

The Harbor of Christmas-Tide

Oh, the April blossoms were fair to see,
And the flowers of May were sweet,
And the zephyrs of June were all atune
When the wind went over the wheat.
Opal and amber and gold and red
The trees of the forest swayed,
Till the faded leaves were as withered sheaves
Where the wild northwester strayed.

Then December came, and an isle of calm
We found by the open fire,
For the wounds of life there was touch of balm,
There was peace to the heart's desire
As the children played and the mother sang
That Christmas was drawing near,
When the Star should blaze o'er the pearl of days
And the smile shine through the tear.

And this was the song on the mother's lips.
And this was her tender tune,
And this was the light that knew no eclipse,
Clearer than sun or moon.
For who that would drink of the loving cup,
And who that to God would climb,
Must unbar the door and watch once more
For the sign of the golden time.

Speed fast to the harbor of Christmas tide,
To the heaven of heart's content,
Where the great white galleons safely ride,
Where the merriest thoughts are sent.
Forget the hurt of the ancient grudge,
And the dark, depressing mood.
In the Christmas realm let love be judge
In the world be only good.

Margaret E. Sangster.

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For a limited time and subject to withdrawal without advance notice, we offer
SNOW BOY WASHING POWDER 24s FAMILY SIZE
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25 boxes @ \$3.60—5 boxes FREE

10 boxes @ 3.60—2 boxes FREE

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Yours very truly,

Lautz Bros. & Co.

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

DEAL NO. 1500.

MICHIGAN TRADESMAN

Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 15, 1915

Number 1682

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RETAIL GROCERY COSTS.

The Graduate School of Business Administration of Harvard University has incurred a great debt of gratitude on the part of everyone interested in the study of methods in the grocery trade by discovering and making public a supply of genuine facts about administrative costs of the retail grocer.

For years men have been talking in and out of the grocery trade about various phases of the business with nothing more tangible than vague impressions as to the underlying economic facts. There have been general ideas as to what sundry costs are and once in a while a man of superior courage and methodical disposition, gleaned figures as to his own store, but these have been so widely variant as to furnish more doubt than confidence in basing intelligent arguments on them. But the Harvard observers have gone at the problem correctly and found tangible results.

First of all, it was necessary to select a wide variety of grocers, operating under different economic and competitive conditions; then evolve a tangible, uniform and practical system of cost accounting, persuade the grocers to use it faithfully and make public their individual experiences. Over 250 were complete enough for full computation and study while about as many more were partially deficient, but of much value. Thousands more have not yet been heard from, but the Harvard people still hope to glean from them facts of general value.

This enquiry has confirmed the general impression that the retail grocer is usually under a gross cost of doing business of 17 per cent. (figured on volume of sales), the official average being 16.6 per cent. The observers, however, found so wide a variation (from 10.4 per cent. to 25.2 per cent.) as to lead to the suggestion that careful methods and efficiency make 13 per cent. a practical goal to be attained.

In arriving at these averages much

has been learned to combat the common impression among half-baked critics that the grocer is a hard master, grinding enormous profits out of them, which can be eliminated by fifty-seven varieties of co-operative schemes. Yet it develops that a large part of the grocers are not charging enough in some items of their service to be on the safe side; proprietors generally making no charge for their service—unless they manage to get it out of profits—and charging no rent where the proprietor happens to own his premises. Seldom do retailers charge any interest on investment in computing their sales prices on a profit-paying basis. It is probably grotesquely true, as many proprietors reported that they spent no time in "managing" their business.

It is regrettable that as yet the Bureau is not ready to report on the comparative cost and efficiency of operating chains of stores, department stores, mail order houses or high grade, fancy grocery stores, but such will doubtless be made a subject of further report. It has been shown, however, that profits do not follow the distinction of large, as against small, stores, which is contrary to the common belief. It is probable that the observers will find that expenses increase tremendously in their ratio to sales, when stores pass the stage where the expert portion of the work is done by a non-salaried proprietor. That is the rock on which so many expanding concerns come to wreck, especially the co-operative schemes, where no one works from the sense of handling his own rather than someone else's money.

One thing which the students of the grocer have discovered is that his contact with his customers is fundamentally different from that of many other kinds of retailer. The grocer does business with his customer every day in the year and every family is a daily customer; all of which make certain items of cost accounting more or less intensive. It makes the unit sale small, but the aggregates per salesman large. Efficiency, too, appears to rest largely on the human factory rather than on the nature of the business. Delivery economy is clearly dependent on system. The average of 1½ per cent. for delivery is rather lower than commonly supposed.

It is indicated that grocers generally carry too much stock, which is well understood by observers of the grocer, but how to avoid it with competition among retailers as keen as it is and with preferential prices based on quantity purchases and free deals as prevalent is not yet suggest-

ed. Further study and suggestion along this line will be welcome. There is food for surprise in a study of the variation in the annual turnover of the retail grocer—from 3½ times to 28.8 times—the average being seven on groceries alone and nine times for stores carrying the more perishable meats. If the standard of twelve and fourteen can be attained the grocer will be much better off, even though his average net profit be only 4½ per cent.

One of the most valuable discoveries has been that many stores which were, in accordance with their inefficient old systems of cost accounting, making a profit, discovered by a truthful system, to be losing as high as 3.3 per cent. when the proprietor charged for his services as he charged for the services of his clerks. This figure ought to go far to show that there isn't the gold mine in groceries that some reformers have supposed.

Taking a statistical type, let us construct a grocery store with one proprietor and two clerks, doing a business of \$30,000 and getting as his reward \$1,350 profits; on a capital of slightly under \$4,300, he is not getting rich very fast. The whole subject ought to furnish valuable material for study for years to come and the grocery trade will be deeply under obligation to the Harvard scientists if they can disclose a truth that will inspire grocers to higher efficiency.

RARE AS WHITE CROWS.

There is an extraordinary scarcity of desirable places where persons who do not need institutional care of any kind, but who do need quiet, country air, good food and a well-ordered house can rebuild their health. The number of places—whether hotels, boarding houses, or what may be called semi-sanatoria—that one's family physician can recommend to an ordinary invalid for this purpose is remarkably small. Here is a case not for charity, not even for "philanthropy and 4 per cent.," but for intelligent planning on purely business principles, if but the right person could be found to take hold of it. There is no difficulty whatever in finding such places in the neighborhood of any great city in Germany or France; nor is there difficulty in finding within these cities delightful pensions at prices to suit almost any purse, whereas in our American cities such establishments are almost as rare as white crows. The difficulty, therefore, is somewhat deep-seated; yet we are quite sure it is not insuperable. If there are left in this city any doctors of the old-fashioned type, doctors who have time to give to the homelier interests of their pa-

tients, they might do much worse than to cast about for ways and means of supplying this great deficiency. There must be numbers of persons, especially women, who have just the qualities necessary for conducting excellent homes, large or small, designed for the accommodation of convalescents. They might not make a fortune at the business, but they could certainly make it yield a very satisfactory income. And they would furnish to many persons what they sorely need, what they are willing and able to pay for, but what, as matters stand, it seems impossible to get for love or money.

From noon to 2:30, and from 6:30 to 9:30 p. m.—five hours and a half in all—liquor may be sold in public houses in England. This is the effect of the latest limitation upon the liquor traffic which is now being enforced. The restriction is intended to prevent loafing or waste of time in drinking places, to do away with the demoralizing effect of morning drams of workmen and to stop excessive and late drinking. Only one other of the belligerent countries has instituted more rigid restrictions of the drink evil than England is now enforcing, and that is Russia, where something close to prohibition prevails. Before the war in England, bars were open during something like eighteen hours on week days, and considerable longer on Sundays than is now the limit placed upon them for all days. That the government should, as it has within the past year, gradually establish more vigorous laws applying to the liquor traffic, makes emphatic how widespread the drink evil was in the United Kingdom in peace time, and how demoralizing it must have been to industrial efficiency. The gradual restrictions imposed upon the traffic may be intended to prepare the people for still more rigid restriction or even prohibition, should the present regulations fail to accomplish the desired result.

One Wilkes-Barre woman has no faith in banks. She sold a piece of property the other day for \$6,000 and refused to sign the deed when a certified check for that amount was handed to her in the office of the recorder of deeds. Not until one of the attorneys in the case went to a bank and returned with six \$1,000 bills would the lady sign. After she had scrutinized each bill and wrapped them in a handkerchief she made her mark on the deed. Some dishonest person will be in possession of those bills before long if the Wilkes-Barre woman is not a careful banker.

When two men fight to a finish, and both are badly punished, their quarrel is usually settled for good.

Sagacious Suggestions From Saginaw Salesmen.

Saginaw, Dec. 14—Saginaw people can feel mighty proud of the two new business blocks now under construction. The new Daily News home is a most handsome structure. The new Bancroft Hotel will be one of the finest hotels in the State when completed. The contractors are pushing the work to the limit, using two working shifts, night work being done by high powered electric lights. They work Sundays, also.

Miss L. A. Brown, chief billing clerk for G. A. Alderton & Co., Saginaw, left for Florida last week, being called there on account of the ill health of a sister. Miss Brown has worked for the above house for the past sixteen years. She will be away for three months. On account of her activities in local social and business circles, she will be greatly missed by a host of friends and her employer.

Brethren, listen to the voice of our mighty Mike Conaton, chairman of the entertainment committee! But first of all I want to make those of you who, perchance, have not met this whole hearted soul acquainted with him. I therefore take great pleasure in introducing to you the gentleman with whom you are face to face—Michael Conaton, Jr., the Saginaw Valley representative of the John W. Ladd Co., of Saginaw and Detroit. Mr. Conaton has done much to lighten the burdens of the fairer sex. He has pleaded the cause for cream separators to the sturdy farmers for several years and it goes without saying that he is one of the most popular gentlemen in this part of the country with the ladies of the rural districts. He also handles creamery supplies. His headquarters are in Saginaw. His home is on South Jefferson avenue. He is the proud father of a lovely family and he is one of the most loyal U. C. T.'s of No. 43. Now back to the important question: Mike says tell every member of Saginaw Council that on Jan. 1, 1916, at 7:30 p. m., the children of our members will furnish a programme of singing and speaking, with special music by Russo's orchestra, after which a large Christmas tree will be lighted and presents distributed. After the hearts of the little ones have been gladdened, the entire assemblage will move to the spacious big dance hall, where all will spend the remainder of the evening dancing. If we can judge from past experiences, we certainly should look forward to this event with interest and let nothing but sickness keep you away. This will be a big even for the kiddies, as well as yourself. Please do not disappoint us.

The regular meeting of Saginaw Council will be held next Saturday, Dec. 18, at 7:30 p. m. Initiation meeting held in Forester hall, over interurban station. Visiting members of the order who happen to be in town are cordially invited to attend.

C. C. Casey, the big jovial Romeo grocer, has been on the sick list the past ten days. At this writing he is able

to be about. Mr. Casey has one of the finest groceries in that part of the State and his success lies in the fact that he is a man.

It is stated that it takes nerve, a true spirit and a knowing of the right to fight for a just cause. It gives me great pleasure to pen a word of praise in honor of a man who possesses and has shown the above spirit in fighting Michigan hotels which are in the habit of misusing the traveling public in many ways. The gentleman I wish to make mention of is our worthy editor, E. A. Stowe. With that fighting spirit of his for the right, tuned up to the highest pitch, he stood before the Michigan State

big year in 1916. We note from reports taken at the Michigan State Hotel Association convention that some of our hotel men expect to furnish free entertainment to the wives of traveling men who belong to the U. C. T. The traveling man who tries this will not tell the head waitress he wants to sit at the same old table. However, we have no fear for any of the boys, as those days are past.

Royal Oak has seen many business changes in the past few weeks. Hunter & Hunter, on South Washington avenue, recently sold their grocery and meat market to J. E. Seeley, who until a short time ago conducted a meat market

a grocery store in Royal Oak, closed his place of business last week. He was formerly in business in Flint.

Karl H. Solomon, Royal Oak grocer, has discontinued his grocery business on Washington avenue.

A new store, known as the Royal Oak cash grocery, owned by Frank Parmenter, who is also manager of the Royal Hotel, opened two weeks ago in the Royal Oak block. Mr. Parmenter's son has charge of the store.

The Atlantic & Pacific Tea Co. opened a tea and coffee store at Royal Oak last Saturday. In connection with this, it has put in a modern grocery stock. The A. & P. Co. is putting in a chain of 100 stores of this kind in Detroit and suburban towns. Five stores were opened last week. L. W. Reed is manager of the Royal Oak store. F. Shook, with headquarters in Detroit, is acting Michigan State manager.

Ben Mercer and H. D. Ranney report an excellent meeting of Port Huron Council last Saturday night. They were royally entertained. After initiation there was a banquet and after that dancing. Mr. Mercer delivered a very fine talk to the Council.

Boost for Ranney for 1916.

L. M. Steward.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Dec. 13—The pay-as-you-enter system on street cars is being installed at the Soo. The street car service at the Soo is one of the best in the State. The system is equipped with sweepers, snowplows and every modern appliance and the most severe storms have not been much of a handicap at any time during the winter. The cars run nearly always on schedule time. Superintendent Thomas of the Street Railway company is always on the job and "service" is his motto.

H. A. Williams, formerly proprietor of the Chippewa meat market here, has returned from a two months' trip to California and other Western states, and reports having had a delightful time at the Panama-Pacific exposition, where he met numerous Sooiters and was able to show them the way to Chinatown and the principal points of interest. Mr. Williams is still living a retired life and is undecided as to whether or not he will re-engage in business again.

The ferry between the two Soos is still running on summer schedule, but arrangements have been made with the D., S. S. & A. Railway to furnish train service as soon as the ferry is laid up for the winter. Last winter we had the best train service between the two Soos that the Soo ever enjoyed, besides being a paying proposition to the railway company.

"It's funnier how much funnier a joke seems sometimes if it is on someone else."

J. Dart, of Chicago, auditor of disbursements for the Illinois Central Railway, has ordered four oak logs, 22 inches long by 9 inches through to burn in his fireplace at Christmas. The order



Michael Conaton, Jr.

Hotel Association and, without mincing words, told them of the many weak conditions which have come under his observation in numerous hotels throughout the State. He referred to the tipping system, which is one of the worst features about the hotel. We would suggest a real cure for this and that is that the managers of the hotels pay their help living wages. We feel that such a policy would put an end to the tipping nuisance.

The railroads can look forward to a

on Kerchavel avenue, in Detroit. H. Lavern Hopper, formerly manager of the Boyd grocery and meat market, at Adrian, has been secured by Mr. Seeley to manage the grocery department. It is certain he used good judgment in selecting such a man to look after this end of the business. His wide experience, pleasing personality and courteous treatment to the trade and every one with whom he comes in contact will spell success for Mr. Seeley.

Captain Jean, who recently opened

GOOD GOODS

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

THE PROMPT SHIPPERS

was turned in to Joseph Wenzel, popular purser of the Mackinac Transportation Co., at St. Ignace, as Joe knows just where to find anything of this nature. The shipment was made to Mr. Dart by express, so that he will have the pleasure of being kept warm with Mackinac county wood on Christmas. It must be a source of satisfaction to get this unusual heat right from Cloverland and it takes Chicago folks to appreciate the sensation.

Harry Harrison, well-known jeweler here for many years and until a short time ago manager of the Star theater, has decided to close out his jewelry business and will devote his entire time to his musical business, which has increased to the extent that it requires his undivided personal attention.

The freight business between the Soo and Soo Junction is picking up to a marked degree of late, making it necessary for additional train service.

"A man seldom knows what he doesn't want until after he acquires it."

Fred R. Price our popular druggist, holds a record as a traveler, having covered the most miles by train, boat and auto of any Sooit in a similar profession, Fred can write insurance as well as dispense medicine, which accounts for his reputation as a traveler. He was the lucky agent to win the Reo automobile about two years ago for writing the most insurance, so that he is not only a hustler, but exceedingly fortunate as well. A short time ago Fred was one of the participants in the Michigan Central wreck, but came out without a scratch and was one of the first on hand to help take inventory of the passengers. An amusing instance occurred during the delay, in which the village doctor asked Fred to have a drop of something while the track was being cleared. "No, thank you, doctor," quickly replied Fred, "I have three good reasons for refusing your hospitality: I am traveling with a bunch of temperance people, I am going to attend

a prayer meeting this evening, and I've just had one."

Curtis Patrick, of the Snows, caught a lynx last week near McKay's Bay. Not wanting to injure the valuable coat by putting a hole through it, he started to kill the animal with a club, but the lynx, being no spring chicken, was tough enough to break away during the mixup and Curtis's dog took up the chase, Curtis and Roy Young following. After going some distance the lynx turned on the dog and it was then that Curtis got a shot at the lynx and all was over.

The new stage between St. Ignace and Cedarville is expected to start sometime next week and will be in charge of Adam and Seth McGregor, of St. Ignace. It will leave Cedarville for St. Ignace every Tuesday, Thursday and Saturday morning, stopping at Jamieson's camp for dinner and going clear through, returning the following day. The fare one way will be \$2.50, round trip \$4.50. The new country road will not be used at present.

Skating is now in full swing at Cedarville, a large stretch of ice being available between the town and the Islington. Ice boats are also in commission.

Jack Erskine, of Allenville, was reported among the "lost" in the woods last week, near Greens, but was fortunate enough to be rescued before it was too late. Fred Schlehuber, who happened to find Mr. Erskine just in time, is the hero and entitled to a Carnegie medal, for which he is about to make application.

The hunter who was supposed to have been lost has been located at his home in Raco after pawning a \$125 shot gun belonging to his partner at Newberry. The owner recovered it by going to Newberry and paying for it.

From the present indications in Cloverland we are looking for much improvement in the lumbering business. The banks are showing larger footings, labor is fully employed at good wages, distributing concerns say merchants are buying more freely and conditions in

general are greatly improved. The increase in the lumber trade is verified by practically every man in the industry. This fact, and the fact that the mining business is at its best while agricultural conditions are excellent, speak well for the future prosperity of Cloverland. November as a whole has been the best month of the year. Collections are good, business is increasing in all lines, especially in the lumber business in which there has been some depression, but has undergone a very noticeable improvement. It is the predictions of representative concerns in all parts of the district that December will be a big month and that the new year will start with business on an active and healthy basis and with a very favorable outlook. Financial circles are beginning to look for a more active demand for money.

Sleighting around the Soo for the past week was never better. The small boys with their dog sleds are very much in evidence. Skating is in full swing and the usual business activity in the city proper is at its height. Christmas shopping is one of the interesting features, while hundreds of loads of hay are being brought in from the country. There is an unusual amount of pork, beef and farm products being brought into the market each day, which shows that Chippewa county is getting to be one of the largest producers in the State.

The Canadian Soo is to have a new industry for the manufacture of one-man stump pullers and the property of J. E. Hayes, on Dennis street, has been leased for the new building. The offices of the new firm will be in the Adams block, on Queen street, and the manager will be Frederick G. Wood. There is a good field for a factory of this kind in the Canadian territory and prospects seem very bright for the new firm.

Chippewa county is getting to be a recognized country among the stockmen for thoroughbred stock. McMillan & McMillan of Lodi, Wis., who are among

the greatest and best Shorthorn breeders in the country, had their Scotch herdsman come to the Soo personally to make selections from the Chippewa herd. He was greatly impressed with George J. Dickson & Son's herd bull, Village Champion, which won first prize and sweepstakes at the recent county fair, and pronounced him to be one of the best Shorthorn bulls he had seen in America and said his breeding showed the most fashionable Scotch lines.

The electrical firm of R. T. Marriott & Co. has taken in B. B. King, who will be associated with the new firm. Mr. King has been making a special study of storage batteries and will devote his attention to this line of work. There is a big demand here for an expert in this line which theretofore had to be sent away. Mr. King has been associated with the Edison Sault and other electrical companies in this city for the past fifteen years and will be a valuable asset to the new firm.

R. H. Smith, one of our poultry men, captured first prize this week at the Battle Creek Diamond Crystal shows for the best display of White Orpington pullets.

"The only thing that is cheap about the European war is talk."

George Bayliss, the progressive hardware dealer at Brimley, although in business only about two years, has made considerable progress and has been obliged to take on additional help in order to take care of his largely increasing business. He has secured the services of R. Wilson.

William G. Tapert.

Suspicious.

"Well, Bertie, wasn't Santa Claus good to bring you all those presents and a little baby sister, too!" exclaimed Bertie's Aunt Sue.

"Aw!" grinned Bertie, "I know my papa is Santa Claus, and I'm getting kinder suspicious about the stork, now!"

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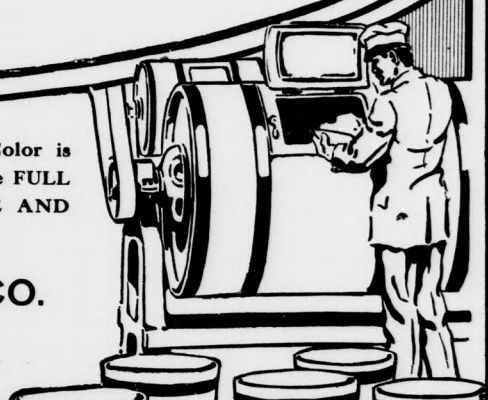
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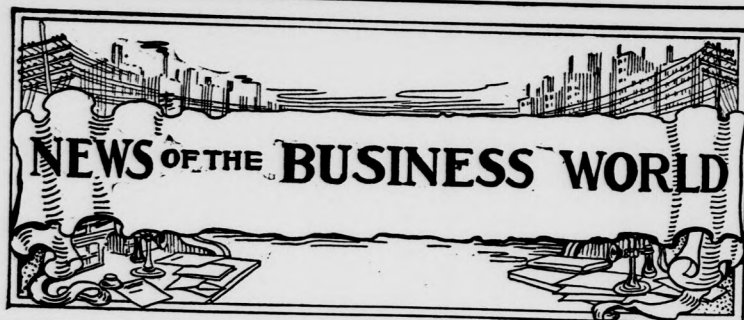
Dandelion Brand



Butter Color

The color with

the golden shade



Movements of Merchants.

Attica—J. B. Bryan has engaged in general trade here.

Coleman—Fred Bowers has engaged in the meat business.

Owosso—Stufin & Wright have engaged in the meat business.

Laingsburg—Frank Stark has opened a meat market in the Seely building.

Eaton Rapids—Ira McArthur, Jr., has opened a cigar and confectionery store.

Wayland—Howard White, of Three Rivers, will open a bakery here Dec. 20.

Detroit—The A. A. Crumley Co. has changed its name to the King-Dort Sales Co.

Lansing—Gert Clark will engage in the grocery business at 825 Clayton street Dec. 18.

Ypsilanti—J. E. MacAllister has purchased the Duane Spalsbury drug stock and taken possession.

Jackson—Fred Lewis succeeds F. H. Hawkins in the grocery business at 501 South Mechanic street.

Three Rivers—A. Patrick & Co. are closing out their dry goods stock and will retire from business.

Vestaburg—The Vestaburg Elevator Co. has sold its holdings to the Michigan Bean Co. of Port Huron.

Titus—John W. Braman has sold his stock of general merchandise to E. Case, who has taken possession.

Jackson—C. F. Walz has erected a store building at 1225 Leroy street which he occupies with a grocery stock.

Niles—Orville Young is closing out his stock of groceries and fixtures at special sale and will retire from business.

Kalamazoo—Buehler Bros. have added a fresh and salt fish department to their meat market at 206 North Burdick street.

Charlotte—Ethel Gregory has purchased the confectionery and fruit stock of George Akas and will continue the business.

Battle Creek—C. J. Barrows has purchased the Clark grocery stock, at 114 East Main street, and will continue the business.

Jackson—R. E. Adams has erected a store building at 737½ Greenwood avenue and occupies it with a stock of groceries.

Albion—Thieves entered the Wollholz & Gress grocery store Dec. 13, taking \$25 from the cash register and some stock.

Sturgis—Louis Manusus, of Battle Creek, will open a confectionery store and ice cream parlor in the Walton block Dec. 18.

St. Joseph—B. Frank Wyman and Guy Boswell have formed a copartnership and opened a confectionery store at 609 Broad street.

St. Ignace—Charles Kynoch & Co. have opened a toy and notion department in the basement of their hardware and harness store.

Cheboygan—Schuyler Ferrell has sold the major portion of his interest in the J. J. Post Hardware Co. to Frank McIntire and John B. Boucher.

Traverse City—J. W. Slater, a pioneer business man of this city and Elk Rapids, has taken the agency of the Willys-Overland automobile.

Kalamazoo—M. W. Nelson, manager of the Dollar Hat Store, has opened a clothing and men's furnishings good store at 102 East Main street.

Harbor Springs—George Laggis, formerly of Petoskey, has opened a confectionery store and ice cream parlor under the style of Candyland.

North Adams—George Morehouse has traded the bakery and restaurant which he recently purchased of Ben Morehouse to L. E. Elliott for his grocery stock and has taken possession.

Big Rapids—Charles Dickens, dealer in bazaar goods and a resident of the town for thirty-five years, was found dead in his bed by his wife Dec. 9.

Jackson—A. N. Fairchild has purchased the Alva D. Welling grocery stock and will continue the business at the same location, 406 West Ganson street.

Cheboygan—Charles Drake, who has conducted a meat market on Duncan avenue the past year, is moving into his new store building on East State street.

Holland—Henry W. Hardie, who has been engaged at different times in the clothing and shoe business at Alma, Middleton, Lansing and Belding—with indifferent success in each case—has turned over his shoe stock here to Lewis Levinsohn, of Bay City, who will undertake to realize thereon for some of the creditors who are secured.

Lapeer—George Davis has purchased the interest of his partner, Clinton Pulver, in the meat stock of Davis & Pulver and will continue the business under his own name.

Kalamazoo—H. L. Garter has sold his grocery stock to George H. Wiers and Claude Romence, who will continue the business at the same location in the McNair block.

Sterling—Dr. J. E. Bacon has traded his farm to J. T. Husted for his hardware and undertaking stock and will continue the business under the management of H. A. Brundage.

Mancelona—Mrs. Nancy Medalie will continue the dry goods, clothing, and shoe business of her late husband, P. Medalie, under her own name, the estate having been settled.

Muskegon—C. J. Meinhardi has sold his interest in the stock of the Third Street Drug Co. to his partner, Nicholas P. Heers, who will continue the business under his own name.

Port Huron—The Michigan Bean Co., recently organized with a capital stock of \$100,000, will make its headquarters here and establish a chain of elevators throughout the State in bean-growing districts.

Traverse City—Frank L. Obershaw, formerly of the grocery firm of Obershaw & Fairbrothers, has leased a store building at 205 East Tenth street and will occupy it with a stock of groceries Dec. 18.

Kalamazoo—The Edwards & Chamberland Hardware Co. has added an automobile equipment department to its store, which will be under the management of H. H. Allen, formerly of Winchester, Ill.

Grand Ledge—W. T. Vanderbilt, Sr., and W. T. Vanderbilt, Jr., have sold their interests in the seed, feed and hide stock of Vanderbilt & Welch, to Frank Andre and the business will be continued under the style of Andre & Welch.

Jackson—Claude W. Smith has sold his grocery stock at 401 Page avenue to the Star Grocery Co. and has opened a meat market and grocery store at 400 North Pleasant street in a store building he has recently erected.

Baldwin—W. G. Conkright and A. B. Vaught have engaged in business under the style of the Gloria Sales Co. The company will manufacture an Oxo-Gas burner, an attachment for converting kerosene into a fuel heat, cooking or lighting.

Charlevoix—The Eureka Carburetor Co. has been organized to deal in accessories, carburetors and materials used in connection with automobiles, with an authorized capital stock of \$25,000, all of which has been subscribed and \$2,500 paid in cash.

Cheboygan—Al. H. Weber has purchased the Cheboygan Democrat and the building from the estate of the late Edward Forsyth. Mr. Weber was formerly manager of this enterprising weekly paper. He is a hustler and has many friends who wish him every success in his new venture.

Belding—D. E. Brackett, who has been engaged at different times in the clothing and shoe business at Alma, Middleton, Lansing and Belding—with indifferent success in each case—has turned over his shoe stock here to Lewis Levinsohn, of Bay City, who will undertake to realize thereon for some of the creditors who are secured.

Manufacturing Matters.

Detroit—The Batterman Co. has increased its capital stock from \$50,000 to \$100,000.

Jackson—The Lusk Foundry Co. will change its name to the Pioneer Foundry Co., Ltd., Jan. 1.

Detroit—The capital stock of the Michigan Crown Fender Co. has been increased from \$20,000 to \$60,000.

Detroit—The John H. Busby Co., Inc., electric contractors and engineer, has increased its capital stock from \$5,000 to \$10,000.

Big Rapids—The Four Drive Tractor Co. has been organized to manufacture tractors, motor vehicles and other machinery with an authorized capital stock of \$50,000, of which amount \$27,010 has been subscribed, \$1,000 paid in cash and \$26,010 paid in property.

Kalamazoo—The Kalamazoo Paper Co. will erect a large coating plant and have it in operation before the close of 1916.

Kalamazoo—The Riverview Paper Co. announces that it will erect a new mill during 1916 at an estimated cost of \$400,000.

Kalamazoo—The Kalamazoo Stationery Co. has increased its capital stock from \$100,000 to \$250,000 through the medium of a stock dividend.

Lansing—The Auto Body Co. is paying its stockholders a 25 per cent. stock dividend and will also pay them a cash dividend of 10 per cent. Dec. 20.

Cadillac—The Cadillac Ice Cream Co. has taken over the stock and equipment of the Consumers Ice Cream Co. and will continue the business under its own name.

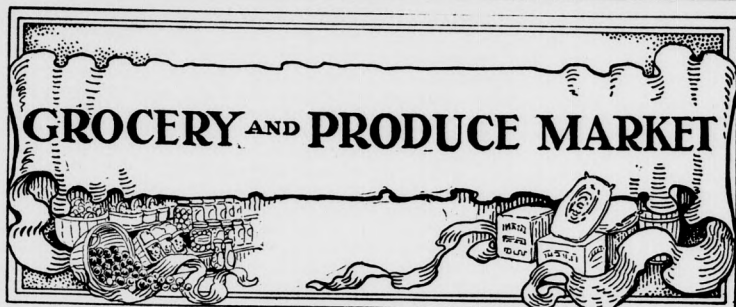
Detroit—The Wales-Pierce Corporation has engaged in business to manufacture machinery and mechanical devices and appliances with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in cash.

Kalamazoo—The Goodale Co., manufacturer of kitchen ware, aluminum ware and castings, has been re-organized and its capital stock increased from \$10,000 to \$60,000. The company has purchased a five acre factory site, on which it will erect a two-story plant, 90 by 200 feet.

An Indiana man thinks he has the smartest hog in his State, if not in the country. The hog had been getting into a corn field, and the farmer was puzzled over it, for the corn field was surrounded by a tight fence. The other day he watched and saw the hog start on a run for the fence, where a big wild grapevine hung low from a tall tree. As the hog reached the tree it leaped up and caught the vine. The momentum started it swinging and the hog swung until the animal was going high enough to be carried over the fence. Then it let go and dropped into the corn field.

Oregon is going extensively into walnut raising. Already that State has one-fourth of all the young walnut trees in the United States and of the more than 22,000,000 pounds of walnuts produced in the country 79,000 pounds are produced in Oregon. The present consumption of walnuts in the United States is about 50,000,000 pounds and of that amount California produces more than 21,000,000 pounds. Many pounds of English walnuts are sold in this country and the walnut men have little to fear in the near future so far as marketing their products is concerned.

Again warning is given not to yawn too hard. A New York City police lieutenant, who sees all sorts of people, had a new case the other day. A man, with his mouth wide open, came in and made unintelligible signs. The lieutenant told him to write whatever he had to say and he scribbled, "I can't shut my mouth." It took a surgeon to close the cavern, after which the man said he yawned and when he was ready to shut his mouth he couldn't make the combination work.



Review of the Grand Rapids Produce Market.

Apples—Standard varieties, such as Baldwins, Greenings, Wagner and Twenty Ounce command \$3@4 per bbl.; Northern Spys, \$5@6 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—60c per bu.

Butter—The make of butter is very light and the market is firm with a good consumptive demand. The quality of receipts is good for the season and the situation is generally healthy. The trade look for continued good consumptive demand with prices about unchanged. Fancy creamery is quoted at 33c in tubs and 34½c in prints. Local dealers pay 23c for No. 1 dairy, 16@17c for packing stock, which is a little weaker.

Cabbage—40c per bu. or \$1 per bbl.

Carrots—60c per bu.

Celery—25c per bunch for home grown.

Cocoanuts—\$5 per sack containing 100.

Cranberries—Late Howes have advanced to \$9.50 per bbl.

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

Eggs—Receipts of fresh have increased to such an extent that local handlers have reduced their paying prices to 30@32c. Chicago is paying only 29c this week and Grand Rapids is above the parity of other markets. Storage are moving out freely on the basis of 23c for April candled and 26c for extra candled.

Egg Plant—\$1.50 per doz.

Fresh Pork—8c for hogs up to 200 lbs.; larger hogs, 7½c.

Game—Dealers pay \$1@1.25 per doz. for rabbits.

Grapes—California Emperor, \$2.50 per 4 basket crate; Spanish Malaga, \$6.50@7.50 per keg.

Grape Fruit—Florida is steady at \$3@3.75 per box.

Green Onions—Charlotts, 65c per doz. bunches.

Holiday Decorations—Holly, \$3.50 @4 per case; holly wreaths, \$1.50 per doz. for single and \$2.25 per doz. for double, evergreen coils, 90c for 20 yards.

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, \$2.25 per bu. for Southern head.

Maple Sugar—14@15c per lb.

Mushrooms—40@50c per lb.

Nuts—Almonds, 18c per lb.; fil-

berts, 15c per lb.; pecans, 15c per lb.; walnuts, 16c for Grenoble; 16½c for California; 15c for Naples; \$2 per bu. for Shellbark hickory nuts and \$1.75 for large.

Onions—The market is a little stronger, on account of stock not keeping well, owing to the prevailing wet weather during the growing season. Dealers hold at 75@90c per bu.

Oranges—California Valencias are steady at \$5@5.50; California Navals, \$3.75@4; 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, with a marked upward tendency.

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

Radishes—25c for round hot house.

Squash—1½c per lb. for Hubbard.

Sweet Potatoes—\$4.25 per bbl. for kiln dried Jerseys; \$3.25 for kiln dried Illinois.

Tomatoes—\$2 per 4 basket crate, California stock.

Turnips—60c per bu.

Veal—Jobbers pay 12c for No. 1 and 10c for No. 2.

We believe that every advertisement in this paper is backed by a responsible person. We use every possible precaution and admit the advertising of reliable houses only. But to make doubly sure, we will make good any loss to paid subscribers sustained by trusting any deliberate swindler, irresponsible advertisers or misleading advertisements in our columns, and any such swindler will be publicly exposed. We are also often called upon to adjust differences or mistakes between our subscribers and honest, responsible houses, whether advertisers or not. We willingly use our good offices to this end, but such cases should not be confused with dishonest transactions. We protect subscribers against rogues, but we will not be responsible for the debts of honest bankrupts sanctioned by the courts. Notice of the complaint must be sent to us within one month of the time of the transaction, and to identify it, you should mention the Tradesman when writing the advertiser.

The Grocery Market.

Sugar—The market on refined is the same as it was a week ago—6.15c on Eastern granulated and 5¾c on Michigan granulated. Raws have declined ¼c in the meantime. A factor in the situation was undoubtedly the publication of Himely's estimate, giving the Cuban next crop as 3,175,000 tons, or a 22 per cent. increase over the previous record. It is noted, however, that favorable weather and a high sucrose content will be necessary to score this result, since the grinding capacity has not gained commensurately. The fact that the United Kingdom will take a great deal of sugar from Cuba the next months on contract is also bound to be an influence. It is worthy of note that the imports of sugar to the United Kingdom have decreased some 300,000 tons as compared with last year, largely accounted for by granulated sugar. This suggests to some circles that the demand for American refined will be active next year and necessitate large purchases of raws by American refiners.

Tea—Actual business is light and no immediate improvement is expected with the holidays and inventories ahead, but at the same time it is figured that the country will be compelled to replenish before long. In some circles more looking around is noted, but distributors as a rule are pursuing a waiting policy. India-Ceylons are attracting a little more attention since the good advance reported in cables from London. This is based on the hope that the situation at that point has turned for the better. Weakness had been pronounced because of the large stocks of cheap teas in the United Kingdom. The commandeering of vessels by the Government, however, and the losses through sinking of cargoes in the Mediterranean have altered conditions.

Coffee—There is plenty of coffee around and the general feeling is not especially strong for the near future. Milds are firm and are ruling on such a comparatively high basis that they may not go higher. The demand is fair. Java and Mocha grades are unchanged.

Canned Vegetables—Tomatoes are higher and the market is firm. The demand is fair. Corn is unchanged from a week ago. It develops that this year's pack of peas was about a million cases more than last year's. The market is heavy and dull.

Canned Fruit—The market is displaying a very firm tendency on extra peaches and pears, with a fairly moderate demand being shown for available stocks. Most lines continue to be dull, according to reports, with only light buying in progress in any quarter.

Canned Fish—All lines of canned salmon display a comparatively quiet tendency and with buying being done only for moderate quantities in practically all quarters the operators report that there is no change in the general range of prices offered by the packers. The better grades continue to be maintained at a very firm basis, according to the brokers, with some of the smaller holders of the cheaper

grades displaying a slight tendency to shade the quotations which are being maintained by the larger operators. Domestic sardines continue to be held at a firm basis, with a fairly steady demand for small stocks. Foreign stocks are scarce and held at very high prices.

Dried Fruits—Prunes are easier and the market is a little less active. Peaches and apricots show no change for the week. Raisins are unchanged and quiet. Currants are extremely scarce and begin to show signs of disappearing from the market. Prices are very high and firm. Fard dates are pretty well cleaned up and are bringing about a cent above the opening. They are unusually scarce, although there are plenty of Hallowee dates.

Rice—Assortments are good, as a rule, although Japans are still in moderate supply. In the South the movement of rough rice is very slow owing to the attitude of the planter in asking full prices. The miller has been holding off, but, according to Texas advices, shows a tendency to return to the market.

Cheese—The market is very firm at an advance of ¼c a pound. The consumptive demand is good. There is some export trade also, which helps to strengthen the situation. The receipts of cheese are light, as the factories are mostly closed for the season. The outlook is rather firm and if there is any change it probably will be slightly upward.

Provisions—Everything in smoked meats is steady and unchanged, with a light consumptive demand. Pure lard is unchanged in price, but firm. Compound shows an advance of ¼c, due to the large demand of cottonseed oil. Barreled pork, dried beef and canned meats are all steady and unchanged.

Salt Fish—There has been no change in the fish market during the week. Mackerel is still very scarce and very high; demand light. Cod, hake and haddock are unchanged.

Status of the Bean Market.

There is little to be said of the bean market just at this time, as most of the bean trade have their attention on other lines during the holiday season.

The market is very quiet and while there are very few beans offered at the elevators through Michigan about the same condition applies with the sales end of the business. There is very little enquiry and orders are scarce.

I believe a good fair portion of the beans in Michigan have been marketed by the farmers, and while the elevators are pretty well filled up at this time, and the hand-picking operations are slow, we do not believe the farmers have many more beans to sell.

The market has declined 10@15c during the past week.

We have had some export enquiries, but our price seems to be too high for beans to go abroad at this time.

Ernest L. Wellman.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Dec. 13.—Learn one thing each week about Detroit: not counting the automobile industry, Detroit leads all other American cities in twenty-two industries.

Each year the Detroit Board of Commerce holds a banquet for the Detroit salesmen, the date usually falling as near Dec. 30 as possible. As a mark of the esteem in which the U. C. T. stands with that organization the date of the big rally has been set for Dec. 27 in order that nothing be done to detract the crowds from the Traveling Men's Fair and Hippodrome to be held at the Detroit armory on Dec. 28 to 30. The committee on attendance has received assurances from business and traveling men in all parts of the State of their intention to be on hand to join in the general festivities. Several hundred dollars has been invested in decorations for the large armory building. The event promises to be by far, one of greatest fun fests and musical treats of the year.

C. H. Clement of Deckerville has sold his hardware store to the Holcomb Hardware Co. who have taken charge. Mr. Clement has been in business for a number of years and was very successful. He will move to Detroit where he will engage in the real estate business.

William Siegel, dry goods merchant at 1669-1771 Gratiot avenue made the remark the other day that he didn't mind being a merchant but he did wish that the traveling men could forget it occasionally.

C. I. Mauer of Farwell recently built a new store and decided to add a line of dry goods to fill up the additional space. He was in Detroit a few days ago and while here purchased the stock.

As the present administration apparently views it, automobiles can carry soldiers, ammunition or the National debt.

Otto Kiefer will open a meat market at the corner of Cadillac and Forest avenues about Dec. 15.

William E. Wallace formerly assistant manager for the R. G. Peters Salt & Lumber Co. of East Lake, has joined the sales force of Burnham, Stoepel & Co. and will cover the Northern Michigan territory for the men's furnishing goods department as special representative. Mr. Wallace is well known in many parts of the State, having represented a shoe concern for some time.

The Hammond Steel & Forging Co., Inc., of Syracuse, N. Y., has opened an office at 1257 David Whitney building. The office will be under the management of D. F. Kennedy, who has charge of the sales in Michigan, Wisconsin, Ohio, Indiana and Illinois.

We, like many others, wonder why Mr. Ford didn't try out some of his peace ideas nearer home. Mexico, for instance.

Smith & Kelly, who started in business a little over a year ago, in New Lothrop, according to all reports, have been very successful in their venture. They are now remodeling and enlarging their store and when completed they will have one of the finest equipped general stores in that section.

John Hays Hammond will be the principal speaker at the salesmen's banquet at the Board of Commerce on Dec. 27.

The Prestolite Co. offices have been moved from its former location to 1237 Woodward avenue.

George Uth, general merchant of New Boston, was a Detroit business visitor last week.

Contracts have been let by the Roberts Brass Manufacturing Co., West Fort and Morrell streets, for an addition to its factory building.

If the Travelers' Fair does not prove successful, it won't be because it wasn't thoroughly advertised all over our traveling bag by enthusiastic boosters.

On the shoulders of A. W. Wood falls a great deal of the important details of the coming Traveling Men's Fair. He is Secretary of the organization and the experience he received as Secretary of Cadillac Council is proving invaluable in the work that is required in the discharge of his duties with the Fair Association. The work is very complicated because of the many different departments which are connected with the enterprise. But besides ably performing the duties attached to the Secretaryship, Mr. Wood finds time to assist the various committees, not alone with advice, but with real hard labor. That is the spirit which seems to animate nearly every member of Cadillac Council and that is why Cadillac Council is and will continue to be the largest U. C. T. council in the State. Mr. Wood is manager of the American Ribbon & Carbon Co., with offices at 302 Buhl block.

J. Parchum is erecting a store building at Kerwin and Warren avenues and, when completed he will open an up-to-date grocery and meat market.

The Detroit Free Press Printing Co., after being in business for over thirty years, is closing out its business. The corporation which does a job printing business has no connection with the newspaper of the same name.

John McDermid, a former Detroit resident and at present assisting his father, B. E. McDermid, in the management of his general store at Columbiaville was in Detroit last week on a business trip. While in the city he embraced the opportunity to visit many of his friends. When living in the city John was in the employ of Burnham, Stoepel & Co.

W. J. McIntyre, of this city, is rounding out his eighth year as Michigan representative for Brown, Durrell & Co., of New York. During all those years Mr. McIntyre has specialized for the firm with the Forest Mills underwear and Gordon hosiery lines; the popularity of these goods is in no small measure due to his efforts. Besides building a reputation as one of Detroit's most successful salesmen, Mr. McIntyre is very popular with the trade and the boys on the road with whom he has come in contact. The greater part of his time is spent in Detroit and the remainder of the time he calls on the trade in Toledo and some of the nearby cities in Michigan. Hamilton Wilson, another Detroit boy, represents the firm with similar lines, making his headquarters in Grand Rapids and calling on the trade in Southern and Western Michigan.

S. B. Rice, former Brighton merchant and now located at Elkton, was in Detroit last week looking after the interests of his general store.

What will be President Wilson's reply to Roosevelt's Byzantine logothete charge?

Friends of Stanley Creagh, now fighting in the trenches in France as a member of the Canadian expeditionary force, are receiving letters from time to time from him and in every instance the letters are of the most cheerful character. Nor is there any doubt in the minds of the Allied armies, according to the letters, as to the final outcome of the war. His letters are very interesting, describing in detail many incidents of the Kaiser's war. At the outbreak of hostilities Stanley was employed by Burnham, Stoepel & Co., but left at the first call of the Canadian government for recruits. He was born in England. His parents and one brother, Henry, who is also in the employ of Burnham, Stoepel & Co., reside in Detroit. We take this opportunity of extending the season's greetings

to Stanley Creagh in the trenches and express the hope of his hosts of friends in this city that he may return from the war unscathed. It may be of interest to know that on divers occasions the Tradesman has reached the European fighting line and is read with interest by those who happen to be in the circle in which it is received.

Julius C. Case, former assistant advertising manager for the Paige-Detroit Motor Car Co., has resigned and is now assistant advertising manager for the Scripps-Booth Motor Car Co.

Henry Ford and his party are still at sea. According to all reports, when they arrive in Europe and proceed to bring the warring countries together, they will still be at sea.

W. J. Cusick will open a grocery store at 3133 Jefferson avenue, East, about Dec. 14.

At the regular meeting of Cadillac Council last Saturday night, that Council further clinched its hold on first place in Michigan as to point of membership. Eight were initiated and two transfers were received. Those who received new U. C. T. buttons were F. W. Burton, P. Lorillard Tobacco Co.; Dave A. Landau, Vassar Swiss Underwear Co., Chicago; Fred E. Bradley, David Stott Flour Mills; Frank P. Lorang, West Side Brewing Co.; Frederick W. Meyers, B. Tannenholz & Co., Detroit; Wm. F. Traket, National Biscuit Co.; Thomas J. Burns, Pfeiffer Brewing Co.; George C. Hurley, National Biscuit Co. John B. Rucker, Detroit Butchers Supply Co. and A. H. Laffrey were received by transfer. Following the business meeting a smoker was held in the hall and those who attended—and it was a very large crowd—listened to several flights of oratory by enthusiastic members of the Council and the Fair Association. Fine briar pipes were given to each member by Budd Mendel through the courtesy of the firm he represents. Lee & Cady. Plenty of tobacco in all forms was forthcoming, through the courtesy of the American Tobacco Co. and M. F. Reid, district manager. Mr. Reid during the evening made a hit with the assemblage by his talk and witty stories.

A woman in Jersey City recently received a legacy of \$73 willed to her sixty-one years ago. It had grown to \$1,621. Most of us, however, will not care to try the experiment of waiting sixty-one years for a legacy.

Preparations are being made to entertain Alonzo Smith, of Grand Rapids, who will visit Detroit next year. Mr. Smith is an old-time traveling man and a lodge organizer of note; also a former contributor to these columns and has promised to be again.

M. D. Davidson, pioneer general merchant of Schwartz Creek, was in Detroit last week on a business trip.

A. Nelson, representative for D. M. Ferry & Co., while in the act of buying a ticket at the M. C. depot last week, deposited his grips containing \$300 in cash and a draft for \$504 on the floor. When he turned around to get them they had disappeared. The police are looking for the thief.

Through the courtesy of Mr. Coleman, of the T. B. Rayl Co., the large window in the building at the corner of Woodward avenue and Congress street has been placed at the disposal of the Traveling Men's Fair Association. It will use the window for the exhibition of the Buick car which will be given away to some attendant of the fair.

F. K. Rosenwald has been appointed assistant sales manager of the Detroit Motor Car Co.

Adolph Sempliner, charter member of Cadillac Council and representative for Herman Wile & Co., of Buffalo, was in the city last week on a business trip for his firm. Mr. Sempliner, for the past few years has been making his home in Cleveland.

That he was very popular with his former associates in this city was demonstrated by the reception accorded him when he appeared at the Cadillac Council smoker Saturday night. Reminiscences were exchanged between Mr. Sempliner and other members of the old guard who were in attendance.

Detroit Council, holds its regular monthly meeting Saturday night, Dec. 18, in the hall in Elks temple. The members of the Council are very enthusiastic over the season's prospects and the attendance has showed a marked increase with each meeting. The dancing parties given by Detroit Council are unquestionably among the best given by any council in the country. Visiting U. C. T. members are cordially invited to attend the meeting next Saturday.

What the present administration evidently needs is some assistant credit men to do a little collecting.

The Highland Park store of Grinnell Bros., 2945 Woodward avenue, is being remodeled throughout.

The H. A. Jones Real Estate Co. has leased additional space in the Palmer building which, when occupied, will give it one of the largest real estate offices in the city.

Invitations have been issued for the sixth annual reunion and banquet for the Veteran Traveling Men's Association at the Wayne Hotel, Dec. 29. The business meeting will be called in the sun parlor of the hotel at 2:30 p. m. and will be followed by a dinner at 6:30 p. m. To those who reside outside of Detroit it will be necessary to write and signify your intention of meeting with the "young old boys." The dues, including the dinner ticket, are \$2, which should be mailed to the Secretary, Samuel Rindskopf, care of the Detroit Safe Co. Tickets for Ladies \$1 extra. This is one event in the year that every traveling man who has covered the "pike" for fifteen years or more should make it a point to attend and talk over the days when even a fairly clean roller towel would have been considered a luxury in many instances; but then the boys of the corduroy days managed to dispose of heaps of merchandise for their firms and incidentally have an enjoyable time doing it. It is some of those enjoyable days that the vets love to meet and talk over; that is, when out of the hearing of the other important half of the family. The committee are making strenuous efforts to make this year's reunion one to be long remembered. J. W. Ailes of Detroit is President of the organization.

H. Leete, manager of the North Branch Mercantile Co. store, at North Branch, was in Detroit on a business trip.

Burglars stole jewelry valued at \$300 from the store of the Federal Loan Society, at 49 State street, last Saturday morning just before daylight. The robbery was accomplished by throwing a brick through the window.

George Nunn & Co., manufacturer of builders' supplies, have approved contracts for the erection of a three-story addition to their factory at Third and Baltimore avenues.

James Carleton, of Lakeview, was a Detroit business visitor last week.

B. F. Huestis, former Detroit and a member of Cadillac Council, now conducting an insurance office in Harbor Beach, has invited the Grand Council to come to Harbor Beach in 1917 and promises that an entertainment will be furnished that would eclipse any previous effort to entertain the travelers. The by-laws of the order make it obligatory that conventions be held only in cities where there is a council, but there is much food for reflection in the suggestion forwarded by Mr. Huestis. The conventions in a business way do not consume a great deal of time, the primary object seeming to be a pleasure party and reunion of the traveling men. This being the case, why wouldn't it be plausible to select a resort town centrally located where it would be a

real vacation trip for the greater number of members who would appreciate a few days outing, away from the din and noise of the city? If the boys wish to hold a parade, where outside of a small town could the crowds be drawn so well. It is the country folk and sons of toil who appreciate the novelty of a parade and convention crowds. To the city flat dwellers the novelty has long since worn off. To-day it takes above the average circus to draw a large crowd of spectators in the city. It is hoped that Mr. Huestis' invitation may be the nucleus of a movement to amend the constitution, so U. C. T. conventions can be held wherever desired, regardless of the size of the place or whether a council holds a charter in the town.

S. E. Solomon, formerly manager of the general store owned by M. Marks, at Oscoda, after Jan. 1, will represent Wiesman & Sons, wholesale jewelers, covering the territory in Northern Michigan which was formerly covered by Bernard Weisman. Mr. Solomon is now in the city and is assisting William Siegel, the Gratiot avenue merchant, during the holiday rush.

A. W. Lawrence, of Owosso, was a business visitor in Detroit last week.

Negotiations are in progress for the establishment of a paper mill in Detroit that will call for the expenditure of \$1,500,000. It is planned to bring the pulp wood from Canada to Detroit. Options have been secured on two different river sites.

Why not revise the old axiom to read, "In time of peace prepare for peace."

Mayor Marx will touch the button that will set the Traveling Men's Fair in motion and the Hon. Mayor has been assured that there will be nothing there that will shock him.

Who will touch the Mayor at the fair will depend entirely on who gets to him first.

The drug clerks and shoe shiners of Grand Rapids must have been terribly angry at Mayor Ellis for making it impossible for them to work on Sunday.

The boys in the trenches no doubt sympathize with the clerks behind the counters during the holiday shopping season.

Jewelry stores in Detroit seem to be the main point of attack by burglars of late. The store of Charles A. Berkey, 220 Woodward avenue, received a visit from thieves Sunday morning. An inventory disclosed the fact that \$85 worth of merchandise was taken.

Two more weeks before the fair, after which we will have to find something to write about.

Serbia should be in sanitary condition. The Allies have all been cleaned up there.

General Russki, Russian general, says that he sees good days ahead for the Slavs. But will they be able to recognize them after such a long absence from home.

It will be much easier to get a Christmas turkey if the Thanksgiving bird is paid for.

Name your favorite bird.

We'll choose a lark.

James M. Goldstein.

The Ways of the Saginaw Traveling Men.

There's Mike Conaton—
That good looking chap,
Always playing rum,
And looking for a snap.

Then comes Frank Bramer
With his dreadful cough.
If it wasn't for his wife, Josie,
Things wouldn't be so soft.

Then our own Ora Lynch,
Round, plump and so sweet,
Always on hand when
There's something to eat.

And Ed Putnam
As you all can see,
Crawls under the table
After eating enough for three.

But brave Tom Pattinson
When his work is done,
Hustles right home to his wife
And son.

Then Horace Fox—
Although his steps are slow—
When he hears a good two-step,
Just watch his feet go.

There is Mr. Malone—
A good-natured Irishman,
Works hard all week
To sell what he can.

Next comes Billy Moeller,
In his shy way,
Wearing the same smile,
From day to day.

And Gordon Grant,
Sedate and tall,
Ready to respond
At the very first call.

And our own Ben Mercer
Hurrah for him,
You never see him
Without a grin.
There's Dan MacArthur
Who's not so slow,
But where he gets all the perfume
His wife never will know.

And Counselor McGregor,
So handsome and tall,
Voted by the women
The best-looking of all.

There's Knoop and Ed. Blank
And a lot I could mention,
We hope to meet them all
At our next convention.

Then faithful Herb Ranney,
Our Past Counselor, you see—
Always working hard
For the U. C. T.

We appreciate his efforts
And to show our esteem,
We'll send him to Columbus
In nineteen sixteen.

So here's to our new members
Of the U. C. T.,
A hearty vote of welcome,
From Saginaw "Forty-Three."

Mrs. D. MacArthur.

Quotations on Local Stocks and Bonds.

	Bid	Asked
Am. Light & Trac. Co., Com.	382	386
Am. Light & Trac. Co., Pfd.	108½	111
Am. Public Utilities, Com.	38	40

Am. Public Utilities, Pfd.	71	74
*Comw'th Pr. Ry. & Lt., Com.	59½	61½
*Comw'th Pr. Ry. & Lt., Pfd.	84½	86
Pacific Gas & Elec., Com.	57	59
Tennessee Ry., Lt. & Pr., Com.	10½	12½
Tennessee Ry., Lt. & Pr., Pfd.	43	47
United Light & Rys., Com.	42	47
United Light & Rys., 1st Pfd.	74	76
Comw'th 6% 5 year bond	101	103
Michigan Railway Notes	100½	101½
Citizens Telephone	70	74
Michigan Sugar	97	100
Holland St. Louis Sugar	7	8
Holland St. Louis Sugar Pfd.	9	10
United Light 1st and Ref. 5% bonds	86	89

Industrial and Bank Stocks.

Dennis Canadian Co.	70	80
Furniture City Brewing Co.	40	50
Globe Knitting Works, Com.	130	140
Globe Knitting Works, Pfd.	98	100
G. R. Brewing Co.	90	100
Commercial Savings Bank	220	
Fourth National Bank	220	
G. R. National City Bank	165	170
G. R. Savings Bank	255	
Kent State Bank	250	260
Old National Bank	195	203
Peoples Savings Bank	300	

* Ex dividend.

December 15, 1915.



A Graphic survey of the motor car situation

There are two large motor car markets in America.

One of them—the largest, of course—is the market for cars selling for less than a thousand dollars.

The other is the Cadillac market.

Aside from these two great markets, there are cars below the Cadillac in price, but which sell for more than a thousand dollars.

And there are also cars selling for a price higher than the Cadillac price.

But neither of them enjoys a volume of demand which at all compares in size with the Cadillac demand.

So, we repeat, the two large divisions in the motor car business are the low priced division and the Cadillac division.

In the one case the appeal is primarily one of price.

In the case of the Cadillac, the appeal is solely on the score of quality.

In both cases the American public has registered its verdict fairly and squarely and finally.

In the low priced field it has divided its allegiance among a number of cars.

In the search for quality, it has conferred by far its largest measure of approval upon the Cadillac.

Better join the ever-growing Cadillac Eight family and enjoy the pleasure there is to be obtained from owning a thoroughly good car.

Cadillac Styles and Prices

Standard Seven passenger car, Five passenger Salon and Roadster, \$2080. Three passenger Victoria, \$2400. Four passenger Coupe, \$2800. Five passenger Brougham, \$2950. Seven passenger Limousine, \$3450. Berlin, \$3600. Prices include standard equipment, F. O. B. Detroit.

Western Michigan Cadillac Co., Ltd.

Oscar Eckberg, Mgr.

19-23 LaGrave Avenue

Grand Rapids



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E. A. STOWE, Editor.

December 15, 1915.

A FINE BENEFACTION.

In these days, when "thinking in millions" has become commonplace, and when, fortunately, giving and bequeathing in millions for beneficent purposes are of frequent occurrence, the fact that a million dollars has been devoted by an individual to a humane object does not in itself attract more than passing attention. But such an act as that of John W. Blodgett, in devoting a million dollars to the erection and equipment of a new hospital in East Grand Rapids, is differentiated in several ways from the general run of gifts. In the first place, while public bequests by millionaires are quite the order of the day, gifts from the living are very rare. Moreover, even in leaving money after death, it is unusual for our millionaires, if they have children, to devote more than a comparatively small proportion to the general good; whereas Mr. Blodgett not only makes this generous gift while he is living and not of an advanced age, but is diminishing by so much the inheritance which will go to his children.

In this circumstance there is ground not only for especial recognition of large-minded generosity, but for some reflections which the possessors of the enormous fortunes of the present time would do well to lay to heart. In the case of these fortunes, and where in many instances there are only two or three children, one might expect that persons of good will and of enlightened mind would devote to beneficent purposes a considerable portion of their wealth, either at death or sooner. And if this is very rarely done—as it is—we feel sure that the cause is to be found chiefly in want of thought. Persons of the type we have in mind do not deliberately weigh the question whether, before dividing up their millions among their two or three children, it would not be well first to devote a really substantial fraction to some large or noble end; if they spent a little time in earnestly considering this question, they could come to but one conclusion, unless they were wholly wanting in imagination. They would be sure to see that the children would suffer no diminution whatever of happiness through getting six million dollars each instead of ten, or two

million instead of three; while thousands of their fellow-men would be incalculably benefited, generation after generation, by the mere stroke of a pen that would suffice to determine the surplus millions to a worthy and beautiful use. The failure lies not so much in the heart, or even in the mind, as in the mere mechanical following of a routine course. Even a single example ought to be worth much in stirring up the thought of doing likewise. Nothing is more certain than that it is to the force of example that we are chiefly indebted for that practice of philanthropic munificence which is far more general in our time than in the past, and in our country than in any other.

TO TRY A NEW PLAN.

While discussion of Presidential possibilities is keeping many Republicans up nights, and a whole row of "favorite sons" on the very edge of the anxious seat, it should not be overlooked that the coming campaign will be marked by a new plan. This will be the election of delegates to the National conventions by Presidential primaries. The Republican party promises to have more than its share of contests for, with the memory of the 1912 split in mind, it is impossible to believe otherwise than that there will be a number of candidates, each with vigorous supporters. So far as the Democrats are concerned, their choice seems already made; there is hardly a possibility of opposition to President Wilson, the Democratic primaries this year becoming merely a form.

The Nation will have a chance early in the year to get a line on Republican feeling, for Indiana, Minnesota and North Dakota will hold their primaries in March. While these states may, of course declare for some "favorite son," it is more reasonable to suppose that they will afford an indication of Republican opinion in that part of the country. April ought to show a real solidification of sentiment toward some candidate or candidates, for during that month New York, Massachusetts, Michigan, Wisconsin, Illinois and Iowa will elect their delegates. If some candidate has by that time captured the public fancy, these elections ought to indicate that choice. Maryland, Pennsylvania and Ohio will choose their delegates during May, so that by the middle of the month there should be some indication of what the convention may do. The outcome in states like Ohio and Pennsylvania that gave a heavy Progressive vote in 1912, will be awaited with considerable interest, for subsequent elections have shown that the voters can do surprising things in the way of quick changes. Presidential primaries supposedly will make possible the choice of a candidate thoroughly acceptable to the party. They promise also to offer a chance for any number of small but vociferous candidates with consequent possibilities for trading places and support in the final make-up of the ticket. All of which may make 1916 memorable in the annals of the G. O. P.

BETTERING BOYS.

Of course, every youngster between 7 and 17 is good as gold these days; his is a preternatural goodness that would frighten his parents if they did not chance to look at the calendar occasionally and see that Christmas is not far in the future. But for about fifty weeks in the year the boy problem is one that demands more attention than one involving quadratics. For the boy is father to the man, if you are to believe the old saying, which, doubtless, is as true as the one that insists that as the twig is bent so the tree is inclined. In other words, much depends upon the start. If he is a good boy the chances are more in favor of his becoming a good man than if the contrary is the case.

All of which is by way of preface to this comment on the Boy Scouts' campaign to raise \$10,000 in this city. If you have not heard about that effort you will before very long, for an aggressive lot of business and professional men are lending their influence and activity to this cause. This sum is needed to finance the work in Grand Rapids for a couple of years, and judging by the energy of those in charge, it will be secured. It would not be a difficult undertaking to raise this sum if everyone realized what a helpful influence the Boy Scouts are. They are not a "goody-goody" crowd in the sense which is so often resented by lively boys. The Scouts' movement seeks to train youngsters for the duties of citizenship which they must eventually assume, to make them self-reliant, loyal and thoughtful of the rights and privileges of others. The Scout's motto, "To keep myself physically strong, mentally alert and morally straight," is one which should be endorsed by the interested support of all who believe in helping a good cause.

MOISTURE IN THE HOUSE.

Now that furnaces and steam-heating plants are in full blast, the old complaint is again raised as to the withering dryness of the air in living-rooms heated in these ways.

The answer to the complaint is exceedingly simple, and is to get moisture into the air by the use of steam from a kettle or in any other convenient manner. Very few appreciate the very considerable quantity of water needed. Even a moderate sized residence requires several quarts of water a day, and in extremely cold weather sometimes as much as four gallons or five gallons in twenty-four hours.

It will be a surprise to many to know that the dry air of a heated room has just as much moisture in it as the moist cold air out doors. The heating of the air has increased its capacity for holding moisture and it has become relatively dry only because it can hold so much more moisture than when not so heated. The same air that is intolerably dry in a room will be sensibly moist as it falls to the outside temperature again.

There is little danger of getting an excess of moisture, which is, of course, undesirable. Also it is not hard to get that degree of moisture which characterizes a June day, and this is decidedly

pleasant, as well as healthful. It also gives a sense of comfort at a much lower temperature. Men who understand this subject find they can save from one-fourth to one-third of their coal bill each winter by adding the necessary water to the hot-air space in the furnace.

Nearly all furnaces are built with a space for water, but in many of them it is quite inadequate, as several quarts of water should be consumed and replaced twice a day.

Any one who is inclined to try the experiment, by drawing some hot water into the tub in a bathroom when the temperature is rather low will note that the thermometer does not rise much but the temperature becomes agreeable. In this case, doubtless, there would be an excess of moisture in the air beyond what would be required in the house and yet it illustrates the principle.

There are many methods of accomplishing the result. A pan can be placed over the fire-pot in the furnace, with an automatic arrangement for keeping the evaporating-pan full. Another plan consists of large castiron pans close to the fire pot and about on a level with the upper door of the furnace. In other cases, where the furnace is difficult to manage, pans of water can be suspended in front of the registers, hooked on to the grating. Pans may also be placed on top of radiators, or rung-out cloths thrown over them as a temporary expedient.

If the Women's Peace Party uses no better judgment in all its acts than it did in arranging for the expenditure of the \$10,000 contributed by Mrs. Henry Ford, it will not make much progress. After discussion it decided to spend the money in getting all the women's clubs of the country to send telegrams to President Wilson, urging the intervention of the United States to bring about peace for the world. Spending the money that way will be good for the telegraph companies and, that is all. Sensible people who believe in peace will not care to donate money to be wasted in that fashion.

There are a great many people whose opinion of Brand Whitlock will go down several notches when they hear that he and his wife, mother-in-law, maid and chauffeur left a Toledo hotel dining room after having paid for a meal which was untouched, because the Pomeranian carried by Mrs. Whitlock could not be allowed in the room. The dog would have been cared for outside, and there was an iron-clad rule which barred him from the dining room; yet the Whitlocks left because the rule was enforced. A little common sense is needed by many dog lovers.

Americans ought to be the cleanest people in the world, for its soap factories in 1909 turned out a product valued at \$111,000,000. American soap goes all over the world. Perhaps if a little more of it was used at home it would be the means of lowering the death rate and reduce exportation. Sanitary experts are convinced that soap and water and sunlight do more to promote health and prevent disease than all the disinfectants made.



Country Bankers Are the Policemen of Business.

Bankers are the only commercial class who regard their job as both a trade and a calling. They are the Brahmin caste of the business world and the only dealers who, having something to sell—money and credit—look upon it as a privilege to let others have their wares.

Their current phrase, "extending accommodation" to would-be borrowers, expresses an attitude that was once more common than now. For banking is fast becoming democratized, and it is well that it is so, both for the banking fraternity and for the country in general, since in the hands of the bankers lies not only the control and guidance of those great constructive enterprises upon which hangs largely the future prosperity of the Nation, but likewise it is evident that they must take a hand in the development of agriculture if it is to reach and maintain its full measure of success. The two species of bankers—city and country—differ widely both as to nature and kind. The city man is always a financier, and too often attempts to deal with the life of the countryside along the lines of finance rather than of human nature. And yet he wonders that he is not popular in rural centers.

But the country banker, although frequently not a technical financier, knows much of men. In Hindu phrase, he is the father and the mother, and in colloquial phrase the Dutch uncle, of the people of his town. His advice and counsel are those of the children of this world who are wise in their generation, and they who follow them are not apt to go astray. Like his congener in the city, he is not wholly a disinterested philanthropist, nor is he in business for his health. Consequently, he regards money spent for automobiles and the like as willful extravagances, for he considers the principal use of money is to be deposited in the bank where it may be loaned out at interest. And yet, like his city brother, in times of emergency and when the welfare of the country is at stake, he is not found wanting.

Of late it has been largely put up to him to furnish the funds for that development and rehabilitation of the great business of modern agriculture. For there has lately dawned upon the general consciousness that agriculture is the most fundamental and important of all National industries. And because of this it is due that it have that financing proper and essential to all great pursuits. In general, it gets disproportionately

small loans upon its collateral and at unduly high rates. This is in spite of the fact that its collateral, productive land, is the most fundamentally valuable thing in all the world, and that this value must steadily grow as time progresses. The underlying difficulty is that under present conditions the collateral is not liquid nor negotiable.

The country banker, of all men, has the ear of the farmer. In many localities the attitude of the bankers has largely forced diversification of crops. Loans to farmers in many instances were based on the guarantee of a reasonable proportion of food-stuffs for man and beast being planted to so much other crops, and of so many live stock to so much forage acreage. In general, the farmer is suspicious of advice and proffered help from that increasing number of men, who, knowing nothing of farming, yet would instruct the farmer how to run his business. He listens to the voice of the man of the Department of Agriculture and the State University, for he has learned that they have his interests at heart. But the influence of the country banker is at once personal and direct, and is always exerted in the interest of conservatism and caution.

It is sometimes unduly exerted. A year ago, when the nightmare of the European war overspread all business endeavor, there was bitter complaint among retail dealers because of the attitude of the country bankers. Everywhere these latter cautioned their depositors, especially farmers, to cease all buying and commitments that were not necessary, since no one could foretell what might happen. But when the farmer ceases purchasing, business in the countryside and in the small town comes to a standstill, and the country banker did not win popularity because of his advice.

Few people in the large cities realize the potency and compelling influence of the farmer vote, nor how very clannish the farmers are. The farmer hears on all sides how essential he is to civilization, and how he is in effect the "white man's hope." There is much in this natural and human state of mind which must be fully and clearly understood before there can be a remedy offered that will appeal to the farmer. It is very sure that in time he will get some relief, and the problem is for such sound system as will satisfy both the banker and the farmer. Unfortunately, the great financial center views the situation from the traditional point of view, and to offer this to the

YOUR mind will be easier if you are sure your loved ones will be protected if anything happens to you. If you appoint

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with its 25 years experience your Executor you will accomplish this. No matter how small your estate may be it will be carefully administered.

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177 Monroe Ave., N. W.

Grand Rapids, Mich.

farmer in all its complexity is merely to break him in pieces with words.

The medium of communication lies in the country bankers, who can do more than any other class to influence the farmer in the adoption of an intelligible and satisfactory solution of the problem. In another field, one of repression rather than of expression, the city bankers hold the power to make the coming prosperity one of sustained endurance rather than of passing speculation. An abundance of money offered at low interest rates usually leads to a speculative orgy. As neither experience nor common sense nor reason count with the gambling element in Wall Street, it remains for the Eastern financial interests to remove the reproach that too many of them are in the promotion and speculative rather than the banking business. The way to accomplish this is by curbing undue speculation through withholding the necessary funds.

Government Bond Issue.

The United States Government has issued so few bonds since the necessity growing out of the civil war ceased that such a performance would seem almost an oddity to the average American. This country has taken pride in the payment of its debt down to a small level in contrast with the enormous growth of such liabilities in Europe, and many people would regret to see the record broken. We cannot expect, however, to maintain a strong condition of the treasury while making such cuts in our revenues as was caused by the reduction in the tariff schedules. Moreover, there are large expenditures coming on which must be met in some way. The policy of a real business organization would be that of cutting off unnecessary expenses. Such expenses have existed during all administrations, and the condition is worse than ever before, but seemingly political requirements call for waste. Since we cannot count much on a stoppage of the leaks, it is a question either of issuing bonds or increasing taxation. The Federal taxes are not onerous now except in the matter of keeping track of income and largely doing the accounting of the Government for the Government but commonly the country has considered the levying of special taxes, such as stamp taxes, a war measure, and probably it would now be preferable to issue bonds inasmuch as taxation has already entered the stage considered a specialty of war times. This on the assumption that the rate of interest in the market will continue at or near the present low level. The Government could probably sell the Panama Canal bonds now in control of the treasury on a 3 per cent. basis. There is some advantage in habituating the public to a Government bond issue as against a time when we may be obliged to issue such obligations on a great scale. At present such issues are handled chiefly by specialists and bought by a comparatively small number of individuals and institutions for special purposes. It would be a help to the Government for the average man with a moderate amount of money laid aside to buy these issues purely as an investment.

Two Kinds of Sacrifices Common in Life.*

I wish to speak to you this morning about two types of sacrifices which are common in life and, as a result of the simple presentation, ask you to choose between them.

Among sacrifices of the questionable sort is that of health to ambition. Here and there in our community are men and women who have been anxious to get rich, to secure influence or to be leaders in society who have given up so much of the life stuff in trying to secure this end in life that health has vanished and all they have secured seems like dry dust.

Men are slipping out of this life every day who have given all their strength and ability to the acquirement of wealth and in the getting of it have cut off many years of their lives and in the majority of cases the wealth passes into unworthy hands and is used for ignoble purposes. All along in life we find people who are constantly sacrificing their ability to be useful in life to their desire for immediate pleasure, and you and I know of many who have made the sacrifice of the vitality of life because of the influence of their passions.

Men daily are sacrificing their own hopes in the children with which their homes have been blest by devoting themselves so exclusively to business that the children are neglected. Here and there you and I see instances in which friends have been sacrificed as the result of an unbridled tongue and how many times good neighbors and neighborly feelings have been sacrificed for a foolish controversy over diminutive things. Have you not seen between two neighbors the high fence put up as a physical index to bitter feeling unnecessarily engendered?

A kindly tolerance is often sacrificed to fan the flames of narrow partisanship or sectarianism. The best of things in life constantly give way to some narrow selfish ideal. A man neglects his family because of his love for fast horses; home ties

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

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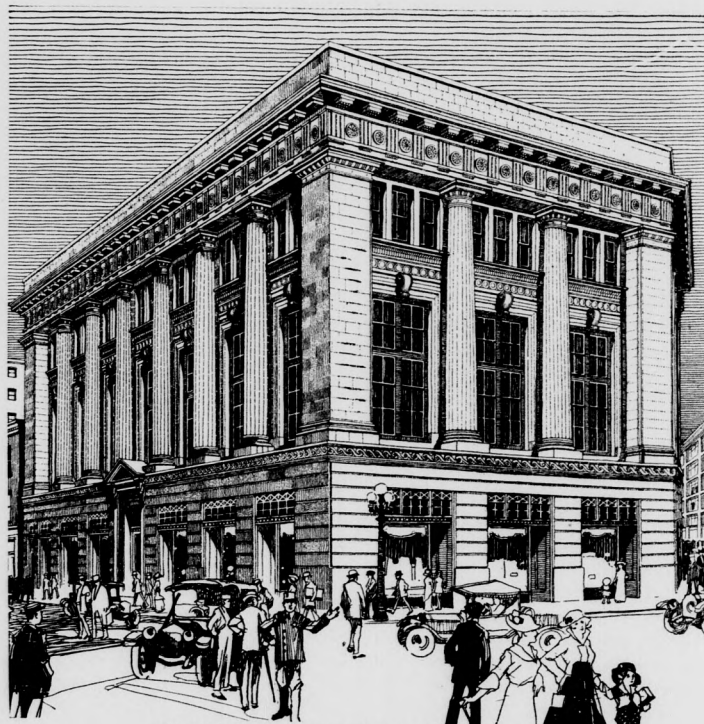
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and responsibilities are sacrificed to the seductive influence of an automobile; women, for love of dress, have sacrificed the needs of home and children; for the present enjoyment of a good dinner, people waste vitality and become encumbered with disease and how often it is true that controversies over some narrow view of an unimportant thing leads to the loss of good feeling between people. I am thinking this moment of people who are divided over the question whether they shall keep Saturday or Sunday as the holy day.

On the other hand there are sacrifices of the good sort that we can commend to each other as worthy of our best thought and attention. The mother's sacrifice before her child is born and in the interest of its development after its birth and responsibilities become apparent; the hard and narrow life of the pioneer through which he sees splendid results for himself, his neighbors, his community and his state; the sacrifice that we often see in families by some one member of the family in the interest of educating brothers and sisters. A graphic illustration of this is in the sacrifice of the life of Thomas Garfield in the interest of his brilliant brother, James A.

I know of women who have made great sacrifices in the interest of a husband's education. I have in mind also those who respond to the country's call in time of need, leaving everything in the great sacrifice of time and strength and life itself in shouldering the responsibility of a patriotic duty.

Two surgeons, father and son, were in the hospital operating upon a man, where great skill and nerve were required. Just when the crisis of the operation was reached, the older man was stricken with apoplexy and attendants took him from the scene of his anxious labor. The son at one glance saw that his father was gone and immediately used his best thought and endeavor in carrying to a successful issue the operation that meant life or death to the man before him. The sacrifice of an exhibition of filial affection is a responsibility that the younger man did not shrink for a moment from assuming.

In the shop where many potters were engaged in their daily work, one man seemed greatly saddened and, as the result of a little enquiry, his associates found that the sadness was caused by the illness of a child whose life would soon pass out. The man was poor and had to work from day to day, but these thoughtful associates left little tokens each night in his dinner pail as thoughtful remembrances for the sweet child's life that was so soon to go. The end came, the funeral was announced and all of these men gave up the half-day as a last tribute to the little one and as a neighborly kindness to their associate in the shop. To many this would seem a little thing. To these men it meant much and the beautiful sacrifice cemented the affectionate regard that bound these rugged men to each other.

Yale's class of fifty-three decided to remember by tablets placed in their college home a tribute to the men whom they should decide had lived the greatest lives. They were not given to the men who had been elevated to positions of great responsibility in their professions or in their country's service, but unanimously the tributes were paid to Harding and Bingham, the two missionaries of the class who had gone out and given the best that was in them in the cause of those who could do nothing in the way of requitement and in a service that the world knew little of.

When Simon of Cyrene was compelled by a mob to carry the cross of our Saviour, it must have seemed to him a strange dispensation that should put upon him the ignominy and heavy task of carrying the cross; yet what satisfaction must have come to this man as a result of this sacrifice and his name has come down through all the centuries as one who served at a time when the world itself received its greatest impetus toward the Kingdom of Heaven!

Feminine Financier.

"My wife is certainly some financier."

"How so?"

"She exchanged a lace handkerchief and six hundred dollars additional for a fur coat."

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.

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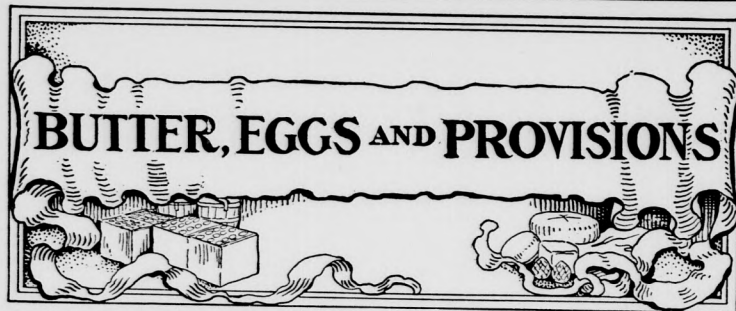
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Secretary and Treasurer—D. A. Bentley, Saginaw.
Executive Committee—F. A. Johnson, Detroit; Frank P. Van Buren, Williams-ton; C. J. Chandler, Detroit.

Lack of Uniformity in Cheese Standards.

As an indication of the present confusion that surrounds the legal terms used to define American cheese and the great lack of uniformity in the composition standards enacted by various states we give herewith an article prepared some months ago by Julius Hortvet, chief chemist of Minnesota Dairy and Food Department. Mr. Hortvet wrote:

Information respecting the use of the term "Full Cream Cheese" and also on the subject of cheese standards has been gathered from three sources: (1) published standard works and official bulletins, (2) correspondence with cheese manufacturers and experts, and (3) replies to questions submitted to state food and dairy officials. It appears from an examination of all information so far available that the term "Full Cream Cheese" has been well established, both in the United States and in England since early in the nineteenth century. The literature on the subject shows that the term is applied chiefly to cheese of the Cheddar variety. In the minds of most writers on the subject there seems to be little or no question respecting the propriety of the term. "Full Cream Cheese" has been known since very early days in this country, chiefly in the states of New York, Pennsylvania, Michigan and Wisconsin, and its significance has been adequately set forth in one of the first bi-ennial reports of the State Dairy and Food Commissioner of Minnesota. Since about the time of the enactment of the Federal Food and Drugs Act, in 1906, or possibly somewhat earlier, there appears to have been initiated a movement in the State of New York in opposition to the use of this term applied to cheese made from whole milk. At the present time the State of New York requires the term "whole milk" or "full milk" cheese on labels of these products. The chief strongholds of the advocates of the expression "Full Cream Cheese" appear to be in Michigan, Wisconsin and Minnesota. There is apparently no strong sentiment either for or against in other cheese-producing states, and some advocates of the old term still exist in New York in spite of legislative enactment of the contrary. Among the comparatively small number of manufacturers who have been heard from, the division of sentiment is about equal, most of the correspondents stating their cases pro and con in quite a satisfactory manner. Eleven states have legalized the term "Full Cream Cheese," although in the State of Wisconsin the exact meaning of the term is not defined; twenty-seven states have no special laws upon the subject of cheese; and the officials of seven states have made no replies to enquiries submitted. The officials of eight states express clearly their opinion that the term "Full Cream Cheese" is not objectionable; a commissioner of one state considers the single terms

"Full Cream Cheese" ought to be accepted everywhere providing such a term is agreeable to the cheese-producing states; and the term "Full Cream Cheese" is considered misleading by the dairy officials of fourteen states. Respecting standards there is great diversity and considerable ambiguity. Three states prescribe that full cream cheese shall contain not less than 30 per cent. butterfat; three states place the standard for full cream cheese at 50 per cent. on the waterfree basis; and in one state (Minnesota) the standard is 45 per cent., expressed on the basis of total solids. Pennsylvania puts the standard at 32 per cent., but does not specify whether this is to be expressed on the waterfree basis. Also, the same state law attempts a classification of skims into three groups, described as "three-quarters cream," "one-half cream" and "one-quarter cream." As an abstract proposition, it might not be difficult to decide respecting the permissibility of the term "Full Cream Cheese." Interpreted literally, the expression is obviously false and misleading when applied to a cheese made from whole milk. Not only this, but there are several varieties of cheese made in Europe and in America partly or wholly from cream. Such cheeses are sold commonly under the name "Cream Cheese," hence, it is obvious that confusion must arise respecting the proper distinction to be applied between these two groups of products. There is on the other hand to be considered the fact that custom has gone very far in this case to establish a trade term, and the difficulty respecting cheese is similar to difficulties which have arisen in connection with the enforcement of food laws in a number of other directions. It is a standing question as to what extent it may fairly be expected that manufacturers and the trade generally shall relinquish time-honored usage in the interest of abstract principles and definitions which are clearly in conformity with sound legislation. It is doubtless the experience of food officials that manufacturers are everywhere in the main quite ready to fall in line with these changes when the proper time arrives and when it is clear that real benefit is to result to the consumer. There is no doubt that we will within a comparatively short time arrive at a state of affairs that will present this matter in such a light that a change will seem entirely justifiable. It is largely a matter of education and an effort to bring the manufacturers together in order that they may clearly understand the issues involved. As a rule, in settling questions of this kind, the opinion of experts, such as Dr. Van Slyke and others of prominence, are sure to prevail. Sound principles and a demand for clear definitions and uniformity of action will, it is hoped, assist very materially toward arriving at a decision at an early date. There is no doubt that the situation in connection with the use of the term "Full Cream Cheese" is at present confusing, or, at least, very unsatisfactory.

Opinions may differ as to the advisability of a system of composition control of cheese, in fact, there are a number of very well informed economists who believe that no system of cheese composition standards is advisable, except laws compelling the manufacture

of cheese only from whole or skim milk, any added substance being specified on the label. But though there may be differences of opinion as to the advisability of establishing cheese composition standards there can be no argument over the necessity of having cheese control legislation uniform in the various states and in the Federal laws. Public opinion seems to favor more and more the establishment of composition standards for all our basic foods and as long as we must have standards and definitions for cheese it is very important that these standards be such that no obstruction to commerce between the states be interposed.

As Mr. Hortvet's above quoted report indicates there is at present a woeful lack of uniformity, not only in the name under which cheese made from whole milk can be legally sold, but also in the composition standards established by law. He states that three states set a standards of 30 per cent. fat in water-free substance for so-called "full cream" cheese, while others require 50 per cent. A half skim would about pass the requirements of the first mentioned standard.

Now, if we are to have composition control of American cheddar type cheese the writer leans in favor of the establishment of three or four different classes, each having a distinctive name

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Mail us samples BROWN SWEDISH, RED KIDNEY, MARROWFAT or WHITE PEA BEANS you may wish to sell.

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Grand Rapids, Mich.

and an established minimum composition standard based on the relation of fat to total solids. Buyers can be counted on to discriminate as to their choice of water content which must vary widely to satisfy different demands and which can be judged accurately enough for all practical purposes by an examination of the cheese. The details of such a classification could be determined after investigation. The best grade might be termed "whole milk" or "full cream" cheese, the minimum standard being placed at 50 per cent. fat to total solids, or a slightly more lenient standard might be set and moderate skimming of very rich milks allowed, providing the per cent. of fat did not fall below the established standard. The other three grades would classify skim or part skim cheese, each grade being given an appropriate name.

Or it might as well to establish a certain standard for cheese made from whole milk and require all part skims or skims to be branded as such, leaving it optional with the maker whether the proportion of fat be included in the brand or not.

Milk and Matrimony Do Not Mix.

Let this serve as a warning to every young dairyman who is hankering to mix matrimony with the milk business. A well known dairyman in a Western state is being sued by his wife for divorce on the grounds that she considers it cruelty to be compelled to milk cows. Now the woman is all to blame, as can be easily seen from the following facts in the case. Twenty years ago, when they were married, they were very poor and the young bride thought it fun to help her beloved milk the cows. And the young husband encouraged her industry. He taught her how to milk rapidly so that she was finally able to milk all the cows while he worked later in the fields. Then he showed her how to do other work around the farm, always laying out plenty for her so she would not have to be bothered thinking what to do.

And now, when they are worth only a hundred thousand dollars, and when their income from the dairy is only \$900 a month, that ungrateful woman, after all her husband has taught her, is determined to quit working and compel her husband to hire men! Just when she is the most value to him as a hired man, she insists on leaving him unless he lets her quit working around the barn. She has had twenty years' experience as an all-around dairy farm laborer and is selfish enough to want to quit now and fritter away her time enjoying herself, which shows that you can never depend on a woman.

L. L. DeBra.

Sufficient.

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

"Yes'm."

"And your hands?"

"Yes'm."

"And your ears?"

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

Notice of Bankruptcy Sale.

In the District Court of the United States for the Western District of Michigan, Southern Division.

In the matter of Whitcomb Hotel and Mineral Baths, a Corporation, Bankrupt, No. 1440. In bankruptcy.

Notice is hereby given that on the 20th. day of December, A. D. 1915, at 10:00 o'clock a. m. at the main entrance of the Whitcomb Hotel, in the city of St. Joseph, Michigan, I shall offer said Hotel and Mineral Bath House property with their furniture, fixtures, and appurtenances, as an entirety for sale at public sale to the highest bidder. Bids from this date will also be received for the sale of said property at private sale. If the highest amount bid at such public sale shall exceed the best offer received for a private sale, said property will be sold to the highest bidder; and if such highest bid does not exceed the best private offer, then the right is reserved to sell said property to such private bidder. Said sale shall be subject to confirmation by the Court.

The purchaser of said property either at private or public sale shall at once deposit with the Receiver \$500, to be applied on the purchase price if the sale is confirmed or to be returned to such purchaser if the sale is not confirmed.

Willard J. Banyon,

Receiver and Referee in Bankruptcy.

Dated: St. Joseph, Michigan, December 9th. 1915.

Silent Sam.

Of all the dead ones in the store, Sam White's the worst—he's such a bore. He never has a word to say, but keeps a-humpin' all the day. Between times when us fellows go down cellar for a chat or so, Sam stays upstairs, the poor old dub, and works his fingers to the stub.

He hasn't any line of talk, he's just a stupid country gawk. And when us fellows fool a bit, as all good fellows do, Sam keeps right on his plugging until his job is through.

And then instead of waiting until he gets another job, blamed if he doesn't chase the boss around, so help me, Bob! Before it's time to close the store for fifteen minutes, perhaps more, we good fellows stop our work, but Sam works on just like a Turk.

A bonthead every inch of him, he seems to think it is sin to fool the boss; it makes us laugh, all us good fellows on the staff. I never saw a bigger boob than this hard workin' country rube.

But what gets me is how the boss is falling for this bunch of moss. He seems to think Sam's all O. K. I tell you it is maddening. Say! to all us fellows here who know, that Sam's a dub and tell him so.

The other day a vacancy—the job in fact ahead of me—occurred. Doggone it, if it wasn't Sam who got the job, and here I am. I've been here now five years an' more. I've got a right to be blamed sore. The boss is an ungrateful pup. I think I'll throw the durned job up.

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SAFETY in Buying means getting the goods and the quantities of goods YOU can sell at a profit. It means knowing what to buy and getting it at the right price.

You can be safe in buying when you buy from "Our Drummer." If you haven't the current issue handy, write for it.

Butler Brothers

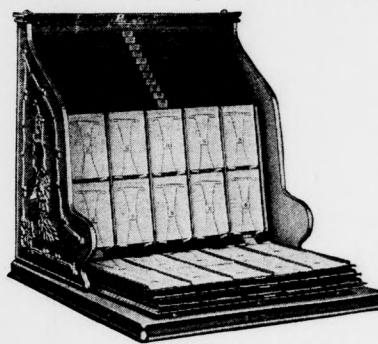
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- 1—Shows at a glance what each customer owes you.
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The Total Account Register is an expert bookkeeper that makes no errors. Watches your business all day long and demands no salary.

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
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Exclusive Territory for Live Salesmen in Michigan

Gabby Gleanings From Grand Rapids

Grand Rapids, Dec. 14.—For the benefit of Detroit Detonations we wish to announce the fact that the Grand Rapids Hardware Co., of Grand Rapids, manufactures 97 per cent. of the sash and door pulleys used in the country.

The Bagmen of Bagdad held their December ceremonial session Saturday evening in the Council chambers. One candidate was led across the burning plains of Suleman and into the rendezvous of the hermit tribe of Bagmen and had it not been for the leniency of the Great Ruler, yours truly might not have been here to record these brief items, because that tribe "am some sassy." There were several other candidates to take the work, but for some unavoidable reason they couldn't come. May the good Allah have mercy on them when they do come. The officers dished out their dope in good style and to a novice are some guys. O. S. K. Dr. G. W. Ferguson has a very important office and to the initiate his presence will long be remembered.

J. A. Martin, of Elgin, Ill., is reported recovering after a three weeks' illness. J. A. is a son of John D. Martin and is a member of No. 131. He represents the Hersey Chocolate Co., of Hersey, Pa.

Some of the boys have suggested that H. W. Harwood be given a vote of thanks for bringing about a change in the odor of the atmosphere at the union station. An odor of melted butter and popping corn is such a delightful change from the old perfumery that they can't help but feel under obligations to Harry. We think, however, that Harry is wise enough to realize that the smell of pop corn and warm butter always suggests the expenditure of a jitney.

We noticed the "lid" was on Sunday when we tried to buy the staff of life. I suppose it means stale bread or toast for Sunday dinner.

Honk! Honk!

Slid! Skid!

Mud! Thud!

Doesn't he look natural!!!

Will and Fred Rowe, President and Secretary, respectively, of the Valley City Milling Co., are in Birmingham, Ala., on a combined business and pleasure trip.

Mrs. W. P. Drake and little daughter have returned from a week end visit with her mother, Mrs. Geo. Sanford, of Jackson.

The boys are wearing smiles of satisfaction at the car service at the union station. It isn't necessary to wait from fifteen to twenty minutes for a car now.

We understand that G. E. Carter and Tom Keaveney are acting in a new role—that of restaurant inspectors. This happened in a village on the Pentwater branch. Nick and Tom walked into a newly opened eat joint and after sizing up the proprietor, decided to pull a stunt. They demanded a sample of the butter and milk and after passing judgment on most of the eatables, they demanded admission to the kitchen. After a supposed inspection they informed the proprietor that they would mail him some cards and a selection of one card to be made and filled out, the kind designating the class of the place. A red card designating a first-class place, a blue one a second-class and a black one a third-class. Naturally we hope the owner will endeavor to fill out the red one. We are anxiously awaiting developments and if the "inspection" is a success we would suggest that they take a whirl at some of the hotels.

C. F. Walz, of Jackson, has built a new store at the corner of Leroy and Gilbert streets and will engage in the grocery business. The people in the vicinity of this store ought to appreciate this, as the store, as well as Mr. Walz, is a model of neatness. Mr. Walz stands ready at all times to serve the trade with the best goods that the market produces.

Wm. Hart, of Oxford, spent the week end with his uncle, F. E. Beardslee, of this city.

Mr. and Mrs. R. J. Ellwanger entertained the midnight 500 club Saturday

evening at their home at 1351 Logan street. Mrs. A. J. Burr and R. P. Anderson won first prize and Mrs. Harry Hydorn and A. J. Burr second prize. A fine feed was served and every one present forgot the hour and Sunday morning was well along when the guests departed for their homes.

The Judson Grocer Company has engaged B. E. Sturman to look after the territory surrounding Battle Creek. Mr. Sturman was formerly with the Postum Cereal Co., of Battle Creek.

Mr. and Mrs. J. H. Smith have left for Cedar Falls, Iowa, where they will spend Christmas with relatives. Jack, or Smithie, as he is better known among the furniture trade, is the star bed salesman for the Simmons Manufacturing Co. and is a member of Grand Rapids Council.

Dr. G. W. Ferguson made a trip to Ottawa, Ont., on business and on account of the cold weather and snow he beat a hasty retreat. Doc. says it is no place for B. V. D's.

W. E. Gibson says one of the most hideous sounds along about 11 o'clock p. m., especially when one wants to go to sleep, is the noise of a typewriter having the alphabet pounded out of it.

R. G. Ferguson, of the Soo Hardware Co., who has been taking treatments from the Drs. Burleson, has returned home.

Mr. and Mrs. Fred DeGraff and Mr. and Mrs. O. W. Stark and son spent Sunday with C. C. Perkins and wife. It develops that Fred DeGraff has a competitor when it comes to eating cheese, as Stark, Jr., has an appetite for the curdled cream that is hard to appease.

With a nice fluffy carpet of snow on which to alight and a horse that was a typical Safety First animal, W. S. Laufenberg, of Wingold flour fame, staged on acrobatic stunt the other day for the benefit and amusement of his friends. Walter was driving across a railroad crossing when his cutter evidently run over a frog or a spilt switch and the next view we had of him, he was in midair looking for a place to alight. Walt may be able to sell flour, but we have concluded he is unfit and unsafe for the livery business.

We notice that Jim Goldstein took a jab at our society notes. We are sorry that "repeats" don't appeal to our esteemed brother, but as we have no Csnovarwets or Istilos within our jurisdiction we are compelled to use home talent. Furthermore, we wish to set the said brother aright in regard to the talking machine. Charles Perkins is not the possessor of one but, as mentioned in a previous issue of the Tradesman, William Francke is the gentleman who invested. Would suggest a more careful perusal of the items.

We see by the papers that the Michigan Central Railroad awarded as much as \$15 to a poor man for saving a passenger train from a bad wreck. Would \$15 have stood any show had there been a wreck? A poor foundation for the founding of heroes.

Your attention is again called to the fact that another U. C. T. dance will be given Saturday night, Dec. 18. We want every member's hearty co-operation in order to make these parties successful. Bring your friends and show them that all the dead ones are in the cemetery.

The ways and means committee of

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Join Our 1916 Christmas Thrift Club

Open for Membership December 27th

Deposits of 25cts weekly. Members receive at the end of the fifty weeks \$12.50 plus interest.

Deposits of 50cts Weekly. Members receive at the end of the fifty weeks \$25.00 plus interest.

Deposits of \$1.00 weekly. Members receive at the end of the fifty weeks \$50.00 plus interest.

Everybody needs money for Christmas. Many people have trouble in providing a sufficient amount to buy all the presents needed when the time comes. We offer an easy plan to meet such a contingency. On December 27th we will start a CHRISTMAS THRIFT CLUB. Members will pay a small amount each week for fifty weeks and at the end of that time will receive checks for the total amount they have paid in, plus interest. This plan is simple and systematic.

Did You Have Enough Money for Christmas?

Were you able to do all the little things you would like to have done? Were all your family, friends and associates remembered at the Holiday Season just as you would have wished? Wouldn't a little extra money have come in mighty handy? If so, then start now for next Christmas by joining our

Christmas Thrift Club

Make a small deposit every week and when the Club matures next December you will be surprised at the snug little sum you will have accumulated, made larger by interest. Plans to suit every size purse are offered. Join and get your friends to join.

Commercial Savings Bank

GRAND RAPIDS, MICH.

Main Office, 215 Monroe Ave West Side Office, 328 Bridge St
South End Branch, Division Ave. and Antoine St.

Amos S. Musselman, Pres.

Clyde L. Ross, Cashier

Henry Smith The Florist

With the Largest Green House in Michigan
full of American Beauty and other Roses,
Carnations, Violets, Sweet Peas, Lily-of-the-Valley and other cut Flowers, Azaleas,
Poinsettias, Peppers, Begonias, Cherries,
Primroses, Cyclamen and other choice
plants, Holly, Wreathing, Mistletoe. Wild
Smilax and every thing in Plants and
Flowers for Xmas Decorations at the corner of Monroe and Division. Both phones.

the Bagmen will hold another meeting Saturday, Dec. 18, to perfect their plans for the social session, following the initiatory ceremonies of the meeting January 8. More details will be announced in these columns later.

Cards received from J. I. Wernette, who is in Sunny California with his wife and children, indicate that the Wernettes are enjoying to the fullest extent their vacation trip in the Southwest.

Fred Sawyer, Jr., and wife and daughter, Harriet, and Miss Lena Sawyer, of Allegan, spent the week end with William E. Sawyer at his home at 711 Kellogg avenue.

Until a complete recovery from the Bagmen initiation, Gabby Gleanings will be few. L. V. Pilkington.

The following additional items were telephoned to the printer's devil very early in the week by Allen R. Rockwell:

The Executive Committee of Grand Rapids Council met early this week and passed upon the claims of Joseph Lichtenauer and Edward A. Clark.

The directors of the Grand Rapids Traveling Men's Benefit Association met early in the week and finished business which was started at the annual meeting. A new form of application blank was adopted. The following new members were accepted and, after the payment of the required fees, will be full-fledged members: Walter E. Lypps, L. V. Pilkington, Claude E. Batdorff, J. S. Hansell, H. R. Markwell, W. E. Mellinger, E. E. Stott, P. F. Vanderveen, E. A. McCann.

E. G. Hamel, who has been visiting the smaller towns in the interest of Orator F. Woodward, LeRoy, N. Y., has been promoted, and he will now make only the larger towns of the State. H. R. Markwell will take his place calling on the smaller towns.

The following hotels in Southern Michigan evidently never heard of the Henry law or do not know the meaning of the expression "individual textile towels:" Carleton Hotel, Carleton;

Mandt Hotel, Belleville; Deerfield House, Deerfield; Koon Tavern, Blissfield.

Don't forget to pay your dues.

Card From Landlord Maynard, of Milan.

Milan, Dec. 14—Having noticed your article in the Michigan Tradesman of Dec. 8, I wish to say that I believe you sincere in your interest in the traveling public and ask that you grant me a heart-to-heart session on the subject. I have been here seven years and have endeavored to please my patrons with wholesome home cooking in plenty and a comfortable bed at \$2 per day, but the extreme advance on every thing I buy—including taxes, insurance and help—has certainly taken all and has left nothing for our labor. You will at once know I am telling the truth if you keep up a home. Being situated fourteen miles from Ann Arbor, thirty-seven miles from Detroit and thirty-one miles from Toledo, there is no chance keeping any one over Sunday, consequently after Thursday night until sometimes Tuesday night, our rooms are empty. We must keep help. We do not keep boarders. We are strictly commercial, so you can see that using our rooms only three to four nights each week, the rest of the time eats up quickly what we take in when the house is full. I consulted some of our oldest customers. They said I should have done it a year ago. I could not cut the meals, so I decided to make a uniform price of 50 cents for meals and \$1 for rooms. I am installing running water in every room and I hope to retain my old patrons and will endeavor to serve good meals at the old price, hoping that they may well believe I deserve it. While the increase from each person is small, the advance will guarantee me an existence.

Charles Maynard.

Most people who congratulate you on your success do not mean it.

We Have Just Distributed \$140,547.94

To the members of our Christmas Savings Club

Were you among the happy number to receive one of our Xmas checks?

If not we suggest that you at once join our New Club which starts Dec. 20 for 1916.

The weekly payments are never missed and the substantial check, increased by interest, is most welcome when the holiday season comes.

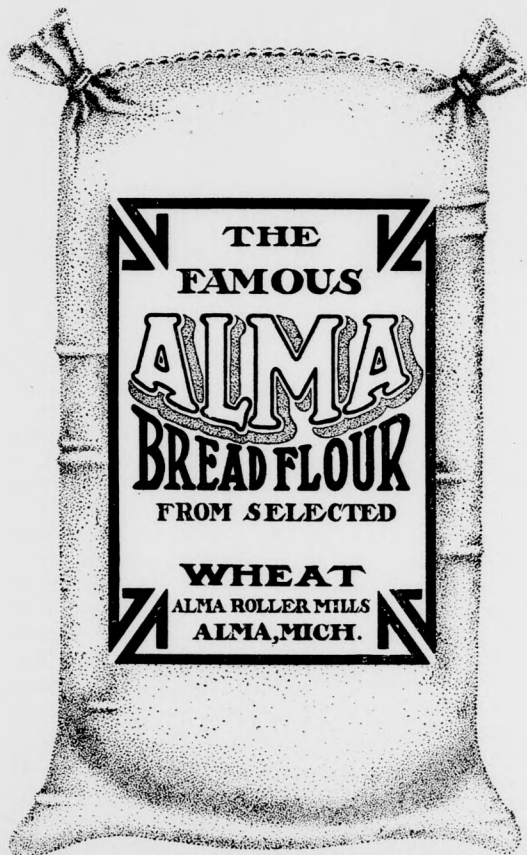
Plans of payment to suit everyone's pocketbook.

Peoples Savings Bank

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Grand Rapids

Michigan



Alma Bread Flour

The
Flour that Appeals
to the
Discriminating Housewife

Made from the
Choicest Grades of Selected
Wheat
and packed in
Saxolin Sanitary Packages

MEN OF MARK.

W. F. Blake, Tea Manager Judson Grocer Company.

This is the tale of a Down-East Yankee who left the rock-ribbed hills of his native Maine, came West and blossomed forth into a broad, hearty, whole-souled sort of a man, thereby demonstrating that a Down-East Yankee can be just as human as anybody else—as soon as he exposes himself to this Western sunshine and thaws the frost out of his system. But even at that, New England is one of the greatest little incubators of big men that the world has ever patronized.

A tall, breezy Michigander, whose grandfather had been born in Maine, once paid a visit to the ancestral soil. Only through the closest inspection could he find any, however, for the country roundabout seemed to be principally productive of paving material and Christmas trees. "What do you raise around here?" he enquired of the ancient Yankee who was showing him about. "We raise men," said the old man, and the tall Michigander thinking of his own grandfather and other transplanted Yankees and of the grim graybeard himself, found no room for dispute.

William Frederick Blake is descended from an ancient and illustrious race. The ancient family name is de Blakeland. The first member of the family came to England with William the Conqueror, the knight, Robert de Blakeland. The family of William Blake came to America on the good ship, Mary and John, in 1630, settling in Dorchester, where the old Blake house, which remained in the family for several hundred years, is now preserved as a museum. He is a descendant of Admiral Blake's brother, William Blake. His mother's maiden name was Sarai Farnsworth. His father was Increase Blake. The names of Increase, Robert and William have been kept in the family and handed down for many generations. He is of Norton, Tarbell and Farnsworth lines. Lillian Nordica was a third cousin, Ida Tarbell, the writer is an own cousin. George Blake, inventor of the Blake steam pump, was his uncle.

Mr. Blake was born at Farmington Falls, Me., May 3, 1851, and his boyhood was passed among the rugged hills of New England. His education was furnished by the boys' school at Kent's Hill and the Maine Wesleyan Seminary under the Presidency of Dr. Torsey, one of the most noted educators of his time in New England. Mr. Blake's youth was passed during the stormy days of the civil war and his vocation during those years—when not at school—was tacking drums in his father's drum factory, where most of the drums for the New England regiments, as well as many for the National Government, were made. During the winter of 1864-5 he served as page in the Maine Senate and made a youthful acquaintance of many men since grown eminent in public and National affairs. From 1870 to 1879 he was employed in the consular service of

the United States in Canada, first as deputy to his uncle, Freeman Norton Blake, then United States Consul at Hamilton, and later, through the recommendation of the late Secretary of State, James G. Blaine, as United States Consul at London, where he received the special thanks of the State Department several times for meritorious services. Retiring from that office in 1879, he returned to Maine, where for two years he pursued the study of law in the office of Judge Holman, at Farmington, and was admitted to the bar in March, 1881.

His expectation and desire at that time was to enter into the practice of his profession in the West. He came to Chicago, whence he expected to

among the city trade of Chicago as a salesman and three on the road in Michigan and Minnesota in the exclusive sale of tea for that firm.

In March, 1887, he removed to Grand Rapids and engaged as a salesman with the wholesale grocery firm of Hawkins & Perry, where he remained seven years, until Jan. 1, 1894, traveling during that year for the Musselman Grocer Co., which house released him from a second year's engagement in order that he might be enabled to take a financial and active interest in the Worden Grocer Co., then being organized to succeed the old firm of Hawkins & Perry. He was elected a director and Treasurer of the corporation and managed the tea department ten years, then he

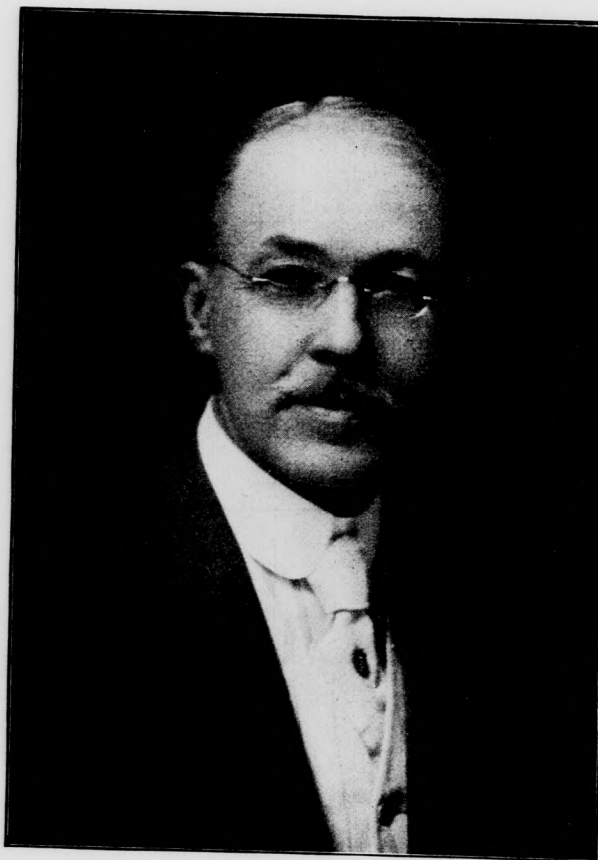
bian Chapter, Royal Arch Masons; Grand River Lodge, No. 34; Knight Templar in Demolai Commandery; shriner in Saladin Temple; member of Park Congregational church, where he is an interested member of the Class of Applied Christianity, and in the Men's Fellowship Club, of which he has been Treasurer. He is one of the founders of the National Historical Society; has long been a member of the Michigan branch of the Sons of the American Revolution, and is a founder of the Grand Rapids branch, known as Kent Chapter S. A. R.

Mr. Blake was married March 15, 1881, to Miss Alde Louise Tuck, daughter of Dr. Cyrus Deane Tuck, of Farmington, Me., and has had a family of five daughters, Esther Colby, who died at the age of two and a half years, Ethel Farnsworth, Dorothy Stuart, Barbara Leonard and Isabel Freeman. He is actively interested in the woman suffrage movement and wholeheartedly seconds his wife's work as Treasurer of the Michigan State Suffrage Society.

There are three commanding traits which ennoble the useful life of Mr. Blake—loyalty, courage and charitableness. His loyalty does not attach itself only to those above him on the financial ladder. He is as loyal and faithful to his subordinates as to his equals. He clings to the sterling qualities in men and not to their shortcomings—he can forget weaknesses when he finds one characteristic that wins admiration. Loyalty to friends, neighbors, co-workers, competitors; loyalty to great principles of life and to the little, simple, everyday duties; loyalty to old comrades, whether they have prospered or even more when they have not—this is what binds to him so many steadfast friends. Toadying to the great, catering to the rich, fawning upon the gods of the hour, these are the characteristics of a weakling and a hypocrite, which Mr. Blake is not.

Mr. Blake is a most interesting personality. Abundant human nature in varying phases emanate from him. Complex, temperamental, sensitive and appreciative, he is a radiant figure about the office, even when physical suffering take their toll of him. His associates do not merely like him. They have an enduring affection for him. His charm of manner completely wins every one who meets him, excepting those in whom he detects selfrighteousness or hypocrisy.

The supreme courage of Mr. Blake is, perhaps, the force which drives him onward and upward. Only a few know what suffering he has endured with a still and unpretentious self control. He is courageous in all things—physically, mentally, morally brave. He never lacks courage to accomplish the labors before him—he never shrinks from responsibility—he never falters when difficult and devious matters of principle are at stake. Therefore he stands out among men as a figure of rugged and commanding strength, although at the time he may be ill and tired and worn.



W. F. Blake.

proceed to the Far West where a lucrative position awaited him as legal advisor for a large corporation. While visiting with friends in Chicago en route to his new home in the West, he received word of the failure of the corporation which he had contracted to identify himself with. Here was indeed, a dilemma to be faced. With his recently-wedded wife he calmly surveyed the field and man-like became master of the situation. Finding no attractive opening in the professional field, he engaged in his first mercantile work in the employ of the large tea importing and jobbing house of C. A. Morrill & Co., spending two years in the office and salesroom, where he had the advantage of Mr. Morrill's valuable instruction (C. A. Morrill was his foster cousin) and acquired a knowledge of the tea business, which has been of inestimable benefit to him. He spent two years

resigned to accept a similar position with the Judson Grocer Co. During the eleven years he has dominated this department it has grown rapidly in both volume and importance, due very largely to the expert knowledge of Mr. Blake in making his purchases and in securing the co-operation of the traveling representatives of the house in exploiting his lines.

Mr. Blake has always been deservedly popular among his associates as well as his trade, who have long come to regard him as a personal friend. He richly merits their esteem because he has never deceived any man who placed confidence in him.

Mr. Blake is a lover of good literature and has a private library of over a thousand volumes at his residence, 320 College avenue. He is a member of the Lincoln Club, Boat and Canoe Club, Owashanong Club and Schubert Club. He is a member of Colum-



J. E. BABBITT

Mill Agent
for
The Central States



565 Hippodrome Annex
Cleveland :-: Ohio

*Guessing
absolutely
won't go
this year*

PURITAN Flour

You simply cannot afford to guess. You have got to know what you are buying. Differences in flour prices will be greater than ever all this year. More than ever you will get just what you pay for. There is much poor wheat that sells for 30 to 40 cents a bushel below the best. Millers' prices will echo the kind of what they are grinding. We COULD cheapen our wheat cost 75 cents to \$1 a barrel, but we won't. Our price on flour enables us to grind the best wheat, and no one ever will have to apologize for PURITAN. Guessing won't go. Know what you are buying.

WELLS-ABBOTT-NIEMAN CO.

2,500 Barrels

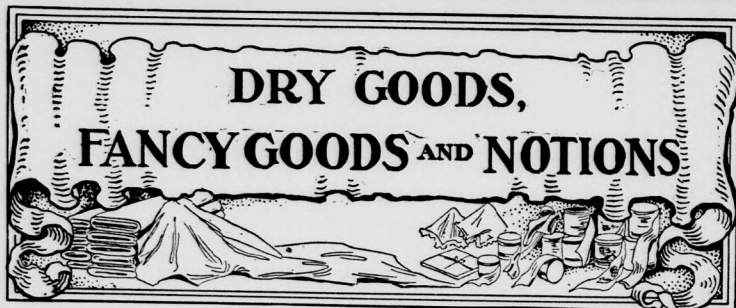
Schuyler, Nebraska

JUDSON GROCER CO.

The Pure Foods House

Wholesale Distributors

Grand Rapids, Michigan



Educate the Women to Buy at Home.

Written for the Tradesman.

The country and small-town merchants certainly have their difficulties competing with the mail order houses, but the man who is up against it the hardest is the merchant who is located in the town or small city ten, fifteen, twenty or thirty miles from a big city. The bulky catalogue is not his bugbear. Instead it is something harder to fight than the bulky catalogue—the big-city store. The people to whom he has looked for patronage take their money and board the trolley car or else get into their automobiles and go to "the city" to buy, to his loss and disheartment.

The appeal of the mail order houses is based almost wholly on dollars and cents. Whenever and wherever they fail to convince that they save people money, they lose out. However the ease and delights of shopping by mail may be pictured, there are very few who would not really prefer to buy their goods in a store. Convince the farmer that your prices are as low as those made by the catalogue houses and you will get his trade.

The appeal of the big-city store to the residents of the surrounding towns is based chiefly upon a perfectly natural and in itself a wholly innocent liking. This liking is very ready to take hold of any financial argument from which it may obtain support and sanction.

The woman who lives outside greatly enjoys a trip to the city. She likes the change. The sights, not the least of which are the stores with their immense stocks of beautiful goods, attract her. She loves to buy in these emporiums of fashion, even if all she wants is a few simple items she readily could obtain at home. Perhaps her little outing includes taking in a good matinee or other similar treat. She finds pleasure in the trip, and, to state the case in a flat and homely way, she wants an excuse to go. Shopping for herself and her family furnishes this excuse.

Having this bias of mind she easily persuades herself that prices in the city are lower than at home. The daily papers of the big city always circulate in the outlying towns, and the skillfully written advertisements of cut prices and special sales find eager readers.

The woman who goes to the city to shop always stoutly maintains that she can "do so much better there." She honestly believes she can. But if any one were to commit such a discourtesy as to ask her to substantiate her statements, she would find

it extremely difficult to give facts and figures in support to her position. She really is relying on her impressions, and her impressions are warped by her preferences and prejudices.

It is easy to compare prices on such articles as granulated sugar and well known kinds of breakfast cereals. But as a rule people do not go to the city for their food supplies. They buy those as they need them in their home towns. Dealers in dry goods, wearing apparel, and furniture suffer most from the competition of the big city, and yet these are the lines in which it is most difficult to make any valid comparison of prices and values. Rarely does the shopper take the time to do this.

Offerings not lacking in style and desirability are to be seen in the outlying towns. A lady who has traveled extensively and shopped in the best stores of the country, has for some months been staying in a small city which we will call Ainslie, about twenty miles distant from the metropolis of the region. Once a week she goes into the big city for osteopathic treatment, usually spending some time in the stores, and often making purchases. For some weeks she has been planning to buy a silk dress, but had seen nothing that just pleased her. Lately she was passing a shop window in Ainslie, saw a model displayed that appealed to her, went in and finding it the right size and all, bought it. The next day she purchased a coat at the same store.

Here was a case where prejudice cut no figure. For this woman the stores of the big city have lost the charm of novelty. Not being a resident of Ainslie, she feels under no obligation to buy there. Comparing prices she says that, so far as she is able to judge, values are, generally speaking, as good in the smaller place, with perhaps an advantage in that alterations are made in Ainslie free of charge. In the big city there are of course larger stocks to select from, and occasionally, though rarely, more striking bargains.

Seldom do you hear so fair a statement. A little unbiased observation makes plain the facts that the shopping advantages which the big city has to offer are, to say the least, greatly exaggerated, and that sums, immense in the aggregate, are taken to the city and spent for common staple goods which could be sought for the same or even less money right at home.

How are local merchants to combat that alluring glamour or halo that surrounds the big-city store?

The way to do it is to offset the

preference for buying in the city by awakening people to the genuine advantages of spending their money at home.

This is not a task for one merchant working alone to do, but for all the merchants of a place, pulling together, to accomplish. The local newspapers should of course be enlisted. Indeed, this campaign of education must be carried on largely through the papers. Local manufacturers often suffer as keenly as do local retailers. The small place has good bakeries, for instance, but a large share of the bread used comes from "the city." The manufacturers should join hands with the merchants in disseminating the "Buy at home" doctrine.

Appeal to local patriotism—to the

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.

Wm. D. Batt Raw Furs

Hides, Wool and
Tallow

Write for Price List

24-26 Louis St.
Grand Rapids Michigan

Quick Service

XMAS will soon be here and you want your orders filled promptly and carefully; this is the kind of service you get plus quality and right prices if you send your orders to

Paul Steketee & Sons

Wholesale Dry Goods
Grand Rapids, Michigan

Ha-Ka-Rac

WE anticipated an exceptionally large demand for these goods and are pleased to note that our expectations have been more than realized. We are still able to meet the requirements of our customers for the Christmas trade. Order early.



No. 1001

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

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

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

boost and build up the town feeling. Appeal also to motives of self-interest. Show women that they are "quarreling with their bread and butter" when they spend their money away. Show how it affects the price of property, rents, taxes and the number to whom employment can be given.

Many feel that their patronage benefits only the merchant and his family. Make it clear that in a store employing even a few helpers, rent, clerk hire, etc. amount to far more than the proprietor's net income.

Let there be definite and concerted action along the line of money saving propositions—co-operative sales at regular intervals, dollar days and the like. And at all times don't fail to let people know what good values are being offered. Whenever a local merchant throws out a big bargain, he should make some noise about it just as the city stores do.

Get the women interested in buying at home, show them just how it works out when they don't, and they will be as ready to declare they can do better with their local dealers, as they are to laud the big-city stores. They will discover that a little outing to the city is all the more pleasurable when one is not burdened with shopping.

Special emphasis is here placed on convincing the women, because they have the spending of the greater part of the family incomes, and also because, as a rule, they are not so ready to recognize local claims as men are. For some reason their minds have not been turned in that direction—they have not taken hold of the subject. In every community there are some men—usually those not directly interested in business or manufacture—who need education of this kind just as much as do women. See to it that they get it.

All this should be done tactfully yet persistently. Keep the agitation going. Do not let the appeal die down just because the results at first may be disappointing. Treat the subject in a variety of ways, but all pointing to one end.

Towns that have been conducting this educational campaign for a time already are experiencing great benefit. While too many still go to "the city" to buy, there is evidence that where this work has been going on, increasing numbers of residents are making a conscientious effort to spend their money where it rightfully belongs.

Fabrix.

The Ruling Passion.

One evening a little boy entered a grocery store and handed the clerk a note which read: "I am a poor woman and have no money. My children and I are starving. Won't you give us something to eat?"

The kind hearted clerk filled a large basket with food and gave it to the boy, who quickly departed.

In a few minutes he again entered the store.

"What's the trouble now?" said the clerk.

"Mama sent me back to get trading stamps," the lad replied.

SUCCESSFUL SALESMEN.

F. W. Wilson, Representing the Deere Plow Co.

F. W. Wilson was born July 26, 1873, on his father's farm near Kingsley, where he resided until he was 21 years old. He taught school one year and then went into business buying stock and produce and selling farm machinery. He continued in this business for about three years, when he sold out and accepted a position as traveling representative for the Empire Grain Drill Co., which position he held for three years, when he was elected Register of Deeds for



F. W. Wilson.

Grand Traverse county and held the office six years. Immediately after leaving the office he accepted a position with the J. S. Case Threshing Machine Co. as traveling representative, resigning three years later to accept a position with the John Deere Plow Co., covering Northern Michigan territory, which position he still holds.

Mr. Wilson has been a tireless worker for the U. C. T., having passed through all the chairs in his home Council, No. 361, which Council he has represented at the Grand Council several times and now holds the office of Grand Chaplain of Michigan.

His happiest moments are spent in his home at Traverse City with his family, a wife and five children.

Raising peppermint and spearmint is quite an industry in this country. A total of about 250,000 pounds of peppermint and spearmint oil is produced in the United States annually, according to a report of the Department of Agriculture. Practically all of this oil is produced in Michigan, Indiana and New York, about 25,000 acres being planted to mint in these states. The total world production is about 600,000, this country producing nearly half that amount. The yield of oil per acre varies, the cost for the first season in the muck lands of Michigan and Northern Indiana being about \$30 an acre, and about \$15 thereafter. It takes about 325 pounds of peppermint and 340 pounds of spearmint to produce a pound of oil. For the past five years spearmint oil has averaged \$3.55 per pound.

About the only good thing some men have is a reputation for being bad.



A Display of Handkerchiefs

Makes a Fine Holiday Display Trim
and Increased Sales Are the Result

We have a big assortment for men, women, girls and children to retail at one cent to a dollar. Give us an idea of the kind wanted and the retail price. We believe we can please you.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

Christmas Candy

Everything for Your Holiday Trade

Hard Candies
Cream Candies
Chocolates

Pop Corn Balls
Folding Candy Boxes
Nuts, Dates, Figs, Etc.

Largest Candy Manufacturers in Western Michigan

Also distributors of the world famous

LOWNEY'S CHOCOLATES

in Fancy Christmas Packages

WE
SHIP
PROMPTLY

National Candy Co., Inc., PUTNAM FACTORY Grand Rapids, Mich.

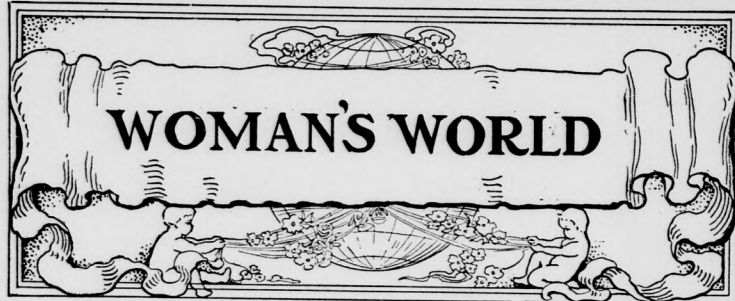
B. & S. Famous 5c Cigar

LONG FILLER

Order direct or through
Worden Grocer Company

Special Holiday Packages

BARRETT & SCULLY, Makers
IONIA, MICHIGAN



Harmless If Not Taken Too Seriously.

Written for the Tradesman.

The reader is familiar with that class of magazine write-ups and newspaper "stories" that may all be grouped under the general heading of "What a Woman Can Do." Most of these have as their theme the taking up of some calling or occupation unusual in itself or else rarely followed by a woman.

Let any member of the sex begin candy making or silkworm raising or just plain farming, and the write-up is sure to come. Pen-pushers are constantly on the lookout for material that is out of the ordinary and will on that account possess a freshness of interest. A stenographer whom I know determined to go on to a piece of land. Before ever she began her actual agricultural operations she was written up as a "farmerette" by a reporter from a prominent daily paper.

Efforts of the kind we are speaking of vary in other respects but they are all alike in this—every one of them represents the subject of the sketch as finding the new occupation on which she has so bravely embarked, congenial, interesting and delightful. While detailed facts and figures seldom are given, the inference to be drawn always is that the project is proving highly satisfactory in the way of dollars and cents.

Somewhat different from the story of an unusual occupation, but still much the same in its general appeal, is the account of some extraordinary success in a common calling, or some remarkable profit from a not unusual form of investment.

All these sketches find eager readers. Thousands of women are keeping a sharp watch for ways to make money. It certainly adds to the attractiveness of any method offered, if it is "something different" and its pursuit would have a little spice of adventure.

These "stories" commonly have a basis of fact, and as a rule are written and published in good faith. Speaking in a broad way they are beneficial in effect. The publicity that has been given to woman's entrance upon each untried field of endeavor doubtless has resulted in opening up still other avenues and in widening the scope of her opportunity. Every success is an example and an encouragement to beginners in the same line of effort, while the discovery by one woman of any new occupation or industry is likely to awaken some other to possibilities within reach but hitherto unseen.

The trouble comes in when some trusting and overcredulous sister takes one of these enthusiastically written accounts too seriously, too literally, and without making necessary allowances. Maybe she even takes it for granted that she will be able to attain success as quickly and easily and in as large measure as it seems to have come to the woman in the "story," under circumstances that may be far less favorable.

One fact to be remembered is that things never look quite so good when you see them with your own eyes as they do when shown up in a clever pen-picture.

Some two years ago I visited a dairy of Swiss goats kept by two women in the outskirts of a small Western city. It was easy to see that the enterprise would make a fine write-up. Elements of picturesqueness were abundant. The vine-clad cottage which is the home of these two gentle ladies, the steep hillslope of their tiny farm, the thoroughbred animals with their interesting habits and individual characteristics—who could ask for a better find of material? And as to the financial part, the mere mention of driving about with a Shetland pony and cart, delivering the milk to babies and invalids at 25 cents a quart, would convince the average reader that keeping milch goats is an easy as well as a novel way to make money.

But these women spoke ruefully of the high price of feed, they gave evidence of doing much hard work, and the impression one gained by actually seeing this dairy and not a newspaper account of it was that these ladies are earning all they get out of it.

Women farmers, fruit growers, and stock raisers frequently figure in the write-ups. Independence and a life

out doors are pictured so alluringly that every store worker, office woman or teacher feels herself a drudge, and wants to desert her present occupation and get back to the land. In truth it must be said that for restoring health and resting tired nerves there is nothing equal to moderate exercise and light work in the open air. But when it comes to carrying on any kind of a farm, how many women have you ever known—even those of energy and good judgment—who made a real success of it? With nineteen out of twenty the experience is practically the same—the labor is almost all of it too heavy for their strength, and hiring everything done takes all the profits.

Very often the industry described in a "story" is carried on in her home



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."



Otte Brothers
American Laundry
Grand Rapids



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.

FURNITURE

When Making Your Christmas

selections, please bear in mind there is no finer expression of good will than a gift which makes attractive homes and contributes to domestic happiness.

Klingman's

The Largest Furniture Store in America

Entrance Opposite Morton House

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

Friedrich Music House

206 Monroe Ave.
Near Pantlind Hotel

Grand Rapids, Michigan

by some woman who is mainly supported by her husband or her father. Under these circumstances such an enterprise as raising Angora kittens or some other kind of pet may furnish pleasant pastime and a little acceptable pin money, and not unjustly be termed profitable. If the same occupation were taken up as a means of furnishing an entire livelihood, one's whole time given to it, rent and other necessary expenses incurred, results would likely be far less satisfactory.

I lately read a short article giving instances of several women who had each made a somewhat notable success in investing a modest amount of money or in carrying on some business. "Go thou and do likewise" could easily be read between the lines, yet all of the cases cited were clearly so exceptional that no one of them safely could be taken as an example and guide.

One of these was a young woman who took her \$1,500 and bought a six-passenger automobile. Living in a resort place, she began taking out parties of summer visitors, and it appears had plenty of patronage "at \$1 each for parties of six, or \$2.50 an hour." Of course she learned to make most of the repairs on the machine herself. At the end of the season she sold her car for \$1,000, but she had done so well with her auto livery that she had her original purchase price and \$500 to the good.

Nothing impossible about this, but only under especially favorable conditions could one "come out even" in such an undertaking.

Now this is not written to discourage initiative in women, nor to throw cold water on any project for making money just because it may be a little out of the ordinary. But to the woman who is looking about for something to do, let it be whispered, try a thing out in a small way before going into it in a large way. Before equipping a candy shop or a tea room, work a while in such a place. Raise a few chickens before launching into poultry keeping on a big scale. And if you have some bona fide original scheme, all your own, don't put money into it without being sure that it is sound and good and that you have it in you to carry it to success. And bear in mind that the losses and discouragements attending every new enterprise, for some reason or other rarely get into the write-ups. Quillo.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Jackson now has boulevard lights, replacing the old arch system on Main street. There are seventy-three lights of the single globe type, set on iron standards 100 feet apart.

The Bay City Council has voted "near side" stops for street cars.

Benton Harbor's newest industry is the Electric Specialties Manufacturing Co., \$35,000 capital, occupying the old plant of the Banana Food Co.

The Menominee Water Co. has accepted the city's offer of \$200,000 for

its plant, and a long fight seems likely to be ended.

The Commercial Club of Sault Ste. Marie goes on record as being opposed to the bonus plan of securing factories, will promote another "buy at home" campaign and will fight the trading stamp nuisance. An attempt will be made to secure the signed statement of every merchant that he will not issue trading stamps, nor sign any agreement with premium house having as its object the giving of premiums to get business. In order to meet mail order competition it is suggested that merchants of the city issue a large general catalogue, the cost to be borne by each advertiser in proportion to the number of pages used. It is further proposed that the catalogue be handled under the supervision of the Association, one requirement being that any line of merchandise advertised must be priced as low as that charged by any standard mail order house.

The Frugale Power Co., of Whitehall, has increased its capital from \$20,000 to \$100,000, the purpose being to develop hydro-electric power on White River for the villages of Whitehall, Montague and surrounding country.

Jackson has plans for a sewage disposal plant.

Among the new things on tap for Menominee is a beautiful club house, a market place, with barns and accommodations for farmers, a park and municipal bathing beach.

Lansing must stay in the third class of fire insurance ratings for another year at least. The Michigan Inspection Bureau claims that out of thirteen necessary improvements suggested a year ago, only one has been completed. The city is severely criticized because it has no suitable building code and no inspector.

Battle Creek sustained fire losses of over \$7,000 in November, as compared with only \$260 a year ago.

Almond Griffen.

Usefulness of Boy Scouts in preventing mischief is beyond any doubt in the small towns. Were Thomas Bailey Aldrich writing to-day, his bad boys would not have exploded the old cannon on the town wharf, but would have spent laborious hours in parking and polishing it. In the city the difficulty of gaining access to the country is an obstacle to the "arts of scouting," but in other respects the city boy offers excellent material to the scout master. He has his surplus time, he has a dearth of opportunities to learn arts and crafts, he needs the exercise and the self-reliance to be acquired on excursions and camping trips. In Germany and Denmark thousands of children are annually sent to the country at public expense, and in the United States we have a few municipal camps. But with sufficient funds great numbers might be sent for brief outings.

The big gun in any industry is not the chap who shoots off his face with the loudest detonation, but rather the man who knows how to use his ammunition.



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.

To Our Friends

We extend to
you the

Season's Greetings



Grand Rapids Bedding Co.

Grand Rapids, Michigan

Manufacturers of
**Mattresses, Springs
Pillows**

**When Mothers Once take it
they never forsake it**



For Sale at
Your Druggist

**Grand Rapids
BREWING CO.**

PRICE STANDARDIZATION.

Why Cut Prices Ruin So Many Grocers.*

The great businesses of the world rank as follows: First, foods, without which life cannot be sustained; second, clothing, to protect our health and bodies; third, houses, to furnish us shelter and homes; fourth, transportation, to bring necessities of life from where they are produced to where they are needed.

The business of supplying foods being the greatest business in the world naturally engages the greatest number and the most varied kinds of people and ability, and it is, perhaps natural, under the conditions, that there should be a lack of scientific organization and co-operative effort in both production and distribution of foods.

The grocery business is a great, big, loosely organized trade. For every one real business man in the trade, there are many who do not know their cost of doing business. Nine out of ten want to sell at a fair price, but when one cuts the price of a well known article, the rest feel they must meet the cut, and the whole trade on that item is promptly brought to a no profit level.

The experiment of leaving it to the retailer to work out his own salvation has been tried, and the results are known, namely: That they not only work out the destruction of a large part of their own deserved return for handling the article, but in the process of getting the trade on the article, a large part of the goodwill of its manufacturer is also destroyed. That is why the manufacturer is vitally interested in protecting the retailer in a fair profit on his goods.

The normal cost of doing a retail grocery business under modern conditions varies from 15 to 18 per cent. of the gross sales. Seventeen per cent. is considered a fair average. The grocers' gross profit on all sales averages 20 per cent., rarely more, often less. Hence, he can figure on an actual net profit of only 3 per cent. on his gross volume of business. If a grocer with a capital of \$2,000 turned his entire capital over every month, on \$24,000 annual sales, his net earnings would be only \$720, after charging a fair price for his own services in running the store and doing the clerical and office work. Seven hundred and twenty dollars return on \$24,000 sales, requiring supervision, risk and the long hours and hard work required in the grocery trade, as compared with the profits and conditions in other lines of business, shows how much truth there is in the talk that the grocers' profit is in any way responsible for the high cost of living.

In addition, the army of small, unbusinesslike, unsuccessful grocers, who come in and go out of the business annually, slaughtering goods without any regard to their value or cost, because they don't know what it costs to do business, renders it next to impossible for the retailers them-

selves, without co-operative assistance on the part of the manufacturer of trade-marked goods, to take any effective action for price maintenance reform, especially as they are confronted with the Sherman law if they combine to that end.

Lately, we have a new character of irregular retailer, or retailing wholesaler, who comes into the field, giving at his stores less service than the regular retailer, combined with lower prices, based on greater buying power, because of combination facilities for buying or concessions from the manufacturers on quantity purchases.

A grocery business, or any other business that serves the public, is necessarily founded on service to the public, a part of which service is the selection and maintenance of standard qualities and character of merchandise handled, so that the public can

bills presented weekly or monthly. These elements of service are all worth something to the customer and are recognized as being of value.

Therefore, it is not to the interest of the regular grocery trade, or of the consumer, much less of the manufacturer of a trademarked article, who expects to build his business on good will and value, that an irregular form of retailer, obtaining wholesale buying concessions, should combine these concessions with a saving in service to the consumer to the end that the value of standard merchandising should be destroyed under regular and normal conditions of merchandising.

It is not evident that the public understands the difference between service offered by the kind of a grocer who sells strictly for cash, makes no deliveries, and offers no conven-

will and public confidence, without furnishing the public an adequate substitute or return.

A misapplication of laws never intended to prevent the standardization of food products has brought about recently a condition whereby the manufacturer could not legally contract with retailer and the jobber to conduct business on a mutually co-operative basis. We were advised that the only way this could legally be done was by some form of a consignment.

More than 80 per cent. of the grocery business of this country is still in the hands of the regular retailer, and he has no reason to fear the large organizations, chain stores, department stores and the like, if these concerns do not enjoy trade privileges which are not extended to the individual retailer, because, if the large department store or chain store organization had to do business on the basis of the same overhead cost as you, gentlemen, are able to do it on, they would soon go out of business.

The only thing that enables these irregular organizations to go forward, as they are now doing is concessions from manufacturers of trademarked goods, that enable a lower selling price by such organizations on standardized merchandise to draw trade from those who cannot afford to meet these prices on the basis of the costs which they get and the service which they give.

You, gentlemen, as representing the regular and legitimate grocery trade, are to-day in the large majority, and whether you remain so or not depends upon your own ability to met the condition which confronts you, namely, to require of the manufacturer a fair policy in dealing with you, and, certainly, it is no more than a fair requirement that, if he creates a market for his product with the consumer and expects you to handle it, he ought to protect you in selling it at a fair profit and not permit others of his salesmen, represented by irregular retailing establishments, to undersell you and to undermine the good will of the trade, as well as his own.

I should personally feel that, for myself, if I were marketing a product to the consumer, which is the ultimate customer of us all, I would want to be able to say to the consumer, "My price is the right price for my goods. It is the same to all consumers alike, and I am willing to sink or swim on the basis of the value which I can give you at the price which I ask for my goods."

It is for you, gentlemen, to decide whether the reasons are good and sufficient for you to co-operate with the manufacturer who endeavors to protect you as well as himself, by price standardization, or whether you prefer the speculative condition of the "quantity rebate" and the "free deal" with as many prices and policies in the sale of standard, trademarked goods as there are grocery stores and different minds among retailers.

All work and no plagiarism often makes a dull sermon.



Frederick W. Nash.

satisfactorily deal with known quantities and qualities in purchasing supplies.

Another part of the service performed by the retail grocer is the saving of time and effort on the part of the consumer in obtaining and using food supplies, under which heading comes: Delivery service, telephone service and personal service of the right kind of clerks, to ensure satisfaction on the part of the consumers in the goods ordered.

Still another element of service, which is, perhaps, one of the most important of all, is credit to whom credit is due, not only as a means of carrying along the family from week to week, where cash is not at hand to pay for the daily supply of food, but also as a matter of economy to many people in having their grocery

iniences in ordering or otherwise, in fact, who merely limits his service to goods at a price, as compared with the retailer who affords the usual facilities in conducting a grocery business, and it is only natural that if she finds prices higher in one store than in another, on the same brand of goods, the average woman will think only of the price and not of the difference in service performed.

To permit standardized trademarked merchandise to be sold at cut prices by the irregular retailer, is to invite a lack of confidence in the quality of the goods on the part of the public, the majority of which naturally obtain their goods from the regular grocer, and only holds up an umbrella under which this minority interest in the grocery trade may undermine the majority in good

*Address of F. W. Nash, of the General Chemical Co., before Brooklyn Retail Grocers' Association.

Genuine Gas Coke

Better Than Ever

\$6.25 Per Ton

Grand Rapids Gas Light Co.

M. 637

Citizens 4321

Or From Your Fuel Dealer



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.

Advantage of Getting a Line on New Customers.

Written for the Tradesman.

If old, steady customers are the backbone of the hardware store, the dealer is none the less anxious to add to their number. Every casual customer converted into a permanent patron represents an asset to the business; a source of future revenue the amount of which can in many instances be estimated at so much per month or per year. If casual customers help to swell the aggregate receipts, it is none the less the regulars who make the business a fair certainty, and relieve the hardware dealer of a lot of anxiety as to how next year or the year after is going to pan out.

The wideawake merchant's business is to convert the casual purchaser into a steady customer, wherever possible.

The Christmas season is a great time for casual customers. People who normally buy regularly from their favorite dealers often find it necessary to shop about, in order to secure just the articles they are after. A good many of them come to the hardware dealer. His primary objective is to get their immediate business; but at the same time he can do a great deal toward getting a line on them with a view to securing their future patronage.

First impressions are often lasting. The impression which the new customer secures on his first experience in your store is apt to determine whether or not he will deal with you again.

A tired shopper a couple of Christmases ago went into a hardware store. She was fairly "done out" in the search for appropriate gifts and irritated as a result of the difficulty to secure attention from salespeople just as harassed as herself. This time she encountered a bright young salesman who set out to make things pleasant for her by giving her genuine service. He enquired as to whether she desired presents for young people or old, and proceeded to suggest articles of which she had not thought but several of which instantly and strongly appealed to her. Then he considerably offered to wrap her previous purchases and her present ones into a single compact parcel and have it delivered for her. "Thank you, and we'll be very glad to see you again any time," he said in con-

clusion. She went out with a pleasant impression of what store; and when, early in the new year, she received a circular letter suggesting seasonable goods and inviting her further patronage, she was mentally predisposed to buy again. In fact, her business since then with that store has run into a considerable item—thanks to a pleasant, tactful clerk who knew how to handle a tired customer.

Of course, at the Christmas season, it is difficult to give people the generous measure of attention they expect and desire. Salespeople have to hustle to cover the ground at all; and it's merely natural for them to occasionally show impatience, and give individual customers in some instances the impression that they are slighted. To this end it will pay the merchant to give even his extra help as careful coaching as possible regarding the handling of customers. The better the customers are handled, the more efficient the help, and the more satisfactory the store service, the more favorable will be the impression left on the mind of the transient purchaser who may be converted into a regular customer.

Whatever the store service, the merchant will in the course of the holiday season be brought into contact with many new customers. Does it pay to make a little extra effort with a view to securing their regular patronage? The answer is obvious. The fact that a person is disposed to buy once, in an emergency, is in itself evident that, properly handled, he or she may be induced to buy again.

To this end a follow-up campaign can be planned, for the purpose of interesting these "casuals."

The first essential is to secure names and addresses. Where there are parcels to be delivered, this is of course easy. Yet in a good many stores the memorandum of name and address is duplicated on the label of the parcel, and the original carelessly thrown away, when, carefully preserved, it might pave the way to future business. Of course, a large proportion of Christmas shoppers carry away their purchases; but in many instances the names of these can be secured by a tactful clerk, and kept for future reference.

One merchant utilizes his calendar advertising to this end. He issues each year a handsome and elaborate calendar, bearing his advertisement. Copies are prominently shown in the store. The salesman, making a first sale to a new customer, remarks: "By the way, would you like a copy of our 1916 calendar? We'll

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.

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

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

APPROVED BY THE NATIONAL BOARD OF FIRE UNDERWRITERS
 TRADE MARK
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 ESTABLISHED 1868
 OF FIRE UNDERWRITERS

SHINGLES

Reduces Fire Insurance Rates

Will Not Ignite from Flying Sparks or Brands

Sold by
All Lumber Dealers

H. M. Reynolds Asphalt Shingle Co.
 "Originators of the Asphalt Shingle"
 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.

be glad to send one around in a day or two if you leave your address." The customer is quite willing. On Christmas morning two or three reliable boys distribute the calendars from house to house. The merchant, for his part, has the names and addresses in his mailing list, and follows up the calendar by monthly circular letters discussing seasonable goods. Thus the calendar is made the bait to secure the addresses of the prospective customer, and, at the same time—delivered on Christmas morning, when most customers are in a pleasant frame of mind—is at once a symbol of good wishes from the store and reminder that the clerk's promise has not been forgotten.

The mailing list, secured during the Christmas season, should be carefully reviewed after the rush is over. Often a weeding out process is necessary. There is no use carrying the names of doubtful customers in the regular mailing list. Wherever possible, the merchant should secure some information regarding the people listed. With one store it is the practice immediately after the Christmas campaign, to go over the accumulated list of names, comparing it with the previous list. Duplicates are weeded out; and the staff, in conference, furnishes any available information regarding prospective customers. A special staff conference to discuss the mailing list is a rule, at the commencement of each year. "Is he good credit?"—"What is his trade or occupation?"—"Is he wealthy, just making a fair living or just making both ends meet?"—these are some of the questions which individual members of the staff try to answer regarding "prospects." Usually each member of the staff is given a part of the list; his duty is, if possible, to get into touch personally with the people within easy reach and to tactfully solicit their continued patronage for the store.

This is, of course, an aggressive and thorough-going method of going after new customers. The main thing in any follow-up system is, however, to be persistent. The usual follow up consists of circular letters, mailed every month. The term "circular letter" is here used in its widest sense. One merchant sends out picture post cards, with, on the address side, a few pointed suggestions regarding seasonable goods. Another sends out a letter on the firm's stationery, multigraphed and personally signed, and encloses printed matter dealing with seasonable articles. It is for each merchant to adopt the circularizing scheme which he may think best.

The main point is to keep it up. Now and then a merchant will send out a bunch of circulars for one month, and then, doubting the immediate results, will drop the idea entirely. With this, as with other forms of advertising, the effect is cumulative. It is by keeping after the customer, month after month, that a fair share of his regular business is eventually secured.

In any event, it is worth while to

make an attempt to convert the casual purchaser into a regular customer.
William Edward Park.

Prayed Both Going and Coming.

"That traveling man I took over to Lowell prayed twice on the road, once going out and the next time coming back. He said he was a Gideon. It was so astonishing that I nearly fell dead."

That was the account given by Jesse Falvey, chauffeur, to the other motor car drivers who stand at the corner. He said he had never heard of a Gideon before, but supposed it was some kind of religious denomination.

Falvey said the traveling men usually talked about their conquests with cards, or what tremendous sales they made or mostly about baseball or the war. The man he took to Lowell was from Detroit and was selling hardware.

"He started by talking about the Bible," said Falvey, "and asked me if I ever read it. I had to admit that I didn't, for I saw that it wouldn't do to lie to him on that subject. He would have had me punctured and the gears stripped in no time. He gave me a little Bible and told me more things about it than I ever heard before, and I used to go to church, too."

"Then he preached a regular sermon and asked me if it would offend me if he prayed. I took my hat off when he began to pray, and drove along slow, for it didn't seem right to jolt him up much when he was talking to God."

"I could see right away that he meant all he said and I guess when he became a Gideon it took with him right off. He had a way of telling about the Bible that interested me and I'm going to read it to see if it says the things he told me about."

Be a Gentleman.

Be a gentleman, young man, for it will pay you a golden rate of interest. You will never get anywhere by returning surly answers. You might be surprised to know that if you should meet the president of a railroad and ask him a civil question that you would get a most courteous reply. Walk into the biggest concern in any city and ask for the manager. He will meet you with a smile and

return the blandest answer to your query. It is the ignorant cub in the country depot or the window-washer in a big office who hands back the discourteous answers. That's why they always remain cubs and window-washers. The fellows who reach the presidency of railroads and the management of large concerns do so because they are gentlemen and always return the soft reply. It costs nothing to be a gentleman, and, besides, you will find that such a route leads down beside still waters and up through green valleys. The churl plows through the mud of serfdom and breathes the dust of slavery. You choose the path—gentleman or churl.
Bert Walker.

Bell Phone 860

Citz. Phone 2713

Lynch Bros.

Special Sale Conductors

Expert Advertising—Expert Merchandising
28 So. Ionia Ave. Grand Rapids, Mich.



MOHAIR FACE ROBES

Blue, Slate and Gray, Black backs, 72-inch \$10.00
Black Fur Effect, Plush face, Black back, 72-inch..... 7.50

Sherwood Hall Company, Ltd.

30-32 IONIA AVENUE, N. W.

GRAND RAPIDS, MICHIGAN



Quality Delivery Boxes

You Advertise
"Prompt Delivery"

Yet in your haste to deliver orders promptly, do you use precaution to see that they are not damaged in transit? The safest, surest way to have every order reach every customer in perfect condition is to equip every wagon with "Quality" Delivery Boxes. They protect your groceries and enable the driver to carry a maximum load safely.

JOHN A. GRIER & CO.

1031-35 18th St.

Detroit, Michigan



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

THE MEAT MARKET

Pressed Ham.

Good lean pork trimmings are used in the manufacture of this article, first being cured. Shoulder-blade trimmings or lean shoulder trimmings are most desirable. After the trimmings are cured in ordinary plain pickle, which is indicated by the fact that they are red all the way through, showing no dark spots in the center of the meat, 10 per cent. of their weight in lean beef trimmings, which have been chopped fine, is mixed with them. Mixing by hand is the best method that can be used. Stuff into large bung ends, usually from 14 to 16 inches long. Care should be taken to stuff as tightly as possible.

Skewer at the ends and wrap with heavy twine, each piece having four to six wrappings, which should terminate with a hanger for the whole. The ham is smoked four to five hours at a temperature of from 130 to 140 deg. F., and the house should be moderately warm before the ham is placed therein.

Cook at least two and one-half hours at a temperature of 180 deg. F. After it is done it is taken immediately to a cooler, where the temperature is held at 38 to 40 deg. F., and put under the press. If you have no press, pile the hams in regular layers, cover with boards, and place weights on the top board. After they have been under pressure for twelve hours, take them out and hang them up so that boiling hot water can be thrown on them and over them to remove all traces of grease. Then remove to a dry cooler, where they should be held until sold.

The above article finds a ready sale throughout the country, being especially suitable for a luncheon specialty.

Stuffing Hogs Heads.

Select a well-shaped head, cut off about three or four pounds behind the ears and remove the bones. Care should be taken in entering above the eyes, where the skin is the thinnest and lies directly on the bone. Do not remove the snout bones, but saw off the hindmost jawbone right behind the mouth. Remove the cheek meat on either side until with the skin it is about one-half inch thick. Cut off about three inches square from the lower cheek at the back to make the head more shapely. Sew from the snout up to the back bone, where the head is to be filled, and cut a round cover from the skin to fit the back opening. Prepare the stuffing as follows: Good, firm, young pork, moderately fat, is coarsely chopped, with the required quantity of salt, and allowed to stand for 24 hours. Use about ten pounds chopped fine, spiced with five and one-quarter ounces of salt, one-half ounce of ground white

pepper, 77 grains of finely ground mace, mixed with one pound of boiled tongue meat cut into shape of dice one-half the size of a walnut. Mix all thoroughly and fill head with the mass. Sew the cover on and smoke for two hours until it turns to a yellow brown color. After it is smoked, tie the head up in a cloth, wrapping a string around it very evenly from the front to rear. Cook in boiling water from three to three and one-half hours and then allow to cool. The head must be a chestnut brown when thoroughly smoked and cooked.

Scrapple.

For making scrapple use two pigs' tongues, two pigs' heads and two pigs' livers. These should be cooked in an iron-jacketed kettle that will hold about forty-five gallons. After being thoroughly cooked the mass is taken from the kettle and is cut up the same as for head cheese. As soon as the heads, tongues and livers are taken out of the water, skim the grease off and add forty-pounds of corn meal and five pounds of buckwheat to this same water, putting in a little at a time, and handle the same as in making mush. Let this cook slowly for five hours. Seasoning should be added before the buckwheat and corn meal are put in, consisting of two ounces of white pepper, one ounce of red pepper, eight ounces of sage and four pounds of salt.

After the scrapple has been cooked for four hours and forty-five minutes, add the heads, tongues and livers, stir thoroughly for about fifteen minutes and put into a pan provided for the purpose. After it has been about two-thirds cooled put into each pan one ounce of the grease that was skimmed off the kettle after cooking the meat. This will give the pans an attractive appearance on top.

Sausage Meat.

Take two-thirds fat pork and one-third lean pork. If the pork that you are using has not enough fat, add a small proportion of back fat. Run through the cutter several times until the fat and lean are thoroughly mixed. Season with salt and sage according to the taste of your trade. This varies widely in different localities and we can give no proportions here which would be satisfactory. The quality of the sausage meat will depend upon the freshness and quality of the meat that you use, so be sure that these are both fresh and good.

It isn't always the loser in a pugilistic contest that gets the swelled head.

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
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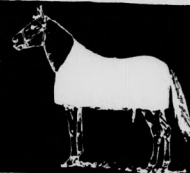
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Waterproof Horse Covers

Write for Prices

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



YOUR OLD SCALE

Let me overhaul and re-enamel it and make it good as new. Work guaranteed. Charges reasonable.

W. E. HAZARD,

1 Ionia Ave., N. W., Grand Rapids

I do all work for Toledo Scale Co. in Michigan

Rea & Witzig

PRODUCE
COMMISSION
MERCHANTS

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

Established 1873

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

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

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

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

WHOLESALE

Flour, Feed, Hay, Bags, Twine

Bakers' Supplies and Machinery, Waxed Paper, Bread Wrappers

Dry Milk Powdered Egg Cooking Oil Compound

Everything for Bakers, Flour and Feed Dealers

ROY BAKER

Wm. Alden Smith Bldg.

Grand Rapids, Michigan

PEACOCK BRAND Breakfast Appetites

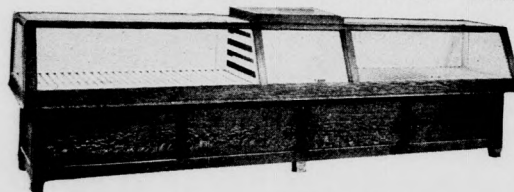
can be encouraged and well satisfied with a nice rasher of bacon and fresh eggs. Go to your grocer's and get some of the famous Peacock mild cured bacon and fry it, pouring off the grease as quickly as it forms. This makes it crisp. Peacock Hams and Bacon are cured by a special process—brine is not used—so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

Cudahy Brothers Co.

Packers

Cudahy, Wisconsin

NOWACZYK REFRIGERATED DISPLAY CASES



Circulating a n d ventilating system superior to any other case.

Recommended by the Health Department of Buffalo.

Write for Quotations

NOWACZYK HANDCRAFT FURNITURE COMPANY

35-45 Prescott Street, S. W.

Grand Rapids, Michigan

Scientific Conservation of Calves.

The object sought through conservation is the upbuilding of the bovine species.

During the last decade several conditions arose to accentuate and accelerate the decrease of beef animals. Land in the corn belt states became so valuable that blue grass and other permanent pastures were turned over to corn culture, assertions being then undisputed that high-priced land could not be profitably devoted to live-stock propagation. Happily this is now refuted, and our high-priced land is again, as it rightly should be, the home of the calf and the yearling.

The immense cattle ranches of the plains also felt the touch of high corn lands, for being out of his reach, the young man of the older states migrated to the land of homesteads. The endless stretch of plain upon being broken into at every spring, branch and water hole soon drove the big cattle ranchers to change plans. Immense estates were put upon the market to settlers, and the calf with its mother was forced marketward, many stock yards seeing an almost endless stream until liquidation ran its course.

These evidences were noted with alarm, and a few years since legislation was suggested as a means of prevention of cattle depletion. That move was most unpopular, and it soon became evident that if the calf was taught to suck skimmed milk from two fingers of the farmer who was being butted in the stomach at that unhappy moment, that inducements must be offered, for you could not legislate him into doing that nor to provide a home for the calf until the age of usefulness arrived. Neither would legislation discriminate between the Jersey or Holstein and the glossy Angus, proud Hereford or reliable Shorthorn.

Where the Jersey and Holstein head the herds in the dairy districts the calf, aside from the heifer and occasional pure-bred bull, returns to the breeder the most clear money at three to six weeks of age as veal. That seems the ideal way for the dairy calf to go, for if not suitable for reproduction it becomes useless with age, or nearly so from a beef standpoint. At least its worth is scarcely so great at twelve months as at one month; hence the first year's keep is an absolute loss on the dairy calf.

The cost is no greater in carrying a calf for twelve or eighteen months in the corn belt, whether he be Holstein or Hereford. In fact, the well-bred beef animal will survive more economically than grade or scrub, or than the dairy strains, and there is no comparison in value. Any beef type of steer at that age will be worth 50 per cent more than the dairy steer, although the heifers may have about equal value, one for procreation for milk and the other for beef. However, from that time forward the disparity of value increases.

Intensified farming brings intensified breeding of live stock. Greater revenues must be obtained, and since the best beef breeds require no more

care than the others, and are more economical of production, they are the ones yielding the greatest net income.

To cite an example of what may be done, in September, 1912, an Indiana farmer purchased at Chicago 101 head of well-bred beef cows about three years old, weighing 860 pounds, at \$39.50 per head. Calves were dropped the following spring, which were left with their mothers, given some grain even before weaning, and at eight months of age thirty-six of the calves were marketed, weighing 620 pounds, at \$8.75, or \$54 per head.

Another shipment of calves and seventy-seven head of mothers was made in December, 1913, the calves net \$45 and the mothers \$54 per head. The cows had raised the calves and increased in weight to 900 pounds during their fifteen months on the farm.

Another shipment of fifty-one of these calves was made in August, 1914, at the age of about seventeen months, weighing 720 pounds, that sold at \$9.85, or \$70 per head.

The first cost of the 101 cows was \$3,992; the net return from seventy-seven cows and 110 calves was \$10,688, showing \$6,696 gain in value, plus twenty-four remaining cows, the entire transaction covering exactly a two-year period.

Inducements spoken of may cause you to conclude that this means higher prices. The most money is handled when high prices prevail, but it does not always follow that the greatest net profit is thus obtained.

Stability of prices at market is more essential than occasional flights of values to extreme temporary heights, to be followed by the low opposite extreme, wherein a vastly greater number are bought at prices much below cost of production, the packers in the meantime being able to maintain high cost to the consuming public by the occasional jumps approximating the top from which meat values are often established.

The law of supply and demand should not be throttled. The proper and legitimate elements of commerce should prevail in the establishment of values. Undoubtedly, the packers will dominate the packing industry for many years to come, and among them must be found one so big and broad that he can act or by his action become a governor or sustaining power for the equalizing or stabilizing of values, by causing to be absorbed all excessive offerings without appreciable reduction or delay.

You hasten to interject that then the law of supply and demand would not be operative. But let us call your attention to the fact that continuously light or heavy offerings at market centers will permanently change the market as urgent demands or lack of them will likewise be felt.

But the point I am driving home is the course of violent fluctuation at markets which are seemingly manipulated for the buyer's benefit and to the great disadvantage and monetary loss of the producer.

This one fact is doing and for ten years has done more to cause the

reduction of ten million beef cattle in the United States than any other thing. This is the thing that unnerves the man who is compelled to go blindly about the production of food animals, who cannot turn back in his feeding operations, and who may be tempted by the bait of a flurry to market at an inopportune time, becoming an unwilling prey to the sweep of relentless reaction.

This is the most demoralizing factor in the game, and if it could be removed or the desire to reap an unjust profit out of the unfortunate could be curbed, and the legitimate elements recognized and respected, confidence would be restored and depletion rapidly overcome.

T. W. Jerrems, Jr.,
President Chicago Live Stock Exchange.

York Hams.

York hams, which are well known all over the world, are cured as follows: Immediately after trimming the hams are rubbed with the following mixture: Salt, one hundred pounds; saltpeter, ten pounds; sugar, forty-five pounds. They are rubbed at intervals of twenty-four hours, and then plunged into the following pickle: Water, twenty-two gallons; sea salt, twenty-six pounds; moist or crystallized sugar, fifty-five pounds; saltpeter, five pounds. The whole should be boiled for six minutes, and during the boiling it is stirred and skimmed several times. When a piquant flavor is wanted a mixture consisting of one-

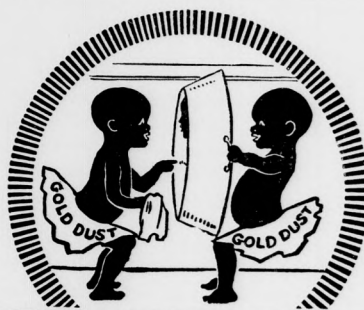
quarter ounce of laurel, one-quarter ounce of thyme, one-quarter ounce of cloves, one-half ounce of crushed juniper berries and one-half ounce crushed mace may be added to the pickle.

The hams remain from eight to fifteen days in this pickle, or an average of one day for every pound of weight. At the end of that time they are taken from the pickling vat and exposed to the action of a current of dry air; they are then lightly cold smoked. These hams are usually eaten half-cooked.

Animal Glue

Glue is an article made of many of the by-products of slaughtered animals, but it has comparatively little to do with the packing business proper. Only the largest firms in the business are engaged in its manufacture.

In the cooking of heads and feet a great deal of glutinous matter is left in the water, which, when evaporated, produces a low grade of glue. The longer the bones are cooked, the greater the yield of glue and the proportionately greater damage done to the bones, consequently the manufacturer of a strictly commercial grade of hard bone and a large percentage of glue at the same time is an impossibility. There is, however, a happy medium at which heads and feet can be cooked, the bones coming out in a satisfactory condition and at the same time producing a good yield of glue.



Gold Dust makes pans look so new,
That they gleam as mirrors do.

The Gold Dust Twins.

GOLD DUST

for a quick
"turn-over"

Gold Dust, the Active Cleaner, has become a recognized household necessity. Millions of housewives order it as regularly as they order their supplies for the table.

The use of Gold Dust increases daily, because it is recognized as being superior for cleaning and brightening everything all over the house. It does not scratch or mar.

Gold Dust sells steadily. It gives thorough satisfaction—it repeats. It is indispensable in the modern household.

Used the year round. Order of your jobber.

THE N. K. FAIRBANK COMPANY
MAKERS

"Let the GOLD DUST TWINS do your work"



THE HAUNTED HOUSE

Bids Fair to Live Down Its Reputation.

Tucked away amid the rugged hills of New England is a typical little manufacturing, village called Maple Dell. Although Maple Dell cannot be classified among the towns that have contributed to the high educational and moral influences which pervade the staid old group of original states, yet in a sense its production gives it character. The town itself is old and probably would enjoy a much greater reputation if it were not overshadowed by the hustling little city of East Adams, some three miles distant, and connected with it by trolley. Cotton mills, paper mills and one small cutlery comprise the industries of Maple Dell, and on Saturday night, the evening of payday, extra cars are laden heavily with stolid mill workers and gayly dressed factory girls, who do most of their buying in the nearby city. The influence of the trolley car on this little town of 2,000 souls is to keep it small. Then, too, the fact that fully two-thirds of the inhabitants are French Canadians, who toil in the mills and are a contended, peaceful people, satisfied as long as work is steady, home loving and law abiding, also gives no promise that this little village will ever awake to find itself any different than it has always been.

At the time this story begins there were two drug stores in Maple Dell. Neither druggist owned even a forlorn ford—and couldn't have paid cash for one had the price been lower than it is. Located as they were, and had been so many years, both were so completely in the rut that ambition never caused any loss of sleep, lest opportunity should knock and find them nodding. Napoleon Gaudette was the more successful of the two druggists. He was younger than his competitor—if the druggist could be called such, and he enjoyed a better fountain business because he served ice cream and catered to the younger people, who were the best spenders. Poly, for he was known by that name to all the town folks, was affable and he was shrewd. He was fun-loving, well liked and, withal, a competent druggist. The good people of the little town confided in him, and he repaid them by many little acts of charity and kindness. Poly was about forty years old, and for fifteen years had occupied this same store. He spoke torrents of French and was very proud of his English, although it would be very hard for the average person to recognize any reason why he should be.

In the winter evenings Poly's soda business fell off and his drug business was none too brisk. That may account for the little parties that often gathered around the soap-stone stove and played euchre and pounded the little table with the backs of their fists until it seemed as the deal top must have been badly scarred. In order that the din caused by the friendly arguments that frequently arose about the card table might not

drown the noise of a possible customer, Poly had wired the door of his store to a buzzer over the prescription counter so that his attention was always promptly given to any one who happened in. He was naturally of a mechanical turn of mind, and his particular fad was electricity, evidenced not alone in the buzzer but in several other electrical devices about the store. Some of these fulfilled a practical purpose of lightened labor, others were in the nature of practical jokes, and, as the Frenchman is superstitious and highly imaginative, Poly had some good laughs at his fellow countrymen's expense with his ingenious contrivances.

Gaudette's Drug Store, as the sign over the door announced to the passing public, was located on a corner, the proper and fitting place for a drug store. Next door there was a two story house. How long the house had been there is of no concern, but its part in this story is of much concern, and it plays an important role in this tale of Maple Dell and Gaudette's Drug Store. The house was vacant most of the time. Rumor had it that a murder had been committed in a room upstairs, years before, and that it was haunted. Certain it is that the house was seldom occupied for any length of time, although why people moved out no one seemed able to explain. The probable and most likely reason was that gossip made the tenants fearful and was instrumental in causing them to hear things that otherwise they would not have heard.

The house had been vacant for nearly a year when a family by the name of Baveuse moved to Maple Dell from Woonsocket, R. I. They knew no one in Maple Dell and had recently immigrated from Quebec. There was no one to tell them the grewsome history of the house next to Gaudette's Drug Store, and, as it looked inviting, they took it.

Before a month had passed, the family, consisting of the father, mother and three grown daughters and two sons, began to hear things about their home. Not much attention was given to it at first, and then word was passed about town that the haunted house was occupied. At Mass on Sundays, as acquaintances were formed and intimacies grew, the family Baveuse heard more and more and grew restless and apprehensive. What could have been more natural than that they should hear noises and finally trace the semblance of blood stains on the closet floor upstairs? The work of the gossips was soon finished, and the Baveuse family found it difficult to bear the strain. They told of a peculiar sound as of walking on the stairs in the small hours, muffled cries from the closet and the sound of a falling body and other peculiar evidences that the house was an evil place. It was the talk of the village. Three daughters and two sons, to say nothing of the older folks, can stir up a lot of publicity in a small town, and the house began to enjoy a reputation that it had never before possessed.

And then the Baveuse family moved away—not just out, but away.

They went to Fall River, where work was more plentiful; for about that time Maple Dell was in a bad way; times were harder than they had been in many years. For one thing, the cotton factories began running half time, then one of them shut down altogether. The town faced a crisis. Poly Gaudette lost his smile and looked grave. From \$18 a day in cash business dropped to \$6 and \$8. It was springtime, just when the soda business should have been adding to the tinkle of the cash register, and the prospects were indeed dull. Poly had visions of a sheriff's sale and a clerkship in East Adams, and the outlook was far from promising. On the opposite side of the street a row of vacant houses testified in silence to the reason for poor business. Every day families were moving away, much to the chagrin of the genial drug store proprietor.

Occasionally Gaudette's Drug Store was visited by auto parties out for an evening drive, and in the daytime, now and then, tourists on their way through the Berkshire Hills would stop and quench their thirst. To these people, if at all encouraged to talk, and to those who sometimes dropped off for soda water after a trolley ride from East Adams and neighboring towns, Poly would recount his business difficulties. Now and then he would speak of the house next door, and he found that most of his customers listened with eagerness as he told in his best, but broken, English of the peculiar noises and mysterious sounds that had been heard by the tenants. Poly generally started the conversation something like this: "You see empty hous' next door o ma' stor'? Ba gar, it's foony teeng 'bout dat place. Le famille what just mov' out she's see fantome. Someteeng mak' beeg noise in de dark on dat hous' somtam. For myself I no be 'fraid on ma stor' but I bet two dollaire I see dat fantome I run queek 'as half-past two tam on de mile. Le famille Baveuse no can stan' dat place. She's have to mov'. cverybody what evaire leev on dat hous' don stay but mov' de queeck she can." Some of younger people, in Poly's presence, spoke of bringing a party out to watch for spooks, and occasionally a trolley or automobile party would enquire of the affable druggist if any noises had been heard of late. Poly never talked of the haunted house more than was necessary to arouse plenty of curiosity and awaken lively interest. This accomplished, he gracefully retired from the conversation.

One hot night in June ten or twelve young people were eating ice cream in Gaudette's Drug Store. They were laughing and talking, when suddenly the air was rent with a most peculiar noise from somewhere outside. The conversation had been about the house next door, and, as the sound was repeated, the conversation stopped suddenly. No one said a word. One girl giggled nervously and then subsided into silence. Everybody looked at the one nearest him or her. The silence was broken by one of the young men: "It came from the

haunted house." The girls huddled together in a corner of the store, the young men rushed out of doors and, following one or two of the braver, walked around the house. There was no sound to be heard. All was still. The streets were deserted. The party stayed for fully an hour and whiled away the time by drinking more soda, and eating Gaudette's best 40-cent chocolates. Their wait was in vain. The sound was not repeated. All kinds of conjecture and theories as to the source of the peculiar noise were advanced, discussed and debated, and the party left without finding out where the noise came from.

The next night the same party returned with reinforcements, and the noise was repeated, sharp and clear, plainly from the house next door. It would have been hard to describe the sound. It was something like an alarm clock running down without any bell attached; it was something on the order of the peanut vender's rattle at the county fair, yet not as loud. It died out in a staccato wail and was never heard more than twice in one evening, usually about 8:30, and when Poly's store was at its busiest. The news of the haunted house spread. In thickly settled small towns connected by trolley there is very little excitement outside of car rides and picture shows, and, as the rumor of the haunted house percolated, parties came from fifteen to twenty-five miles to listen for the mysterious sounds and to wait for them to be repeated. The newspapers took up the mystery and treated it lightly, but at some length. A party of young men went so far as to secure permission to go through the house, and it was rumored that they would sleep there. Every pleasant evening a crowd gathered at Gaudette's Drug Store, and Poly did a thriving soda water, cigar and candy business. Each night the noises were heard in spite of the fact that several parties had examined the house inside and out and found nothing.

Affairs continued thus throughout the summer and Poly Gaudette ceased to complain about business. He was frequently interviewed by reporters and quite often mentioned in the accounts of the interviews. His name was so closely associated with the haunted house that it became a household word in all the villages and hamlets for miles around. He was not one to lose sight of the opportunity for advertising, and he made the most of his prestige. To know Poly, to listen to his droll stories told in broken English, or to hear him recite "Mon Choual Castor" in his inimitable dialect was to endear him for all time, and many are the warm admirers and friends that Poly formed through the attraction of the haunted house. All the young ladies were "mam'selle" to Poly, the older ones "madam." The men, both young and old, were greeted with the title "m'sieu." His pet phrases in French, so often repeated, were copied and became popular, and so did the many beverages which Poly chose to call by chic French names.

In the beginning of this story it



Where Quality Counts

Red Wing Flour

LEADS THEM ALL

This Flour Satisfies the
Particular Housewife



*We have an attractive advertising
offer. Get it.*

NATIONAL GROCER CO.
GRAND RAPIDS, MICHIGAN

was stated that Napoleon Gaudette was as shrewd as he was affable, or words to that effect. He knew very well that there would be an end to all of this and the winter months would put a quietus on the popularity of his soda fountain, and he feared to trust his personality alone in drawing trade from out of town. Business conditions, however, began to improve, the mills were running full time and an era of prosperity seemed about to smile on the community.

A drug clerk, not long out of college, saw an opportunity written in big letters over Gaudette's Drug Store, and he made Poly an offer. At first the latter demurred, citing the popularity of the place and his regret at leaving such a thriving stand, but he was finally persuaded, and the keys, good will and all passed into strange hands in return for a very fair price for a drug store of its size.

Not long afterward it was announced in the East Adams paper that Napoleon Gaudette had purchased a drug store in that city. Mention was made of the sale of his former store and also of the popularity it had enjoyed during the past summer in connection with the so-called "haunted house."

Poly's new store was a modest one just off the main street. It had never been highly profitable to its owner but, with Poly at the helm, business began with good promise. He circularized the city and took modest space in the local papers, changing his advertisements frequently. He

made it his business to see and wait upon as many customers as he possibly could himself, and the many friends who had visited his little shop in Maple Dell seldom failed to stop in when in the city.

And so, after many years of bare existence, Napoleon Gaudette found himself through the medium of a haunted house. Prosperity has not turned his head and he is saving money, while his popularity grows instead of diminishes even while the haunted house is being forgotten.

Perhaps some reader may wonder why the haunted house should be forgotten. It was surely through no fault of the new proprietor next door. He labored early and late in his little store, was pleasant to the trade and made a living; but rumor has it that the mysterious sounds no longer startle either natives or visitors, and the haunted house, although still empty, bids fair to live down its evil reputation.

Some of Poly's most intimate friends openly accuse him of being the cause of the sounds which emanated from the house next door and ceased when he departed, but no satisfaction has ever been derived by any one who thus accuses him. Poly merely smiles, shrugs his shoulders in his quaint way, shakes his head, and has been heard to remark, "Je suis sans souci," which, in the vernacular, may easily be interpreted as "I should worry." C. H. Corp.

A counterfeit smile is one that starts at the lips instead of the heart.

Using Envelopes for Stamps.

"Have you any stamps?"

"Yes 'm."

"Can you let me have two?"

"Yes 'em."

"Will you wrap them up, please."

This is a dialogue common enough in every drug store. We rather think that most men can not understand why a woman should want a stamp wrapped up. A man usually has his letters ready, and sticks the stamps where they will do the most good. If he has a few left over, they go into his vest pocket. But a woman has no vest pocket and, as a rule, she wants her stamps wrapped. Perhaps it is better that they be wrapped before they mingle with the powder puffs, chewing gum, hairpins, bits of ribbon, clippings, samples, and odds and ends that go to make up the contents of milady's bag.

But wrapping a postage stamp is a preposterous proposition. It seems futile on the face of it. You can't make a neat package of a postage stamp. It has no substance. And as for tying such a package, that reduces the transaction to an absurdity. The best you can do is to fold the paper and bend over the ends. They immediately bristle up again. The package is not neat and does you no credit. We venture to say that few druggists wrap up postage stamps without feeling resentful. The stamp books were a good thing, but they did not fill the bill for the retail buyer, who never buys more than two stamps at a time. Some druggists put the stamps between the leaves of

little almanacs or other advertising matter.

But what is the matter with having a specially printed small envelope for stamps? Some druggists are using these and they look neat and tasteful. It saves you a lot of trouble in wrapping stamps, gives you a neat package, which ought to impress the customer, and also gives you an opportunity for advertising. These little envelopes ought to carry brief advertisements treating particularly of such goods as ladies buy. The opportunity is excellent. The advertisement carries more weight than it would on a folder. The customer is likely to read it at once in the store, once when she gets home, and she may pass it around the family or among the neighbors. Surely every customer will be impressed with the fact that you think of your patrons to provide envelopes for their stamps.

Stamp trade is not welcome in every quarter, but your envelope looks like a direct declaration that nothing is too good for your trade, and you can easily strengthen this impression by calling the customers' attention to the envelope. Some druggists even ask customers what they think of the idea, a subtle way of enlisting the customer's interest. We think the stamp envelope is a good thing. It looks well, it saves your time, it is good advertising medium. Stores are more particular than they used to be about containers of all kinds. The stamp envelope ought to be well worth adopting.



Let "LITTLE BUSTER" Sell Your Holiday Confections

Folks are beginning to think in holiday terms. That means that it's time "LITTLE BUSTER" should be prominently displayed in your show window. Popping corn forms a base upon which more holiday confections are built than any other article.

"LITTLE BUSTER"

is ideal for making Cracker-Jack, Sugared Pop Corn, Pop Corn Balls, as well as for popping to be eaten without trimmings. There is no waste, every grain perfect, 16 full ounces to the package. That is four ounces more than his nearest competitor. When popped the contents of a "LITTLE BUSTER" package makes more corn than any package on the market.

Ideal for Trimming Xmas Trees

"LITTLE BUSTER" is ideal for trimming Christmas Trees and decorating. The grains explode making a large flaky mass of pure white.

"LITTLE BUSTER" will help sell at least twenty other profitable items in your store. These are necessary to go with popping corn in making confections.

"LITTLE BUSTER" pays you a handsome profit.

Sold by all jobbers.

The Albert Dickinson Company

Chicago, Ill

DUE BILL SYSTEM.**Used in the Purchase of Eggs and Poultry.**

If the circulation of real money should suddenly stop, the business men and farmers in and around Wellsville, Mo., would not be greatly inconvenienced, for they have a circulating medium of their own at present which largely takes the place of currency.

The due bills or credit bills issued by two large stores in Wellsville in exchange for poultry and eggs have, to a large extent, become the money of that community, and some of the other merchants advertise that they will accept the due bills in payment for goods at their face value, while there is hardly a business man in the town who does not handle sums of money in the due bills.

Wellsville has long been recognized as one of the best poultry markets in Missouri, and for that reason has drawn trade from other towns twenty or thirty miles away. Until recently considerable of the trade came through Vandalia to Wellsville, but the merchants at the former place put in a fattening plant last fall and are fighting for the business in their own territory.

The issuance of due bills in exchange for poultry and eggs has been common for a long time in numerous places but those due bills were good only at the store which issued them. As the surplus egg credits accumulated in the hands of the farmers who could not utilize all of them for groceries and supplies, some of them were offered at other stores for furniture and farm machinery. The innovation did not become popular at once, but grew gradually as some of the storekeepers found that they had to accept egg credits or wait a long time to collect for their sales. Finally one of the clothing merchants broke the prejudice by advertising that he would accept due bills at their face value for any purchases made in his store, and it was not long until real money almost became a curiosity in that town. About the only place where the due bills are not legal tender is at the bank, which will not accept them for deposit or in settlement of notes. The drug stores take them, and even the poor editors, who have a long line of credit at the issuing stores in return for advertisement, sometimes take them on subscriptions.

There are only two stores in the town which handle poultry and eggs, both of them maintaining large plants for the purpose. The Blatter Brothers Mercantile Co. was the pioneer in that work and has a very modern poultry fattening station at Wellsville, drawing part of their business from the merchants in towns along the Walbash railroad on both sides of them. They have a feeding capacity of 14,000 fowls at one time and can handle more than that when necessary. They do not ship very much live poultry.

C. W. Reed & Bro., also have a large store and a poultry department, but they do not have any merchant connections for supplying poultry and eggs, depending upon the farmers for all of their business.

One feature of the due-bill system is that the storekeepers often have the use

of several hundred dollars capital representing the outstanding due bill. Some farmers would rather keep the due bills as assets than to have the money on their farms, for the former are negotiable only when indorsed, but if the money should be stolen there would not be any way to recover the loss, unless the culprit is caught before he spends the loot.

The two stores pay 1 cent a dozen premium for eggs and ½ cent a pound premium on poultry, and issue the credit bills on that basis. Stores which accept those credit bills either trade them off to some of the farmers for other produce or take a discount on them at the issuing store. It is not necessary to utilize all of a due bill at one time, some of the larger credits serving to purchase supplies for nearly a month, each purchase being charged on margin of the due bill at time of purchase. If the due bill is presented elsewhere it is indorsed on back, like a check, and becomes legal tender for all store charges.

The two poultry buyers have been co-operating with farmers to the extent of selling them any extra fine male bird or number of better females which may be at the plants at exact cost, for the purpose of breeding up in size and quality. To further encourage the raising of larger market fowls they pay 1 cent per pound premium for hens weighing four pounds or over.

The stores have been paying more than current market prices for old roosters all season, hoping to get them out of the country. The egg business is a big factor in their commercial life, and they are trying to get infertile eggs produced on the farms.

Another evidence of co-operation between merchant and breeder is shown by the Reed & Brother store publishing gratis in their monthly trade paper the names of all poultrymen raising purebred fowls, together with variety handled by each.

Both merchants are agitating the buying and selling of eggs by weight, to put a premium on the large eggs. They buy all eggs on a loss-off basis and return to the seller all eggs not merchantable. When the system was inaugurated some of the farmers remonstrated, but after it had been working for a season they saw that in reality they were getting more money for their good eggs and now there are very few bad eggs brought to town.

JUST SMILE.

Written for the Tradesman.
Of course no others' troubles can compare
With those we meet and have to bear;
They come upon us day by day,
They haunt us and will not stay away.
But as they worry us the while,
Let's keep our grip and smile a smile.

Sometimes they get the best of us,
Disturb our peace and make us fuss,
But if we'll cast away our fear
The morning's light may bring new cheer.
So let's forget our fears and sorrow
And place our trust in a to-morrow.

For surely there must come a day
When of our trials we can say,
That they are not as they appear.
And if we'll smile they'll disappear.
So just brace up and once awhile
Just try and smile a great big smile.

And then, perhaps, as days go by,
A light will break and we will try
To wipe away the falling tear
Of souls bereft and filled with fear,
And scatter sunshine 'long the way—the
while
We smile a big and generous smile.
A. M. Blood.

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Cut Flowers**Baskets, Plants, Etc.
for Christmas**All flowers packed in neat
Christmas boxes**A. Hannah & Son****Floral Shop 18 Monroe Ave.**

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GRAND RAPIDS, MICH.

Make Out Your Bills**THE EASIEST WAY**Save Time and Errors.
Send for Samples and Circular—Free.
Barlow Bros., Grand Rapids, Mich.**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****Anheuser-Busch
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Strength Builder
A Real Milk Increaser for Mothers
Destroyer of that Tired Feeling
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Your money refunded if Malt is
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When ordering use the printed
form below

Anheuser-Busch Brewing Ass'n
GRAND RAPIDS, MICH.

Date.....191..

Gentlemen:—

Being of legal age and desiring the following malt
for my personal use, please ship at once for which find
Bank Draft
enclosed Money Order amounting to \$1.75 for 1 dozen
malt. Currency

Name in full

Post Office..... R. F. D. No.....

Shipping Point

Ship via Freight..... via Express.....

MIDDLEMEN EXONERATED.

Federal Government Says They Are a Necessity.

Washington, D. C., Dec. 10—After several years of experiment in trying to devise some method of connecting the consumer with the producer, thus cutting the intermediate expense of distribution absorbed by the middleman, the Agricultural Department has issued a statement that admits in substance that all the schemes that have been devised to effect this direct connection have failed in their purpose and that the middleman is a necessity.

It is a well known fact that the Government at one time entertained the wish that the parcel post would solve the problem. A trial was made in a number of the larger market centers and every possible effort was made by the Postoffice Department to induce the consumer and the producer to get together. If there was ever any desire on the part of the producer to aid in making the scheme a success he received practically no assistance from the consumer who seems to prefer to pay the high price for his foodstuff at the corner grocery store and have it delivered at the residence on time and without trouble. The Postoffice Department soon discovered while the consumer was doing considerable kicking about the high cost of living that when it came to an actual test he didn't care to go to the trouble of reducing the cost of living, and, furthermore, that in as far as he had the natural right to buy where and from whom he saw fit there was no way of forcing him into a new scheme which he didn't care to bother with.

The last year the Agricultural Department, through its Bureau of Markets, has been trying to solve the question of distribution but experience this year in the cantaloupe and peach deals has undoubtedly taught the Department that when there is an overproduction and that when more stuff is shipped into every market in the country than can be used, that it is just about as easy for one to lift himself by his boot straps as it is to hold prices up. The Government has tried to solve the problem in other ways.

The statement issued by the Government shows that back of all of these efforts to improve the marketing conditions there has been a sincerity of purpose and a desire to arrive at the facts. Now that the facts are slowly being reached officials in the Agricultural Department are proving that they have the public's interest at heart by announcing the outcome.

The following is the official statement referred to above and which is really a brief giving the substance of a bulletin which may be had for the asking:

"The present abundance of fresh vegetables and fruits brings with it the perennial necessity for their rapid, economical distribution and for encouraging a generous and steady consumption. The machinery for moving these food products is complex and retail dealers are often accused of not following closely the wholesale market quotations; that in times of glutted markets they do not cut prices severely and aid in a rapid movement from producer to

consumer. But the responsibility for slow and uneconomic movement into consumptive channels is difficult to trace. The large class of food distributors known as the 'middlemen' are often accused of levying, arbitrarily, a heavy tribute on all food stuffs passing from the producer to the consumer. The attention of the public has been frequently directed to increased costs of products rather than service rendered. The new United States Department of Agriculture Bulletin, No. 267, (Methods of Wholesale Distribution of Fruits and Vegetables on Large Markets) does not indict the 'middlemen' as a class, although it points out some of the abuses in the trade. As a matter of fact, say the Department's specialists, when discussing the present marketing organization, economic laws would not permit the long continued existence of a marketing agency which was solely a parasite.

"Several important factors have contributed to the establishment of many middlemen as necessary agents in the present system of marketing. Production during the last decade has increased greatly, and improved methods and facilities for handling the increase have been introduced. Keeping pace with increased production has come the demand of consumers for more elaborate and efficient service. Seldom is the fact considered that service can become a very expensive luxury. With the widening of the distance between the city and the sources of its fruits and vegetable supplies there has arisen the necessity for special agencies to meet the changed conditions.

"The present distributive machinery, with all its strong points and its weaknesses, has been created of necessity, and it has weathered the storm of much adverse criticism. Every part of the country is now enjoying the perishable products of the most remote districts. Any readjustment of present market practices must be based upon the fact that some agency must continue to perform the functions of the present day middleman.

"The problems involved in handling goods through a large market differ greatly from those of production. Usually one man or one firm can not handle both production and distribution and succeed at both. The vast volume of business transacted at large market centers makes necessary some special agencies which can devote all their energies to distribution. Especially does the machinery for efficient marketing become necessary when perishable goods are to be handled. Commodities of this sort must be moved rapidly, must be distributed evenly, and from their very nature permit of no weakness in distributive machinery, if they are to be sold at a profit.

"With the perishable nature of a large part of the fruits and vegetables marketed there must be some loss. This often totals higher than the farmer realizes. For instance, according to the Department's market specialists, the loss on such commodities as strawberries, peaches and grapes, sometimes amounts to 30 or 40 per cent. before they reach the hands of the retail trade. Losses due to spoiling may be the result of the shippers sending overripe or diseased fruit,

or failing to give proper attention to packing, to loading, or to bracing the packages in the car. Delay in transit, improper ventilation or refrigeration, or unnecessarily rough handling of cars may contribute to rapid deterioration of the shipment on arrival.

"The lack of proper refrigeration facilities at distributing centers is a cause of much loss. When produce moves slowly, there is often much spoilage before complete sales can be made. Rough handling during unloading or carting is another important cause of loss. As a matter of fact, the opportunities for losses due to the spoiling of commodities are so manifold that it is impossible to center into a complete discussion of them.

"It is always well to bear in mind the really serious side of losses and wastes. The spoiling of a dozen cantaloupes, a basket of grapes, or a crate of strawberries represents an absolute loss to the community. No benefit accrues to producer, distributor, or consumer from such a condition. The loss occurring at this point must be borne by both producer and consumer, and in a great many cases the distributor must bear his part of the burden. The Department's specialists think in many cases losses and wastes are entirely too heavy a tax on food distribution and that the elimination of unnecessary wastes would do as much toward effecting permanent, substantial economies in marketing and distribution as any readjustment of present marketing methods could do. The fact that a large percentage of these losses can be avoided by proper grading, packing and shipping together with prompt, efficient handling while the goods are in process of distribution, makes it imperative that this subject be given special consideration by those interested in the efficient marketing of farm crops.

"A better understanding by the farmer of the complex marketing machinery would enable him to intelligently choose between the many channels through which his fruits and vegetables might be marketed. The new bulletin aims to make clear to the layman the rather intricate machinery of the market and deals with methods of receiving, inspection, rejection, terminal distribution and sales methods, the broker, auction sales, carlot wholesalers, commission merchants, jobbing sales, public markets, etc. This bulletin may be had free by those interested upon application to the United States Department of Agriculture, Washington, D. C."

Have a Meal Free To Catch Trade.

A Middle West department store, some time ago, saw "the hand-writing on the wall" and fearing trade would be dull during the spring and summer months, decided that it would be necessary to strain every effort to keep sales from falling below normal. The management, casting about for news, determined to cut their overhead wherever possible, but to increase their selling effort.

After going over every department in the store carefully in an effort to increase sales they came to their restaurant, which they found, although modern in every way, did not pay.

The store executives then held a conference and the following plan was worked out and when applied proved a great success.

They had a beautiful restaurant on the fifth floor of their store, but it was difficult to educate plain people, such as farmers, to lunch in a well appointed restaurant. They believed farmer's trade a desirable class of trade to solicit, as farmers had weathered the business depression, because they raised the necessities of life, which the rest had to buy. That was the reason they had the money with which to buy their requirements.

The store decided to give each rural person one 50 cent meal free, providing the center of their circular, was presented prior to a certain date.

They then mailed this circular throughout a whole country. They got 99 coupons in from the first mailing. They mailed the same county again and got in 198. They mailed a third time and got in 304. At first some of the farmers were skeptical, but after they comprehended it was an absolutely free meal, the plan began to take hold.

At a later date a fourth mailing of 10,000 pieces was made, the others being much smaller and the time limit on the coupon shorter. This fourth mailing practically allowed a month's time for the coupons to be presented, while previous mailings allowed only ten days.

From the 10,000 mailing, they got in 1,000 coupons. They figured every coupon brought an average of three persons into their cafe. In fact, it was hard to handle the crowds, and on Saturdays, there were always from 10 to 25 farmers waiting for tables.

In other words, they sold approximately 3,000 meals. The thousand 50 cent meals which they gave away cost them approximately \$300. The 3,000 meals they sold brought them in approximately \$1,500. After deducting the meals they gave away, from the amount of money taken in on the 3,000 meals, it left approximately \$1,200, which they could virtually call an increase over the former cafe receipts.

The extra meals sold, more than paid for those they gave away, and they demonstrated to a great number of new customers that their restaurant was a good place to eat. They got 3,000 rural people into their store during the month up to May 24. A number undoubtedly bought their requirements in the various departments. Their sales have been above normal for every month since Jan. 1, as they have been putting forth every consistent advertising effort to bring up the total sales.

The plan made many new friends for the store. A number of farmers who cashed their coupons, hesitated about going into the restaurant when they saw it. It was a little too fine, but that free meal broke the ice and every one went away enthusiastic. One farmer paid a check for \$4.55, covering meals for his entire family and took a credit of 50 cents.

Satisfied Customers

Are the biggest asset a manufacturer, a jobber or a dealer possesses.

You cannot make money unless you sell your goods.

You cannot sell your merchandise properly to a disgruntled lot of people.

Get your friends enthusiastically talking about the excellent service you render, the high quality of your goods, the fair treatment accorded them by you and your organization and you will be obliged to enlarge your quarters and increase your stock.

The best flour for you to sell is one that will give the best satisfaction to the greatest number.

You not only want a flour that sells readily but one upon which you can realize a good margin of profit.

We believe you can turn money invested in

LILY WHITE

"The Flour the Best Cooks Use"

oftener, and the high quality of the flour will secure for you an excellent margin of profit.

It's results that count and it's results *you* want. Here are some of the right kind:

Louis Christianson of Muskegon, Michigan, says: "I have been handling Lily White since 1887, and during that time have never had any returned. It outsells any other flour ten to one."

Here's one from H. O. Kent, Montpelier, Vermont: "In the fourteen years I have been handling Lily White I have failed to find another that gives the satisfaction to the consumers that this brand does. I have never had a barrel returned."

A Pine Tree State opinion from E. A. Goding, Masardis, Maine:

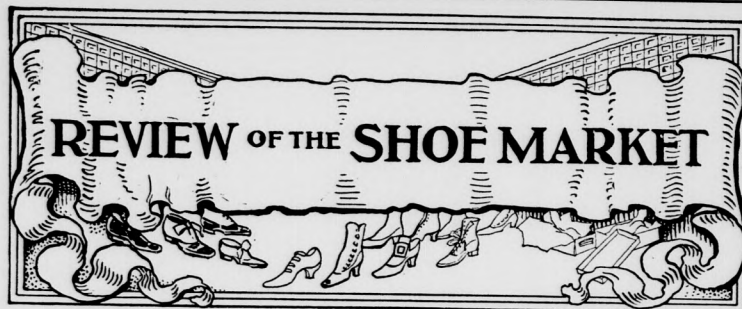
"I have been handling quite a number of grades of flour and feel satisfied in saying that Lily White Flour is far superior in color, quality and flavor to any other grade I have handled. I have found that Lily White once used, always used when it can be obtained."

From the land of cotton: "I hear from the office that you do not intend to ship that 1,000 barrels this week, but I am under contract to get 1,500 barrels a week, and you must arrange in some way to get it to me."—W. M. Crosby, Birmingham, Ala.

From Indianapolis, Indiana: "Mrs. Goodwin is noted among her friends as a fine cook and she says, 'Lily White is equal if not superior to the well known brand I have been using. It is sweeter and does not dry out so quickly.'"—A. T. Goodwin.

Enough said—write us for our co-operative salesplan.

Valley City Milling Company
Grand Rapids, Michigan



Education of the Retail Shoe Salesman.*

I come before you this evening in a dual capacity as a special representative of the Shoe Retailer and as a member of your Association and of your educational committee. Throughout the length and breadth of our land, wherever a trade paper goes, your fellow salesmen are watching and waiting. They are wondering what you are going to do. Is your Association going to hang on its walls, never to be taken down, the motto—We Do Things?

You are to be congratulated upon what you have already accomplished, but that is not enough. This Association is only an infant at the present moment. Is it, or is it not, going to grow into a perfect example of modern manhood, capable of teaching that the day of better fitting shoes is at hand, and that you, as offsprings, are going to train yourselves, first of all to be better salesmen and better men because you have an ideal, and through your knowledge teach the great American public that the day is at hand when future generations will be better generations physically because of the fact that this Association, in a spirit of co-operation started a great movement which stands for better salesmen and more scientific fitting of shoes.

If you have a chip on your shoulder against the house which employs you, because you feel that your envelope ought to be fatter, let me say this in passing, for I have a little time to give advice to those who have not enough backbone to enlist in the front rank of the We-Do-Things-Heavy-Artillery-Company: Your employer's success is yours. Unless your employer is successful you cannot be. You, and you alone, hold the key to your success. There are just as many opportunities in shoe salesmanship as in any other line of business.

Honesty is the best policy and it should be uppermost in your minds as true salesmen. By acquiring a complete and comprehensive knowledge of your goods and the anatomy of the foot, you will acquire confidence in yourself and that, in turn, builds personality.

Every man is a salesman in some capacity or other, yet methods used are vastly different. This is called individuality, which in your work as salesman means you are dealing with customers as individuals. Therefore, a salesman must have adaptability to be successful.

*Address before Boston Retail Shoe Salesmen's Association by H. E. Currier, of the Shoe Retailer.

I well remember when I was a young fellow of attending a Y. M. C. A. meeting one afternoon for men, where several prominent speakers tried their brand of salesmanship upon us with somewhat indifferent success. Then a beautiful young lady sang that delightful old hymn, "Some Sweet Day," and as she sang the chorus, which ends like this: "Some sweet day I want to be there, don't you," I felt a lump rising in my throat and I wanted right there to say, "Yes." Twenty other young men must have come under the spell of that brand of salesmanship, for when the call came they marched up front.

I wonder if you realize what the future holds for you if you are not familiar with the anatomy of the foot. Where would you stand to-morrow if you were called upon to pass an examination of your ability to fit feet? Do not mistake me on this point; I am serious, because just as sure as two and two make four this very thing is coming. It is close at hand; yes, already here in one State.

Have you had two years in high school and four years' study in a school of chiropody? Have you passed an examination and received your diploma as a Doctor of Chiropody? If not, in Ohio you could not suggest, recommend or sell other than as a silent salesman any corrective shoe or appliance for the correction of any form of foot trouble.

If this law is declared constitutional, every shoe store in Ohio must employ to sell these shoes and appliances a doctor of chiropody. A revolution in the science of fitting feet is at hand. This, then, is the cue for your educational committee, and for every member of this Association, and to-night is the night to hang your motto over your door.

How many of you know the number of bones and joints in the human foot? How many have studied Gray's Anatomy, or Dr. Bradford and Lovett's book, which gives a clear, concise description of flatfoot? There is no excuse for not having done this for both books are in the public library. Money does not enter into the question. Lack of desire on your part does.

There are twenty-six bones and joints in the human foot; the two leg



To All Our Friends and Customers

We extend to you

Our Heartiest Christmas Greetings



Rindge, Kalmbach, Logie Company

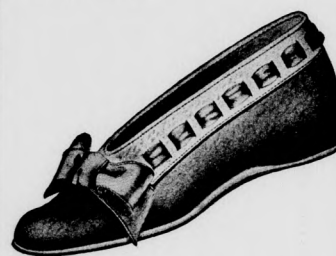
Christmas Gift Suggestions



Help out the late shopper by displaying these exquisite styles of warm Slippers and Juliets.



Your profits will grow as you meet the demands of your trade for these novelties.



Your mail orders will have special attention.



Hirth-Krause Company

Grand Rapids, Mich.

bones, tibia and fibula, articulate with the bones of the foot forming the principal joint.

How many can name these bones in their order? This accomplishment is the first requirement in your study of the anatomy of the foot. They are, in order, the oscalsis and astragalus. These are the two large bones of the heel. Scaphoid, the third, is the key bone of the foot. The weakest part of the arch is the joint between the astragalus and the scaphoid and here it is more likely to yield, causing flatfoot.

The cuneiform, or trasal bones, are these next four. The next five are called the metatarsal bones, and the toes are called phalanges.

There are two arches, transverse, or metatarsal arch, and the main, or longitudinal arch. These twenty-six bones are held together by delicate ligaments. They are also connected with sensitive nerves. The ligaments take the jar in walking or jumping. They are also connected with a wonderful combination of muscles which, in turn, connect with the tendon achilles.

Do you know the symptoms of Morton's toe, or of metatarsalgia? These troubles are caused by short and narrow shoes. These are only a few ideas connected with the study of the foot and their remedy for which troubles we, in large measure, are responsible. Our only excuse is ignorance of our calling.

Is this organization going to be large enough and broad minded enough to accomplish as a body what is, in a large measure, impossible to the individual without great labor?

It can be accomplished by the individual. If so, what can an association do? This is the question the retailer and others in the trade are asking. Last of all, the public will demand this kind of service.

You must start this work with a clean mind, a high ideal and a determination to persevere until you have trained your mind to be a master mind, capable of dealing with all phases of your intricate calling.

It is my sincere belief we have the men, the enthusiasm and the knowledge in our ranks to carry out the purposes for which we are organized without becoming a union.

A man who to-day holds a responsible position in this city trained himself to fill the place higher up from the fitting stool to the managership of a great department. He did this because he had a clean mind and a high ideal. This man, speaking before organization of shoe-men a few weeks ago, made this statement: "Of all articles of merchandise, footwear is sold least intelligently."

Are the members of the Association licked or have they just begun to fight? Have I impressed upon you the necessity of possessing clean minds before entering upon the greatest work the retail shoe world has ever known for the uplift of retail shoe salesmanship. Not only you will be benefited if you succeed in making this a "We Do Things" organization, but your fellow salesmen throughout the length and breadth of

the land will take heart and do likewise. You have started something. The retail shoe world is asking this question, Are you going to finish it?

Boomlets From Bay City.

Bay City, Dec. 14—The S. G. M. Gates sawmill, located at the foot of Sixth street, one of the first mills erected on the Saginaw River nearly fifty years ago, has been torn down and the lumber is now being shipped to the 5,000 acre ranch owned by Mrs. Gates, near South Branch, Ogemaw county, where it will be used in the construction of a mammoth stock barn.

Coal is said to be worth \$40 a ton in Italy. If we did not need any more coal than the Italians to keep warm, we could well afford to pay the price.

D. M. Kneeland, of the firm of Kneeland & Bigelow, lumbermen, died this week as the result of a stroke of apoplexy. He was interested in several large manufacturing concerns in Michigan and Wisconsin.

Anthony Esh, Onaway, has leased land from the Detroit & Mackinac Railway, on which he will erect buildings and engage in the coal and coke business.

Henry W. Edgar, for several years engaged in the produce business in this city and considered an expert in handling potatoes, shot himself through the head Wednesday morning in his room at the Republic Hotel, dying soon after being taken to the hospital. He has been sick for a long time with nerve trouble and it is thought his mind was temporarily affected. He was to have been married in a few days.

Sam Kessler, formerly of the firm of Powers & Kessler, has engaged in the produce business under the name of the Kessler Produce Co.

Fred Hill, of this city, a member of the firm of E. E. Hill & Son, of

Oscoda, has filed a petition in the Federal court, in which he asks to be adjudged a bankrupt. Mr. Hill places his assets at \$250, which he claims are exempt. The liabilities amount to approximately \$1,400.

Health Officer Dr. J. H. Kehs, in his monthly report for November, reports seventy births and forty-nine deaths. Thirty-nine male children were born to a total of thirty-one females. The death list includes thirty-one males to eighteen females.

The Bay City Board of Commerce, at its regular monthly meeting, appointed C. F. Hutchings, W. D. Young, F. P. Ward and C. A. Bigelow delegates to the Michigan exporters meeting which will be held in Detroit Dec. 10, Bay City manufacturers will be asked by the Board to exhibit at the Greater Dayton Association's industrial exposition, at Dayton, Ohio, Jan. 14 to 22. It is expected that the exposition will be the largest of its kind ever held.

W. T. Ballamy.

A Twin to Pa.

"Say, Sam," said Johnnie, "do you believe in Santa Claus?"

"You bet I do," returned Sam, "I've seen 'im. I peeked while he was fillin' my stockin' last year."

"What did he look like?" asked Johnnie.

"Well, if Pa'd had a twin brother, I'd ha' thought it was him," said Sam.

Simple Enough.

R. Sperbeck, of Spirit Lake, Ia., knows a thing or two about the prevention of snoring and doesn't care who knows it. "How can I avoid snoring at night?" asked a client recently. "Sleep in the daytime," quoth the irrepressible Sperbeck.

Get
right
down
to
hard
facts

HOOD
RUBBERS

will keep you
"right" with
your trade
and make
YOU real
money

Save that 5%

Biggest Stock in
Michigan

Grand Rapids Shoe & Rubber Co.

The Michigan People
Grand Rapids

A Fall and Winter Shoe of Quality The Bertsch Waterproof



Chrome Tanned
Chocolate Color

In Stock for at Once
Shipment

Orders Solicited

Samples on Request

- No. 971—Men's, Bertsch, six inch, brown waterproof, two full soles, eleven iron outsole, viscolized, Goodyear welt, last 29, small black hooks and eyes, tip Blucher, D & E \$3.25
- No. 972—Men's, Bertsch, same only twelve inch, large nickel hooks and eyes 4.50
- No. 970—Men's, Bertsch, same only sixteen inch, large nickel hooks and eyes 5.25

BUILT FOR SERVICE—WEAR LIKE IRON

Herold-Bertsch Shoe Co.

Manufacturers Serviceable Footwear

GRAND RAPIDS, MICH.

MEN OF MARK.

C. A. Lautz, the Buffalo Soap Manufacturer.

Carl A. Lautz was born at Buffalo, N. Y., Oct. 2, 1886. His father was of German and his mother of French descent. He was educated in the public schools in the city of Buffalo and prepared for college with the intention of studying medicine, but his father persuaded him to enter business instead. He commenced the study of music at an early age and was six or eight years a pupil under Prof. Carl Adams. He played at a public concert when about 12 years old.

Mr. Lautz entered the employ of Lautz Bros. & Co. in 1884, spending a couple of years in the factory learning the soap making trade. The next three or four years were devoted to traveling on the road, during which time he visited every town of any consequence from Maine to Florida, East of the Mississippi, getting acquainted with the trade and familiarizing himself with general conditions under which business was done. He was then taken into the office and worked up from one position to another, so that, as a matter of fact, he has as thorough a knowledge of the soap making business as it is possible for any one to acquire. Mr. Lautz is at present the President of Lautz Bros. & Co. Upon the death of his father, in 1894, he was left a small share in the business. His brother and himself jointly purchased the interests of their sisters. Upon the death of their uncle, they purchased his share. Upon the death of the next uncle they acquired his share also, which makes them the sole owners of the business. Since the father's death the business has grown tenfold. In March, 1915, they purchased the factory of Messrs. Gowans & Sons, soap makers, whose business was established in Buffalo in 1835. In August, 1915 they acquired the Detroit Soap Co. This company was the largest soap manufacturing industry between Buffalo and Chicago. This places Lautz Bros. & Co. pretty close to the head of the soap manufacturers in this country.

Mr. Lautz has never held a public office. He states that he would not accept one if offered on a silver platter.

Mr. Lautz is a director of the Shaker Heights Land Co., of Cleveland—one of the largest real estate enterprises in that city. He is also a director of the Niagara Machine and Tool Works, of Buffalo, and one of the founders of the American Savings Bank.

Mr. Lautz is a member of the Buffalo Club, Ellicott Club, Park Club, Albright's Art Gallery, Historical Society, Society of Natural Sciences and Chamber of Commerce and for twelve years was Treasurer of the Central Presbyterian Church.

Mr. Lautz was married March 25, 1889, to Miss Charlotte Wilcox Cobb. They have four children—two daughters and two sons. His two sons, Oscar Cobb Lautz and John Adams Lautz, are graduates of Yale, 1910

and 1912, respectively. They are now taking active parts in the business—one in the manufacturing and the other in the sales department.

The business was established by Mr. Lautz' grandfather—continued by his father and his two uncles—and is now conducted by Mr. Lautz and his brother. His sons make the fourth generation to take up the work of soap manufacturing—familiarizing themselves with every detail from the ground up—which is a rather unique situation in the history of American business affairs.

At the recent convention of the American Specialty Manufacturers' Association, held at Detroit, Mr. Lautz was elevated from the position of Vice-President to President and

vealed only to his intimates, or at least those who come in close working contact with him. Beneath the crust of his cynicism (his only superficiality) is a nature richly mellow and a heart that not only loves humanity but likes it—a much more difficult thing. His most pronounced characteristic, perhaps, is his strong streak of personal loyalty. The fine quality of his friendship is an inspiration to all who are fortunate enough to come within its compass. To him fellowship is not an abstraction, nor yet a thing for the accountant's tabulation. Throughout a crowded career he has found the time to preserve unto himself the nearly lost art of personal service. Nor is his philanthropy in its intrin-



Carl A. Lautz.

it goes without saying that his administration will not only reflect credit on his remarkable executive ability, but will mark genuine progress in the history of the organization.

Mr. Lautz is a man worthy of the highest tribute which can be won by good citizenship. He may well be called the ideal citizen. There is no movement for the good of his community in which he is not prominent. One of his absorbing sentiments is that of patriotism. He does as much as any one man in Buffalo to keep alive the spirit of love of country. During his active business life there has been no National holiday which he has not celebrated individually or as a leader in a common observance. Love of the flag may be said to be a passion with him.

Although one of the best known men in Buffalo, the real man is re-

sic sense, provincial to his personal associations. For years he has been the financial haven of countless derelicts—casual co-workers, associates and acquaintances in other days. This, not because he is a "good thing," but because he is a good fellow. Socially democratic, he is an aristocrat of character—a prince who carries royal wine always in his flask. He is steadfast as stone to life's little integrities. The devotion accorded him by his family is a fairly accurate measure of his qualities as a husband and father—and as a man.

Who gains the most respect, the eagle or the mole? One of them can see for miles, the other is blind. Scientific management is the eyes of a business. Unless you apply science to your problems you are working in the dark. Don't continue to be a mole.

Disgrace Brought on German Name By Kaiser.

The following letter has been received from a long-time merchant and subscriber of the Michigan Tradesman, with the request that his name be withheld from publication, for obvious reasons:

I was born in Germany, but have lived over thirty years in this country. I have been an American citizen over a quarter of a century. When I took the oath of allegiance to this country I realized that I was no longer a German or a German-American, but an American citizen; and since the Kaiser started the present unholy war, which he has planned ever since he ascended to the throne, I have been glad a thousand times that I no longer claimed any kinship to the land of my nativity. Of course, I have a sentimental regard for the German people. I glory in their literature, philosophy, chemistry and music, just as I detest militarism, Kaiserism and the policy of lying to the German people and deceiving them into believing that they are God's chosen people and that the present war is a war of defense, when every sane man in the world knows it is a war of conquest which the Kaiser and his associates have been planning, day and night, for nearly thirty years.

When the people of Germany come out of their present delirium and realize that they have been victims of the most perfidious monarch who ever outraged a deluded people, I believe they will quickly overthrow the Kaiser and consign both monarchy and militarism to the scrap heap.

When that time comes, what will be the status of those Germans in this country who have espoused the cause of the Kaiser and endeavored to convince and coerce good American citizens into siding with this modern Nero, instead of championing the side of civilization and humanity represented by the Allies? I refer, of course, to every German who has raised his voice in behalf of the infamous methods of the German military party and who has upheld the policy of deception, treaty breaking, wholesale murder, rapine and destruction which has been the stock in trade of the Kaiser ever since he started his warfare on civilization.

Although I have been outspoken in my condemnation of Germany, in this conflict, I realize that I am discriminated against because I am a German. My trade as a merchant has fallen off about 40 per cent., when it should have increased, in keeping with the revival of business. I am shunned by good people who have always been my friends. My wife is no longer invited to social functions in which she was formerly a shining light. My children are denied the companionship of other children of American parentage, both in the home and school and on the street. My word is no longer good in the community in which I live. My paper is not taken at the bank unless I accompany it with collateral of undoubted value. If I should be called as a witness in court, I should expect to have my testimony thrown out or impeached. Why? Because of the ignominy the Kaiser has brought on every man of German birth or German descent by his voluntary action in violating every law, human and divine, by breaking every treaty which an honorable monarch should hold inviolate and by pursuing a gigantic policy of deception which has resulted in making every German who champions his cause a liar and a maniac! These are strong words, but the readers of the Tradesman must remember they are uttered by a native German who keenly feels the unutterable disgrace which has been heaped upon the German name and the dismal abyss into which every German has been consigned by the actions of a monarch who is more crazy than any patient in the Kalamazoo insane asylum and who has injected into the German people a virus which makes

them even more crazy that he is himself!

Keenly as I feel the humiliation which is visited upon every honorable German by the Kaiser, I cannot cherish any resentment in my heart toward the people of my own town, because so few Germans have been exempt from the Kaiser fever that the American people do not discriminate between a maniac and a sane person; between a German who is at heart a monarchist and a traitor to America and a German who is a freeman and a foe to German tyranny.

How long will this condition continue? Frankly, I do not know, because I realize that deep-seated prejudice, based on abhorrence of barbarism and inhumanity, is very sure to remain for many generations. Many of my American friends tell me that they will never again use a German knife or tool, never shave with a German razor, never read a German book or magazine, never permit a food or drink produced in Germany to pass their lips. I cannot blame them for this prejudice, because I feel the same way myself. I shall pursue the same course in order to show my resentment of a people—my people—who have, by their blind infatuation for militarism, permitted the Kaiser to turn back the hands of civilization a thousand years, thus consigning his abject subjects to the level of barbarism, fit only to associate with wild beasts.

A polite clerk in a department store of Hartford, Conn., has been notified that she has been left \$1,000 in the will of an old woman upon whom she waited one hot day last summer. The old lady was particularly fussy, but the clerk was patient and obliging, and she gets her reward. Not all fussy customers will leave any money by will, or otherwise, to patient clerks, but the moral is that it pays to be polite.

Wafted Down From Grand Traverse Bay.

Traverse City, Dec. 13.—R. M. Evans, of Ft. Wayne, Ind., representing the Hershel Rice Clothing Co., spent Sunday at Hotel Whiting, Traverse City.

Weather conditions are such that auto driving is far from pleasant and the conductors on the passenger trains notice a number of faces of the knights of the grip on the train now, that they have not seen since spring. There are about forty of the traveling boys of Traverse City who make their entire territory with a car.

The Hotel at Alanson is closed for the winter.

Mr. and Mrs. Marsh, proprietors of the Hotel Marsh, at Boyne Falls, are spending a few weeks in Chicago, visiting friends and relatives.

A new industry which is running on a small scale at the present time promises something for Traverse City in the near future. D. H. Winters, 619 Webster street, a first-class mechanic, has gone into the business of manufacturing butcher knives. He has purchased a quantity of band saws from the large sawmills in Northern Michigan, from which he makes butcher knives of all kinds. Every knife is oil tempered and fully warranted. We wish him success in his enterprise.

C. F. Knapp and wife are home over Sunday. Mr. and Mrs. Knapp have been selling the Peerless steam washer for some time and report the washing machine business good. As Mr. and Mrs. Knapp are on the entertainment committee for Traverse City Council, we hope they will stay over for the next meeting.

F. J. Wood, of Charlotte, representative of the J. M. Preston Tile Silo Co., of Lansing, spent Sunday at the Hotel Whiting, Traverse City.

E. C. Kortenhoff, of Petoskey, who has traveled for the Brooks Candy

Co. for the past sixteen years, has resigned his position and will leave Petoskey in the near future for Jackson, where he and Mr. Lyon, of Grand Rapids, have purchased the Brooks Candy Co. branch and will continue the business at that place. Mr. Kortenhoff has a host of friends among the traveling men and is highly esteemed by his customers for his courteous treatment and many years of very satisfactory dealings. We all wish you the best of success in your new enterprise and hope to see your smiling countenance in Petoskey once in a while.

Your correspondent and Harry Hurley took what they believe to be the last auto trip of the season last week, when they covered over 200 miles of territory and encountered snow drifts two feet deep. Nothing but Harry's experience as a professional chauffeur could ever have gotten them from Manistee to Traverse City.

F. W. Wilson.

Pound Sweet Apples.

Oh, Pound Sweet apple, rich and rare,
Distilling perfume on the air;
Kissed by the sunshine and the rain,
To you I doff my hat again.
Down the old cellar stairs I went
In days ago, my mission bent
To choose from all your golden store,
Fit for a king, a water core,
Oh, dumplings of the good old days
To thee I lift my heartfelt praise;
Seal brown and smothered with rich
cream
The Pound Sweet baked awakes my
dream.
Oh, luscious globule, what delights
You gave to us in wintry nights!
I'll try you just for chance once more—
Egad! this one's a water core!
Horace Seymore Keller.

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

Mrs. of Driggs Mattress Protectors
Pure Hair and Felt Mattresses
Link and Box Springs
Boat, Chair and Window Seat Cushions
Citizens 4120 Write for Prices Grand Rapids

Talk



Over Citizens Long Distance Lines connecting with 200,000 Telephones in the State. 95,000 in Detroit. 14,365 Telephones in Grand Rapids.

Copper Metallic Circuits

Citizens Telephone Company



YOU have had your trouble and loss involved in storing and handling *bulk*, powdered and confectioners' sugar.

A damp floor or rainy week meant caking, sometimes a solid sugar mass, in barrel, bag or box. In these, when once opened, the store broom or any passing breeze deposited dust and dirt only too visible against the fine white grain of the sugars.

You can change all this in a day.

Put on your store shelves, and your customers' pantry shelves, the moisture proof, dirt proof, wax paper lined cartons of Crystal Domino Powdered and Crystal Domino Confectioners' sugars.

Each carton holds one pound; packed 24 in a fibre container.

Guaranteed pure cane and full weight, like all of the Crystal Domino Sugar Products.



American Sugar Refining Company

AUTOMOBILES AND ACCESSORIES

Closed Cars More In Demand Than Ever.

Perhaps no one thing reflects the prosperity to the Nation more plainly than the fact that the sales of closed cars this fall is far beyond that of any other season that has been enjoyed by the automobile industry.

"It is but a few years ago when the sale of five limousines or other closed cars was a pretty fair season," remarked the branch manager of one of the most popular of the high-priced cars. "This fall in a single month we sold five, and the sales since late summer have been far beyond the record of any other year. In fact we shall sell more than twice the number of enclosed jobs than we have in the past."

"And the reason?"

"Well, there are two or more reasons. One of these is the financial condition of car owners which permits them to gratify their desire for closed cars, and the other is the lure of the all-season automobile, which is so comfortable in stormy and cold weather when an open car cannot be made absolutely wind and water proof.

"The difference in the cost between the touring car and the closed car is not as great as it was and that is appealing. In Michigan there is so much use for a closed car, especially among those who can afford the class of cars embodying every refinement and convenience. The demand upon these owners is continuous, for society never tires, and the closed car has become a necessity with those who continually are on the go."

Art and the automobile have been traveling together for some time, but their relations are closest in the instance of the closed car. The limousines from the factories in which the big sixes, the eights and the twelves are produced, certainly are the final word when it comes to art. Every line, every appointment has been studied, and while they are more or less expensive, they show where it is right to charge the price for them.

Twenty years ago the carriage makers' art had reached its height. The victorias, the broughams, the landaus and other fine jobs were graceful indeed, especially if the team attached was of the right type and conformation.

Automobile builders learned much from the craftsmen in the carriage line, and they have kept going, until the closed jobs for the 1916 season are far and away ahead of any creations of the past.

Limousines and sedans appear to

be the most popular among the bodies which are designed to carry from five to seven persons. They are very graceful, harmonizing with the streamline effect, stanch and rattle proof, in fact quite wonderful when you consider the weight of the cars and the fact that they have to go over bumps and depressions.

The coupe jobs also are clever, refined and just the thing for their purpose, there being a tendency to make them big enough for three and even four persons.

If you intend to have a 1916 model and have not placed the order for it, do it now. This statement is not made to bolster up business, but in the interests of the people who expect to have new cars. The outlook now is the greatest shortage of automobiles next spring that the industry ever knew, so that if you are not in on the ground floor you may have to whistle.

In the first place the advance orders for 1916 models, starting as far back as last May, have been far in excess of those of any other year. There are very few branch salesrooms or regular dealers who have been able to make immediate deliveries. In some instances they have booked cars for two or three months after the deposit was made, and this in the face of an increased production at almost all of the plants.

This condition might have worked itself out all right, but just now there is a scarcity of material. The makers have been given set backs in securing the parts for which they have contracted. This comes about because these parts makers have not been able to keep up their stocks from the steel mills and other producers of the raw material.

At this time the material market is in a bad way and the outlook is that it will be worse by the first of the year. Structural steel contractors are experiencing the same disappointments, the demand for metals being almost unprecedented and a natural sequence of some rather lean years.

The car shortage does not mean any particular grade, it is going to be general, all the way from the high powered and costly automobiles to those below \$500, for there is just so much steel, iron and brass in sight and everybody will be able to buy some, but very few will have all they want.

Some of the buyers have a habit of holding off until after the shows. Last winter some waited even longer and on the first bright day in March they headed into their favorite agency

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

B. & S. Famous 5c Cigar Long Filler

Order direct or
through

Worden Grocer Company

Special Holiday Packages

Barrett & Scully
MAKERS
Ionia, Michigan

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

IN every community there are many Motor Truck prospects to whom a sale can be made when factory requirements are not too rigid.

We will help dealers with prospects to make the sale; also, it may be a step toward establishing a permanent and profitable connection. You don't have to buy a "demonstrator."

**The United Motor Truck
Company**
Grand Rapids, Michigan



NOW is the time to buy your Maxwell Automobile. I sell on the pay as you ride plan.

Phone, write or call for demonstration.

JOHN VLASBLOM
Kent County Distributor
214-16 Ionia, N.W. Grand Rapids

EVEREADY FLASHLIGHTS

are an ideal line of Christmas goods. They're attractive, handy and different, and their price brings them within the reach of all!

Be sure your stock is in shape for the Christmas rush, and includes not only EVEREADY Vest Pocket lights, tubular pocket lights, house lamps and searchlights, but also the EVEREADY specialties—guest candles, revolver lights, flashlight clocks, fountain pen lights, etc.



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

Holiday Suggestions

Plush Robes	\$ 3.00 to \$ 25.00
Fur Robes	9.00 to 100.00
Auto Robes	4.00 to 25.00
Tonneau Robes	9.00 to 22.00
Steamer Rugs, 60x80 in.	5.00 to 11.00
Riding Saddles	5.00 to 30.00
Riding Crops	2.25 to 5.00
Bridles	1.50 to 12.50
Coach Whips	1.00 to 6.00
Driving Whips15 to 15.00
Carriage Heaters	1.75 to 4.00
Fur Coats	22.00 to 55.00
Fur Gauntlet Gloves	3.00 to 7.00
Fur Gauntlet Mittens	1.25 to 4.00
Puttees	2.50 to 4.00
Sleighs and Swede Bells50 to 5.50
Ford Robes	2.00 to 3.00
Ford Radiator Covers	2.00 to 2.25
Universal Robes, fit all cars ..	3.50

Sherwood Hall Co., Ltd.
30-32 Ionia Ave., N. W.
Grand Rapids, Michigan

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 BROTHERS

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

and expected to drive out with a car. When told that they were too late they were put out, they did not believe such a thing could be, for they had the collateral right in their pocket.

There was a car shortage last April, but it was nothing to the one that will be in evidence next spring, if general conditions continue to be as flourishing as they have of late.

Of course there is the satisfaction that everybody will not be sold out, but when one's mind is made up to a certain car he never will extract the same degree of satisfaction out of any other, no matter if it really is superior to his choice. Frequently the statement has been made in these columns that all standard cars are good cars but cars like clothes and hats and shoes and other things, there are certain ones which appeal more strongly than any of the rest, and complete motoring pleasure comes in the one car—so do not wait if you have not placed your order.

Cleaning Aluminum.

It is necessary simply to remove the foreign matter, and, fortunately, this can be very easily done. One way is to boil green fruits, particularly rhubarb, in a vessel. Another is to allow an oxalic acid solution—one heaping teaspoonful of oxalic acid crystals to one gallon of lukewarm water—to stand in it overnight; then wash out the utensil thoroughly with clear hot water, rinse, and use as accustomed. But more to the point is the fact that, although a discolored utensil is unsightly in appearance, there is no danger whatever in using it. In other words, the impurities form no poisonous compound with the aluminum.

Aluminum is susceptible to taking a beautiful polish. This, unfortunately, is not white like that of silver or nickel, but slightly bluish, like tin. The shade can be improved. First, the grease is to be removed from the object with pumice stone; then, for polishing, use is made of an emery paste mingled with tallow, forming cakes, which are rubbed on the polishing brushes. Finally, red rouge is employed with oil of turpentine.

2.—Stearic acid, one part; fuller's earth, one part; tripoli, six parts. To give the aluminum a natural, pure

white color, dip it into a strong solution of caustic soda or potassa, and then into a bath of two parts nitric acid and one part of sulphuric acid; thence into pure nitric acid and finally into vinegar diluted with water. Rinse in running water, and dry in hot sawdust. Burnish with a bloodstone burnisher.

Liquid Soap.

For a liquid soap, we would suggest your employing the formula given in the United States Pharmacopocia, and if the oil of lavender is not considered suitable, use any other oil that you deem more appropriate. If you desire to make the preparation directly from the oil and alkali, Smith's formula as given below will give the desired results:

Linseed Oil, raw.....5½ ozs.
Caustic Potassa.....1¼ ozs.
Oil of Lavender Flowers.2½ drs.
Alcohol.....5 ozs.
Water, to make16 ozs.

Dissolve the potassa in three and one half ounces of water, put the solution into a bottle of the capacity of about twenty-four ounces, add the oil and alcohol and shake the mixture briskly from time to time until there is no further separation of oil on standing. Let the solution stand in a moderately warm place for twenty-four hours, then dissolve in it the oil of lavender, and add enough water to make sixteen ounces. Purified cotton seed oil or olive oil may be substituted for linseed oil, but the latter makes a brown preparation of the color generally desired. The potassa should be of the U. S. P. strength—that is, containing 90 per cent. of absolute potassium hydroxide.

You might also experiment with coconut oil, potassium hydroxide, starting in with the proportions of oil and alkali given in the formula for Sapo Mollis, U. S. P., diluting as required.

Slow Progress in Color Making.

The chemists and manufacturers of this country are on trial before the whole world, and after these sixteen months there is only moderate promise of a favorable verdict. Thus far Americans have been unable to produce satisfactory aniline dyes, and there is danger that this country will soon have a generally washed-out appearance, so far as concerns its clothes and many other

articles. Even postage stamps are fading because the Government cannot produce such a mixture of colors as to maintain the old tone. The ladies also are fading and the dealers in their garments are constantly urging on them lighter shades with the probability that they will be driven to white all around. In those cases where black is used even the ordinary critic can see imperfections. Logwood will not answer in place of the derivatives from coal tar. This will be a new world—and a not altogether agreeable one—if we are finally consigned to whites, grays and dirty apologies for fine color. In respect to this matter the Germans are superior to all other human beings and Americans have depended upon them almost entirely for that class of merchandise. Chemists are

working in our laboratories and American ingenuity may yet vindicate itself, but progress is slow and the reverse of creditable to us.

Her Present.

"I heard your cook left you on Christmas Day," said Smith.

"Yes," said Jones, "she wasn't satisfied with her Christmas present."

"What did she get?" said Smith.

"Her walking papers!" replied Jones.

The Auto Exhaust Heater Co. has engaged in business to manufacture accessories and heating devices for motor vehicles, with an authorized capital stock of \$2,000 of which amount \$1,000 has been subscribed and \$600 paid in in cash. The company is located at 553 Broadway.

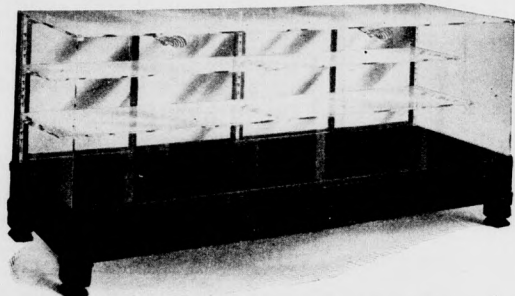
Nokarbo Motor Oil

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



Display Cases for Every Known Need

New Way Display Cases harmonize with all other New Way Equipment. Each case is designed to fit an individual requirement. The designs, workmanship and construction features are typical of the Grand Rapids reputation for quality, and embody the practical merchandising ideas of store efficiency experts.

Right After Xmas

The retailer who plans to offset January dullness will depend largely upon effective display methods. The New Way line has helped several thousand merchants to increased sales and better business through more efficient methods.

Show Cases, Wall Cases, Revolving Wardrobes
Millinery Fixtures, Jewelry Cases, Drug Cases, Cigar Cases
Counters, Shelving, Etc.

Also Manufacturers of New Way Sectional Interchangeable Units

GRAND RAPIDS SHOW CASE CO.

Offices and Show Rooms in All Principal Cities

Grand Rapids, Michigan



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 Henman, 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—F. W. Wilson, Traverse City.
 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.

Card From the Landlord of Hotel King.

Reed City, Dec. 14—For some time hotels have been very much in the lime light in your columns and, while I am rather new in the business, should like to express my opinion after seventeen months' experience.

I started in the business thinking there was a good profit in it if a house was run on business principles and kept at a fair standard for the town in which it was located, but with little or no knowledge of the details.

I do not wish to give an account of my experience or enter into any discussion, either pro or con, but would like to call your attention and that of the traveling public to some things regarding the hotels of Michigan, and I think most of them are fairly well known to me.

First, there is hardly a hotel property in any town of less than 10,000 that is not for sale, or recently been sold, for about half what it would cost to replace the building and contents, without considering the land value.

The reasonably good hotel properties which are rented are not earning 5 per cent. on a fair valuation of the building, if it was being used for any other line of business.

The cost of practically everything used in hotels, including furniture, paint, linen, bedding of all kinds and wages has increased at least 12½ per cent. in a short period. Every line of food stuff is up except meat, which is just a little lower, but not enough lower to offset the advance in flour alone.

I have been dealing with generalities up to this point. Now, with your kind indulgence, I wish to state a few things about Hotel King and myself.

As I am leasing this building, it is paying the owner about 3 per cent. on a fair valuation. That is not high rent. The business has grown since I came here and my idea was that volume of business was the answer; and still think so.

We are located in one of the best towns in the State. All industries are running full time; the surrounding country is prosperous; the merchants are all doing well; and we are running the house on a standard that we shall maintain or quit; but the volume is not sufficient to make money.

My plans were to raise the rates on about half the rooms in the house to \$2.25 per day, leaving the others at the present \$2 rate, but have hesitated since the hotel business has been so freely criticised.

My personal position is simply that if I can not make more money out of the

hotel business I shall leave it and return to the road or go into some other line. It is up to the boys whether I continue to run the King or not and I shall be glad to hear from them.

Now, just a word about the Michigan hotels as a whole. Any man who travels in other states knows that Michigan has more good hotels, at lower rates, than any state of at least twice its population.

Most Michigan men who go to other states go to the larger towns only and then come home and compare hotels in towns of 2,500 to 6,000 with those they have been stopping at in towns of 10,000 to 25,000. This is not done with any intention of being unfair but because they want the good things they find in other places and do not think of the difference in volume of business the places do.

If a man can feed 300 people per day everyone knows he can give a better meal at any given price than would be possible if he is feeding 100 per day, and yet make more money.

I wish to take this opportunity to thank the Tradesman for its kind words, and the traveling men for their boosts and patronage during the past year. I fully realize that without their help we would not have met with the measure of success that has been ours.

C. W. Bosworth.

Reasons Why a Salesman Did Not Succeed.

He did not have faith in his house nor himself.

He expected returns too soon.

His tongue was longer than his thoughts.

He would not recognize system.

He did not regard human nature as worth reading.

He could not approach men as he would have men approach him.

He could not take a rebuff good naturedly.

He was not a man before he was a business man.

He refused to recognize confidence or conviction as valuable.

He commanded disgust by his ridicule of his competitor's line.

He said, "I will try," not "I will."

He had too many kettles boiling; could not concentrate his efforts.

He was intelligent, but failed to convince the world for lack of "telling powers."

He spent odd hours entertaining bad impressions of others.

He did not bring his whole manhood to duty.

He saw no commercial value in a "lemon."

He did not have enough reserve argument to overcome objections.

He was always late and first to go—a clock watcher the while.

He talked "at" his customer, not "with" him.

He didn't smile.

He thought he controlled trade; he didn't control himself.

He didn't say "Thank you," "If you

please," "Come again"—just "Good day!"

He argued with his customer. He failed because he thought he was a lawyer.

He used the floor as a waste basket.

He didn't get his customer's attention nor give his customer his.

He didn't sell standard brands, but "the just as good, sir!"

He made the same error twice, and then some.

He told of his ability.

He made a fuss when he thought he accommodated his customers.

He always complained therefore his customers rightfully branded him. "The fellow with the frayed coat-binding and ragged shirt."

He was long-winded; tired his customers before he reached the point.

He sold cheap goods to a man, then bragged of it to the next customer.

He gave his host the impression he was the representative of a charitable institution, not a respectable salesman.

He did not believe his line to be what he claimed.

He always thought he could succeed in some other town and said so.

He thought one line of advertising should bring him more business than three men could attend to.

He talked more than he worked.

He failed.

Wanted It Himself.

A man took his wife to a doctor, who put a thermometer into her mouth and told her to keep her mouth shut for two or three minutes. When departing the man tapped the doctor on the shoulder and said:

"Doctor, what will you take for that thing? I never saw my wife keep her mouth shut so long before."

Park Place Hotel Traverse City, Mich.

The leading all the year 'round hotel in Northern Michigan. All conveniences.

All outside Rooms.

American plan.

W. O. HOLDEN, Mgr.

Hotel Charlevoix Detroit

EUROPEAN PLAN

Absolutely Fire Proof

Rates, \$1 for room without bath: \$1.50 and upwards with bath.

Grinnell Realty Co., Props.

H. M. Kellogg, Manager

Christmas is Coming—You Must Buy Presents

WHY NOT go to Thomson's Time Store and buy on Time a watch that keeps correct Time all the Time?

GOOD as the BEST, BETTER than the REST, is our motto.

\$1.00 a week will do.

J. J. THOMSON JEWELRY CO.

O. W. Stark, Mgr.

327 Monroe Ave., Grand Rapids, Mich.

We wish our patrons and friends a

**Happy
Christmas
and
Prosperous
New Year**

and hope for your patronage
the ensuing year

HOTEL HERMITAGE
Grand Rapids

Livingston Hotel

Grand Rapids, Mich.

Fine Cafe in Connection

Entertainment Every Evening

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

A CHRISTMAS GIFT



The Corona Folding Typewriter is a machine that every member of the family can use to an advantage. At home, in the office or on the road. Weighing only 6 lbs. makes it the friend of the traveling man. Write for Corona booklet No. 1.

Grand Rapids
Typewriting Co
333 Michigan
Trust Bldg.
Grand Rapids
Michigan

Snyder's Restaurant

41 North Ionia Ave.

4 Doors North of Tradesman

Special Dinners and Suppers 25c

Newsy Notes From the Celery City.

Kalamazoo, Dec. 14—The December meeting of Kalamazoo Council, No. 156 United Commercial Travelers of America, was by far the best meeting of the year and was a fitting closing of the year 1915 for our Council. There were about thirty members in attendance. All of the officers and the Executive Committee were present, besides Past Grand Counselor E. A. Welch. The reinstatement application of F. J. MacMahon was received and accepted. After the regular business of the Council was transacted, speeches were made by several of the older members, complimenting the efficient work of the present officers. At the close of the meeting, the ladies appeared in the Council rooms and danced until midnight. Over thirty-five couples were in attendance at the party and it was very evident that all were enjoying themselves immensely. So well pleased were they that they insisted that the boys repeat the stunt after the January meeting. All members are invited to these social gatherings and are privileged to bring another couple with them. Chairman W. S. Cooke was ably assisted by Karl L. Kelsner, George Kelsey, Alfred M. Hall and J. A. Verhage and served ice cream and cake during the intermission at 10:30.

We have the best working officers the Council has had in years and are very proud of their work.

Karl L. Kelsner has notified the Council that he is going into business with his father in the general store at Fulton, which has been conducted by Pixley Bros. We regret to lose Karl from our meetings, but are sure he is making a move to his best interests. It is not necessary to question his making a success, for during his short time with the Johnson Paper and Supply Co., of this city, he has won a host of friends who will miss him very much. When in Fulton, boys, drop in and Karl will be very glad to see you. Incidentally, we might mention the fact that Karl is the proud father of a little girl.

Ross C. Miller, with the Brooks Candy Co., of Grand Rapids, has just moved to Lansing, where he will make his headquarters.

Every Saturday afternoon at the Ramby-Worthington bowling emporium, on South Burdick street, the members of Kalamazoo Council's bowling contingent have alleys five and six reserved for them after 2 o'clock. We have a large number of bowlers who belong to our Council and the later aspirants for bowling honors are rapidly coming into form. Any member of the Council who wishes to try his hand at the game is invited to attend, as well as visiting U. C. T. members. The alleys are open to two teams of five men each and any surplus will be taken care of by the management on the other four alleys. They have certainly done everything possible to make the boys feel at home, even to installing a new lot of lockers for those who wish to leave their bowling shoes at the alleys.

Kalamazoo Council's bowlers will be glad to make arrangements with the bowlers of any other council within reaching distance for any number of games or series of games, if they will only communicate with the Secretary of the Council here. We feel that we have as good a bunch of bowlers as any council in the State and will be very glad to hear from the other U. C. T. councils. Arrangements will be gladly made. We have as fine alleys as there are in the State.

Now that the time of the year has arrived when the automobiles are abandoned for the winter, and the boys are turning back to the old reliable steam cars and the interurbans, we can not but give a word of praise to the Michigan Railway Company

for the efficient service which it is giving to Kalamazoo, Battle Creek and Grand Rapids not only in passenger but freight service as well. It is possible for the traveling men to so arrange their schedules that they can have any length of time they wish in any of the towns along this system and work as many places as they wish in a day, not having to hurry their trade in the least. Any suggestions as to better facilities is gladly received by the management and they are doing everything possible to show the boys that they appreciate their patronage. We hope they will see fit to increase their mileage to reach into the territory West of Kalamazoo between Lake Michigan, Dowagiac, Kalamazoo and Allegan. We do not ask too much of them and know they will look after this as soon as convenient. The boys appreciate what has been done for them and are constantly boosting a good thing. R. S. Hopkins, Sec'y.

It affords the Tradesman much pleasure to add a word to the tribute its Kalamazoo correspondent pays to the new interurban road between Grand Rapids and Kalamazoo and Battle Creek. Since the cold weather came on the early morning cars into Grand Rapids have been very cold—so cold that they were decidedly uncomfortable and dangerous to health. The matter was brought to the attention of the Tradesman in the regular way and the editor of the Tradesman promptly presented the complaint to President Crowell, who stated that he was very glad to be informed of the situation and would remedy it immediately, as there was no excuse for the cars not being properly warmed. All the information the Tradesman has received since the complaint was filed is that the promise of the President has been carried into effect faithfully and effectively, showing that the lack of heat was not due to any defect in the system or the intentions of the managers, but simply to a lack of diligence on the part of employees.

Open Letter to Superintendent G. R. & I. Railroad.

Coldwater, Dec. 14—I suppose you have had my name reported to you by one of your conductors—who, by the way, is a perfect gentleman—for violating that insane new rule of yours in regard to turning two seats together in those beautiful steel coaches of yours which you occasionally permit to be used on your fast trains North of Grand Rapids (3 hours and 35 minutes going 97½ miles). You should be careful with them and not let them be pulled so fast. They might drop to pieces. I suppose if you had a first-class car under your jurisdiction you would want us to take our shoes off before entering.

You have hauled us around in your cattle cars for years and when you get a car that would be second or third-class on any other road, you want us to ride in a straight jacket. If you had to ride from Grand Rapids to Mackinaw City in a single seat, you would appreciate our position, but I suppose you do your riding in a private car that costs you nothing. You are no better than I am. I am helping pay your salary, not only by my patronage as a passenger, but I have something to say about the routing of goods I sell. I gave you three or four carlots this year. Of course, this is not much, but every little helps.

Should you ignore the comforts of the traveling salesman by issuing this silly order which makes a monkey out of your employees by trying to enforce, for your own information from a business proposition, it is creating a public sentiment against your road which is not for the best.

In regard to your cheapness, I want to call your attention to the drinking cups you have in these and other

coaches, which cost the public a penny apiece. Such roads as the East Jordan & Southern, Boyne City, Gaylord & Alpena and a few other smaller roads furnish these cups free of charge.

I hope this will be of some benefit to you in the future in promulgating outrageous orders similar to the one in question. Thomas Cecil.

Sending Food to Germany by Mail.

One hundred and fifty packages of condensed milk, lard, and rice were shipped from New York last Saturday as first-class mail to Germany and Austria-Hungary at the rate of 50 cents for the first pound and 48 cents for each pound thereafter by Dr. Edmund von Mach, executive chairman of the committee which is raising funds among German-Americans for this purpose. The packages were shipped as first-class mail because the parcel post service at 12 cents a pound to Germany and Austria-Hungary has been suspended on account of the refusal of the Holland Line to carry matter of this class.

These shipments, which are a matter of everyday occurrence in New York, are a standing rebuke to the claims of German officers that there is no scarcity of food in Germany. When people in this country are willing to pay 50 cents per pound to transport such foods as rice, lard and condensed milk to their friends in Germany, such staples must be very scarce and high in the fatherland.

New Orleans Session Will Occupy Four Days.

The executive committee of the National Retail Grocers' Association held its winter meeting in Chicago last week, with all the members in attendance except Trustee W. A. Achilles of Texas, who was detained by death in the family. Practically nothing but routine matters of internal policy is said to have been considered, save preliminary plans for the annual convention at New Or-

leans. On this President Connolly reported the result of his conference with the New Orleans trade leaders the previous week and it was voted to set the convention for the second week in May, the proceedings to cover four days, probably opening Tuesday morning.

Help Yourself at the Grocery.

The latest thing in grocery stores is the "Help Yourself" store. It is also about the latest thing in efficiency. The plan is to group goods of the same class, section by section, with large signs displayed that give the prices. Customers can thus help themselves and carry their purchases to a wrapping counter, where the articles are checked and bundled. The bill is paid at the cashier's desk as the customer goes out. Customers enter by one door and leave by another.

Cherry Pits to Strengthen Flavor.

An experiment is reported as being made in New York of having cherry pits dried and then crushed in preparation for a process that extracts the flavor of the kernels. The extract thus obtained is to give flavor to the canned fruit.

J. E. Noisseaux, formerly connected with the New Alpena, at Alpena, has leased the McDonald House, at Harrisville, and is giving the hotel a thorough overhauling and will change the name of the place. He has instituted a contest in Harrisville to secure an appropriate name and the one who suggests the name that is chosen by the committee of business men will be given a prize.

John H. Schumacher, candy salesman, left Monday night for Seattle, Wash., to visit his parents during the holidays.

Arthur L. Watson succeeds Wadhams & Bursma in general trade at Wyoming Park.

VEIT MFG. CO.

Manufacturers Bank Fixtures, Grand Rapids

wish their customers and friends

A Merry Xmas and a Prosperous New Year

Let us figure with you on your interior wood finishing. Write us.

J. S. CROSBY & CO.

Insurance

Grand Rapids, Michigan

Fire, Boiler, Accident, Liability, Burglary
Fly Wheel, Plate Glass, Automobiles, Surety Bonds
Sprinkler Leakage, Physicians Liability

Wish their customers and friends a

Merry Christmas and a Happy New Year

James M. Crosby

Leon T. Pond

W. M. Ames

James Whitney

GEORGE F. SINCLAIR.

Tender Tribute To His Life Work and Memory.

"He was the truest friend a man ever had." What language can ever greet the human ear that is more soul satisfying than the above quotation, which the writer has so often heard since his friend and partner, George F. Sinclair, passed to his reward on December 7?

Fulsome praise is sometimes spoken of men after they have completed their earthly tasks which was not always merited in their daily life. In all the writer's experience I never have met one of whom the above expression was more often used while the person spoken of was still living among his fellows than Mr. Sinclair.

It is, or should be, a joy to all men to speak or write appreciatingly of another, and as man progresses along the ages he will, I believe, grow more and more willing to dwell on the admirable traits of mankind and manifest a growing charity for his faults and weaknesses.

A person who will lend a helping hand to those who are weak and down-trodden and seldom lets his left hand know what his right hand doeth comes in my mind as near to exemplifying the Christian spirit as is possible for mortals to do. Of such a type was Mr. Sinclair.

I consider it one of the fortunate circumstances of my business career to have been closely and intimately associated for twenty-seven years with one of the old-school men, so far as business ethics and ideals were concerned. There was a time, and it still prevails to some extent, when business ethics and expediency were terms capable of varying interpretation and application, according to the broad or narrow views of people engaged in trade. To-day the standards adopted by a very large majority of business men are of a high order and questionable methods are frowned upon for the good reason that they seldom accomplish their purpose and do not pay.

Mr. Sinclair's business ideals were exceptionally high. In his chosen field as an accountant, he aimed to be just, methodical and accurate. He had a rare faculty of organizing and harmonizing varying interests among business men. His keen vision seemed to enable him to point out the critical feature when differences of opinion arose in the commercial or fraternal bodies with which he was closely identified.

His counsel was respected and his kindly, persuasive way of expressing his views nearly always won him the support of those who at first might differ with him.

He was born in Chicago November 20, 1847, his old home being at the corner of LaSalle and Randolph streets, where is now located the entrance to the LaSalle tunnel. His father, who was born at Nantes, France, emigrated to America when he was about 17 years of age, finally settling in Chicago at an early date.

His mother was one of the good old fashioned mothers of Connecticut birth. Strong, sturdy and honest were his parents. It is not strange that these traits were very marked in their son.

His boyhood was passed in the busy growing young city of Chicago until

May 4, 1864, when he enlisted (although under age) in the defense of his country. After five months service, he was honorably discharged, as the war was then drawing to a close. His loyal patriotism for everything American was very pronounced and he detested anything that smacked of hyphenated citizenship.

For many years he was engaged in the wholesale lumber business in Chicago, the firm name being Irish, Bullen & Co., which was later changed, because of the death of Mr. Irish, to the Sinclair-Morris Co. At that time a large part of their lumber supply came from Flat River, Michigan, being cut in and around Greenville.

January 6, 1875, he was married to Nora Spoon, daughter of John Spoon, a noted pioneer mill owner and farmer near Eastmanville. Becoming wearied of the exacting demands of life in Chicago and his health having become somewhat impaired, he enjoyed a rest for two years before coming to Grand Rapids, where he purchased an interest in the firm of Heyman & Co., furniture dealers on Canal street.

In March, 1888, he presented a letter of introduction to the writer of this tribute, who was then engaged in the manufacture of brass furniture hardware in the Leitelt building. He stated that he had some funds to invest and thought that I might be willing to join him in forming a corporation to enlarge and extend my business. As a result of this interview, the Grand Rapids Brass Company was incorporated, with interests equally divided between us. Mr. Sinclair was elected Secretary and Treasurer, which office he held continually until his death.

Thorough and painstaking, he possessed a genius for systematic accounting and the enactment of just laws for the protection of all legitimate business. In 1901 he was instrumental in the formation of the Grand Rapids Credit Men's Association, serving as its first President. A meeting of this Association was held November 11, 1915, and the following is quoted from an address given by Mr. H. C. Cornelius:

"I wish that George F. Sinclair could see us to-night. He was a worker and counselor in the old days when the membership of this Association didn't amount to much, but George Sinclair put us on our feet and we are running yet."

It was also resolved that a committee should be delegated to wait upon him and tell him all about the genuine love and pleasure which shone from the eyes of 200 men when reference was made to his connection with the Association in the days of its making and through its career up to very recent date. Quoting further from the remarks: "Dear Mr. Sinclair, be again assured of the honor, the esteem in which we all hold you—but you know it already. It is not necessary to really tell you so. Yet because you are sick and weary and alone, and could not be with us, we just wanted to tell you what a host of your friends said and thought of you this evening."

The Blue Sky Law was adopted and placed on the statute books of Michigan largely through his initiative work. He was a member of the Grand Rapids Association of Commerce and often took

an active part in its efforts to promote the commercial interests of Grand Rapids. Several years spent on the House Committee of the Peninsular Club, of which he was a member for twenty-seven years, showed that he paid close attention to the details of any matter in which he was interested.

It was in fraternal circles, however, that he showed to greatest advantage outside of his business. He held membership in all the Masonic bodies from Cleveland Lodge, Chicago (of which he was at one time its youngest Master), up to and including DeWitt Clinton Consistory, DeMolai Commandery, Knights Templar, and Saladin Temple, all of this city. For twenty-five years he was chairman of the Masonic Finance Committee and his splendid work in forming plans for financing the new Masonic Temple, now nearly completed, is well known to all of his fraternal brethren. One of his greatest regrets was that he could not live to see dedicated this beautiful Temple, into which he had put such earnest efforts.

In 1910, in recognition of his unselfish work in advancing Masonry, he was called to Boston to receive the highest honor that can be conferred on a Mason, the 33rd degree. He was greatly affected by this unexpected distinction, but was in no wise changed thereby, being the same unassuming kindly man that he had been before.

He was much beloved by the employees of our company, to whom he was always eminently fair and just.

In 1911 he sustained a great loss in the death of his wife, to whom he had ever been a kind, helpful and loving husband.

The writer, above all others, will miss the hearty grasp of his hand, the kindly twinkle of his eye and his ripe judgment in business matters. He was a good citizen, a staunch friend and an honest charitable man.

Daniel W. Tower.

Bankruptcy Proceedings in Western District of Michigan.

Grand Rapids, Nov. 30.—In the matter of William C. Walsh, bankrupt, formerly operating a private bank at Boyne Falls, the trustee has filed his third report and account showing a balance on hand, as per second report and account, \$3,809.63; additional receipts of \$979.40; total, \$4,689.03; disbursements as follows: administration expenses, \$195.14; attorney fees, \$368.30; preferred claims, \$403.65; second dividend of 20 per cent., \$1,959.59; total, \$2,926.67; balance on hand, \$1,762.36; also showing certain personal estate still on hand and not reduced to cash; also showing that decrees have been entered by the Circuit Court for the County of Charlevoix, whereby certain real estate has come into the possession of the trustee; also showing offer from the B. C. G. & A. R. R. of \$50 for the purchase of a certain right of way over lands owned by this estate and the trustee's recommendation that the same be accepted. The special meeting of creditors has been called for Dec. 10, at which time a third dividend will be declared and ordered paid.

Dec. 1.—In the matter of Jacob Tangenberg, bankrupt, formerly operating a plumbing shop at Grand Rapids, the trustee has filed his first report and account, which shows total receipts to date of \$644.55; disbursements for administration expenses of \$10.25 and a balance on hand of \$634.30. A special meeting of creditors has been called for Dec. 13, at which time the first dividend will be declared and ordered paid.

In the matter of George W. Hall, Jr., bankrupt, Big Rapids, the trustee has filed a report and petition showing an offer of \$450 for the assets and an order to show cause why the sale should not be confirmed has been made returnable on Dec. 11.

In the matter of the Welch-Atkinson Shoe Co., bankrupt, Grand Rapids, the special meeting of creditors was held this date. The first report and account of the trustee, showing total receipts to date of \$10,384.47; disbursements of \$380-

12 and a balance on hand of \$10,004.35, 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. The amount of subsequent dividends in this matter will largely depend on whether or not the alleged preferred claims of Goodspeed Brothers are allowed in this matter.

Dec. 2.—In the matter of Adrian Kalver, bankrupt, Holland, the referee has this day filed his findings and order on the petition of J. Y. Huizenga & Co. for the allowance of preferred chattel mortgage claims. The findings of the referee and order entered thereon decide that the claim is not good as to the creditors of the bankrupt, but valid as to the bankrupt's exemptions in the stock in trade. The balance of the assets may now be sold by the trustee and the matter closed out.

In the matter of William F. Eyles, bankrupt, Grand Rapids, the final meeting of creditors was held this date. Claims were allowed. The final report and account of the trustee, showing total receipts of \$829.49, disbursements of \$479.94 for preferred claims, rent, administration expenses, taxes, etc., and a balance on hand of \$349.55, was considered and the same appearing proper for allowance and there being no objection thereto was approved and allowed. A small final dividend will be declared shortly, which is being held up awaiting decision on certain claims.

Dec. 3.—In the matter of Arend J. Nyland, bankrupt, Grand Haven, the special meeting of creditors for the purpose of declaring and ordering paid first dividend was held this date. The first report and account of the trustee, showing total receipts to date of \$353.43, disbursements of \$20.24 and a balance on hand of \$333.19 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 in this matter.

In the matter of the National Woodenware Co., bankrupt, Grand Rapids, a special hearing was this day held on the preferred stockholder claims filed in this matter. It is the contention of the preferred stockholders that the stock having become due and principal and interest thereon unpaid, that the preferred stockholders now stand in the same light as ordinary trade creditors and that as such their claims should be allowed and participate in dividends declared in this matter. Briefs will be filed in the matter and the question decided by the referee. The assets, which consist of a small manufacturing plant and equipment at Grand Rapids, have not been sold as yet. The trustee is endeavoring to secure a purchaser for the same and hopes to soon be able to report an offer for such assets.

In the matter of James Vegter, bankrupt, Zeeland, the first meeting of creditors has been called for Dec. 17, at which time creditors may appear, elect a trustee, prove their claims and transact such other and further business as may properly come before the meeting.

In the matter of Frederick C. Wise, bankrupt, the first meeting of creditors has been called for Dec. 14, at which time creditors may appear, elect a trustee and transact such other business as may properly come before the meeting.

George W. Roup, of Comstock Park, has this day filed his voluntary petition in bankruptcy. Adjudication has been made and the matter referred to Referee Wicks, who has also been appointed temporary receiver in charge of the assets.

George S. Norcross is acting as custodian for the receiver and is having inventory and appraisal taken. The first meeting of creditors has been called for Dec. 16, at which time creditors may appear, prove their claims, elect a trustee and transact such other and further business as may properly come before such meeting.

The bankrupt's schedules show assets of the value of \$1,026.70 and the liabilities are \$2,158.02. The following are listed as creditors of the bankrupt:

Secured.	
F. R. McLouth, Grand Rapids	\$ 160.00
Chattel Loan Co., Grand Rapids	50.00
Unsecured.	
Allegan Milling Co., Allegan	\$ 34.19
National Biscuit Co., Grand Rapids	5.37
Woodhouse Co., Grand Rapids	4.69
Vanden Berge Cigar Co., Grand Rapids	5.71
G. R. Dry Goods Co., Grand Rapids	55.00
Dennison Coffee Co., Chicago	32.95
Jennings Manufacturing Co., Grand Rapids	4.86
Judson Grocer Co., Grand Rapids	80.98
C. W. Mills Paper Co., Grand Rapids	22.37
W. F. McLaughlin Co., Chicago	13.88
Valley City Milling Co., Grand Rapids	15.88
Watson-Higgins Milling Co., Grand Rapids	16.50
Worden Grocer Co., Grand Rapids	37.00
Gillies Coffee Co., New York City	4.75
J. A. Mutton, Grand Rapids	12.39
Woolson Spice Co., Toledo	10.00
I. Van Westen Burge, Grand Rapids	5.00
Wykes & Co., Grand Rapids	4.50
C. C. Smith, Grand Rapids	900.00
Fred W. Raymond, Grand Rapids	105.31
Peter Hamstra, Grand Rapids	432.00
Grombacher & Major Co., Grand Rapids	10.00

L. D. Bugbee, Collins	29.19
J. W. Rader, Portland	94.89
W. H. Earl, Portland	91.05
Ed. Hitchcock, Portland	125.00

A general revival of business, and a belief that it is to be lasting, combined with a decidedly better feeling in financial quarters, is making a more active money market. Some of the Chicago bankers see some hardening of rates ahead of us. There is less disposition to make long loans at the new low rates.

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

ORDER FROM YOUR JOBBER

Prices Evenings 10-20-25-30 and 50c Matinees 10c and 25c
Special attention given to mail and telephone orders

Hazeltine & Perkins Drug Co

Acetic	6	@	8	Mustard, true 16	00@17	00	Ipecac	@	75		
Boric	11	@	15	Mustard, artifl 12	00@12	25	Iron, clo.	@	60		
Carbolic	2	25@	30	Nutsfoot	80	@	Kino	@	80		
Citric	68	@	76	Olive, pure	2	50@3	50	Myrrh	@	105	
Muriatic	3 1/2	@	75	Olive, Malaga,	1	55@1	65	Opium Vomica	@	70	
Nitric	8 1/2	@	75	Olive, Malaga,	1	50@1	60	Opium, Camph.	@	275	
Oxalic	67	@	70	green	1	50@1	60	Opium, Deodoriz'd	@	275	
Sulphuric	3 1/2	@	60	Orange Sweet	3	00@3	25	Rhubarb	@	70	
Tartaric	57	@	60	Organum, pure	@	25	50				
				Organum, com'l	@	75					
Ammonia				Pennyroyal	2	25@2	50				
Water, 26 deg.	7	@	12	Peppermint	3	00@3	25	Paints			
Water, 18 deg.	5	@	9	Rosin, pure	12	00@14	00	Lead, red dry	7 1/2	@	8
Water, 14 deg.	4	@	8	Rosemary	1	50@1	75	Lead, white dry	7 1/2	@	8
Carbonate	13	@	16	Sand	1	50@1	75	Lead, white oil	7 1/2	@	8
Chloride	10	@	25	Sand	1	50@1	75	Ochre, yellow bbl.	1	@	14
				Sassafras, true	7	00@8	25	Ochre, yellow less	2	@	5
Balsams				Sassafras, artifl	@	60		Putty	2 1/2	@	5
Copaiba	75@1	00		Spearment	2	75@3	00	Red Venet'n bbl.	1	@	14
For (Canada)	1	25@1	50	Sperm	90	@1	00	Red Venet'n less	2	@	5
For (Oregon)	40	@	50	Tansy	4	00@4	25	Vermillion, Eng. 1	25@1	50	
Peru	6	50@6	75	Tar, USP	30	@	40	Vermillion, Amer. 15	@	20	
Tolu	75	@1	00	Turpentine, bbls.	@	62 1/2		Whiting, bbl.	11-10	@	14
				Turpentine, less	65	@	70	Whiting	2	@	5
Berries				Wintergreen, tr.	5	50@5	75	L. H. P. Prep'd 1	45@1	55	
Cubeb	70	@	75	Wintergreen, sweet	4	50@4	75				
Fish	15	@	20	Wintergreen, art	4	00@4	25	Insecticides			
Juniper	8	@	15	Wormseed	3	50@4	25	Arsenic	7	@	12
Prickley Ash	@	50		Wormwood	4	00@4	25	Blue Vitrol, bbl. ..	@	94	
								Blue Vitrol, less 9 1/2	@	15	
Barks								Bordeaux Mix Pst 8	@	10	
Cassia (ordinary) 25	@	30		Bicarbonate	75	@	80	Hellebore, White			
Cassia (Saigon) 65	@	75		Bichromate	47	@	50	powdered	17	@	25
Elm (powd. 30c) 23	@	30		Bromide	@	3	75	Insect Powder ..	30	@	50
Sassafras (pow. 30c)	@	25		Carbonate	57	@	60	Lead Arsenate ..	8 1/2	@	16
Soap Cut (powd.)	23	@	25	Chlorate, xtal and	57	@	60	Lime and Sulphur			
35c				Chlorate, granular	57	@	60	Solution, gal. ..	15	@	25
				Cyanide	40	@	50	Paris Green	20	@	25
Extracts				Iodide	4	50@4	60				
Licorice	30	@	35	Permanganate 2	20@2	25		Miscellaneous ..			
Licorice powdered	35	@	40	Prussiate, yellow	@	1	25	Acetanalid	1	75@2	00
Flowers				Prussiate, red ..	@	6	50	Alum			

GROCERY PRICE CURRENT

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

ADVANCED

Tomatoes
Flour
Cheese
Orange Peel
Lemon Peel

DECLINED

Index to Markets

By Columns

Col.	1	2
A	Ammonia	Ammonia
B	Baked Beans	Baked Beans
C	Canned Goods	Canned Goods
D	Dried Fruits	Dried Fruits
E	Evaporated Milk	Evaporated Milk
F	Farinaceous Goods	Farinaceous Goods
G	Gelatine	Gelatine
H	Herbs	Herbs
I	Ice Cream	Ice Cream
J	Jelly	Jelly
M	Macaroni	Macaroni
N	Nuts	Nuts
O	Olive	Olive
P	Petroleum Products	Petroleum Products
R	Rice	Rice
S	Salad Dressing	Salad Dressing
T	Table Sauces	Table Sauces
V	Vinegar	Vinegar
W	Wick	Wick
Y	Yeast Cake	Yeast Cake

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3

CHEWING GUM

Adams Black Jack	62
Adams Sappota	65
Beeman's Peppin	62
Beechnut	62
Chiclets	1 32
Colgan Violet Chips	65
Colgan Mint Chips	65
Dentylene	62
Doublemint	64
Flag Spruce	59
Juicy Fruit	59
Red Robin	62
Sterling Gum Pep.	62
Sterling 7-Point	62
Spearmint, Wrigleys	64
Spearmint, 5 box jars	3 20
Spearmint, 3 box jars	1 92
Trunk Spruce	59
Yucatan	62
Zeno	64

CHOCOLATE

Walton Baker & Co.	23
German's Sweet	35
Premium	35
Caracas	28
Walter M. Lowney Co.	35
Premium, 1/2s	35
Premium, 1/4s	35

CLOTHES LINE

No. 40 Twisted Cotton	95
No. 50 Twisted Cotton	1 30
No. 60 Twisted Cotton	1 70
No. 80 Twisted Cotton	2 00
No. 50 Braided Cotton	1 00
No. 60 Braided Cotton	1 25
No. 80 Braided Cotton	1 55
No. 50 Sash Cord	1 75
No. 60 Sash Cord	2 00
No. 60 Jute	90
No. 72 Jute	1 10
No. 60 Sisal	1 00
Galvanized Wire	
No. 20, each 100ft. long	1 90
No. 19, each 100ft. long	2 10
No. 20, each 100ft. long	1 00
No. 19, each 100ft. long	2 10

COCOA

Baker's	39
Cleveland	41
Colonial, 1/4s	35
Colonial, 1/2s	33
Epps	42
Hershey's, 1/4s	30
Hershey's, 1/2s	35
Lowney, 1/4s	37
Lowney, 1/2s	37
Lowney, 5lb. cans	37
Van Houten, 1/4s	12
Van Houten, 1/2s	18
Van Houten, 1s	36
Van Houten, 1s	65
Webb	33
Wilber, 1/4s	33
Wilber, 1/2s	33

COCOANUT

Dunham's, per lb.	
1/4s, 5lb. case	30
1/4s, 5lb. case	29
1/4s, 15 lb. case	29
1/4s, 15 lb. case	27
1s, 15lb. case	27
1/4s & 1/2s 15lb. case	38
Scalloped Gems	10
1/4s & 1/2s pails	16
Bulk, pails	13
Bulk, barrels	13
Baker's Brazil Shredded	13
10 5c pkgs., per case	2 60
26 10c pkgs., per case	2 60
16 10c and 33 5c pkgs., per case	2 60

COFFEES ROASTED

Common	19
Fair	19 1/2
Choice	20
Peaberry	21

COFFEES ROASTED

Common	20
Fair	20 1/2
Choice	21
Peaberry	23

COFFEES ROASTED

Common	24
Choice	25

COFFEES ROASTED

Common	25
Choice	26

COFFEES ROASTED

Common	25
Choice	26

COFFEES ROASTED

Common	25
Choice	26

4

McLaughlin's XXXX
McLaughlin's XXXX
package coffee is sold to
retailers only. Mail all or-
ders direct to W. F. Mc-
Laughlin & Co., Chicago,
Ill.

Extracts
Holland, 1/2 gro. bxs. 95
Felix, 1/2 gross 1 15
Hummel's foll, 1/2 gro. 85
Hummel's tin, 1/2 gro. 1 48

CONFECTIONERY

Stick Candy	Pails
Horehound	9
Standard	9
Standard, small	9 1/2
Twist, small	10
Jumbo	9 1/2
Jumbo, small	10
Big Stick	9 1/2
Boston Sugar Stick	14

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Standard	9
Standard, small	9 1/2
Twist, small	10
Jumbo	9 1/2
Jumbo, small	10
Big Stick	9 1/2
Boston Sugar Stick	14

CONFECTIONERY

Stick Candy	Pails
Horehound	9
Standard	9
Standard, small	9 1/2
Twist, small	10
Jumbo	9 1/2
Jumbo, small	10
Big Stick	9 1/2
Boston Sugar Stick	14

CONFECTIONERY

Stick Candy	Pails
Horehound	9
Standard	9
Standard, small	9 1/2
Twist, small	10
Jumbo	9 1/2
Jumbo, small	10
Big Stick	9 1/2
Boston Sugar Stick	14

CONFECTIONERY

Stick Candy	Pails
Horehound	9
Standard	9
Standard, small	9 1/2
Twist, small	10
Jumbo	9 1/2
Jumbo, small	10
Big Stick	9 1/2
Boston Sugar Stick	14

CONFECTIONERY

Stick Candy	Pails
Horehound	9
Standard	9
Standard, small	9 1/2
Twist, small	10
Jumbo	9 1/2
Jumbo, small	10
Big Stick	9 1/2
Boston Sugar Stick	14

CONFECTIONERY

Stick Candy	Pails
Horehound	9
Standard	9
Standard, small	9 1/2
Twist, small	10
Jumbo	9 1/2
Jumbo, small	10
Big Stick	9 1/2
Boston Sugar Stick	14

CONFECTIONERY

Stick Candy	Pails
Horehound	9
Standard	9
Standard, small	9 1/2
Twist, small	10
Jumbo	9 1/2
Jumbo, small	10
Big Stick	9 1/2
Boston Sugar Stick	14

CONFECTIONERY

Stick Candy	Pails
Horehound	9
Standard	9
Standard, small	9 1/2
Twist, small	10
Jumbo	9 1/2
Jumbo, small	10
Big Stick	9 1/2
Boston Sugar Stick	14

CONFECTIONERY

Stick Candy	Pails
Horehound	9
Standard	9
Standard, small	9 1/2
Twist, small	10
Jumbo	9 1/2
Jumbo, small	10
Big Stick	9 1/2
Boston Sugar Stick	14

CONFECTIONERY

Stick Candy	Pails
Horehound	9
Standard	9
Standard, small	9 1/2
Twist, small	10
Jumbo	9 1/2
Jumbo, small	10
Big Stick	9 1/2
Boston Sugar Stick	14

CONFECTIONERY

Stick Candy	Pails
Horehound	9
Standard	9
Standard, small	9 1/2
Twist, small	10
Jumbo	9 1/2
Jumbo, small	10
Big Stick	9 1/2
Boston Sugar Stick	14

5

Peanuts
Fancy H P Suns
Raw 6@ 6 1/2
Roasted 7@ 7 1/2
H. P. Jumbo,
Raw 7 1/2@ 8
Roasted 8 1/2@ 9

CRACKERS

National Biscuit Company
Brands
In-er-Seal Trade Mark
Package Goods

Baronet Biscuit	1 00
Flake Wafers	1 00
Cameo Biscuit	1 50
Cheese Sandwich	1 00
Chocolate Wafers	1 00
Fig Newton	1 00
Five O'Clock Tea Bct	1 00
Ginger Snaps NBC	1 00
Graham Crackers	1 00
Lemon Snaps	50
M. M. Dainties	1 00
Oysterettes	50
Pretzels	50
Royal Toast	1 00
Social Tea Biscuit	1 00
Saltine Biscuit	1 00
Saratoga Flakes	1 50
Soda Crackers, N.B.C.	1 00
Soda Crackers, Prem.	1 00
Uneda Biscuit	50
Uneda Ginger Wafer	1 00
Vanilla Wafers	1 00
Water Thin Biscuit	1 00
Zu Zu Ginger Snaps	50
Zwieback	1 00

CRACKERS

Other Package Goods
Barnum's Animals 50
Soda Crackers NBC 2 50
Fruit Cake 3 00

CRACKERS

Bulk Goods
Cans and boxes
Animals 12
Atlantics, Asstd. 12
Avena Fruit Cakes 12
Bonnie Doon Cookies 10
Bonnie Lassies 10
Bouquet Wafers 20
Cameo Biscuit 20
Cecelia Biscuit 10
Cheese Tid Bits 20
Chocolate Bar (cans) 20
Chocolate Drop Center 18
Chocolate Drops 18
Chocolate Tuff Cake 18
Choc. Honey Fingers 16
Circle Cookies 12
Cracknels 12
Cream Fingers 12
Cocoanut Taffy Bar 15
Cocoanut Drops 12
Cocoanut Macaroons 18
Cocoanut Molars 18
Cocoanut Honey Fingers 12
Cocoanut Jumbles 12
Coffee Cakes Iced 12
Crumpets 12
Dinner Pastry Mixed 10
Extra Wine Biscuit 15
Family Cookies 15
Fig Cakes Asstd. 12
Fireside Peanut Jumb 10
Fluted Cocoanut Bar 12
Frosted Creams 10
Frosted Ginger Cook. 10
Frosted Raisin Sqs. 10
Full Moon 10
Ginger Drops 13
Ginger Gems Plain 10
Ginger Gems, Iced 11
Graham Crackers 9
Ginger Snaps Family 9 1/2
Ginger Snaps Round 9
Hippodrome Bar 12
Honey Fingers Asstd 12
Honey Jumbles 12
Household Cookies 10
Household Cooks. Iced 11
Imperial 10
Jubilee Mixed 10
Kaiser Jumbles 12
Lady Fingers Sponge 30
Leap Year Jumbles 20
Lemon Biscuit Square 10
Lemon Cakes 10
Lemon Wafers 18
Lemona 10
Lorna Doon 18
Mace Cakes 10
Macaroon Jumbles 18
Mary Ann 10
Manilay 10
Marshmallow Pecans 20
Mol. Frt. Cookie, Iced 11
NBC Honey Cakes 12
Oatmeal Crackers 9
Orange Gems 10
Oreo Biscuit 25
Othello 25
Penny Assorted 15
Picnic Mixed 12
Priscilla Cake 8
Raisin Cookies 12
Raisin Gems 12 1/2
Reveres Asstd. 17
Rittenhouse Biscuit 14
Snaparoons 15
Spiced Cookie 12
Spiced Jumbles, Iced 12
Sugar Fingers 12
Sugar Crisp 12
Sultana Fruit Biscuit 18
Sweethearts 25
Vanilla Wafers 20

6		7		8		9		10		11	
Butter		Boxes		Poles		Tallow		Mackerel		Oolong	
N B C Square		7		Bamboo, 14 ft., per doz.		No. 1 @ 5		Mess, 100 lbs.		Formosa, Medium	
Seymour Round		7		Bamboo, 16 ft., per doz.		No. 2 @ 4		Mess, 40 lbs.		Formosa, Choice	
N B C Sodas		7		Bamboo, 18 ft., per doz.		Unwashed, med. @ 24		Mess, 8 lbs.		Formosa, Fancy	
N B C Picnic Oysters		7		FLAVORING EXTRACTS		Unwashed, fine @ 20		No. 1, 100 lbs.		English Breakfast	
Soda		8		Jennings D Brand		HORSE RADISH		No. 1, 40 lbs.		Congou, Medium	
Premium Sodas		10		Extract Lemon Terpenless		Per doz. 90		No. 1, 10 lbs.		Congou, Choice	
Select Sodas		13		Extract Vanilla Mexican		Jelly		Lake Herring		Congou, Fancy	
Saratoga Flakes		13		Both at the same price.		5 lb. pails, per doz. 2 30		100 lbs.		Congou, Ex. Fancy	
Salines		13		No. 1, F box 3/4 oz. 85		15 lb. pails, per pail 70		40 lbs.		Ceylon	
Oyster		7 1/2		No. 2, F box 1 1/2 oz. 1 20		30 lb. pails, per pail 1 25		10 lbs.		Pekoe, Medium	
N B C Picnic Oysters		7 1/2		No. 3, 2 1/4 oz. Taper 2 00		ICE CREAM		8 lbs.		Dr. Pekoe, Choice	
N B C Oysters Square		7 1/2		No. 4, F box, 2 1/4 oz. 2 25		Piper Ice Cream Co. Brands		SEEDS		Flowery O. P. Fancy	
Shell		8 1/2		No. 5, 2 1/2 oz. 2 00		Bulk, any flavor 60		Canary, Smyrna 18		TOBACCO	
Sugar Wafer Specialties		8 1/2		No. 6, 2 1/2 oz. 2 00		Extra Fancy, any flavor 65		Caraway 8		Fine Cut	
Adora		1 00		No. 7, 2 1/2 oz. 2 00		Brick, Plain 1 00		Carmom, Malabar 120		Bugle, 16 oz.	
Nabisco		1 00		No. 8, 2 1/2 oz. 2 00		Brick, Fancy 1 20		Celery 45		Bugle, 10c	
Nabisco		1 75		No. 9, 2 1/2 oz. 2 00		JELLY GLASSES		Hemp, Russian 5		Dan Patch, 8 and 16 oz.	
Festino		1 50		No. 10, 2 1/2 oz. 2 00		1/2 pt. in bbls., per doz. 15		Mixed Bird 9		Dan Patch, 4 oz.	
Festino		2 50		No. 11, 2 1/2 oz. 2 00		8 oz. capped in bbls.,		Poppy 25		Fast Mail, 2 oz.	
Lorna Doone		1 00		No. 12, 2 1/2 oz. 2 00		per doz. 18		Rape 10		Hiawatha, 16 oz.	
Anola		1 00		No. 13, 2 1/2 oz. 2 00		MAPLEINE		SHOE BLACKING		Hiawatha, 5c	
Champagne Wafers		2 50		No. 14, 2 1/2 oz. 2 00		2 oz. bottles, per doz. 3 00		Handy Box, large 3 dz. 3 50		May Flower, 16 oz.	
Above quotations of National Biscuit Co., subject to change without notice.				No. 15, 2 1/2 oz. 2 00		2 oz. bottles, per doz. 1 75		Handy Box, small 1 25		No Limit, 8 oz.	
CREAM TARTAR		41		No. 16, 2 1/2 oz. 2 00		16 oz. bottles, per doz. 18 00		Bixby's Royal Polish 85		No Limit, 16 oz.	
Barrels or Drums		42		No. 17, 2 1/2 oz. 2 00		32 oz. bottles, per doz. 30 00		Miller's Crown Polish 85		Ojibwa, 8 and 16 oz.	
Boxes		45		No. 18, 2 1/2 oz. 2 00		MINCE MEAT		SNUFF		Ojibwa, 10c	
Square Cans		45		No. 19, 2 1/2 oz. 2 00		Per case 2 85		Scotch, in bladders 37		Ojibwa, 5c	
Fancy Caddies		50		No. 20, 2 1/2 oz. 2 00		MOLASSES		Maccaboy, in jars 35		Potoskey Chief, 7 oz.	
DRIED FRUITS		50		No. 21, 2 1/2 oz. 2 00		New Orleans		French Rapple in jars 43		Potoskey Chief, 14 oz.	
Apples		@ 09		No. 22, 2 1/2 oz. 2 00		Fancy Open Kettle 42		SODA		Peach and Honey, 5c	
Evaporated Choice blk		@ 09		No. 23, 2 1/2 oz. 2 00		Choice 35		Kegs, English 4 1/2		Red Bell, 16 oz.	
Evaporated Fancy pkg.		@ 09		No. 24, 2 1/2 oz. 2 00		Good 22		SPICES		Red Bell, 8c	
Apricots		9 1/2 @ 10 1/2		No. 25, 2 1/2 oz. 2 00		Fair 20		Whole Spices		Sterling, L & D 5c	
Citron		16 1/2		No. 26, 2 1/2 oz. 2 00		Half barrels 2c extra		Allspice, Jamaica @ 9 @ 10		Sweet Cuba, canister 9 16	
Currants		12		No. 27, 2 1/2 oz. 2 00		Red Hen, No. 2 1/2 1 75		Allspice, lg Garden @ 11		Sweet Cuba, 5c	
Imported, 1 lb. pkg.		11 1/2		No. 28, 2 1/2 oz. 2 00		Red Hen, No. 5 1 75		Cloves, Canton @ 22		Sweet Cuba, 1 lb. tin 4 50	
Imported, bulk		11 1/2		No. 29, 2 1/2 oz. 2 00		Red Hen, No. 10 1 65		Cassia, Canton 14 @ 15		Sweet Cuba, 1/2 lb. tin 2 25	
Peaches		6 1/2		No. 30, 2 1/2 oz. 2 00		Mustard		Cassia, 5c pkgs. dz. @ 25		Sweet Burley, 5c L&D 5 76	
Mulrs—Choice, 25 lb.		6 1/2		No. 31, 2 1/2 oz. 2 00		1/2 lb. 6 lb. box 16		Ginger, African @ 9 1/2		Sweet Burley, 8 oz. 2 45	
Mulrs—Fancy, 25 lb.		7 1/2		No. 32, 2 1/2 oz. 2 00		OLIVES		Ginger, Cochon @ 14 1/2		Sweet Mist, 1/2 gro. 4 90	
Fancy, Peeled, 25 lb.		12		No. 33, 2 1/2 oz. 2 00		Bulk, 1 gal. kegs 10 @ 1 20		Mace, Penang @ 70		Telegram, 5c 6 00	
Peel		13 1/2		No. 34, 2 1/2 oz. 2 00		Bulk, 2 gal. kegs 10 @ 1 15		Mixed, No. 2 @ 17		Uncle Daniel, 1 lb. 6 00	
Lemon, American		13 1/2		No. 35, 2 1/2 oz. 2 00		Bulk, 5 gal. kegs 10 @ 1 10		Mixed, 5c pkgs. dz. @ 45		Uncle Daniel, 1 oz. 5 22	
Orange, American		13 1/2		No. 36, 2 1/2 oz. 2 00		Stuffed, 5 oz. 90		Nutmegs, 70-180 @ 30		Am. Navy, 16 oz. 32	
Raisins		2 25		No. 37, 2 1/2 oz. 2 00		Stuffed, 8 oz. 1 25		Nutmegs, 105-110 @ 25		Apple, 10 lb. butt 36	
Cluster, 20 cartons		2 25		No. 38, 2 1/2 oz. 2 00		Pitted (not stuffed) 2 25		Pepper, Black @ 16		Drummond Nat. Leaf, 2	
Loose Muscatels, 4 Cr.		8 1/2		No. 39, 2 1/2 oz. 2 00		14 oz. 2 25		Pepper, White @ 25		5 lb. 60	
Loose Muscatels, 3 Cr.		8 1/4		No. 40, 2 1/2 oz. 2 00		Manzanilla, 8 oz. 90		Pepper, Cayenne @ 22		Drummond Nat. Leaf, 60	
L. M. Seeded, 1 lb. 8 1/2 @ 9				No. 41, 2 1/2 oz. 2 00		Lunch, 10 oz. 1 35		Paprika, Hungarian @ 45		per doz. 96	
California Prunes		9 1/2 @ 10 1/2		No. 42, 2 1/2 oz. 2 00		Lunch, 16 oz. 2 25		Pure Ground in Bulk		Battle A 96	
30-100 25 lb. boxes @ 7 1/2				No. 43, 2 1/2 oz. 2 00		Queen, Mammoth, 19 4 25		Allspice, Jamaica @ 12		Bracer, 6 and 12 lb. 30	
10-90 25 lb. boxes @ 8 1/4				No. 44, 2 1/2 oz. 2 00		Queen, Mammoth, 28 4 25		Cloves, Canton @ 22		Big Four, 6 and 16 lb. 32	
10-80 25 lb. boxes @ 9 1/2				No. 45, 2 1/2 oz. 2 00		Olive Chow, 2 doz. cs. 5 75		Cassia, Canton @ 22		Boot Jack, 2 lb. 90	
10-70 25 lb. boxes @ 10 1/2				No. 46, 2 1/2 oz. 2 00		per doz. 2 25		Ginger, African @ 18		Boot Jack, per doz. 96	
10-60 25 lb. boxes @ 10 1/2				No. 47, 2 1/2 oz. 2 00		PEANUT BUTTER		Mace, Penang @ 75		Bullion, 16 oz. 46	
10-50 25 lb. boxes @ 11				No. 48, 2 1/2 oz. 2 00		24 lb. fibre pails 09 1/2		Nutmegs @ 35		Climax Golden Twins 46	
EVAPORATED MILK		2 40		No. 49, 2 1/2 oz. 2 00		14 lb. fibre pails 09 1/2		Pepper, Black @ 19		Climax, 14 1/2 oz. 46	
Red Band Brand		2 40		No. 50, 2 1/2 oz. 2 00		23 oz. jars, 1 doz. 2 25		Pepper, White @ 32		Climax, 7 oz. 47	
Tall		3 50		No. 51, 2 1/2 oz. 2 00		2 lb. tin pails, 1 doz. 2 85		Pepper, Cayenne @ 25		Day's Work, 7 & 14 lb. 38	
5 case lots, 5c less; 10		3 50		No. 52, 2 1/2 oz. 2 00		6 1/2 oz. jars, 2 doz. 1 80		Paprika, Hungarian @ 45		Crema de Menthe, lb. 62	
case lots, 10c less.		3 50		No. 53, 2 1/2 oz. 2 00		PETROLEUM PRODUCTS		Rolled Avenna, bbls. 5 60		Derby, 5 lb. boxes 28	
FARINACEOUS GOODS		3 50		No. 54, 2 1/2 oz. 2 00		Iron Barrels		Steel Cut, 100 lb. sks. 2 90		5 Bros., 4 lb. 66	
Beans		3 50		No. 55, 2 1/2 oz. 2 00		Perfection		Monarch, bbls. 5 35		Fort Roses, 10c 90	
California Limas		6 1/2		No. 56, 2 1/2 oz. 2 00		Red Crown Gasoline		Monarch, 90 lb. sks. 2 55		Gift Eggs, 2 lb. 50	
Med. Hand Picked		3 75		No. 57, 2 1/2 oz. 2 00		Gas Machine Gasoline		Quaker, 18 Regular 1 45		Gold Eggs, 6 and 12 lb. 58	
Brown Holland		3 20		No. 58, 2 1/2 oz. 2 00		V M & P Naphtha		Quaker, 20 Family 4 50		Gold Rope, 4 and 8 lb. 58	
Farina		3 20		No. 59, 2 1/2 oz. 2 00		Capitol Cylinder		Silver Gloss, 12 6lb. 8 1/2		G. O. P. 12 and 24 lb. 40	
25 1 lb. packages @ 1 60				No. 60, 2 1/2 oz. 2 00		Atlantic Red Engine		Silver Gloss, 24 6lb. 8 1/2		Granger, Twist, 5 lb. 46	
Bulk, per 100 lb. 4 50				No. 61, 2 1/2 oz. 2 00		Summer Black		Muzzy		G. T. W. 10 and 21 lb. 36	
Original Holland Husk		4 50		No. 62, 2 1/2 oz. 2 00		Polarine		Kingsford		Horse Shoe, 6 and 12 lb. 43	
Packed 12 rolls to container		4 50		No. 63, 2 1/2 oz. 2 00		SALAD DRESSING		Muzzy		Honey Dip Twist, 5 lb. 45	
3 containers (40) rolls 3 20				No. 64, 2 1/2 oz. 2 00		Columbia, 1/2 pint 2 25		Silver Gloss, 40 lb. 7 1/2		Jolly Tar, 5 and 8 lb. 40	
Hominy		3 20		No. 65, 2 1/2 oz. 2 00		Columbia 1 pint 4 00		Muzzy, 20 1lb. pkgs. 5 1/2		J. T. 5 1/2 and 11 lb. 40	
Pearl, 100 lb. sack 2 50				No. 66, 2 1/2 oz. 2 00		Durkee's, large, 1 doz. 4 50		Silver Gloss, 40 lb. 7 1/2		Kentucky Navy, 12 lb. 32	
Maccaroni and Vermicelli		2 50		No. 67, 2 1/2 oz. 2 00		Durkee's, large, 2 doz. 5 25		Silver Gloss, 40 lb. 7 1/2		Keystone Twist, 6 lb. 45	
Domestic, 10 lb. box 60				No. 68, 2 1/2 oz. 2 00		Snider's, large, 1 doz. 2 35		Silver Gloss, 40 lb. 7 1/2		Kismet, 6 lb. 48	
Imported, 25 lb. box 3 50				No. 69, 2 1/2 oz. 2 00		Snider's, small, 2 doz. 1 35		Silver Gloss, 40 lb. 7 1/2		Maple Dip, 20 oz. 28	
Pearl Barley		3 40		No. 70, 2 1/2 oz. 2 00		SALERATUS		Silver Gloss, 40 lb. 7 1/2		Merry Widow, 12 lb. 32	
Portage		4 75		No. 71, 2 1/2 oz. 2 00		Packed 60 lbs. in box		Silver Gloss, 40 lb. 7 1/2		Nobly Spun Roll 6 & 8 58	
Peas		3 40		No. 72, 2 1/2 oz. 2 00		Arm and Hammer 3 00		Silver Gloss, 40 lb. 7 1/2		Parrot, 12 lb. 32	
Green Wisconsin bu. 3 25				No. 73, 2 1/2 oz. 2 00		Wyandotte, 100 1/2 3 00		Silver Gloss, 40 lb. 7 1/2		Patterson's Nat. Leaf 93	
Split lb. 6 1/2				No. 74, 2 1/2 oz. 2 00		SAL SODA		Silver Gloss, 40 lb. 7 1/2		Peachey, 8 and 12 lb. 41	
East India 5				No. 75, 2 1/2 oz. 2 00		Granulated, bbls. 80		Silver Gloss, 40 lb. 7 1/2		Picnic Twist, 5 lb. 45	
German, sacks 5				No. 76, 2 1/2 oz. 2 00		Granulated, 100 lbs. cs. 90		Silver Gloss, 40 lb. 7 1/2		Piper Helderstick, 4 & 7 lb. 69	
German, broken pkg.				No. 77, 2 1/2 oz. 2 00		Granulated, 36 pkgs. 1 25		Silver Gloss, 40 lb. 7 1/2		Piper Helderstick, per doz. 46	
Tapoca				No. 78, 2 1/2 oz. 2 00		SALT		Silver Gloss, 40 lb. 7 1/2		Polo, 3 doz., per doz. 38	
Flake, 100 lb. sacks 5 1/2				No. 79, 2 1/2 oz. 2 00		Common		Silver Gloss, 40 lb. 7 1/2		Redicut, 1 1/2 oz. 38	
Pearl, 100 lb. sacks 5 1/2				No. 80, 2 1/2 oz. 2 00		Granulated, Fine 1 10		Silver Gloss, 40 lb. 7 1/2		Scrapple, 2 and 4 doz. 48	
Pearl, 36 pkgs. 2 25				No. 81, 2 1/2 oz. 2 00		Medium, Fine 1 15		Silver Gloss, 40 lb. 7 1/2		Sherry Cobbler, 8 oz. 32	
Minute 36 pkgs. 2 75				No. 82, 2 1/2 oz. 2 00		SALT FISH		Silver Gloss, 40 lb. 7 1/2		Spear Head, 12 oz. 44	
FISHING TACKLE				No. 83, 2 1/2 oz. 2 00		Cod		Silver Gloss, 40 lb. 7 1/2		Spear Head, 14 1/2 oz. 44	
1/4 to 1 in. 6				No. 84, 2 1/2 oz. 2 00		Large, whole @ 7 1/2		Silver Gloss, 40 lb. 7 1/2		Sq. Deal, 7, 14 & 28 lb. 30	
1 1/2 to 2 in. 7				No. 85, 2 1/2 oz. 2 00		Small, whole @ 7		Silver Gloss, 40 lb. 7 1/2		Star, 6, 12 and 24 lb. 43	
1 1/2 to 2 in. 9				No. 86, 2 1/2 oz. 2 00		Strips or bricks @ 9 @ 13		Silver Gloss, 40 lb. 7 1/2		Standards, 10 lb. 43	
1 1/2 to 2 in. 11				No. 87, 2 1/2 oz. 2 00		Pollock @ 5 1/2		Silver Gloss, 40 lb. 7 1/2		Ten Penny, 6 and 12 lb. 35	
2 in. 15				No. 88, 2 1/2 oz. 2 00		Smoked Salmon		Silver Gloss, 40 lb. 7 1/2		Towel Talk, 14 oz. 31	
3 in. 20				No. 89, 2 1/2 oz. 2 00		Strips		Silver Gloss, 40 lb. 7 1/2		Yankee Girl, 12 & 24 lb. 31	
Cotton Lines				No. 90, 2 1/2 oz. 2 00		Chunks		Silver Gloss, 40 lb. 7 1/2		Scrap	
No. 1, 10 feet 5				No. 91, 2 1/2 oz. 2 00		Holland Herring		Silver Gloss, 40 lb. 7 1/2		Am. Union Scrap 5 40	
No. 2, 15 feet 7				No. 92, 2 1/2 oz. 2 00		Y. M. wh. hoop bbls.		Silver Gloss, 40 lb. 7 1/2		Bag Pipe, 5c 58	
No. 3, 15 feet 9				No. 93, 2 1/2 oz. 2 00		Y. M. wh. hoop 1/2 bbls.		Silver Gloss, 40 lb. 7 1/2		Cutlas, 2 1/2 oz. 30	
No. 4, 15 feet 10				No. 94, 2 1/2 oz. 2 00		Y. M. wh. hoop kegs		Silver Gloss, 40 lb. 7 1/2		Globe Scrap, 2 oz. 30	
No. 5, 15 feet 11				No. 95, 2 1/2 oz. 2 00		Y. M. wh. hoop Milchers		Silver Gloss, 40 lb. 7 1/2		Happy Thought, 2 oz. 30	
No. 6, 15 feet 12				No. 96, 2 1/2 oz. 2 00		Standard, bbls.		Silver Gloss, 40 lb. 7 1/2		Honey Comb Scrap, 5c 5 76	
No. 7, 15 feet 13				No. 97, 2 1/2 oz. 2 00		Standard, 1/2 bbls.		Silver Gloss, 40 lb. 7 1/2		Honest Scrap, 5c 1 55	
No. 8, 15 feet 14				No. 98, 2 1/2 oz. 2 00		Standard, kegs 95		Silver Gloss, 40 lb. 7 1/2		Mail Pouch, 4 doz. 5c 2 00	
No. 9, 15 feet 15				No. 99, 2 1/2 oz. 2 00		Trout		Silver Gloss, 40 lb. 7 1/2		Old Songs, 1/2 5 76	
No. 10, 15 feet 16				No. 100, 2 1/2 oz. 2 00		No. 1, 100 lbs. 7 50		Silver Gloss, 40 lb. 7 1/2		Old Times, 1/4 gro. 5 50	
No. 11, 15 feet 17				No. 101, 2 1/2 oz. 2 00		No. 1, 40 lbs. 2 25		Silver Gloss, 40 lb. 7 1/2		Polar Bear, 5c 1/2 gro. 5 76	
No. 12, 15 feet 18				No. 102, 2 1/2 oz. 2 00		No. 1, 10 lbs. 90		Silver Gloss, 40 lb. 7 1/2		Red Band, 5c 1/2 gro. 5 76	
No. 13, 15 feet 19				No. 103, 2 1/2 oz. 2 00		No. 1, 2 lbs. 75		Silver Gloss, 40 lb. 7 1/2		Red Man Scrap, 5c 1 42	
No. 14, 15 feet 20				No. 104, 2 1/2 oz. 2 00		Choice 28 @ 30		Silver Gloss, 40 lb. 7 1/2		Scrap, 5c pkgs	

SPECIAL PRICE CURRENT

12

Smoking		
All Leaf, 2 1/2 & 7 oz.	30	
BB, 3 1/2 oz.	6 00	
BB, 7 oz.	12 00	
BB, 14 oz.	24 00	
Bagdad, 10c tins	11 52	
Badger, 3 oz.	5 04	
Badger, 7 oz.	11 52	
Banner, 5c	5 76	
Banner, 20c	1 60	
Banner, 40c	3 20	
Belwood, Mixture, 10c	9 94	
Big Chief, 2 1/2 oz.	6 00	
Big Chief, 16 oz.	30	
Bull Durham, 5c	5 85	
Bull Durham, 10c	11 52	
Bull Durham, 15c	17 28	
Bull Durham, 8 oz.	3 60	
Bull Durham, 16 oz.	7 20	
Buck Horn, 5c	5 76	
Buck Horn, 10c	11 52	
Briar Pipe, 5c	5 76	
Briar Pipe, 10c	11 52	
Black Swan, 5c	5 76	
Black Swan, 14 oz.	3 50	
Bob White, 5c	6 00	
Brotherhood, 5c	6 00	
Brotherhood, 10c	11 10	
Brotherhood, 16 oz.	5 05	
Carnival, 5c	5 70	
Carnival, 1/2 oz.	39	
Carnival, 16 oz.	40	
Cigar Clip, Johnson	30	
Cigar Clip, Seymour	30	
Identity, 3 and 16 oz.	40	
Darby Cigar Cuttings	4 50	
Continental Cubes, 10c	90	
Corn Cake, 14 oz.	2 55	
Corn Cake, 7 oz.	1 45	
Corn Cake, 5c	5 76	
Cream, 50c pails	4 70	
Cuban Star, 5c foil	5 76	
Cuban Star, 16 oz. pls	7 20	
Chips, 10c	10 30	
Dills Best, 1 1/2 oz.	79	
Dills Best, 3 1/2 oz.	77	
Dills Best, 16 oz.	73	
Dixie Kid, 5c	48	
Duke's Mixture, 5c	5 76	
Duke's Mixture, 10c	11 52	
Duke's Cameo, 5c	5 76	
Drum, 5c	5 76	
F. F. A., 4 oz.	5 04	
F. F. A., 7 oz.	11 52	
Fashion, 5c	6 00	
Fashion, 16 oz.	5 28	
Five Bros., 5c	5 76	
Five Bros., 10c	10 53	
Five cent cut Plug	11 52	
F O B 10c	96	
Four Roses, 10c	72	
Full Dress, 1 1/2 oz.	48	
Glad Hand, 5c	48	
Gold Block, 10c	12 00	
Gold Star, 50c pail	4 60	
Gail & Ax Navy, 5c	5 76	
Growler, 5c	42	
Growler, 10c	94	
Growler, 20c	1 85	
Giant, 5c	5 76	
Giant, 40c	3 72	
Hand Made, 2 1/2 oz.	50	
Hazel Nut, 5c	5 76	
Honey Dew, 10c	12 00	
Hunting, 5c	38	
I X L, 5c	6 10	
I X L, in pails	3 90	
Just Suits, 5c	6 00	
Just Suits, 10c	12 00	
Kill Dried, 25c	2 45	
King Bird, 7 oz.	2 16	
King Bird, 10c	11 52	
King Bird, 5c	5 76	
La Turka, 5c	5 76	
Little Giant, 1 lb.	28	
Lucky Strike, 10c	96	
Le Redo, 3 oz.	10 80	
Le Redo, 8 & 16 oz.	38	
Myrtle Navy, 10c	11 52	
Myrtle Navy, 5c	5 76	
Maryland Club, 5c	50	
Mayflower, 5c	5 76	
Mayflower, 10c	96	
Mayflower, 20c	1 92	
Nigger Hair, 5c	6 00	
Nigger Hair, 10c	10 70	
Nigger Head, 5c	5 40	
Nigger Head, 10c	10 56	
Noon Hour, 5c	48	
Old Colony, 1-12 gro.	11 52	
Old Mill, 5c	5 76	
Old English Crv 1 1/2 oz.	96	
Old Crop, 5c	5 76	
Old Crop, 25c	20	
P. S., 8 oz. 30 lb. cs.	19	
P. S., 3 oz., per gro.	5 70	
Pat Hand, 1 oz.	63	
Patterson Seal, 1 1/2 oz.	48	
Patterson Seal, 3 oz.	96	
Patterson Seal, 16 oz.	5 00	
Peerless, 5c	5 76	
Peerless, 10c cloth	11 52	
Peerless, 10c paper	10 80	
Peerless, 20c	2 04	
Peerless, 40c	4 08	
Plaza, 2 gro. case	5 76	
Plow Boy, 5c	5 76	
Plow Boy, 10c	11 40	
Plow Boy, 14 oz.	4 70	
Pedro, 10c	11 92	
Pride of Virginia, 1 1/2	77	
Pilot, 5c	5 76	
Pilot, 14 oz. doz.	2 10	
Prince Albert, 5c	48	
Prince Albert, 10c	96	
Prince Albert, 8 oz.	3 84	
Prince Albert, 16 oz.	7 44	

13

Queen Quality, 5c		
Rob Roy, 5c foil	5 76	
Rob Roy, 10c gross	5 76	
Rob Roy, 25c doz.	2 10	
Rob Roy, 50c doz.	4 10	
S. & M., 5c gross	5 76	
S. & M., 14 oz., doz.	3 20	
Soldier Boy, 5c gross	5 76	
Soldier Boy, 10c	10 50	
Pilot, 7 oz. doz.	1 05	
Soldier Boy, 1 lb.	4 75	
Sweet Caporal, 1 oz.	60	
Sweet Lotus, 5c	5 76	
Sweet Lotus, 10c	11 52	
Sweet Lotus, per doz.	4 60	
Sweet Rose, 2 1/2 oz.	30	
Sweet Tip Top, 5c	50	
Sweet Tip Top, 10c	1 00	
Sweet Tips, 1/4 gro.	10 08	
Sun Cured, 10c	98	
Summer Time, 5c	5 76	
Summer Time, 7 oz.	1 65	
Summer Time, 14 oz.	3 50	
Standard, 5c foil	5 76	
Standard, 10c paper	8 64	
Seal N. C. 1 1/2 cut plug	70	
Seal N. C. 1 1/2 Gran.	63	
Three Feathers, 1 oz.	48	
Three Feathers, 10c	11 52	
Pipe combination	2 25	
Tom & Jerry, 14 oz.	3 60	
Tom & Jerry, 7 oz.	1 80	
Tom & Jerry, 3 oz.	76	
Trout Line, 5c	5 90	
Trout Line, 10c	11 00	
Turkish, Patrol, 2-9	5 76	
Tuxedo, 1 oz. bags	48	
Tuxedo, 2 oz. tins	96	
Tuxedo, 20c	1 90	
Tuxedo, 80c tins	7 45	
War Path, 5c	6 00	
War Path, 20c	1 60	
Wave Line, 3 oz.	40	
Wave Line, 16 oz.	40	
Way up, 2 1/2 oz.	5 75	
Way up, 16 oz. pails	31	
Wild Fruit, 5c	5 76	
Wild Fruit, 10c	11 52	
Yum Yum, 5c	5 76	
Yum Yum, 10c	11 52	
Yum Yum, 1 lb. doz.	4 80	

TWINE

Cotton 3 ply	22
Cotton 4 ply	22
Fute, 2 ply	14
Hemp, 6 ply	13
Flax, medium	29
Wool, 1 lb. bales	10 1/2

VINEGAR

White Wine, 40 grain	8 1/2
White Wine, 80 grain	11 1/2
White Wine, 100 grain	13
Oakland Vinegar & Pickle	
Co.'s Brands	
Highland apple cider	18
Oakland apple cider	13
State Seal sugar	11 1/2
Oakland white pickling	10
Packages free.	

WICKING

No. 0, per gross	35
No. 1, per gross	45
No. 2, per gross	55
No. 3, per gross	80

WOODENWARE

Baskets		
Bushels	1 00	
Bushels, wide band	1 15	
Market	40	
Splint, large	4 00	
Splint, medium	3 50	
Splint, small	3 00	
Willow, Clothes, large	8 00	
Willow, Clothes, small	6 25	
Willow, Clothes, me'm	7 25	
Butter Plates		
Ovals		
1/4 lb., 250 in crate	35	
1/2 lb., 250 in crate	35	
1 lb., 250 in crate	40	
2 lb., 250 in crate	50	
3 lb., 250 in crate	70	
5 lb., 250 in crate	90	
Wire End		
1 lb., 250 in crate	35	
2 lb., 250 in crate	45	
3 lb., 250 in crate	55	
5 lb., 20 in crate	65	
Churns		
Barrel, 5 gal., each	2 40	
Barrel, 10 gal., each	2 55	
Clothes Pins		
Round Head		
4 1/2 inch, 5 gross	60	
Cartons, 20 2 1/2 doz. bxs	65	
Egg Crates and Fillers		
Humpty Dumpty, 12 dz.	20	
No. 1 complete	40	
No. 2, complete	28	
Case No. 2, fillers, 15		
sets	1 35	
Case, medium, 12 sets	1 15	
Faucets		
Cork lined, 3 in.	70	
Cork lined, 9 in.	80	
Cork lined, 10 in.	90	

14

Mop Sticks

Trojan spring	90
Eclipse patent spring	85
No. 1 common	80
No. 2, pat. brush holder	85
Ideal No. 7	85
12lb. cotton mop heads	1 30

Pails

10 qt. Galvanized	2 00
12 qt. Galvanized	2 25
14 qt. Galvanized	2 50
Fibre	2 40

Toothpicks

Birch, 100 packages	2 00
Ideal	85

Traps

Mouse, wood, 2 holes	22
Mouse, wood, 4 holes	45
10 qt. Galvanized	1 55
12 qt. Galvanized	1 70
14 qt. Galvanized	1 90
Mouse, wood, 6 holes	70
Mouse, tin, 5 holes	65
Rat, wood	80
Rat, spring	75

Tubs

No. 1 Fibre	16 50
No. 2 Fibre	15 00
No. 3 Fibre	13 50
Large Galvanized	7 50
Medium Galvanized	6 50
Small Galvanized	5 50

Washboards

Banner, Globe	3 15
Brass, Single	4 50
Glass, Single	3 60
Single Acme	3 50
Double Peerless	5 75
Single Peerless	4 25
Northern Queen	4 50
Double Duplex	4 00
Good Enough	4 25
Universal	4 25

Window Cleaners

12 in.	1 65
14 in.	1 85
16 in.	2 30

Wood Bowls

13 in. Butter	1 75
15 in. Butter	2 60
17 in. Butter	4 75
19 in. Butter	7 50

WRAPPING PAPER

Common Straw	2
Fibre Manila, white	3
Fibre Manila, colored	4
No. 1 Manila	4
Cream Manila	3
Butchers' Manila	2 1/2
Wax Butter, short c't 10	
Wax Butter, full c't 15	
Wax Butter, rolls	12

YEAST CAKE

Magic, 3 doz.	1 15
Sunlight, 3 doz.	1 00
Sunlight, 1 1/2 doz.	50
Yeast Foam, 3 doz.	1 15
Yeast Foam, 1 1/2 doz.	85

AXLE GREASE



TELFER'S Dry ROAST COFFEE



Jamo, 1 lb. tin	31
Eden, 1 lb. tin	27
Belle Isle, 1 lb. pkg.	27
Bismarck, 1 lb. pkg.	24
Vera, 1 lb. pkg.	23
Telfer's Quality 25	19
Moson	18
Quality, 20	16
W. J. G. Tea	37
Cherry Blossom Tea	37
Telfer's Ceylon	40

15

BAKING POWDER
K. C.

10 oz., 4 doz. in case	85
15 oz., 4 doz. in case	1 25
20 oz., 3 doz. in case	1 60
25 oz., 4 doz. in case	2 00
50 oz., 2 doz. plain top	4 00
50 oz., 2 doz. screw top	4 20
80 oz., 1 doz. plain top	6 50
80 oz., 1 doz. screw top	6 75
Barrel Deal No. 2	
8 doz. each 10, 15 and	32 80
25 oz. each, 10, 15 and	
Barrel Deal No. 2	
6 doz. each, 10, 15 and	24 60
25 oz. each, 10, 15 and	
Half-Barrel Deal No. 3	
4 doz. each, 10, 15 and	16 40
25 oz. each, 10, 15 and	
With 2 doz. 10 oz. free	
All cases sold F. O. B.	
jobbing point.	
All barrels and half-	
barrels sold F. O. B. Chi-	
cago.	

Royal

10c size	30
1/4 lb cans	1 35
6 oz cans	1 90
1/2 lb cans	2 50
3/4 lb cans	3 75
1 lb cans	4 80
3 lb cans	13 00
5 lb cans	21 50

CIGARS

Johnson Cigar Co.'s Brand	
Dutch Masters Club	70 00
Dutch Masters, Inv.	70 00
Dutch Masters, Pan.	70 00
Dutch Master Grande	68 00
Little Dutch Masters	
(300 lots)	
Gee Jay (300 lots)	10 00
El Portana	33 00
S. C. W.	32 00

Worden Grocer Co. Brands

Canadian Club	
Londres, 50s, wood	35
Londres, 25s tins	35
Londres, 300 lots	10

COFFEE

OLD MASTER COFFEE

Old Master Coffee	
San Marto Coffee	

FITZPATRICK BROTHERS' SOAP CHIPS

White City (Dish Washing)	210 lbs.	3c per lb.
Tip Top (Caustic)	250 lbs.	4c per lb.
No. 1 Laundry Dry	225 lbs.	5 1/2 c per lb.
Palm Pure Soap Dry	300 lbs.	6 1/2 c per lb.

FOOTE & JENKS' Killarney (BRAND REGISTERED) Ginger Ale

(CONTAINS NO CAPSICUM)

An Agreeable Beverage of the CORRECT Belfast Type.

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—General stock and fixtures at Walker, Kent county. Good location. Inventory \$1,100. Enquire G. Roesink, 121 Indiana Ave., Grand Rapids, Mich. 673

For Sale—A general store in small but good town; old established business. On account of poor health will sell very cheap. Address W. B. Spike, Ney, Ohio. 675

Big Opportunity—For rent, three story corner building, 28 x 135, best location in city of Zanesville, Ohio. Now occupied by the Bon Ton, established in the same location 48 years, in ladies' and children's ready-to-wear, hosiery, waists, underwear, etc.; immense toy business. Will lease for other lines if desired. Lease to suit from next April. Rent reasonable. Inspection invited. Address Sol Whit, Zanesville, Ohio. 676

For Sale—New ventilating plant cheap; suitable for school building, hotel, large cafe or underground kitchen. Write Delta Hotel, Escanaba, Michigan. 678

For Sale—For cash. General merchandise business. Profits averaging \$8.00 per day. Other business demands attention. Address No. 679, care Tradesman. 679

For Rent—Jan. 1. Store 22 x 44 or double store 44 x 44, suitable for any business. On corner; best location in city of 5,000. Enquire of N. M. Welch, Charlotte, Michigan. 680

For Sale—After Jan. 1, sporting goods, cigar, candy and fishing tackle store. Fine location; good deal to right party; reason, other work. Write Box 61, Tecumseh, Michigan. 681

For Sale—Or might exchange for other property or business, Lake Vista farm and resort. Write for booklet. Address owner, C. S. Pyle, Allegan, Mich. 682

I will buy a stock, small or large, if cheap. Arthur, 212 E. Main., Jackson, Michigan. 683

For Sale—Stock men's clothing and furnishings, also shoes. Inventory about \$3,000. Big discount for cash. James Locke, Ovid, Michigan. 686

For Sale—Stock of general merchandise, consisting of clothing, shoes, dry goods, groceries, etc. Stock will invoice about \$4,500. For particulars, write the owner, B. Newberger, Avoca, Mich. 672

For Sale Cheap—Sheet metal works in town of 5,000. No competition. Top prices for work. Investigation cheerfully invited. Located twenty miles east of Tampa, Florida, in heart of good farming community. Address Plant City Tin and Sheet Metal Works, Plant City, Florida. 670

For Sale—General store. Clean stock. Well located. Tontogany, Ohio. Invoices \$5,500. F. A. Brown, Nicholas Bldg., Toledo, Ohio. 669

For Sale—Opportunity for industrious young man. Start in planing mill business for yourself in a manufacturing town of Northern Iowa. Run by electric power. Address G. A. Zimmerman, Mason City, Iowa. 659

Real Estate Broker—Parties wishing a location in a moderate climate in farms or fruit lands or good village property. Address W. C. Amerman, Koshkonong, Missouri. Representative National Co-operative Realty Co. 660

For Sale—Stock of staple and fancy groceries, crockery and glassware, located in a good trading point in Central Michigan. Reason for selling, death of owner. Address No. 661, care Michigan Tradesman. 661

Arrange January Sales Now—Expert advertising will reduce your stock 1/2 to 3/4 at a profit. Big cash results guaranteed. Greene Sales Co., Jackson, Michigan. 662

The Detroit Mercantile Adjusters, counselors and executors of high grade special sales, 505 Whitney Bldg., Detroit, Michigan. 664

Wanted—To hear from owner of general merchandise store for sale. State cash price and description. D. F. Bush, Minneapolis, Minn. 657

To Exchange—120 acres excellent farm land for stock general merchandise; 1/4 mile from school, 32 acres cleared, 20 acres fine new seedling, 12 acres fall plowed, 200 apple trees one year set. For particulars address No. 658, care Michigan Tradesman. 658

Wanted—Side line agents to carry our gas mantles in all parts. Erie Gas Mantle Mfg. Co., 507 French St., Erie, Pa. 656

For Sale—Whole or one-half interest in old established machinery and mail order house. Your money can be doubled annually. J. T. Simonsen & Company, Muskegon, Michigan. 651

Wanted To Buy—For cash, stock of general merchandise from \$4,000 to \$10,000. Enquire of G. D. Caplon, Walkerville, Michigan. 655

For Sale—First-class restaurant, average daily business over \$50, three-story building, living rooms and furnished rooms, rent \$30; population 6,000; reason, sickness. Henry Robinson, Charlotte, Michigan. 654

Men's neckwear. 50c styles open end \$1.75. Send money order. Soltan Raduziner, 621 Broadway, New York. 665

For Sale—Stock general merchandise, including dry goods, groceries, furnishings, trunks, etc., only one in good town. We wish to give our time to our orchard, therefore must sell. Investigate. Lock Box 292, Thompsonville, Mich. 666

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—Good profitable harness and leather goods business located in a live country town of 2,000. Stock consists of harness, horse collars, strap work, saddlery, hardware, trunks, bags, suitcases, etc. Good repair shop, well equipped with electric motor, harness stitching machines, 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—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

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

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 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

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

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

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. 470

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

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

Hardware For Sale—About \$5,000 stock and fixtures in a town of 1,500 population, Central Michigan. Annual business \$20,000 to \$22,000 per year. Stock clean, location best. Furniture and fixtures about \$700. Enquire W. C. Hopson Co., 220 Ellsworth Ave., Grand Rapids, Michigan. 569

HELP WANTED.

Wanted—Experienced grocery clerk. Sober and a steady man. No. 1 position in a first-class store. Steady employment the year round. Address No. 674, care Michigan Tradesman. 674

Wanted—Experienced salesman, to carry B. S. K. silk and cotton petticoats for Western and Southwestern states. Principally Iowa and Nebraska. Large commission basis. Splendid values. Stitching fourteen to eighteen stitches to inch. Address, Skadan, Kerns & Co., Weedsport, N. Y. 684

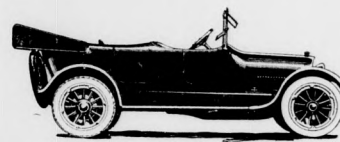
Wanted—A clerk for general store in country town, 25 to 30 years of age, (married preferred), with at least two years' experience. Must be bright and industrious. Wages according to ability. Reference required. Address No. 648, care Michigan Tradesman. 648

POSITION WANTED.

Experienced and reliable groceryman desires to make change Jan. 1. Best of references. Years of practical experience; know how to handle help and produce results. Thoroughly competent to take full charge. Age 31. Any location with progressive firm. Lock Box 11, Creston, Iowa. 685

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



The Reo

Reo Quality is Uniform— Every Reo is a Good Car

Ask the man who owns one

Reo Six 7 Passenger
45 H. P. \$1250

Reo Four 5 Passenger
35 H. P. \$875

W. O. Vandecar

12 Years a Reo Distributor

129-131 Jefferson Ave.

GRAND RAPIDS, MICH.

WANTED—The Boy Scout Movement for Our Boys

WILL YOU HELP employ a scout executive, train volunteer leaders, maintain an office, summer camp, and an efficient all round scout work?

For the support of the Boy Scout movement in Grand Rapids I agree to pay annually the sum of dollars for the next three years (1916-'17-'18.) Payable.....

Name

Address

Make checks payable to Robert Speir, Treasurer

CHARLES R. SLIGH, President Scout Council

E. A. Clements, W. A. Greeson, W. E. Tallmadge, Campaign Committee

HELP MAKE RESOURCEFUL MEN

FILL OUT—CUT OUT AND MAIL to Boy Scout Headquarters, Ass'n of Commerce, Grand Rapids, Michigan

TEMPEST IN A TEAPOT.

Food Commissioner Helme in Small Business.

State Dairy and Food Commissioner James W. Helme has sent broadcast the following primer lesson. It was accompanied by a note to the effect that it is not copyrighted and vaudeville performers and any others who desire, may make free use of it:

"Oh, Pa, what are those red things in the bushel basket?"

"Those, my boy, are cranberries. Your mother always serves them by the turkey on Thanksgiving," said the father.

"And, Pa, there's a tin measure in the basket just like ma buys milk in. What's that for?"

"That," says the father, "is a quart measure by which they sell the berries."

"But, Pa, when ma sold some strawberries she measured them in a quart basket. Why doesn't the grocer?"

"Well, you see, my son, there are two kinds of quarts, a dry quart, to sell dry things in, and a liquid quart, to sell liquids in. The liquid quart holds 10 cubic inches less than the dry quart, so the grocer buys his cranberries by the dry quart and sells them by the liquid quart."

"Why does the grocer do that, Pa?"

"So he can get thirty-eight quarts out of each thirty-two quart bushel."

"But, Pa, I should think people would insist on having a dry quart of cranberries instead of a wet one?"

"They would my son, if they only knew the law."

"But, Pa, ain't it dishonest to sell persons a short quart of cranberries?"

"Oh, no, my son, it is merely 'business efficiency.'"

"What's 'business efficiency?'"

"The art of getting all there is out of business and then some."

"But, Pa, ain't that wrong?"

"Now, never mind asking any more questions, son, you won't understand business principles until you grow up."

To this official communication Frank D. Avery, the Tecumseh grocer, sent a letter to the Adrian Telegram, reading as follows:

Tecumseh, Nov. 30—I read in your issue of Nov. 29 Helme's catechism, "Cranberries and quarts."

It suggested to my mind another which might be a companion piece.

If you are in favor of fair play and want to print my catechism I would be glad to have you do so.

I will add that this one is not copyrighted either, and I would not feel hurt if every paper in the State of Michigan should print this letter and every live grocer should read it.

In my opinion the majority of the grocers of Michigan favor pure food laws and are anxious to obey them in every particular.

I know, in my own case, I am always glad to have an inspector visit my store, and more than willing to comply with the rules laid down by the Commissioner.

What I object to is to see a man take advantage of his official position to try to make people think they are robbed by the grocers, when he has no cause for action.

There is no reason why Mr. Helme should have it in for the grocers, and I do not think he has.

This is what I read between the lines: If he can make the buying public believe they are being swindled and that he is their friend and protector, it will make him votes when the time comes to run for Governor or member of Congress.

Frank D. Avery.

To this communication Mr. Helme replied as follows:

Adrian, Dec. 3—Noticing your attack on me in the newspapers I have

become inquisitive and would like to ask you a few questions.

1. Did you ever sell cranberries in a liquid quart measure?

2. If so, do you think it was justified because you extend your customers credit?

3. If you never sold cranberries by liquid measure do you approve of your competitors doing so?

4. The law say dry commodities shall not be sold by liquid measure. If you were charged with the enforcement of the weights and measures law as I am, what would you do to grocers who are selling liquid quarts of cranberries for dry quarts?

J. W. Helme,

Dairy and Food Commissioner.

To this letter Mr. Avery replied as follows:

Tecumseh, Dec. 7—It gives me great pleasure to answer your questions.

In regard to your first question, "Did you ever sell cranberries in a liquid quart measure?" I will explain to you that twenty-five years ago, when I commenced to sell cranberries, all dealers sold them by that measure. Right here, I beg to inform you that the consumer was not defrauded by the transaction, as the retail price was based on the number of measures contained in a barrel of cranberries. With the kind of measure used at that time a barrel of cranberries contained about a hundred so-called quarts. If \$10 were the amount that must be realized for a barrel, the price should be 10 cents per measure. If the measure had been larger, the price would have had to be higher. If ninety measures were all the barrel contained, the price must be 11 cents or more per measure. Now that the Commissioner has ruled that cranberries must be sold by dry measure, the dealer must sell at a price that will bring the necessary amount.

Having given you the conditions that explain the situation, I will answer your question by saying, "Yes, I have sold cranberries in a liquid quart measure." I will also say that I do not think I did anything wrong by so doing, as no one was defrauded, which fact I have clearly explained in a manner which you cannot fail to understand.

Question No. 2. "If so, do you think it was justified because you extend your customers credit?" I have already shown you how it was justified. The latter clause in your question is as far from having any bearing on the question as East is from the West.

Question No. 3: "If you never sold cranberries by liquid measure do you approve of your competitors doing so?" I certainly do not.

In your 4th question you ask what I would do if I were charged with the enforcement of the weights and measures law, as you are. I would enforce the law and prosecute those who refuse to comply with the law. I see no other way in which you can do your duty. If you would do that you would find most of the grocers in Michigan with you.

As far as I am concerned, I have always been in favor of pure food laws, and have always been glad to have an inspector call on me and explain anything that I did not understand and I have never refused to comply with the rules laid down by a Commissioner. I believe a majority of the grocers feel the same way. I am proud to be in the grocery business. I think it an honorable and useful calling, and the men engaged in it will average as well as those engaged in other lines.

I was inspired to write my catechism, "Political Preparedness," after reading your catechism, "Cranberries and Quarts," by the fact that you laid yourself open to criticism by giving people the impression that grocers were dishonest.

Had it come from someone in private life, I would not have thought much about it, but coming from a man in your position it is no joke, and was certainly an uncalled for attack and also an insult to every respectable man engaged in the grocery business in the great State of Michigan.

F. D. Avery.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Dec. 15—Creamery butter, extras, 33@34c; firsts, 30@32c; common, 26@28c; dairy, common to good, 22@28c; all kinds, 18@22c.

Cheese—Fancy, new, 16½c; choice, 15@16c.

Eggs—Choice new laid, 34@36c; storage, 22@25c.

Poultry (live)—Chicks per lb. 11@16c; cox, 11c; fowls, 11@15c; ducks, 14@16c; geese, 15@16c; turkeys, 19@21c; (dressed), chicks, 13@16c; fowls, 12@15c; cox, 12c; ducks, 17@18c; geese, 14@15c; turkeys, 22@24c.

Beans—Medium, \$4; pea, \$3.80@3.90; Red Kidney, \$4.50@5; White Kidney, \$4.50@5; Marrow, \$4.50@5.

Potatoes—70@80c per bu.

Rea & Witzig.

BUSINESS CHANCES.

For Sale—New modern shoe store. Owing to death of Heavy Lemon, the popular shoe merchant of Mansfield, Ohio, the entire new stock is offered for sale, including new fixtures, valuable lease; oldest and best established business in city. Address Mary A. Lemon, Exec., De Soto Hotel, Mansfield, Ohio. 688

I have two choice land investments which will net very good profits to purchaser. One requiring \$50,000 and the other \$15,000. To see is to appreciate. Half on deferred payment if desired. I own most desirable factory sites also near cheap electric power and two railroads. Write J. Hopwood, Menomonie, Wisconsin. 687

For Sale—\$4,500 stock of dry goods, shoes, hats, groceries, fixtures for \$3,500 cash. No trades. Town of 300 in very rich farming community. O. B. Price, Tina, Missouri. 677

Lockwood & Co.
Wholesale Oysters
Grand Rapids, Mich.

wish their friends and
customers a
Merry Christmas
and a
Prosperous New Year

Get your Holiday orders
in early

Toledo Plate & Window Glass Co.

MANUFACTURERS OF GLASS FOR

Building Purposes and Metal Store Fronts
GRAND RAPIDS

Wish Their Customers and Friends
A MERRY CHRISTMAS
and a
HAPPY NEW YEAR

Scott Bros. & Wasson

Proprietors of

City Bakery

Grand Rapids

Extend to their friend and customers

A Merry Christmas and
A Happy New Year



Watch the Michigan Tradesman for announcement of our new brand of bread.

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



SAVING WORK for the GROCER

These enormous refineries are where FRANKLIN CARTON SUGAR is manufactured. We refine it from CANE SUGAR, using the most modern processes and producing pure, sweet sugar of uniform quality. We weigh it, pack it in cartons, seal the cartons, send them to you in strong fibre containers or in wooden cases, READY FOR YOU TO SELL. Why bother with barrels of bulk sugar which means work for you, when you can handle FRANKLIN CARTON SUGAR without work? Your hours are long—your work is hard enough without doing anything that has been made unnecessary by modern methods. Order a few containers of ready-to-sell FRANKLIN CARTON SUGAR from your jobber and you'll never go back to bother with the barrel. All grades wanted by your customers are packed in Franklin Cartons. Try them.

Original containers hold 24, 48, 60 and 120 lbs. FULL WEIGHT
of all CARTONS and CONTAINERS guaranteed by us

THE FRANKLIN SUGAR REFINING CO.
Philadelphia

K C

Baking Powder



CONTAINS NO
ALBUMEN (Sometimes called
white of egg) OR ANY ADUL-
TERATION

THEREFORE

It Complies With ALL PURE
FOOD LAWS, both State and
National.



Sold and pushed by grocers throughout the United States
who appreciate fair dealing by the Manufacturers and who
like to give their customers full value for their money.

JAQUES MFG. CO., CHICAGO

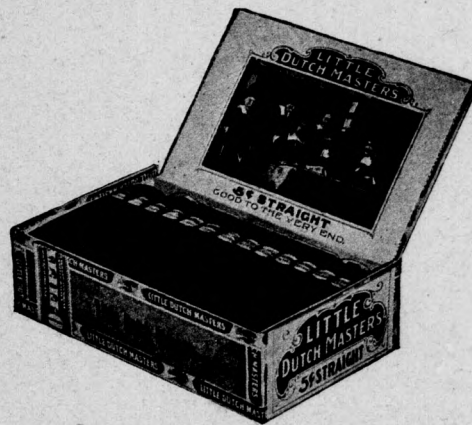
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Made in a Model Factory

Handled by All Jobbers

Sold by All Dealers

Enjoyed by Discriminating Smokers



They are so good we are compelled to work full capacity
to supply the demand

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

"White House" Coffee

By Its Absolute Probity

**Has Become the Most Attractive Dealer
Proposition in the Whole Coffee World**

**Tremendous Shipments—The Acquisition of New Connections—
The All-'Round Hearty Commendation of the Retail Trade, and
of Consumers in Every Part of the U. S., Can only Mean One
Thing—that "White House" is Really "King Pin," and Going Strong**

**There Are Serious Reasons Why You
Should Regularly Carry**



**The representatives of the following great wholesale houses dis-
tributing carload upon carload of this superb coffee will explain those
"reasons." Your customers find them in the coffee itself—See!**

**JUDSON GROCER CO., Grand Rapids
LEE & CADY, Detroit—Kalamazoo—Saginaw
BAY CITY GROCER CO., Bay City
BROWN, DAVIS & WARNER, Jackson
GODSMARK, DURAND & CO., Battle Creek
FIELBACH COMPANY, Toledo**

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**DWINELL-WRIGHT CO.
BOSTON---CHICAGO**