, has taken a trip up North with a few of his friends in quest of partridges. Ernie is quite a shot and, no doubt, will bag some game.

Any one knowing of a position vacant for one of our brothers who is well acquainted with the retail trade in Western Michigan, kindly communicate with the writer.

Traverse City Council, attention! Take advantage of the Michigan Tradesman and advertise your com-

ing convention in a paper that is read all over the State.

The Enterprise Brass Works are erecting a new plant next to their present location which is estimated to cost about \$15,000. This additional space is badly needed by this concern, which sometime ago purchased the old Wright Hood & Cooler plant, at Eighth and Clay streets, intending to use this plant as a finishing room for their products. They find that too much time is consumed in hauling between the two plants and hence decided to build this welcomed addition.

The Continental Motor Company is building a tunnel which will connect all its factories under ground. It was necessary at one place to go under the Pere Marquette tracks and the motor people had to drive in spiles to re-enforce their tunnel walls.

Another victory has been claimed by the Muskegon football team when they scored 13 against Grand Rapids central high. The trains and interurbans were crowded to their capacity in carrying the crowds between the two cities on turkey day. A good deal of the credit of winning the game belongs to Louis Gudelsky, the Muskegon coach, who took a bunch of boys who knew nothing of the inner workings of the game and whipped them into the most formidable team in Western Michigan.

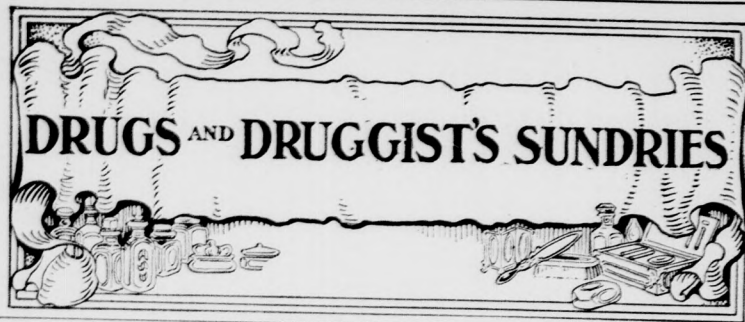
Three peddlers, Harry McCall (Musselman Grocer Co.), Bert Waalkes (Walker Candy Co.) and J. Hart, who peddles Sunset milk, were stalled at Weidman for thirty-six hours. Quite a long time in one town. The crank shaft broke about two miles out of Weidman and Hart walked to Weidman to obtain a new one when, lo and behold! none was to be found in town. He then telephoned to Mt. Pleasant, which sent one by the next train. In the meantime Bert Waalkes and McCall hired two mules and drove the car into Weidman. All the folks on the road wanted to know if this was some new farm wagon and Bert and Harry had an awful time convincing the folks it was a broken down ford. McCall thought he could fix the motor without any other assistance and took the motor out of the car. After a thorough inspection of the motor, Harry replaced same in the car and tried to connect the crank shaft, but the shaft would not connect with the motor. Bert was called for. He is an old machine hand, having worked in the machine shop of Britain & Stevan when they were in Muskegon. After looking over Harry's work, he said, "Why, boy, you have the motor in upside down." And the laugh was on.

If some of the boys could contribute their mites to these columns, the writer would be glad to put a few items in every issue.

It was with sorrow that we heard the sad news of the death of Clark W. Mills, of Grand Rapids. Mr. Mills was the founder of the wholesale paper and woodenware concern of Grand Rapids which bears his name. In fact, a good deal of the success of the house can be attributed to the solid foundation that was started by Mr. Mills. As a competitor he was honored, respected and liked and his views were always valued by those who knew him. It may be truly said that we have lost a friend whom we will long remember for his deeds while on earth. The Tradesman unites with the U. C. T. in extending our deepest sympathy to the members of the firm and also to his family. Milton Steindler.

A. L. Barendsen has opened a garage and auto sales and supply store at 221 Ottawa avenue.

Henry Geerdenk succeeds Walter Post in the grocery business at 864 Second street.



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.

Some Holiday Suggestions.

Every class of business from undertakers to insurance men are soliciting holiday business. As a usual thing the druggist puts in an extra stock of stationery, perfumes, and toilet goods and lets it go at that.

He argues that what doesn't sell will do for regular stock and that's all right, but why not see to it that it does sell?

The department store and the novelty bazaar and the gift shop sell their wares but they go right after trade with a club, if necessary. Of course, the club is wreathed with evergreen and decorated with paper bells but it shoos people in all right.

These stores just radiate a Christmasy atmosphere. The very Salvation Army Santa Claus on the walk in front proclaims it. The windows and the store are redolent of it and the very help are busily expectant.

Now if you watch the method of these wholesale trade getters—bartering specialty and one line stores—you will have it borne in upon your business consciousness that they provide something for every body from baby to baby's respected grand parents, and moreover they provide these at prices to suit full and only moderately full pocket-books.

Even the drug store that does not carry side lines of books, china, cut-glass, jewelry, cut-flowers, etc., can make out a very creditable list.

For Baby—Teething rings, brushes, combs, tiny hand mirrors, bath and talcum powders, baby hot water bottles of fine rubber, nail scissors, rubber sheeting and protectors, wash cloths and cases, toilet water, teething necklaces, chamois, sponges, powder puffs and boxes, fine soaps, absorbent towels, and gauze, paper toweling, alcohol stoves, or special milk heating apparatus, insulated bottles for keeping milk on a journey, etc.

For Brother and Sister—Manicure

sets, nail clips, files, tooth brushes, holders, hair brushes—military style, etc.; combs, hand and easel mirrors, soaps in boxes, stationery, candy, pocket-books, toilet creams and powders and perfumes in handsome packages, emergency kits, camera supplies, fancy trinkets, night lamps, study lamps (burning alcohol), chafing dish supplies, also an outfit of fine spices, supplies for pets, fish food, vanity cases, pocket combs and mirrors, etc.

For Mother—An assorted spice case, a quarter of a dozen or more bottles of fine olive oil, toilet articles, manicure supplies, perfumes, confectionery, rubber gloves, hot water bottle in fancy case, powders, creams, sponges, shampoos, soaps, toilet water, medicine case, traveler's medicine case, leather goods, etc., etc.

For Father—Shaving cream, powder, soap, razor, corn knife, foot powder, library paste, desk supplies, etc.

Any number of other divisions may be made such as the athlete, the society belle, grandmother, grandfather, etc., etc.

Advertise the articles, dwell on the present day idea of utility, display the goods attractively and give prices. For the price does mean a lot to the majority of people.

If there are any institutions near whose patronage would be valued or which you desire to remember, it is a good time to do it, either with a cash donation or a supply of some worthy goods of your own make.

It is a good idea to remember that it is impossible to catch all the time. Sometimes it is up to us to throw. Play ball! Russell Wilmot.

Disappearing Turpentine.

It looks as though, if strenuous measures are not adopted in Florida, the turpentine pine in that State would be entirely extinct within another ten years, says the Spatula. It is difficult to conceive what business the arts will do without turpentine if the day ever comes when it is no longer obtainable. There has never been made a turpentine substitute. Some years ago an attempt was made to extend turpentine by distillation with petroleum oil, but it was a failure. The product was a vile concoction which ruined all work in which it was used. Wood turpentine is a low grade turpentine distilled from pine wood, but it in no sense takes the place of the spirit. It is hoped that important steps will be taken at once by the different states, for it can not be done by the Federal Government, to conserve the source of the turpentine supply.

"Cocoa" or Cacao.

The confusion between cocoa and cacao, or, as you perhaps better put it, between coco and cocoa, may have been given currency by Johnson's Dictionary, as Murray says, but the mistake attributed to him must, I think, have been partly due to an already existing confusion in a good many minds. Spelling was very erratic among our forefathers, and foreign names were especially liable to go wrong in their insular mouths. How did the fruit of the cacao come to be called cocoa at all? This seems to me the first question to be asked, and the error of spelling coco as cocoa to be comparatively a trivial one. The one is a complete change of name, the other a change of form only, not affecting the pronunciation. Gerard, who is not quoted by Murray in this connection, actually applies the form coco to cacao-beans. It may be noted, too, that Bailey, who preceded Johnson as a lexicographer, gives the name cocoa to the coco-nut palm, although I am not sure that he does so in the earlier editions. By some of our early voyagers the word is spelled cocoe, and De la Val says the native name in the Maldives was Koul.—Chemist and Druggist.

Number of Drug Addicts Exaggerated.

The question of drug addicts has been the subject of much discussion since the Harrison Law went into effect, and many exaggerated and misleading statements in regard to it

have been published. It was generally thought that the result of the enforcement of the Harrison anti-narcotic law would be the besieging of hospitals by drug addicts and a crime wave of country wide extent, accompanied by a trail of suicides. Nevertheless, although hospital reports demonstrate plainly the effect of the enforcement of the law, these pessimistic predictions have by no means been fulfilled. After a careful review of various evidence, including particularly statistics as to the total amount of narcotic drugs available for all purposes, legitimate or otherwise, an expert figures that the estimate made by the committee of the American Pharmaceutical Association some time ago, that drug addicts in this country do not number more than 200,000 is approximately correct even at the present time.

Every time you avoid doing wrong you increase your inclination to do right.

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.

The Impending Fiasco of Our Civilization.

New Haven, Conn., Nov. 27.—Fifteen centuries ago, in his sheltered retreat at Bethlehem, St. Jerome heard the overwhelming news that Alaric and his Visigoths were besieging the Eternal City. "Who will believe this?" he writes; "that Rome should be fighting in her own home, not for glory, but for life?"

So fell the ancient order—a civilization which could boast, under the Antonines, of one language, one law, one empire, from the Fifth of Forth to the Black Sea, from the Pillars of Hercules to the Tigris.

Slowly, hesitantly, painfully, our Western world struggled to regain that peace, that order. Not until after Rome and Greece were rediscovered by the Humanists could one feel that a citizen of Spain, of Holland, of England, might properly compare himself with a citizen of imperial Rome;

All the more reason, then, for us Americans to pride ourselves on the progress that we achieved between the witch-fires of Salem and the Gettysburg Oration. Even a long and bloody civil war failed to shake our unity or our ideals; our soldiers cast aside their swords and their muskets; and our war with Spain was eloquent testimony both to our freedom from militarism and to the depth of our devotion to the chivalrous cry of "Cuba Libre."

Now for over a year we have looked on, amazed, incredulous, protesting, at the downfall of Europe. I say downfall advisedly; for supremacy must depart from any country which faces the infinite liabilities—not financial and physical alone, but moral and spiritual even more—which this war will leave. Intellectual and moral progress in Europe is far more securely blocked than after the Napoleonic wars—and what scholar finds any usable book, what great idea or invention arose, in the Europe of the twenties and thirties of the last century? Sweden, Holland, Switzerland, Spain, cannot compensate for the follies of their neighbors. The day of Europe as the world's guide is closing before our eyes, and may already have ceased forever.

And we, the generous providers for Belgium, the patient reasoners with Mexico, the intrepid sponsors of humanity on the seas, the idealists who amused Europe, but whom Europe now envies and to whom she looks for infinite succor when arms at last have been laid aside—what stand are we taking? We are indulging in governmental and municipal extravagance beyond belief—a lavishness which must inevitably lead to the overtaxation which more than all else weakened Rome's fabric.

among them our greatest) are staggering on the verge. Nor are we better individually. If by especial effort or unusual fortune we gain large sums, we expend them in a trip through the Canadian Rockies, an Italian garden, a luxurious automobile; and if by reason of poverty those are beyond our means, we contribute nevertheless our quota to the million dollars a day raked in by what is in general merely an exciting stimulant or a convenient pastime—the moving-picture show. Brother Jonathan's income is enormous; he is none the less poor Richard.

But at least we lacked (in spite of our iniquitous pension system) the huge burdens of militarism and naval waste which led directly to the present trial of strength (for such it is, in the last analysis). Our unique situation made it unnecessary for us to maintain a large standing army, nor did our interests require a navy at all commensurable with England's. And now we are urged from the highest quarters to abandon our settled policy, to throw away our advantages and to tax ourselves outrageously in order to sacrifice to triumphant Moloch. Preparedness, they call it, and for this specious programme, every toiling farmer, every hardworking laborer, must deprive his family of some educational, some spiritual advantage (for they go first), not merely to pay the taxes needed, but to compensate for the new waste, the new extravagance.

And all for what? An invasion of triumphant Germany on our soil? A defence of the Philippines or of South America against European expansion or Japanese aggression? As if Germany, even if she win the European struggle, could count on the military or the financial resources necessary for such a stupendous task! What competent military or economic authority really believes in any of these chimeras? Nothing more preposterous has been launched in all this frothing; it is as baseless as the miraculous horsemen of Mons. Does there not rather lurk behind these pretenses a scheme compound of politics and perverted economy? Are we by our money to keep bankers and manufacturers earning fabulous sums when Europe is no longer able to pay or to contract for munitions?

No, fellow-Americans; superb in our history and our isolation, we have a profound duty before us. We must remain sober in this cataclysm, we must hold true to that noble idealism and unshaken faith which are the only real strength of a nation. We must curb our private and our public extravagance; reform our army and navy, as well need be; but now no more than after the Crimean or the Franco-Prussian War, rush headlong into this race of armaments which has been the curse, and is now proving the ruin, of Europe. If we abandon our new primacy, then modern civilization is really a fiasco, and there is no hope in us.

Charles Upson Clark.

Experimental Chemistry.

Bill, in search of something new Poured a pint of hydrofluoric acid in his father's oxford shoe. Just to see what it would do. As research work it wasn't bad, But 'twas rather rough on Dad.

Johnnie in his careless glee Mixed up I with NH3; When the stuff was dry and thick Johnnie hit it with a brick; Johnnie's now in heaven, they say. At least, he surely went that way.

Little Jane was happy when She found a lump of KCN; "Pa likes lots of sweet," said she, So she put it in his tea. (Strange how "died" and "suicide" Rhyme so well with "cyanide.")

James put AgNO3 In his Ma's perfumery. Saying, "She'll be pleased, I hope, With this fine expensive dope." But when she used it, strange to say, She didn't feel a bit that way. E. Roe.

WHOLESALE DRUG PRICE CURRENT

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

Table listing various drugs and their prices. Columns include categories like Acids, Barks, Berries, Potassium, Gums, Leaves, Oils, Seeds, Tinctures, and specific drug names with their respective prices.

GROCERY PRICE CURRENT

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

Table with columns: ADVANCED, DECLINED, and Some Flour. Includes items like Ground Pepper, Whole Pepper, Mushrooms, and various flour types.

Index to Markets

Main index table with columns: By Columns, 1, 2. Lists various grocery items such as Ammonia, Axle Grease, Baked Beans, Bath Brick, Bluing, Breakfast Food, Brooms, Brushes, Butter Color, Candles, Canned Goods, Carbon Oils, Catsup, Cheese, Chewing Gum, Chicory, Chocolate, Clothes Lines, Cocoa, Coconut, Coffee, Confections, Cracked Wheat, Crackers, Cream Tartar, Dried Fruits, Evaporated Milk, Farinaceous Goods, Fishing Tackle, Flavoring Extracts, Flour and Feed, Fruit Jars, Gelatine, Grain Bags, Herbs, Hides and Pelts, Horse Radish, Ice Cream, Jelly, Jelly Glasses, Macaroni, Mapleline, Meats, Canned, Mince Meat, Molasses, Mustard, Nuts, Olives, Petroleum Products, Pickles, Pipes, Playing Cards, Potash, Provisions, Rice, Rolled Oats, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soda, Spices, Starch, Syrups, Table Sauces, Tea, Tobacco, Twine, Vinegar, Wicking, Woodware, Wrapping Paper, Yeast Cake.

CHEWING GUM

Table listing chewing gum products: Adams Black Jack, Adams Sappota, Beeman's Pepsin, Beecham, Chiclets, Colgan Violet Chips, Colgan Mint Chips, Dentyne, Doublemint, Flag Spruce, Juicy Fruit, Red Robin, Sterling Gum Pep., Sterling 7-Point, Spearmint, Wrigleys, Spearmint, 5 box jars, Trunk Spruce, Yucatan, Zeno.

CHOCOLATE

Table listing chocolate products: Walter Baker & Co., German's Sweet, Premium, Caracas, Walter M. Lowney Co., Premium, 1/4s, Premium, 1/2s.

CLOTHES LINE

Table listing clothes line products: No. 40 Twisted Cotton, No. 50 Twisted Cotton, No. 60 Twisted Cotton, No. 80 Twisted Cotton, No. 50 Braided Cotton, No. 60 Braided Cotton, No. 80 Braided Cotton, No. 50 Sash Cord, No. 60 Sash Cord, No. 72 Jute, No. 60 Sisal, Galvanized Wire.

COCOA

Table listing cocoa products: Baker's, Cleveland, Colonial, Colonial, Epps, Hershey's, Hershey's, Huyler, Lowney, Lowney, Lowney, Van Houten, Van Houten, Van Houten, Wan-Eta, Webb, Wilber, Wilber.

COCOANUT

Table listing coconut products: Dunham's, 1/2s, 5lb. case, 1/2s, 5lb. case, 1/2s, 15 lb. case, 1/2s, 15 lb. case, 1/2s, 15 lb. case, 1/2s, 15 lb. case, Baker's Brazil Shredded, 10 5c pkgs., 26 10c pkgs., 26 10c and 33 5c pkgs.

COFFEES ROASTED

Table listing coffee products: Rio, Santos, Maracalbo, Mexican, Guatemala, Java, Private Growth, Mandling, Aukola, Mocha, Bogota, Exchange Market, Spot Market, Strong Package, New York Basis, Arbuckle.

McLaughlin's XXXX

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

Extracts

Table listing extracts: Holland, 1/2 gro. bxs., Felix, 1/2 gross, Hummel's foil, 1/2 gro., Hummel's tin, 1/2 gro.

CONFECTIONERY

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

Mixed Candy

Table listing mixed candy products: Broker, Cut Loaf, French Cream, Fancy, Grocers, Kindergarten, Leader, Majestic, Monarch, Novelty, Paris Creams, Premio Creams, Royal, Special, Valley Creams, X L O.

Auto Kisses (baskets)

Table listing auto kisses: Autumn Leaves, Bonnie Butter Bites, Butter Cream Corn, Caramel Dice, Coconut Kraut, Coconut Waffles, Coffy Toffy, Dainty Mints, Empire Fudge, Fudge, Pineapple, Fudge, Walnut, Fudge, Filbert, Fudge, Choco. Peanut, Fudge, Hershey Moon, Fudge, Toasted Coconut, Fudge, Cherry, Fudge, Coconut, Honeycomb Candy, Iced Maroons, Iced Gems, Iced Orange Jellies, Italian Bon Bons, Lozenges, Pep., Lozenges, Pink, Manchus, Molasses Kisses, Nut Butter Puffs, Pecans, Ex. Large.

Chocolate

Table listing chocolate products: Assorted Choc., Amazon Caramels, Champion, Choc. Chips, Eureka, Climax, Ideal Assorted, Klondike Chocolates, Nabobs, Nibble Sticks, Nut Wafers, Ocoro Choc. Caramels, Peanut Clusters, Quintette, Regina, Star Chocolates, Superior Choc. (light), Pop Corn Goods, Without prizes, Cracker Jack with coupon, Pop Corn Goods with Prizes, Oh My 100s, Cracker Jack, with Prize, Hurrah, 100s, Hurrah, 50s, Hurrah, 24s.

Cough Drops

Table listing cough drops: Putnam Menthol, Smith Bros.

NUTS—Whole

Table listing nuts: Almonds, Tarragona, Almonds, California, soft shell Drake, Brazils, Filberts, Cal. No. 1 S. S., Walnuts, Naples, Walnuts, Grenoble, Table nuts, fancy, Pecans, Large, Pecans, Ex. Large, Shelled, No. 1 Spanish Shelled, Peanuts, Ex. Lg. Va. Shelled, Peanuts, Pecan Halves, Walnut Halves, Filbert Meats, Alicante Almonds, Jordan Almonds.

Peanuts

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

CRACKERS

Table listing crackers: National Biscuit Company Brands, In-er-Seal Trade Mark Package Goods, Baronet Biscuit, Flake Wafers, Cameo Biscuit, Cheese Sandwich, Chocolate Wafers, Five O'Clock Tea Bct, Ginger Snaps NBC, Graham Crackers, Lemon Snaps, M. M. Dainties, Oysterettes, Pretzenos, Royal Toast, Social Tea Biscuit, Saltine Biscuit, Saratoga Flakes, Soda Crackers, N.B.C., Soda Crackers, Prem., Uneda Biscuit, Uneda Biscuit Wafer, Vanilla Wafers, Water Thin Biscuit, Zu Zu Ginger Snaps, Zwickback.

Other Package Goods

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

Bulk Goods

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

6

7

8

9

10

11

Table of commodities including Butter, Soda, Oyster, Sugar Wafer Specialties, Dried Fruits, Evaporated Milk, Farinaceous Goods, Fruit Jars, and Cotton/Linen Lines.

Table of commodities including Poles, Flour and Feed, Winter Wheat, Malt, and various types of Flour.

Table of commodities including Tallow, Wool, Horse Radish, Jelly, Ice Cream, Molasses, Mustard, Olives, and Petroleum Products.

Table of commodities including Smoked Meats, Sausages, Beef, Tripe, Casings, Canned Meats, Rice, Rolled Oats, Salad Dressing, and Salaratus.

Table of commodities including Mackerel, Seeds, Spices, Starch, Syrups, and Table Sauces.

Table of commodities including Oolong, English Breakfast, Ceylon, Tobacco, Plug, and Tea.

SPECIAL PRICE CURRENT

15

16

17

Table with 4 columns (12, 13, 14, 15) listing various goods like Smoking, Queen Quality, Mop Sticks, Palls, Toothpicks, Traps, Washboards, Window Cleaners, Wood Bowls, WRAPPING PAPER, WICKING, WOODENWARE, BASKETS, AXLE GREASE, BUTTER PLATES, OVALS, WIRE END, CHURNS, CLOTHES PINS, FAUCETS, and various other household items.

Table with 16 columns (16-31) listing various goods including BAKING POWDER, Roasted Dwinnell-Wright Brands COFFEE, Soap, and various other household items.

Advertisement for THE BOUR CO., TOLEDO, OHIO. Features images of 'White House' coffee cans and 'Royal' soap boxes. Text includes 'The only 5c Cleanser' and 'Guaranteed to equal the best 10c kind'.

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

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

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

For Sale—Good profitable harness and leather goods business located in a live country town of 2,000. Stock consists of harness, horse collars, strap work, saddlers, hardware, trunks, bags, suit-cases, etc. Good repair shop, well equipped with electric motor, harness stitching machine, shoe finishing machine, tools, etc. Will inventory about \$2,200. If you want a money-maker write at once, as this must be sold quick on account of ill-health. Address owner, K. W. A., 1104 Jefferson avenue, Grand Rapids, Michigan. 647

For Sale—Combination ice cream parlor, confectionery, restaurant and transit rooms. One of the finest places in Central Michigan. Only real place in city. Will sell cheap. Address, Lock Box 303, Ovid, Michigan. 645

For Sale—Live grocery and crockery business in Southern Michigan. Leading store over 30 years. \$4,000 stock with \$35,000 sales. Splendid opportunity. Address No. 644, care Tradesman. 644

For Sale—Up-to-date stock of men's and boys' clothing, furnishing and shoes, suits made to measure. Also branch office for dry cleaning. Best location and established trade in best farming town in State. Other business interests reason for selling. Must be cash sale, and at once. Address No. 643, care Tradesman. 643

To Exchange—I have farm lands in the Northwest, first mortgage farm loans, notes secured by chattel mortgage and real estate to exchange for merchandise, hardware or farm machinery and will consider deal from merchants who want to dispose of part of their stock. Can handle any deal from \$1,000 to \$15,000. Merchant, 530 Security Bldg., Minneapolis, Minnesota. 642

For Sale or Trade—Chalmers six touring car for stock of merchandise. Address D. C. Levinson, Petoskey, Michigan. 641

For Rent—Building equipped for general store purposes at Delton, Barry county; good railroad town. Address G. W. Kern, Onondaga, Michigan. 640

Must Sell At Once—Only bakery, confectionery and ice cream parlor in town of 1,500. Come and look it over and make me an offer. Did nearly \$10,000 worth of business this season. Will sell either with or without the bake-shop. Lock Box 554, Ovid, Michigan. 639

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 inventoring 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, Koshekong, 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—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

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

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

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

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

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. All city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 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—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

HELP WANTED.

Wanted—A clerk for general store in country town, 25 to 30 years of age, (married preferred), with at least two years' experience. Must be bright and industrious. Wages according to ability. Reference required. Address No. 648, care Michigan Tradesman. 648

POSITION WANTED.

Position Wanted—As traveling salesman by man of 42 years. Have had experience and can furnish good references. If you need a man, let me talk with you. Address No. 646, care Tradesman. 646

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, Deatur, 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

Conservative Investors

Patronize

Tradesman Advertisers

FOR SALE

Best Paying Exclusive Shoe Store in Cadillac, Michigan

Old Established. All Cash Trade. Invoices \$8,000. Best Reasons for Selling

If you have the money and mean business better come and see us at once for this store won't go begging.

RICE & CASSLER, Cadillac

The Auto Trailer Has Arrived

Lowers the cost of your hauling. Let us prove it.

Built to meet your requirements with capacities from 1,000 to 2,500 lbs. and can be properly attached to any car. Write, phone or call for demonstration.

THWING & CO.

DISTRIBUTOR FOR SCRIPPS BOOTH

Storage, Repairs and Auto Supplies. New and Second Hand Cars.

Two Doors West of Division Avenue, South 15-17 Graham Street, S. W.

Citz. 31883. Bell 3655 Main

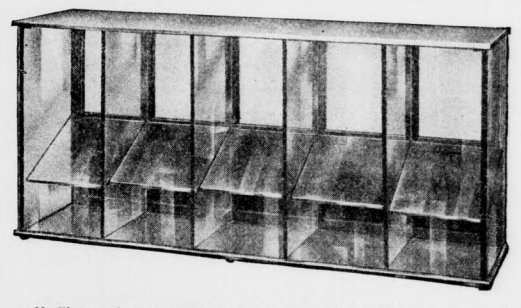
Grand Rapids, Michigan

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.



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.

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, Nov. 15—In the matter of Constantine Golembiewski, bankrupt, Grand Rapids, a special meeting of creditors was held this date. The first report and account of the trustee, showing total receipts to date of \$300, disbursements for administration expenses of \$6 and a balance on hand of \$294, was considered and the same appearing proper for allowance and there being no objection thereto was approved and allowed. A first dividend of 5 per cent. was declared and ordered paid.

Nov. 16—In the matter of Henry J. Boone, bankrupt, Holland, the final meeting of creditors was held this date. The final report and account of the trustee, showing total receipts of \$200.60, disbursements of \$6.60 and a balance on hand of \$193.90 was considered and the same appearing proper for allowance and there being no objection thereto was approved and allowed. Sale of accounts receivable for \$6 was approved, making a total balance then on hand of \$199.90. The meeting was then held open pending decision on claims.

Nov. 17—In the matter of the Coronet Corset Co., bankrupt, Grand Rapids, a special meeting was held this day held to consider the petition of the trustee asking for authority to appeal to the Supreme Court of the State of Michigan, the decision of the Kent Circuit Court in the matter of the trustee's suit against certain of the stockholders for alleged unpaid stock subscriptions. Judgment was rendered for the trustee in the Circuit Court aggregating \$2,725 against certain of the stockholders. The trustee contends that the judgment is largely insufficient and not in accordance with the facts, as shown on the hearing. Creditors voted unanimously to allow the trustee to take an appeal to the Supreme Court. It was shown on the hearing that, unless a new trial is granted and a larger judgment rendered in favor of the trustee and this estate, that no further dividend can be paid to the creditors.

Nov. 18—James Vegter, of Zeeland, has this day filed a voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks. The first meeting of creditors has not yet been called. The schedules of the bankrupt show no assets not claimed as exempt by the bankrupt, and the following are listed as his creditors: Cornelius Roosenraad, Zeeland.

Judgment \$500.00
Jennie Vegter, Holland 180.00
Titus Van Haltsma, et. al., judgment, Zeeland 200.00

In the matter of Charles N. Albrecht, bankrupt, Coopersville, the first meeting of creditors was held this date. Claims were allowed, Kirk E. Wicks, receiver, made a report and was discharged. Charles H. Lillie, Grand Rapids, was elected trustee. Appraisers were appointed and the meeting then adjourned without day. The assets consist of a small stock of electrical fixtures and certain accounts and bills receivable.

Nov. 19—In the matter of William A. McFarland, bankrupt, Ionia, the final meeting of creditors was held. The final report of the trustee, showing that the trustee has neither received nor paid out any funds belonging to the estate, was considered and allowed. The estate was held open pending decision as to the bankrupt's discharge.

Nov. 22—In the matter of Henry J. Boone, bankrupt, the adjourned final meeting was held this date. The final order for distribution was entered and a final dividend of 2 per cent. declared and ordered paid.

In the matter of Don W. Lydell, bankrupt, Paris, the first meeting of creditors was held this date. Claims were allowed, Kirk E. Wicks, receiver, made verbal report and was discharged. George Hurst, Paris, was elected trustee. The meeting was then adjourned without day. Bankrupt formerly conducted a grocery store at Paris.

Nov. 23—In the matter of Ebel J. Norden, bankrupt, Grand Rapids, the first meeting of creditors was held this date. Claims were allowed, Kirk E. Wicks, receiver, made a report and was discharged. Cornelius W. Moore, Grand Rapids, was elected trustee. An appraisal of the assets has been made and it is expected that a sale will soon be made. The assets consist of a small grocery and hardware stock.

Nov. 26—In the matter of Earl Ardis, bankrupt, Reed City, the first meeting of creditors was held this date. Claims were allowed. A. M. Fleischhauer, Reed City, was appointed trustee by the referee. It appeared from the examination of the bankrupt that there had been a preferential payment aggregating \$320 made to one of the creditors and the trustee has been instructed to investigate and contest the same if it appears that the preference is voidable.

In the matter of Andrew C. Gongwer, bankrupt, Hart, the first meeting of creditors was held this date. It appeared from the examination of the bankrupt that the estate contained no assets not claimed as exempt by the bankrupt and it was therefore decided that no trustee be appointed. The estate will be closed

at the expiration of the time for confirming the exemptions.

Nov. 29—In the matter of Adrian Bakelaar, bankrupt, Grand Rapids, the first meeting of creditors was held this date. Claims were allowed. It appeared from an examination of the bankrupt that the estate contained no assets not exempt and it was therefore decided that no trustee should be appointed in the matter. The estate will be closed at the date of confirmation of exemptions.

Status of the Bean Market.

The bean market has developed a serious weakness during the past week. Elevators are becoming fairly well filled with beans and, as a rule, have increased their capacity for hand-picking them more or less all over the State of Michigan. The output now is, perhaps, 75 per cent. more than thirty days ago.

Buyers have been very timid about taking hold of any quantity of beans at the high price but have all purchased a few bags and, as long as they have anything in stock, will not be aggressive buyers.

The high price, without a question, has curtailed the consumption of beans in many directions. A quart of beans at Oklahoma and states in the South and Southwest sells in dollars and cents for the same as a pound of beef steak; also brings as much money as a half-bushel of good potatoes; and as beans are consumed by the middle and lower classes, the housewife naturally is looking for something cheaper to feed her family and eliminate beans from her menu. Should present conditions continue we may expect a lower market and light demand for some time at least.

At this season of the year wholesale grocers are busy with candies, fruits, nuts, etc., which are sold readily during the holiday season, while beans are neglected entirely, as they are not bought for Christmas presents.

The red kidney bean market has shown a great deal of strength but is more or less top-heavy right now. Some good orders from Cuba were placed in New York about three weeks ago which had its effect on the demand and put the price up, but they have now reached a degree where it is impossible for canners to pack them at a profit and it looks as if they might be begging for a market in the near future. To-day red kidney beans sell in New York City for the same in dollars and cents as a barrel of good spring wheat flour, which contains 196 pounds, while the bushel of red kidney beans is rated at 58 pounds, and they, too, will be soon considered out of the running, so far as consumption is concerned, by the people who usually buy them.

Ernest L. Wellman.

The Odds Against Germany.

Staatsburg, N. Y., Nov. 29—I was much interested in your editorial comment on my article in the New Republic on the German losses.

The point seems to me to be this: If six men were fighting against four and two men on each side were killed, the odds would change from six to four to two to one. That is the position in which the Germans find themselves to-day. Every time one German and one opponent of the Germans is killed, the odds get longer. What we should all like to estimate is: How soon will the odds become too great to bear?

If the Allies persevere, as the North persevered against General Lee, the German line, like Lee's, will get thinner and thinner until it snaps.

Gerald Morgan.

Late News of Interest to Travelers.

Tally one for President Puffer, of the Michigan State Hotel Association! At the urgent solicitation of Frank S. Ganiard, Supreme Counselor of the U. C. T., he will recommend in his annual address at the annual convention of his organization, to be held in this city to-morrow, that all traveling men carrying membership cards in the U. C. T. receive free entertainment for their wives at all the Association hotels on presentation of their card of membership in the U. C. T. This is a concession which regular traveling men who make their territory regularly are entitled to, and it goes without saying that it will be appreciated by the rank and file of the fraternity. It should not be accepted as final, however, or as a bribe to cease the agitation for better service, more equitable charges for fractions of a day and the complete abolition of the tip system—any one of which means ten times as much to the traveling salesman than the courtesy extended the wives of married travelers. The reforms mentioned should come first, because landlords, like men in other walks of life, should be just before they are generous.

E. C. Large, of Ionia, writes the Tradesman as follows: "For some time past I have been contemplating telling you of a recent innovation in my cigar store. The store is located on the street leading up from the depots and many traveling men who are making the town between trains often drop in and ask for privileges of the wash room, etc., as they do not care to register at a hotel. I have recently fitted up a sanitary wash room and toilet and have also installed writing desks, typewriter, etc. All I ask, in return for these privileges, is the traveling men's cigar and tobacco trade. The use of these conveniences are now extended to the boys on the road."

If reliance is to be put on the statement made by Kitchener to the Greek officials, the Allies are not disheartened but greatly encouraged. He says that by next March, England will have 4,000,000 soldiers under arms, and that the Russians will have 6,000,000. All these fighting men will be provided with weapons and ammunition, prepared to make it interesting for somebody. That, of

course, is an ex-parte statement, but Kitchener is not often credited with saying what he does not know and mean. In this connection it will be recalled that at the outset Kitchener said the war would last three years, although of course he would finish it sooner if he could, and he will work his hardest to do it.

Kahn & Saulwick, furriers of New York City, have opened a branch store in the Pantlind Hotel building.

BUSINESS CHANCES.

For Sale—Stock and store fixtures. Good trade. Poor health reason for selling. Stock and fixtures will invoice about \$1,200. Cheap rent. Good brick store in center of village. Only racket store in town. Terms cash. Address No. 650, care Michigan Tradesman. 650

For Sale—Whole or one-half interest in old established machinery and mail order house. Your money can be doubled annually. J. T. Simonson & Company, Muskegon, Michigan. 651

For Sale—Restaurant in town of 1,500 inhabitants; only restaurant in town with dining room in connection. Doing a good business. Will sacrifice if taken at once as owner has other interests. For particulars call or write, James Downing, New Haven, Indiana. 652

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. 659

SITUATIONS WANTED.

Wanted Position—As baker's helper. Twenty years old. No bad habits. H. L. Miller, Sparta, Michigan. 649

Wm. D. Batt

Raw Furs

Hides, Wool and Tallow

Write for Price List

24-26 Louis St.
Grand Rapids Michigan

City Phone 5995 Bell M 995

We have the finest of

Cut Flowers

Baskets, Plants, Etc. for Christmas

All flowers packed in neat Christmas boxes

A. Hannah & Son
Floral Shop 18 Monroe Ave.

Empress KEITH'S

TWO SHOWS DAILY

2:30 AND 8:30

BIG BARGAIN SHOW—One Week, Starting Monday, Dec. 6

WILLIAM M. CRESSY and BLANCH DAYNE
in "ONE NIGHT ONLY"

"SIX AMERICAN DANCERS"—A Sextette of Stylish Steppers

BALZER SISTERS—Direct from New York Hippodrome

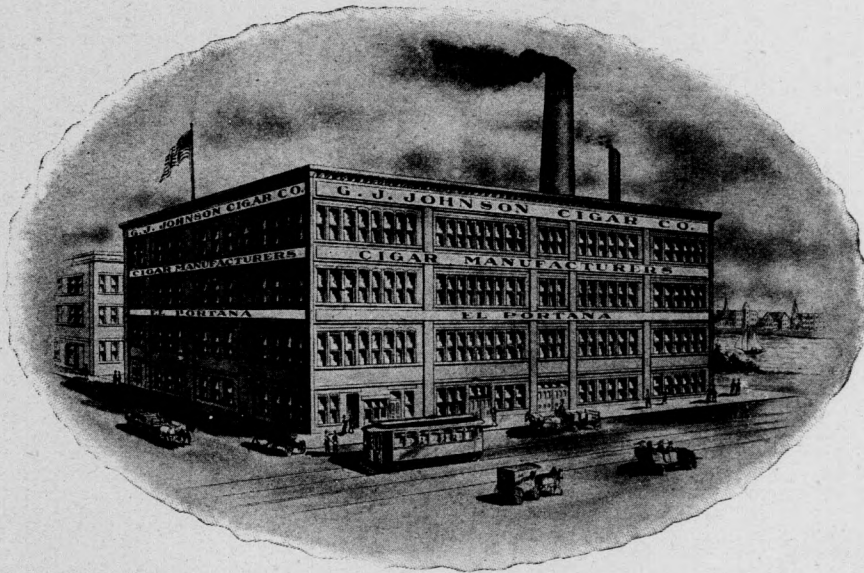
JACK ALLMAN and SAM DODY in "Reincarnation" and 6 other Big Keith Acts

Prices Evenings 10-20-25-30 and 50c Matinees 10c and 25c
Special attention given to mail and telephone orders

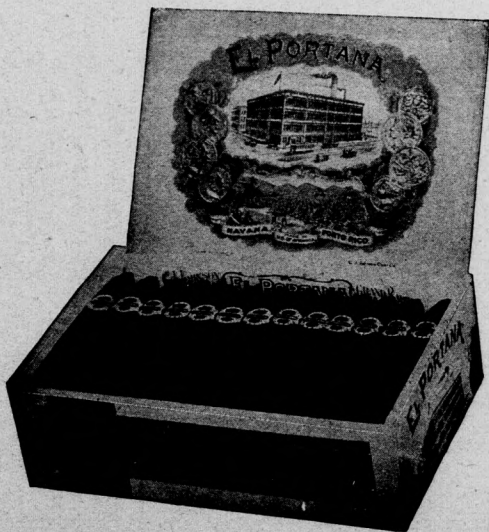
EL PORTANA 5c CIGAR



“In a
Class by
Itself”



Manufactured
Under
Sanitary
Conditions

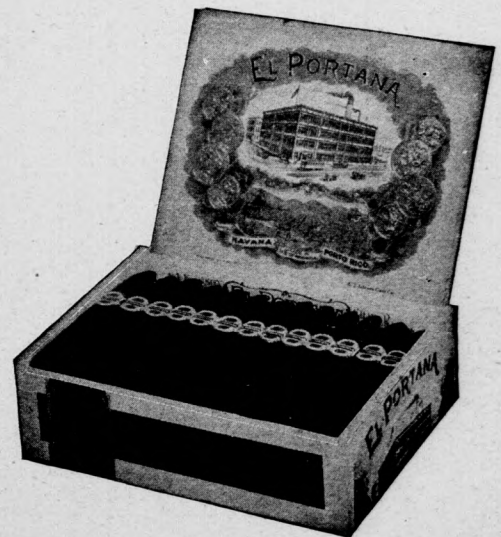


Made in
Eight Sizes

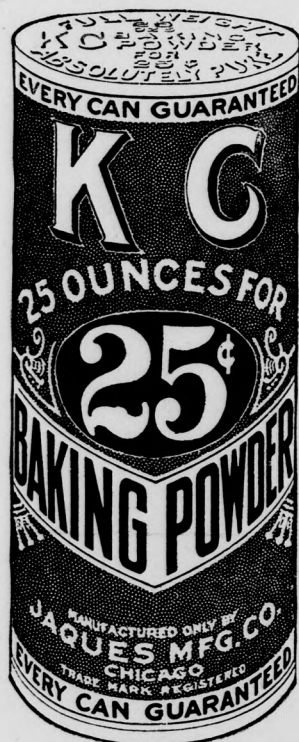
**G. J. Johnson
Cigar Co.**

Makers

Grand Rapids, Mich.



K



C

BAKING POWDER

The RIGHT Powder—

—at the RIGHT Price

Push K C
because

*its quality brings repeat orders
—the confidence of your trade
—a larger profit—and because
its persistent, truthful ad-
vertising insures its growing
popularity.*