

MICHIGAN TRADESMAN

Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, JANUARY 5, 1916

Number 1685

SPECIAL FEATURES.

Page	
2.	Men of Mark.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Detroit Detonations.
8.	Editorial.
9.	Financial.
12.	Men of Mark.
13.	Slow Pay Customers.
14.	Upper Peninsula.
17.	Make It Pay Dividends.
18.	Representative Retailers.
20.	Colthing.
22.	Store Advertising.
24.	Hardware.
26.	The Meat Market.
28.	Woman's World.
30.	Butter, Eggs and Provisions.
31.	Michigan State Brand.
32.	The Mail Order Trade.
34.	Shoes.
36.	Dry Goods.
38.	Automobiles and Accessories.
40.	The Commercial Traveler.
42.	Drugs.
43.	Drug Price Current.
44.	Grocery Price Current.
46.	Special Price Current.
47.	Business Wants.

WORLD DREW ON AMERICA.

Sugar refiners the past year made a record in export business for which war conditions can be held responsible, since not only has the normal production in Europe been sharply curtailed, but even the sugar manufactured there could not pass in the usual routes of distribution.

It is not far from the mark to estimate the shipments of granulated from the United States at 400,000 tons, valued at \$40,000,000, in round figures. The full significance of this aggregate is only realized when comparison is made with former years—1914 (also under the influence of the world conflict) accounted for only 174,000 tons exports and 1913 only 23,000 tons.

The United Kingdom has, of course, been the biggest customer; for its refining capacity is materially below the consumption of the British Isles, the deficiency previous to the war being filled by imports of cheap beet sugars from Germany and other Continental nations. Of course purchases from enemy countries are out of the question, and although friendly Russia has a surplus that it would like to send out, limited transportation facilities prevent such a movement. The Dardanelles, contrary to expectation, has not been forced, so that sugar cannot come out by that route. In view of the fact that many of the factories are in Poland, now occupied by the armies of the Central Powers, the Russian production will show a sharp falling off.

France, however, has been a good purchaser of American granulated, although itself a producer of beets. German occupation of its best beet territory has cut down the available yield for the French 50 per cent. and the remainder of the consumption must be made up by imports of raws and refined. Other countries have felt the pinch as well. Switzerland, Greece and Latin-American nations buying steadily in the United States for their requirements. Much of the new business will be naturally lost

after the war, but there is a good chance of holding that gained in South America. It should be borne in mind also that high prices have been paid owing to the strength of raws. The eventual reaction in the latter will bring down the quotation of granulated commensurately.

Cuba, although making a crop of 2,600,000 tons, was able to get full prices for its raw sugar, American refiners being compelled to "pay the piper," owing to competition from the United Kingdom and other European countries, which bought probably 350,000 tons on the island. Planters have reaped a large profit, as the big dividends paid by the various companies indicate, the installation of new machinery and increased acreage being a natural concomitant. The abnormal conditions mean easily \$75,000,000 extra to the island, for it was called upon to fill part of the deficiency in the world production. High prices stimulate output and the next crop will be over 3,100,000 tons.

The American consumer has been forced to foot the bill to a large extent. He eats 3,800,000 tons of sugar annually, and an average advance of 1½¢ per pound would mean an extra cost of over \$1,000,000. It should be remembered that the domestic beet producer and the grower of cane in Louisiana, Hawaii and Porto Rico get the full benefit, having no duty to pay, as in the case of Cuba. Beet interests were particularly fortunate, for their crop was a record breaker—750,000 tons—which they marketed at a cent higher than the previous year. In contrast with former years, they did not force sugars on the country, realizing that, with refiners sold up for export, the situation was controlled by the domestic producer of beets.

The confidence of the beet interests may be explained in part by the change of heart in Washington regarding free sugar. The Underwood tariff called for the elimination of all duties in May of next year but, because of the prospective loss of \$44,000,000 revenue, the Administration plans to retain the tax.

The fear of competition from free Cuban sugar is therefore removed and the beet manufacturer feels confident that he need not sacrifice his product. Those who are opposed to the change in the tariff point out that a better plan would be to place a consumption tax on all sugar, which, by reaching beet and domestic cane interests, as well as importers, would produce revenue of \$84,000,000 annually. The actual consumer, it is pointed out, would not suffer, for the additional impost would be absorbed by the home producer.

When business is good, competition

is less keen and harmony not difficult to secure. Refiners have been working together of late months without any agreement—written at least—to the end that trade abuses be eliminated as much as possible. No fixing of prices was evolved, so the move does not come under any ban of the law. The old farce of raising quotations and letting customers take contracts at the previous level has been abolished as one effect of this agreement. The sugar trade is now on a sound basis, the old guaranteeing policy having shown the folly of stimulating speculation at the refiners' expense. It is no longer a case of "heads I win, tails you lose" with the latter. They are out to make a reasonable profit and, provided dull business conditions do not force cutting tactics, the outlook is considered bright for attaining that end.

SPIRIT OF DEMOCRACY.

At the beginning of 1916, what is the outlook for democracy on both sides of the Atlantic? It may be summed up in a few words: In Europe, democracy, under fire, is courageous and self-confident. In this country democracy is being urged to go out of business. England, after seventeen months of war and facing a struggle of indefinite duration, of enormous strain, of uncertain outlook, is still debating "compulsory service," of a modified and limited sort. Why? Because England, fighting for her empire, for the splendid history of a thousand years, for survival it may be, still refuses to surrender her democratic creed. The great majority of Englishmen feel that if this is a war for democracy, Germany will have won if England goes in for compulsory service. It may come to that. England may have to surrender her ancient creed to save herself from destruction, but she is determined to hold fast to the faith until there is no other way out. In other words, democracy in England is still courageous. It is the same way in France. Upon her the bitterness of war has broken in full measure. On her the strain is beyond calculation. Yet Frenchmen have not huddled together and cried for a dictator. Instead, through their representatives in Parliament they are reasserting a stronger democratic control over the conduct of the war, plainly determined that liberty must not be sacrificed to panic, plainly confident that democracy can yet win the war. Such is the spirit of democracy on the battle-line.

It is to be regretted that a good many of the published comments regarding Henry Ford are unkindly and some of the criticism designed to ridicule the promoter and financier for his

undertaking. There is really no occasion for that, since it frequently happens that some one with the best possible intentions and seeking the greatest good makes some blunder of tactics or procedure rendering the undertaking futile. Mr. Ford is primarily an expert and ingenious mechanic, who, because he made something which filled a want at a price within the reach of people who thought they were getting something besides a heap of junk made a wonderful success of his business. Incidentally he made a great deal of money, with which he has a commendable ambition to do as much good as possible. Following a sudden impulse, he thought he saw a way to do something which all the world wishes to see accomplished, but he did not possess the necessary mentality to give the matter in all details the attention it deserved. No thing great can be achieved along such lines without a very carefully mapped out plan calculated to meet all the requirements and complications of the situation. Ford unquestionably is honest and sincere and that is worth everything. That he failed is unfortunate, and there is no occasion to speak otherwise than kindly of his attempt.

St. Louis hotel men are going to make all the money they can during the week the Democratic National convention will be in session in their city. Not satisfied with doubling the price of rooms they announce that they will not reserve rooms unless certified checks covering half the cost of reservations accompany the orders. They give as their reasons that heretofore, when conventions were to be held there rooms have been ordered and held and the parties ordering did not appear, thus making the hotel men lose. They don't propose to lose this year, but many of the delegates will not feel like putting up payment for rooms five months in advance.

The torpeding of the Persia by the Austrians was a most fiendish crime and the moral opinion of the world will not hesitate to so declare. To send women and children to the bottom without warning would have been an unthinkable barbarism two years ago. In the interval, unfortunately, we have had too much proof that war can turn men who were supposed to be civilized into beasts more brutal and ferocious than the denizens of the jungle.

Never has it been discovered how a liar may gain and retain the confidence of his fellows; how a coward may win any struggle worth winning; or how the impure, slothful, idle person may enjoy the glow of satisfaction which comes only at end of labor faithfully performed.

MEN OF MARK.

George C. Hollister, Manager Windsor Upholstering Co.

George C. Hollister was born in Grand Rapids, July 16, 1882, his ancestors on both sides having been natives of New England. He attended the public schools here until he completed the eighth grade, when he entered the employ of Geo. F. Cook, general dealer at Grove, with whom he remained eighteen months. He speaks very highly of the valuable instruction he received under the tutelage of Mr. Cook, whom he regards as an ideal merchant. He then entered the employ of the Grand Rapids Veneer Co., with whom he remained two years, during which time he learned the trade of veneer making. In the meantime he took up the study of advertising and perfected himself in the work to such an extent that he was able to obtain employment with the Morse Dry Goods Co., the National Clothing Co. and Pierce & Co., of Battle Creek. He continued doing work for these houses for four years, when he was called upon to prepare a booklet for the Hot Blast Feather Co., now known as the Grand Rapids Bedding Co. The results of this booklet were so apparent that Manager Kennedy offered him a position as salesman and advertiser for the house, which offer he accepted. Three years later he was elected Secretary and Sales Manager, when he relinquished the smaller towns he had covered with marked regularity up to that time and devoted his entire attention to the trade of the large cities of the Middle West. He continued this work until about a month ago when he retired from the Grand Rapids Bedding Co. to become General Manager of the Windsor Upholstering Co., also of Grand Rapids—an establishment organized a year ago by Everill S. Brower, eldest son of the late John Brower, and a member of the sales force of the Michigan Seating Co., Walter E. Miles and others. Mr. Hollister has acquired the interest of other Windsor stockholders, save the two named with whom he will be associated in Grand Rapids' youngest upholstering organization.

Although Mr. Hollister has forsaken the grip in his executive connection with the Windsor Upholstering Co., of both manufacturing and sales departments of which he will be in charge, those of the trade who will much regret his periodical visitation may renew former associations on the seventh floor of the Furniture Temple during the January market season. There Mr. Hollister will be in charge of the Windsor exhibition samples, which are to include in 1916 a larger assortment than heretofore. Of particular interest in connection with the new line are a number of popular priced offerings in five piece suites, including, in addition to the upholstered patterns, a library case and table—which would indicate that Mr. Hollister's salesmanship—whatever his new title—is still much in evidence.

Mr. Hollister was married April 5, 1905, to Miss Mary Rowland. They

have one child, a boy, now 9 years of age. They reside in their own home at 337 Eastern avenue.

Mr. Hollister is a member of St. Paul's Episcopal church and is also a Blue Lodge Mason and an Elk. He has but three hobbies—fishing, hunting and a disposition to plug for Grand Rapids, which he confidently expects to live to see the biggest commercial center in Michigan.

Mr. Hollister attributes his success to the fact that he has always endeavored to treat his trade right. He



George C. Hollister.

has kept his word good and never knowingly failed to keep an engagement. He has always acted on the theory that a salesman's list of customers is his biggest asset and he has aimed to so conduct himself at all times and under all circumstances as to merit the commendation of his trade, the co-operation of his house and his own self respect.

Sagacious Suggestions From Saginaw Salesmen.

Saginaw, Jan. 3.—Dear readers, may 1916 be a most prosperous year to you and your business and to your loved ones.

Yep, Ma and I were both laid up Christmas week with la grippe, but, thanks to our doctor, the colored pills saved our lives.

The editor of the Tradesman overlooked a serious typographical error in one of the late issues. This seldom happens with him and let us hope we will not have occasion to censure him again on the same mistake. He spelled ford with a capital letter.

Crampton Bros., cash grocers at Alma, are forced to vacate their building, as it was sold to a foreigner to be used as a wholesale fruit house.

Saginaw is the home of some great hunters of wild game and, no doubt, they had much to do with bringing to Saginaw the convention of the Michigan Wild Life Conservation Association,

which will be held in the auditorium. Among the important speakers will be Mr. McClintock, of Pittsburg, one of the greatest workers on conservation of wild game in America. State Warden Wm. R. Oates, Chief Deputy John Baird and J. H. McGillivray, of Oscoda, will be the other speakers. Connected with this convention will be a large exhibit of wild animal and bird life.

More than one million dollars was spent in new buildings in Saginaw during 1915.

Fred J. Wolf, of the firm of Popp & Wolf, hardware dealers, died here at his home last week. He had been sick for the past six weeks. He was but

It is too bad that we do not have a few more like John A. Hach, Jr., on the road and in our council chambers. If you overlooked his article on the "Origin and enactment of the Henry law" in last week's issue, please look it up and read it and profit by it.

Have read all the lost, strayed or stolen advertisements the past few months to find out if possible what has become of Guy Pfander, the Battle Creek candy man, and one-time Tradesman correspondent.

If it is real good news and helpful hints you want, there's only one answer, read the Tradesman.

Well can it be said that Saginaw Council, No 43, started the new year aright, when it gave its annual Christmas tree party for the children of the members Saturday night at Forester's temple. It proved to be the biggest event of its kind ever held. There were 120 small children in attendance and one hundred light hearted commercial men with their wives and many visitors also on hand for the evening of all evening's entertainment. The programme started at 7:30 with the marching of the children in the main hall. The large Christmas tree was lighted and with its tinsel and many ornaments it was a great sight to behold for the kiddies, as well as the grown ups. An excellent programme was furnished, composed of recitations, songs and instrumental music, all being carried out by the children. Those participating were Bruce Bentley, Evelyn McArthur, Dorothy Fox, Margaret Pinkey, Earl Lyman, Hazel Ross, Adele McArthur, Harry, Harold and Mabel Dorr. After the regular programme was disposed of there came the thing which caused many little eyes to brighten up. It was the appearance of Santa Claus in the person of O. J. Lynch. His many friends will call to mind that he is built on about the same lines as old Santa. Upon his arrival he begun distributing pop corn, candy, nuts and toys. The early part of the evening the young folks danced and were joined by the older ones later and continued until 12 o'clock. The music was furnished by the Third Regiment orchestra. The dance hall was decorated to the king's taste and absolutely nothing was left undone. The color scheme was red, white and green. Great streamers poured forth from every part of the hall to the center, thus forming a canopy. Vacant spots about the hall and the balcony were decorated with evergreen. In behalf of the children and members of Saginaw Council, I want to voice special thanks to the many firms of the city who donated the many gifts which were presented to the children. The donors were Phipps, Penoyer & Co., Lee & Cady, Symons Bros & Co., G. A. Alderton & Co., Morley Bros., Blackney Cigar Co., Cornwell Co., Saginaw Hardware Co., Valley Sweets Co. and the M. W. Tanner Co. The Franklin Hotel furnished cigars for the men. The Garber-Buick Co. furnished the auto for gathering in the presents. To the above firms I again say thanks and may you be blessed abundantly this 1916. Why such a big affair you ask? Just take a peek at the entertainment committee.—Ed. Knoop, G. L. Grant, and M. Conaton, Jr.—the latter being chairman.

They are at it again. Word comes from headquarters that there will be a class of twenty sample case manipulators to be given what's coming to them at the next regular meeting to be held Jan. 15. Will it be necessary to send you a special invitation to get you to come? Let's hope not.

Big annual winter dance will be given Feb. 5. This is also in the hands of that real entertainment committee. Don't forget the date and have your shoes half-sole.

No apologies to offer. Best I can do. I'm a sick man. L. M. Steward.

The capital stock of the Auto Tire & Vulcanizing Co., has been increased from \$3,000 to \$8,000.

Signs of Prosperity

An evening's stroll along the beautiful White-Ways of our cities will show you many signs of prosperity—Electric Signs. And if you will take pains to notice, you soon will see that the prosperous concerns are those whose brilliant white electric signs are the most conspicuous objects on the dark background of the evening sky.

It Pays to Attract the Evening Crowds

Many of the people who crowd the streets in the evening are out to make purchases for which they have no time during the day. Dark show windows and poorly lighted store interiors fail to attract attention, much less trade. The crowd seeks the well lighted streets, likewise the brilliantly lighted show windows.

A good Electric Sign and a well lighted store is "A Profitable Investment"

We are at your service.

Consumers Power Co.

Grand Rapids, Mich.



Movements of Merchants.

Otsego—Clyde Scott succeeds Frank S. Tucker in the grocery business.

Hartwick—Mears & Mapes succeed Freeman Mapes in general trade.

Alpena—Arthur Nelson has closed his produce market for the winter, re-opening it April 1.

Hillsdale—Pinkham & Wright succeed Lewis & Stone in the garage and automobile supply business.

Otsego—George Tracy and son, David, have engaged in the restaurant business on East Allegan street.

Williamsburg—Hugo Will has sold his general stock to W. E. Roudabush, who was formerly engaged in trade at Wellston.

Holland—The De Pree Chemical Co. will build an addition to its plant, 36 x 84 feet in dimensions and four stories high.

Saginaw—Fred J. W. Wolf, of Popp & Wolf, hardware dealers, died at his home Dec. 29 as the result of intestinal trouble.

Negaunee—Winter & Suess have taken possession of the brick and concrete warehouse and colds storage plant they recently erected.

Pottersville—H. H. Davie, recently of Durand, has purchased the general stock of the late F. C. Cobb & Co. and has taken possession.

Fulton—E. E. Mosgrove lost his brick store building and stock of hardware by fire Dec. 27. The loss was partially covered by insurance.

Shepherd—Jesse Smalley, recently engaged in the clothing and women's furnishing goods business at Ewart, has opened a similar store here.

Edmore—J. L. Thomas has sold a half interest in his grain elevator and beanery to W. M. Johnston, who also conducts an elevator at Elwell.

Saginaw—The Wolverine Dry Cleaning Co. has opened a branch establishment at 520 Genesee avenue under the management of John H. Cosendai.

Jackson—F. C. Weber has sold his interest in the Peninsular meat market to W. F. Bossong and the business will be continued under the same style.

Negaunee—Robert G. Jackson has sold his confectionery sock and store fixtures to Guy Katus, who will continue the business at the same location.

Mason—John Haight, of Eaton Rapids, has leased the building formerly occupied by the Mason creamery and will use it as a cannery for meats and vegetables.

Flint—The Genesee Jewelry Co. has been incorporated with an authorized capital stock of \$1,000, of which amount \$1,000 has been subscribed and paid in in property.

Houghton—W. R. Richards has sold his stock of clothing and men's fur-

nishing goods to Miller's Department Store Co., which will close it out at special sale.

Ypsilanti—F. P. Powell has sold his interest in the stock of the Ypsilanti Grocery Co. to W. W. Vernon. The business will be continued under the same style.

Marquette—Victor A. Erfft, shoe dealer on Front street, has filed a voluntary petition in bankruptcy, scheduling his liabilities at \$10,248.71 and assests at \$7,636.32.

Shepherd—G. D. Caplon, formerly engaged in general trade at Walkerville, has purchased the D. Fisher stock of general merchandise and will continue the business.

Holloway—Fire destroyed the general stock of F. J. Blouch and the hardware and implement stock of Joseph Mueller Dec. 29. Some insurance was carried on both stocks.

Greenville—Frank S. Gibson has sold his interest in the stock of the Gibson Clothing Co. to his partner, Ray S. Cowin, who will continue the business under his own name.

Detroit—The Auto Market, Incorporated, has been organized with an authorized capital stock of \$5,000, of which amount \$3,000 has been subscribed and paid in in property.

Au Gres—E. E. Dougherty suffered a loss by fire of \$7,000 on his stock of general merchandise and \$2,000 on his store building Dec. 29. The loss was partially covered by insurance.

Milan—Walter Woodward, of Ypsilanti, has sold his interest in the meat stock of P. S. Woodward & Co. to L. L. Kreker. The business will be continued under the style of Woodward & Kreker.

Albion—Charles Price has sold his grocery stock to George Heels, who will continue the business at the same location, corner of Pine and Monroe corner of Pine and Monroe streets.

Cadillac—Thomas McGee, who for a number of years was a woods foreman for Mitchell Bros. Co., has purchased the shoe stock of Rice & Cassler. Mr. Rice and Mr. Cassler will open a garage.

Kalamazoo—The G. T. Eames Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed, \$1,000 paid in in cash and \$4,000 paid in in property.

South Boardman—E. E. Aldridge has sold his grocery stock to Ray Dick and Warren J. MacDonald, who have formed a copartnership and will continue the business under the style of Dick & MacDonald.

Belding—Homer R. Unger has sold his bakery to L. E. Trimble, who has been his chief baker for the past five

years and will continue the business at the same location under the style of the City bakery.

Ypsilanti—Robert Schrepper and Alfred Harvey have formed a copartnership and purchased the electrical wiring and fixture supply stock of the Edison Co. and will continue the business at the same location, 117 Pearl Street.

Saginaw—Edward Goeschel & Sons have merged their business into a stock company under the style of Goeschel-Brater Co., with an authorized capital stock of \$10,000, of which amount \$7,000 has been subscribed and paid in in cash.

North Star—The two general stores of H. H. Snider and L. M. Hicks, brothers-in-law, were closed Dec. 21 and 22, owing to the death of Mrs. B. A. Hicks, of Pompeii, mother of Mrs. Snider and Mr. Hicks, who died Dec. 21, while about her home duties.

Jackson—The stock and equipment of the sausage factory conducted by Richard Wirsing, at 302 Chicago street, has been purchased by the Saginaw Beef Co., which has also leased the building and will continue the business under the management of Mr. Wirsing.

Detroit—The Robert E. Mackay Company of Michigan has been organized to engage in the wholesale and retail wall paper and decorating business, with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Henry Blackwell Co., for whom the Security Trust Co. was recently appointed receiver, owes approximately \$260,000, the receiver estimates. A receiver's sale of the stock will be conducted at once. Whether the concern will be able to continue business or will be forced to dissolve is yet to be determined.

Nashville—Fred Baker, who was arrested in 1912 on an embezzlement charge and released on a five-years probation period in March 1913, has made an excellent record in business and has paid up his financial obligation. Mr. Baker was accused of misappropriating funds given to him for investment. When released by Judge Smith, Mr. Baker was required to report in writing each week to Roy Andrus and to appear in person each month and to give account of himself. Mr. Baker came back to Nashville and engaged in the junk business in a small way. He has made good, and Mr. Andrus reports that Baker has paid \$310 in court costs; to Serroll Powers the sum of \$250, and and E. B. Greenfield, \$375 making a total of \$935. In addition, Mr. Baker has established himself firmly in business.

Manufacturing Matters.

Detroit—The Detroit Furnace Co. has increased its capital stock from \$180,000 to \$230,000.

Hart—The capital stock of W. R. Roach & Co. has been increased from \$300,000 to \$500,000.

Lansing—The Reliance Engineering Co. has increased its capital stock from \$1,250,000 to \$1,720,000.

Detroit—The Kerr Machinery & Supply Co. has increased its capital stock from \$20,000 and \$50,000.

North Detroit—The Russel Motor Axle Co. has increased its capital stock from \$150,000 to \$250,000.

Bay City—The North American Construction Co. has increased its capital stock from \$60,000 to \$500,000.

Caro—The Johnston-Slocum Co., manufacturer of steel horse collars and fireless cookers, will close its plant and dispose of the equipment at private sale.

Lansing—The Gier & Dail Manufacturing Co. has increased its capital stock from \$100,000 to \$500,000 and changed its name to the Gier Pressed Steel Co.

Detroit—The Ross & Young Machine Co., manufacturer of gasoline engines and special machinery, has increased its capital stock from \$35,000 to \$750,000.

Detroit—The Cadillac Metal Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—The Union Cap Screw Co. has engaged in business with an authorized capital stock of \$3,000, of which amount \$1,500 has been subscribed and \$1,000 paid in in cash.

Jackson—Frank L. Heaton, for the past twenty-five years a manufacturer of window shades, died at his home, 209 Greenwood avenue, following a few days illness of pneumonia.

Detroit—The Michigan Auto Trailer Co. has engaged in business with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,100 paid in in cash and \$600 paid in in property.

Detroit—The Milmac Co. has engaged in business to manufacture machinery and mechanical specialties, with an authorized capital stock of \$1,000, of which amount \$500 has been subscribed and \$250 paid in in cash.

Detroit—The Bour-Davis Motor Car Co. has been organized with an authorized capital stock of \$500,000, of which amount \$250,000 has been subscribed, \$50,000 paid in in cash and \$130,000 paid in in property.

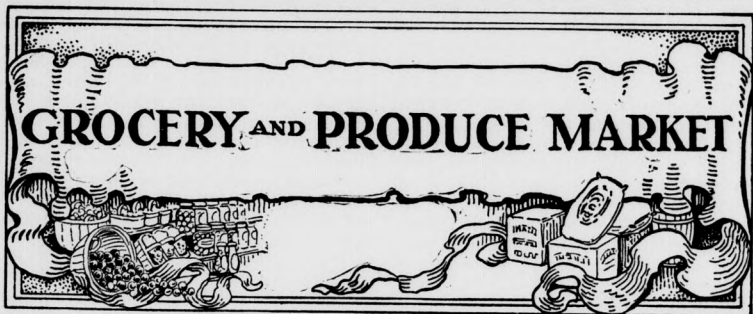
Detroit—The Colonial Car Co. has been incorporated to engage in the manufacture of automobiles and vehicles with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and \$15,000 paid in in property.

Detroit—Alexander Vecht, clothing manufacturer, has merged his business into a stock company under the style of A. Vecht & Co., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Detroit—The Longroad Motor Co. has been incorporated to manufacture motor vehicles and parts with an authorized capitalization of \$25,000, of which amount \$12,600 has been subscribed and \$1,260 paid in in cash and \$11,340 paid in in property.

Jackson—The Michigan Kaolin Co. has engaged in the manufacture of clays, kaolines, mica and other dry products with an authorized capital stock of \$50,000 common and \$13,500, preferred, all of which has been subscribed and paid in in property.

Boyne City—The I. N. Conrad Iron Works has merged its business into a stock company and incorporated under the style of Conrad Iron Works, Inc., with an authorized capital stock of \$5,000, all of which has been subscribed, \$697.12 paid in in cash and \$4,302.88 paid in in property.



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—There has been an active demand for all grades of butter. The market is steady at 1c decline in New York and 2@3c in Elgin. Strictly fancy butter continues to be very scarce. Medium grades are in ample supply. The consumption of butter has been very good and we do not look for any change in the present conditions in the immediate future. Local dealers quote fancy creamery at 32c in tubs and 33c in prints. Local dealers pay 25c for No. 1 dairy and 16c for packing stock.

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 \$10 per bbl.

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

Eggs—There is a good consumptive demand for all grades. Fresh eggs are cleaning up on arrival. The market to-day is 1 cent lower than a week ago. There is some increase in the receipts. The quality is running good. We look for an increase in receipts as the season advances, which will no doubt be followed by a marked decline. We are, however, going into a season when the weather is very uncertain and prices are likely to fluctuate. Local dealers pay 28@29c for strictly fresh. Storage are held at 22c for April candled and 25c for extra candled.

Egg Plant—\$1.50 per doz.

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

Grapes—California Emperor, \$4.50 per 40 lb. keg; Spanish Malaga, \$7.50 @8 per keg.

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

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

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

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

Lettuce—12c 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.; filberts, 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 stronger and higher, having been advanced to \$1.75@2 per 100 lb. sack.

Oranges—California Navals, \$3@3.50; 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—The market has taken a strong upward turn, in consequence of an active demand from Eastern points; country buyers have advanced their paying prices to 75@80c. The seeding demand from the South has not yet put in an appearance.

Poultry—Local dealers pay as follows, live weight: Fowls, 10c; cocks, 8c; chickens, 11c; turkeys, 20c; ducks, 14c; geese, 11c. Dressed fowls average 3c above these quotations. The quotation on turkeys is nominal, there being no turkeys to be had in any quantity. The supply for Christmas was not nearly equal to the demand.

Radishes—25c for round hot house.

Squash—1½c per lb. for Hubbard.

Sweet Potatoes—\$1.10 per hamper for kiln dried Jerseys; \$3.25 for kiln dried Illinois.

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

Turnips—60c per bu.

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

On another page will be found the annual statement of the Valley City Building and Loan Association, the oldest organization of the kind in the city. Grand Rapids is fully justified in feeling jubilant over the fact that the influence of this and other associations of similar character in home buying has given Grand Rapids second place in percentage of home ownership in cities of over 100,000 in this country.

Otto A. Ohland has retired from the Grand Rapids Store Fixture Co., 7 Ionia avenue, North. The business will be continued by Frederick D. Vos, the remaining partner, under the same style.

The Ukrainian Market has been organized with an authorized capital stock of \$2,000, of which amount \$1,000 has been subscribed and paid in cash. The market will handle groceries and meats.

The Grocery Market.

Sugar—Refined is unchanged. The demand for granulated is light and will not be active, probably, until refiners make a readjustment in prices to the basis of the new crop raws. The country, however, has no stock of consequence and once it resumes contracting, a good movement should result. At the 5.95c basis, naturally little business in granulated is transacted. Export enquiry is less of a factor, but later in the month it is believed that Europe will develop more interest in granulated, especially at a lower level of quotations. Both France and the United Kingdom will need supplies later on, as the home output is less than the consumption.

Tea—Sentiment is cheerful regarding the prospects for the coming year. More interest is shown in black teas as a result of recent developments, Formosas being a case in point. Sales of 10,000 packages are reported. It is pointed out that these are the cheapest teas, there being few Congous and little opportunity to secure Foochows for months to come. The imports of tea during the month of October are given by the Department of Commerce as 14,474,790 pounds as follows: From the United Kingdom, 803,230 pounds; Canada, 264,244 pounds; China, 3,489,024 pounds; East Indies, 2,373,676 pounds; Japan, 7,507,039 pounds. Of the total, 3,959,421 pounds came through the port of New York. The exports aggregated only 80,942 pounds, of which 45,564 went to England.

Coffee—The market has shown no change for the week, although the speculative market has advanced slightly. Coffee, however, has ruled rather heavy and the undertone, particularly in Santos grades, is still heavy. Mild coffees are also dull and heavy, with the future rather weak. Java and Mocha grades are unchanged.

Canned Fruits—A moderate demand for stocks to satisfy immediate requirements is in progress in a few quarters, but otherwise the market is very dull. The Coast market for future shipment continues to be dominated by a very firm tendency, with available stocks in light quantity.

Canned Vegetables—The market on tomatoes is unchanged, with every indication of a steady advance. Peas are in good demand at unchanged prices. Corn is strong, but with no advance. Baltimore canned goods are without particular feature, although many packers have advanced their prices on string beans and spinach.

Canned Fish—Brokers announced that prices will be advanced on quarter-oil keyless sardines some time this week, and that advances will probably follow within a short time on other grades of domestic sardines. The general tone of the market for stocks of salmon is being maintained on a fairly firm basis.

Dried Fruits—The California Associated Raisin Co. has guaranteed its prices until July, 1916, which would indicate a possibility of an advance on spot stock before very long. Peaches, while not active, are firmly held at the advance of several weeks ago. Apricots are in very light supply and are

selling at full prices. Prunes are slightly easier on spot, as the supply is slightly in excess of demand. The market on the coast has receded about a ¼ c a pound.

Cheese—The consumptive demand is light, which is characteristic of this season of the year. The stocks are about normal and the price ranging about the same as it has for the past few weeks and compares about the same as about a year ago.

Matches—Under date of Jan. 3 the Diamond Match Co. advanced the prices of its matches 20c@\$1.00 per case. The free deal still remains in force—one case free with ten.

Salt Fish—Mackerel continues in light supply and steady to firm in price. Eastern Scotch cured herring are in demand and steady to firm in price. Cod, hake and haddock are about in normal demand, at unchanged prices.

Provisions—Everything in the smoked meat line is steady, with a normal consumptive demand, with prices ranging about the same as a week ago. Pure and compound lard are steady, with a light consumptive demand, with prices ranging same as last week. Barreled pork, dried beef and canned meats are dull, with a light consumptive demand, but do not show any change in price.

It is indeed a happy New Year for Manistique and a prosperous outlook in the information given out that the Consolidated Lumber Co. has closed negotiations with parties for a site to erect a chemical plant in connection with its sawmill. The plant which is to be erected is known as a destructive distillation plant, manufacturing charcoal, wood alcohol and acetate of lime from maple and beach wood. The supply of raw material will be obtained from the mill wood of the Consolidated company and also from the timber that is left behind in its logging operations, heretofore being waste products. The plant will require from fifty to eighty men on the works and approximately the same number in the woods.

B. R. Barber, who has been manager of the Kalamazoo branch of the National Grocer Co. ever since the house was established, has resigned on account of ill health. He is succeeded by Will Cooke, who has been city salesman for the house for many years. The vacancy caused by Mr. Cooke's promotion will be filled by Frank Seville, who has been Mr. Barber's assistant in the store. The vacancy caused by Mr. Seville's promotion will be filled by G. R. Clark, late of Omaha.

The Kimmel Millinery Co. succeeds the Kimmel-Rogers Millinery Co. at 26-32 Division. Mrs. J. C. Kimmel has been elected President of the new corporation and John C. Kimmel will act as Secretary, Treasurer and General Manager.

About the time the stars come out a man begins to realize the importance of making hay while the sun shines.

Time softens all things—except a railway restaurant sandwich.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Jan. 3.—The traveling men's fair has passed into history and there is now several thousand dollars available for the widows and orphans' fund of the United Commercial Travelers. To no particular member can credit be given for the success of the undertaking, as each worked like units of a large machine. An active campaign for new members will follow the recent publicity given Cadillac Council. The Council demonstrating without a doubt its standing as the liveliest organization of traveling men to be found anywhere.

From the news reports of the past week. "Nine negroes and two whites slain in race war in the South." My, how uncivilized they are in Europe.

The Victor Manufacturing Co., general wood workers, corner of Copeland and M. C., are having an addition built to their factory.

Last Saturday, while clerks were waiting on customers, thieves broke into the rear of the Robinson pharmacy and stole several dollars' worth of drugs. As the drugs stolen were the kind used by drug fiends, it is supposed they were responsible for the theft.

The Mutual Drug Co., of Cleveland, has leased the first two floors and basement of the new building at the corner of Randolph and Larned streets for a term of ten years and have taken possession.

N. Schweinfurth, of Jackson, department manager of the Cook & Feldher department store, was in Detroit on a business trip last week. Mr. Schweinfurth is the discoverer of a substitute for cotton that is now being tried out by the German government, which is sorely in need of cotton, now on the contraband list. The substitute is the whiskers of the Russian prisoners.

The new automobile law may not be classed as a blue sky law, but it has made auto owners say things that made the air blue.

Charles F. McClure has been appointed Secretary of the Lumber Board of Trade, with offices at Clark avenue and the M. C. railroad.

W. M. Finck & Co., overall manufacturers, 1150 Gratiot avenue, gave a reception and dance to all employees on the pay roll, New Year's eve. A dinner of chicken and turkey was served.

William, better known as "Bill" Foley, will represent Burnham, Stoeppel & Co. as general salesman on the territory formerly covered by George Potts, who retired from the road Jan. 1. Mr. Foley is well known to the trade having carried special lines on the road for the firm for a number of years.

At the Veteran Traveling Men's annual reunion and banquet, held at the Wayne last Thursday, the following officers were elected: President,

Manley Jones, Grand Rapids; First Vice-President, John C. Root, Saginaw; Second Vice-President, L. D. Johnson, Adrian; Third Vice-President, H. L. White, Mt. Clemens; Fourth Vice-President, W. J. Devereaux, Port Huron; Secretary-Treasurer, Samuel Rindskoff (re-elected) Detroit; Chaplain, W. S. Sayres, Detroit. Executive Committee, George L. Sampson, M. G. Howarn, John P. Hemmeter, John A. Murray and John C. Pontius.

Nearly every year the Veteran Travelers' reunion is held on the same date as the Salesman's banquet at the Board of Commerce. A much larger attendance would doubtless result if the dates were arranged so as not to conflict.

1916 will have to go some to get the same recognition in history that its predecessor 1915 did.

Lockhart & Keeler, jewelers, have leased a store in the Majestic theater building, 774 Woodward avenue.

P. George, grocer, 286 Beaubien street, had a narrow escape from suffocation when fire damaged his stock last Thursday. Mr. George's apartments are over the store and the family was asleep when the fire broke out. A citizen discovered the fire and awakened them in time to escape from the burning building.

William Fielding, for fifteen years a salesman for Lee & Cady, has resigned and will engage in the real estate business.

F. C. Richter, former Grand Secretary of the U. C. T. and author of "Wafted Down From Grand Traverse Bay," was one of the spectators at the fair last week. Fred is very enthusiastic over the prospects of the Grand Lodge meeting, to be held in his home town, Traverse City, next June. He stated that every effort is being put forth to entertain the travelers and their families in a manner they will always remember. Aside from the entertainment, the natural advantages of scenery in and about Traverse are such that it alone would repay a trip there. Automobile and boat trips are planned to show off the natural landscape beauties to the visitors.

Hadley Smythe, special tea salesman for Lee & Cady for a number of years, has resigned to accept a position with F. C. Smith, owner of a chain of stores located in every part of the city. Mr. Smythe is an expert in the tea and coffee business and he will act as buyer for Smith, who maintains his own warehouse and handles as many goods as some jobbers.

Harry G. Ruth, representing the Detroit branch of the Standard Oil Co., was attacked by a hold up man in Flint last week and severely beaten before an appeal for help frightened the stranger away. Mr. Ruth was carrying a large amount of money on his person which may have been an incentive for the attack.

Detroit is so persistent that it can't

even release its grip on the grippe.

The Detroit Battery Co., 607-609 Fort street, West, has approved contracts for the construction of a three-story re-inforced concrete factory building on High street. Work has already begun on the building.

L. M. Goldman, proprietor of the Bee Hive department store, at 257 Michigan avenue, is having the store remodeled and a new front installed.

According to Guy Caverly, local representative for the G. J. Johnson Cigar Co., manufacturer of the Dutch Master cigars, Grand Rapids, business drops off markedly following the bountiful New Year's resolutions and sometimes it is a whole week before it resumes its normal condition again.

Christianity in this country is rapidly developing. Jersey City is going to spend a million dollars for a new jail.

The Art Floral Co., of Chicago, has leased the store at 774 Woodward avenue and will take possession at once.

William F. Sexton, who has conducted a wholesale notion business at 303 Meldrum avenue for the past nine years, has formed a partnership with J. R. and C. R. Bradley and will conduct a wholesale notion and hosiery business. All of the partners are well known to the trade in Detroit. The Bradley brothers have each conducted a wholesale business and have called on the local trade for

the past twenty years. Mr. Sexton, previous to engaging in business nine years ago, was employed by a wholesale notion firm in this city. With the consolidation of the three concerns, the new firm will be in a better position to cater to larger business, the facilities for handling the business being greatly enhanced and the buying power increased. A store has been leased at 115 Jefferson avenue in the heart of the wholesale district. Mr. Sexton and J. D. Bradley will continue to call on the trade in the city and C. R. Bradley will look after the management of the store and offices. The name of the new firm will be the Bradley-Sexton Co. and will be ready for business in the new location about Jan. 20.

Frank C. Burghardt, member of the firm of Burghardt & Diehl, furniture dealers at 928 Grand River avenue, died suddenly Dec. 28. He was well known in this city, having lived here all his life. Mr. Burghardt was 38 years old and is survived by his mother, a brother and two sisters.

Frank Whitton, manager of the Saginaw office, Fred Larrett, manager of the Grand Rapids office, and Edward Derby, manager of the Traverse City office for Burnham, Stoeppel & Co., were in Detroit last week.

The peace expedition has evidently gone to pieces.

Roy Collins, formerly head bookkeeper for Lee & Cady, received a



This illustration is the exact size of our 10 cent package, and is as large as the nationally advertised brands which are sold for 15 cents. Nice profit for dealer. Order a case from your jobber.

Thomas Canning Co.

Packers of

Fancy Quality Pork and Beans
Red Kidney Beans
Sauer Kraut
Fruits and Berries
Cider and Cider Vinegar

Grand Rapids

New Year's present in the shape of a promotion, being made chief auditor of the house, which places the company's offices in his charge.

P. H. Aber, dry goods and furnishing goods, Ford City, demonstrated beyond a reasonable doubt that his idea of giving Christmas gifts is not limited or miserly. He presented his son, Leo, with a "toy" in the form of an Oakland six and, rather than take his chances with our own hard pressed Santa, presented himself with a Studebaker car.

Last week two bandits entered the store of Jake Smolensky, 2481 Jefferson avenue, and in the guise of customers requested to be shown some goods, which brought the merchant to the rear of the store. When he turned he faced two revolvers and the desperadoes, after relieving him of the cash he carried in his clothes, robbed the cash register and before leaving beat Mr. Smolensky into unconsciousness. His wounds were so serious that he was obliged to receive care at the hospital. He conducts a men's furnishing goods store.

Eight states went dry with the advent of new year. Eight states will now have the liquor business on the hip.

Joe Kain, former representative for Burnham, Stoepel & Co., covering the main line of the Michigan Central, has been made assistant manager of the wash goods department and his traveling will be confined to special trips made occasionally in the interest of his department. He has been succeeded on the territory by Edward Lawton, formerly with an Eastern concern.

"Treat your purse correctly," says Harry Lauder. The aim of the average American, these days of speed and hilarity, seems to be to treat with their purse recklessly.

Walter Ryder, well known traveling man from Grand Rapids, was a Detroit visitor last week, improving the opportunity while here to visit the traveling men's fair at the Armory. Walter, who is of considerable avoirdupois and likewise dimensions, was greatly relieved before he left the large hall. Several kindly and eloquent travelers assisted in the relieving.

A very scrappy New Year was spent by the majority of citizens across the seas.

Cadillac Council, U. C. T., holds its regular monthly meeting Saturday night, Jan. 8, in its hall in Elks Temple. As this is the first meeting since the fair, it is expected that a large crowd will be in attendance. A great deal of important business will be transacted.

John MacManamy, with the Gordon-Pagel Baking Co. and President of the Everclean Manufacturing Co., spent the holidays with friends and relatives in Bison Corners, Okla.

The news of the death last week of Charles F. Smith will be received with regret by many in all parts of

the country. Mr. Smith was a veteran of the road and was known to many merchants long since retired, as well as many of the younger ones of to-day. For years he represented jewelry firms in Michigan, Ohio and Indiana and was one of the best known salesmen on the road. Born in Ogdensburg, N. Y., he came to Detroit in the early '70s. Surviving is one daughter, Mrs. H. S. Evans, 50 Lothrop avenue, with whom he lived for a number of years.

F. H. Heinz has moved his meat market from 802 Seneca avenue to a new store at 1570 Gratiot avenue.

The Atlantic & Pacific Tea Co., with stores in all parts of the country, have opened stores in Detroit at 1512 Kercheval and 3185 Jefferson avenues and will carry a full line of groceries in each.

We are obliged to take our brother scribe, W. T. Ballamy of Bay City, to task for a statement in his columns of last week in which he referred to E. B. Braddock, veteran traveler recently retired after fifty years of service on the road: "Mr. and Mrs. Braddock's friends are too numerous to mention, not only in this city but throughout Northern Michigan, etc." Socially speaking, E. B. Braddock's friends are not confined to any one or two parts of Michigan, but all over the State. Right in this little village of Detroit are many who are proud of the distinction of being called friends of the venerable E. B. and his good wife.

Mrs. F. Bateman has moved her stock from Oakwood and has opened a drug store at 403 Dubois street.

Thanks are extended to H. D. Bullen for his kindly remarks about our fair city and we can with all sincerity say the same about Lansing. Its down town district has been staging some busy scenes for some time past.

It is all very well for a person to get full after New Year's, if it is full of optimism.

The man that breaks his New Year's pledge is very apt to do the same thing to his purse before the year ends.

Ray T. Middleton, former Western states representative for the Steel Products Co., has been appointed manager of the local branch at 1515 Ford building, to succeed Frank De Witt.

Resume of conditions in Detroit for the past year—Prosperous.

James M. Goldstein.

Bankruptcy Proceedings in Southwestern Michigan.

St. Joseph, Dec. 27—John Floodas, doing business as the Kalamazoo Candy Co., filed a voluntary petition and was adjudged bankrupt, the matter being referred to Referee Banyon, who was also appointed receiver. The schedules of the bankrupt disclose no assets above the exemptions. The following are listed as creditors:

Preferred Claims.
City of Kalamazoo, taxes\$ 41.66
Peter Katrowz, labor 25.00

Secured Claims.

Mary Floodas, chattel mortgage ..\$600.00
Unsecured Claims.
Wilfrid I. Booth, Elmira, N. Y. ..\$ 15.31
Tablet & Ticket Co., Chicago .. 2.05
John A. Alban, New York 23.18
White-Stokes Co., Chicago 48.86
Goshen Milk Co., Goshen 5.80
Frederick Stearns & Co., Detroit .. 19.64
A. W. Walsh, Kalamazoo 55.00
Marcus Ruben, Chicago 18.60
Frank Flaitz, Kalamazoo 141.60
Specialty Case Co., Kendallville 8.00
Perfection Biscuit Co., Jackson .. 4.23
Manufactures Sales Co., Flint 33.63
Sethness Company, Chicago 18.00
Oriental Candy Co., Chicago 10.98
Malick & Askoul, Grand Rapids .. 7.65
Dairymen's Milk Co., Kalamazoo .. 76.29
Davidson Bros. Co., Des Moines .. 328.25
C. A. Kerr & Co., Chicago 48.24
Dr. D. J. Scholten, Kalamazoo 40.00
Limpert Bros., Inc., New York 93.63
Geo. S. Salter, Kalamazoo 12.00
French Druggery Specialty Co., N. Y. 5.00
City Bottling Work, Kalamazoo .. 109.00
Celery City Creamery Co., Kalamazoo .. 70.00
Metropolitan Importing & Mfg. Co. 46.20
Ad. Seidel & Sons, Chicago 25.00
Autosales Gum and Chocolate Co., New York 75.00
Cincinnati Extract Works, Cincinnati 29.42
Charles L. Dibble, Kalamazoo 15.00
S. & P. I. Manicas, Haverhill 6.00
G. H. Lowell & Co., New York 38.13
J. B. Weber, South Bend 6.40
John Procos & Co., Chicago 52.85
Ideal Plumbing Co., Kalamazoo 10.02
Liquid Carbonic Co., Chicago 42.81
Kakarakis Bros., Chicago 18.41
Greek-Arabian Coffee Co., N. Y. 10.80
Luck-ola Co., Memphis 35.20
Dewing & Sons, Kalamazoo 10.00
Paw Paw Grape Juice Co., Paw Paw 30.50
Mahar-Zentner Co., Milwaukee 10.40
Sulzberger & Sons Co., Chicago 28.00
Bill Papas, Kalamazoo 135.00
Harry Lewis, Kalamazoo 20.00

\$1,829.21

Dec. 28—In the matter of William J. Smith and Jay V. Smith and New York Racket Store, a copartnership, bankrupt of Paw Paw, the trustee filed his final report showing no assets above the secured claims and exemptions of the bankrupts. There will be no dividends to creditors and the estate will be closed at once.

Dec. 29—Jane Goozen, engaged in business as a milliner at Dowagiac, filed a voluntary petition and was adjudged bankrupt and the matter was referred to Referee Banyon, who was appointed receiver. The referee made an order appointing Carl Mosier, custodian. The following are listed as creditors:

Secured Creditors.
Frances Onen, Dowagiac\$125.00
Unsecured Creditors.
Kimmel Millinery Co., Grand Rapids \$ 48.25
Kaufman Auerback & Co., Cleveland 228.90
Hart & Co., Cleveland 36.00
A. E. Wood & Co., Detroit 30.26
Edson, Keith & Co., Chicago 13.70
Ladies' Library Assn., Dowagiac 30.00
John N. Goozen, Newaygo 500.00

\$887.11

Assets.
Cash on hand\$ 5.00
Stock in trade 636.50
Machinery, tools, etc. 256.25
Debts due on open accounts 15.50
Money in bank 13.00

\$963.38

Dec. 30—In the matter of Spencer & Barnes Co., bankrupt, Benton Harbor, the inventory and report of appraisers were led, showing total assets of the appraised value of \$37,791.38, divided as follows: real estate, plant, machinery and equipment, \$22,000; personal property, \$15,791.38.

Dec. 31—In the matter of Adelbert

Fargo, bankrupt, Kalamazoo, the trustee's report of exempted property was confirmed by the referee, who directed the trustee to file his final report and account for the purpose of closing the estate. No dividends will be declared to creditors for the reason that there are not sufficient funds in the estate to pay the actual administration expenses.

Jan. 1—Samuel Polakow, of the township of Paw Paw, Van Buren county, filed a voluntary petition and was adjudged bankrupt. The schedules of the bankrupt disclose no assets above his exemptions. The following are listed as creditors:

M. J. Kerwer, Chicago\$208.00
Columbia Wire & Iron Co., Chicago 115.00
Carson, Pirie, Scott Co., Chicago .. 80.00
Nathan Rosenzweig, Chicago 1,300.00
C. J. McGurrian, Chicago 2,500.00
Frederick Wilde, Chicago 1,000.00
W. W. Kimball, Chicago 1,300.00
Geo. Cassidy, Chicago 3,500.00
Virginia & Camillo Volini, Chicago 5,000.00
Benjamin Bush, Chicago 200.00
Abe Seaman, Chicago 800.00
Max M. Grossman, Chicago 1,500.00
Elmer M. Watson, Chicago 275.00
Fred Barnard and John Miller, Chicago 101.30
University of Notre Dame 183.94
Sentinel Publishing Co., Chicago 185.00
Robert Baurle, Chicago 122.00
Chicago Car Advertising Co., Chicago 626.26
Western Railway Adv. Co., Chicago 224.85
John W. Collins, Chicago 359.00
Mandel Bros., Chicago 2,000.00
Ann I. Shinn, Chicago 1,309.13
I. Shoer, Chicago 311.50
Westinghouse Lamp Co., Chicago 470.00
Becker Bros. Co., Chicago 126.50
H. & E. N. Schumann, Chicago 1,207.80
American Bonding Co., Chicago 265.65
So. Halsted St. Iron Works 486.60
Harry Greenbaum, Chicago 112.50
S. Deschanuer Co., Chicago 113.93
International Theatrical Co., Chicago 350.00
Illinois Metal Sealing & Supply Co. 100.00
Michigan Stove Co., Chicago 278.99
Ralph C. Kent, Chicago 350.00
Hyman J. Rosenberg, Chicago 993.00
American Stove Co., Chicago 336.79
Consumers Co., Chicago 472.13
Cosmopolitan Electric Co., Chicago 47.43
State Bank of Italy, Chicago 258.25
American Sand & Gravel Co., Chicago 1,971.68

Total\$30,232.14

Jan. 3—In the matter of John D. Warren, bankrupt, Kalamazoo, the trustee filed his supplemental final report and vouchers, whereupon an order was entered by the referee closing the estate and recommending the discharge of the bankrupt. An order was also entered discharging the trustee and cancelling his bond. The record book and files were returned to the clerk's office.

Officers of the Valley City.

At the annual meeting of the directors of the Valley City Building and Loan Association, Monday evening, the old officers were re-elected as follows:

President—Warren N. Fuller.
Vice-President—H. Van Aalderen.
Secretary—O. E. Belden.
Treasurer—A. D. Rathbone.
Attorney—J. L. McKee.

There is a limit to human endurance. The friend who stands up for you may tire in the course of time and proceed to sit down on you.

GOOD GOODS

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

THE PROMPT SHIPPERS

MICHIGAN TRADESMAN

(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY,
Grand Rapids, Mich.

Subscription Price.

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

Five dollars for six years, payable in advance.

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

Sample copies 5 cents each.

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

January 5, 1916.

SCOTCH THE SERPENT.

The Tradesman desires to add its protest to those of others against the hypocrisy of our maintaining "friendly relations" with the Teuton murderers of American citizens abroad and violators of American rights at home. While these "friendly relations" are official only and do not represent the sentiment of the Nation, the world judges the Nation by its official actions and classes us all as cowards, too weak and too commercial to protect our own citizens.

Before August, 1914, many Americans thought well of German industry, organization, and character, and the first shock came when the German nation embarked unitedly on a deliberate war of aggression. The ravishing of Belgium, the nameless cruelties, the murders of non-combatant men, women and children, and the pitiless policy of frightfulness followed, with its revelation of ferocity and barbarity. The evil result of years of trained obedience to autocracy and military despotism was here shown in its work of widespread desolation. Although the chief responsibility for these atrocities rests upon the Kaiser and his General Staff, the German nation which approved of them and carried them out must also share in the heavy burden of responsibility.

President Wilson did not suggest that we should protest against the rape of Belgium, but, on the contrary, strongly urged that all Americans should be neutral. When we consider that the issues of this war are largely moral, it becomes continually clearer that it is the duty of Americans not to be neutral, but to enlist their hearts, minds and resources on the side of the Entente Allies who are fighting the battle of civilization.

On May 7, 1915, the Lusitania was sunk by a German torpedo, drowning over a thousand innocent men, women, and children, including more than one hundred American citizens. The American people, thrilled with horror at this devilish crime, awaited from the President the word of a moral leader which would set them free from fear and selfishness and should crystallize this deep indignation into action at any hazard in defence of human rights and of American lives and honor. But we only received

from him the enunciation of a strange and hitherto unheard-of doctrine—that Americans were "too proud to fight." This pusillanimous and individual view is fundamentally false, both to the Americans of to-day and to the Americans of the past who fought and died in 1776, in 1812, in 1846, in 1861 and in 1898. The President lulled and dissipated the bitter American resentment over the Lusitania by a series of many notes, strong at first, gradually growing weaker, and finally fading away, until now no one knows whether America or Germany wrote last on the subject. The Lusitania remains unatoned for and unavenged, but let neither President Wilson nor any German think that it is forgotten. The rejoicing in Germany over this wholesale assassination makes the German nation a full partner in the crime and casts a murder stain on Germany that will require many generations to live down. The Ancona and other ships bearing American citizens have since been torpedoed, followed in each case with the usual milk-and-water note-sending process.

The inevitable result of such cowardice in dealing with a nation like Germany, which flings every moral restraint to the winds and fears only force, appears in what is virtually a declaration of war by Germany against American interests at home. For many years past, with characteristic thoroughness, energy and effectiveness, Germany has carried on a system of espionage in the United States as to our military and naval affairs, which has been an affront to this Nation. Expanding this spy service and furnishing it millions of bribe money, Germany and Austria co-operating have promoted here a most active campaign, directed from its embassy and consulates, seeking to prevent munitions and supplies from reaching the Allies, and to this end forging passports and ship's bills of lading, fomenting strikes in factories and on docks, blowing up factories, burning down towns, placing bombs on ships, all of which has involved the destruction of American lives and property. Of course, the German government has officially repudiated the plotters following the rules of their Book of Military Instruction, but the tens of millions of dollars which the United States Secret Service report to be at the disposal of German intriguers and the dozen or more books written by members of the German General Staff prior to the war describing how Germany proposed to "subjugate America," proves the statement of the German government to be a lie. When we realize that only a few days ago the confidential report on the actual condition of the United States navy and its munitions reached the German attaché, Boy-Ed, before it reached President Wilson, the breaking-point has certainly arrived.

President Wilson has started legal authorities in pursuit of some of the plotters, but his chief complaint is that the laws are not adequate to punish these criminals. Why does he not exhibit the backbone of a

Harrison or a Cleveland and strike at the root of this infamous conspiracy against a heretofore friendly Nation by handing passports to Bernstorff and his entire crew of forgers, incendiaries and assassins and recall our ambassadors and consuls from Germany, Austria and Turkey? Let all who are ashamed of the temporizing straddling policy of the President organize and demand that he break off diplomatic relations at once. Then let the American Nation notify the Teutonic nations that we are utterly opposed to their autocratic and despotic militarism, to their war of aggression, to their atrocities, their barbarism and their crimes in Europe and in America, and that we propose to use all the forces at our command—and they are ample—first, to stamp out the treacherous war which the Teutons are conducting against us in the United States; second, to protect to the uttermost American lives and honor abroad; third, to repudiate and cast out all attempts at the Germanizing in any form of these United States, and fourth, to reiterate our unalterable stand for liberty, democracy and human rights. It is clearly our moral duty to throw the weight of our powerful, wealthy, and idealistic Nation against the Teutons with the avowed object of destroying German militarism. If by any chance there should be a German victory or even an indecisive result, it is certain that the United States, as the representative of democracy, would have a life-and-death struggle within a few years against Germany, as the representative of autocracy. More alarming in some ways than the actual barbarities because deeper seated, is the absence of shame or moral feeling in the German nation. Their philosophers and professors unite with their militarists and chancellors in praising the rule of might and proclaim that they intend to dominate the world by force. Even so easy going and pacific a nation as the United States is here put upon notice that sooner or later she will have to fight for her life. The aspect of the world has changed since August, 1914, by the revelation of the infamous Teuton aims, and this generation of Americans, which grew up with the idea that war was a by-gone matter, will have to readjust their ideas to meet the German menace. Washington's principle of keeping out of entangling alliances was wise in his time, but we cannot now avoid commercial, financial and other close alliances with civilized nations, and the sound policy for defence as well as offence is to form a close alliance with the nations of conscience and honor, England, France and their allies. After the war this may entail responsibility and expense in doing our share in policing the world, but in such a "League to Enforce Peace," formed of nations which are controlled by moral ideas, lies the hope of the world's safety and peace.

Let us act with courage born of the deepest convictions and accept the sacrifices that war would entail if war should come. Only by so acting can we hope to win back the respect of

the world and, what is more vital, our self-respect. In any National crisis there has never been any lack of American men who for their country are more than willing to "pledge their lives, their fortunes and their sacred honor."

Some of the German newspapers which reach the Tradesman are just now filled with disparaging references to our achievements in the realm of art, as compared with the achievements of Germany in that direction. The editors insist that we have as yet contributed nothing that is deserving of the name or is characteristically American, unless the skyscraper might be regarded as an indication of the direction in which the art of architecture is tending. Mommsen said, in his history of Rome, that it belonged to a petty mind to belittle the Athenians because they could not organize their communities like the Fabii and the Valerii or to find fault with the Romans because they could not carve in marble like Phidias and write poetry like Aristophanes. Whether it be given to us, in the plan of the universe, to rival or outrival the older nations of Europe in the realm of art and literature, no man can say, but surely at this stage of our National development no fair-minded critic will apply to us the standards of excellence which are applicable to the Old World. Our special endowment, and hence our contribution to the work of humanity, may lie in an altogether different field. But, at all events, let us wait to judge until the many foreign elements which are gathered here have been fused into one strong National character, under the beneficent sway of freedom and the genius of our form of government.

A plea is made in behalf of the babies in Germany that American manufacturers be permitted to send milk, either condensed or powdered, or put up in some way, to make it available to sustain infant life in that country. That is an appeal which ought to be and will be very persuasive in this country, and already the State Department has instituted enquiry as to whether or not the British, French, Italian and Russian governments will consent. Of course, Germany has not been thoughtful of her own women and children—the male German has no more respect for a woman than a hottentot—and has treated the women and children of other nations with beastly brutality, but that is no reason for denying this request. If it is granted, the strictest and most rigid regulations must be made and enforced, that the distribution shall be under the direct supervision of the Red Cross, and the greatest care taken to see to it that the milk reaches the babies and is not confiscated for the use of German soldiers, as was the cheese not long ago sent to the sufferers in Belgium.

It's a poor brand of religion that makes a man pray for his neighbor one day in the week and try to sell him good bricks the other six days.

The pleasure is all yours when the other fellow hands you real money.



Aim To Develop a Gracious Spirit.*

This morning I took my dictionary and looked for the definition of grace and I was perfectly surprised to find how many kinds of grace were defined in my lexicon, covering such a very wide range of life. A colored man once said in answer to the question as to what he thought grace meant, "Grace is what I should call giving something for nothing." Jonathan Edwards, the eminent divine, said, "Grace is but glory begun and glory is but grace perfected." The attainment of grace comes through using what we have and in this way grace comes into the soul as the morning sun into the day, as we have the dawn, then the light followed by the effulgence. We get a number of interesting words having various applications with grace as the root. We speak of a speech as being gracefully done, of a graceful gait, and then we speak of an atmosphere of graciousness as pervading a home. In our every day life there is the constant opportunity to develop a gracious spirit and carry into the hearts of others something of our own sweet thought by a graceful method.

You know the little story of the young girl who was told to call grandma to breakfast. As grandma was asleep in her rocking chair she disliked to waken her suddenly, so she went quietly and kissed her on the cheek and then quickly slipped back behind the door and watched. Grandma quietly opened her eyes and did not know what it was that awakened her, and after looking around the little girl said: "Grandma, breakfast is ready, come now." The exhibit of gracious thoughtfulness on the part of the child is a sweet reminder of what our attitude should be toward the aged.

One of my progenitors was a very religious man and to him religion meant form rather than substance and, because he was a deacon in the church and expected to set a worthy example, he never failed to ask grace before each meal, following which he brought to the surface other elements in his character not so attractive, for he was prone to find fault with what was given him to eat and his attitude following the blessing was anything but sympathetic with the thought of grace in connection with the provision for bodily needs. Grace, to be of real value, must be more than a surface indication. It must be rooted in the attitude of life.

One of the things we are too apt to forget is the word of appreciation

when one has done a kindness or expressed in some word or act a beautiful purpose or helpful suggestion. This word which we ought not to neglect expresses my thought with regard to the word "graciousness." We are so apt to say a pleasant word and then add the word "but" and take away all the sweetness of our expression by a criticism. For instance, I have heard the remark, "He is a mighty nice fellow, but I wish he would once in a while put on a new necktie," or "She is a dear girl, but I wish she had not such an awkward gait." The true spirit of graciousness should lead us to leave many of these things unsaid. The kindly word is helpful. Criticism, if it must be given, should have in its method of expression kindly thoughtfulness and graciousness.

The other day I received a beautiful pocketbook, with my name stamped upon it, from a corporation to which I had been able to render service from time to time, accompanied by a pleasant word of appreciation. It warmed the recesses of my heart to have this outward expression that evidently had been in mind but unexpressed before.

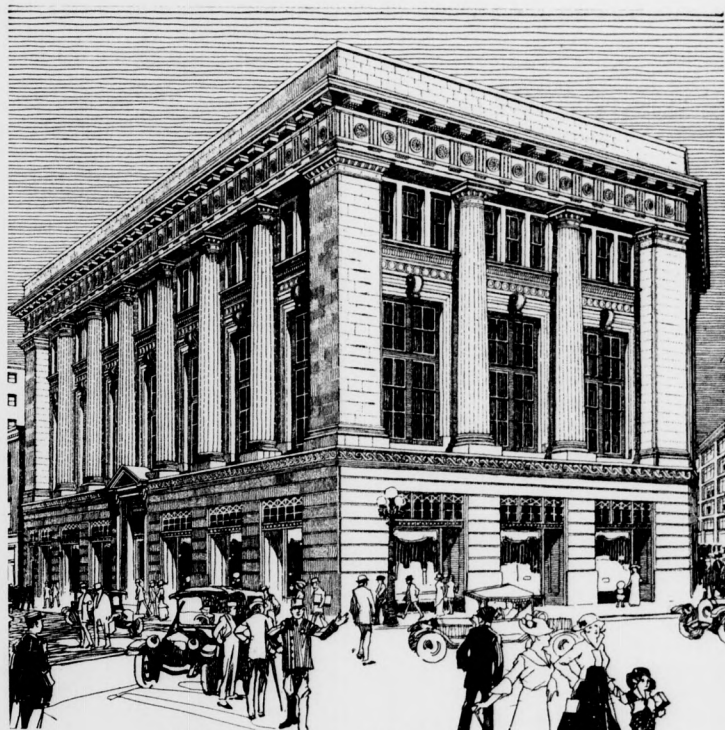
When I entered college I was a stranger to everybody and when I was met by the president with a warm grasp of the hand and the word, after learning my name, that he knew about me and had heard of my coming and was glad to see me and had provided a fine roommate for me, it made the entrance into a strange group under strange conditions peculiarly sweet and congenial. It was a gracious word, spoken at the right time, and gave me a little sweetness all through college.

When I was a little boy attending my first term at school, one of the older girls helped me put on my coat and saw that I had my mittens on before I started home from school and gave me a pleasant word. It was very little to do and might easily have been left undone, but that little act of graciousness has followed me through all my life and I have the most kindly remembrance of this young woman's sympathy with a little child.

We sometimes err in thinking that mere politeness is graciousness. Politeness must have in it the essence of gentility to conform to the definition of graciousness. I have known men to have the reputation of being exceedingly polite, who could not be even gracious to a dog, because they lacked the essence upon which true politeness should be based.

A lot of boys a day or two before

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED



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

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

Shouldering Responsibilities

Our training, experience, assured existence and ample resources justify you in committing to our care the various responsibilities which always accompany the administration of an estate.

GRAND RAPIDS TRUST COMPANY

Robert D. Graham
President

Hugh E. Wilson
Secretary

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

Halloween, as boys are wont to do, came together and discussed what they could do to enliven the neighborhood on Halloween eve. All sorts of suggestions were made that had in them the element of fun and some of them were flavored with unkind motives as applied to some neighbor who had aroused antagonisms. One of the boys said in the midst of the conference, "Fellows, I have thought of something that we can do Halloween that will make a sensation. Are you in it with me?" Expecting something attractive, they all agreed. "You know, boys," he said, "there is Auntie Havens who just got a load of wood and it is thrown over her fence in her yard and I think there are great possibilities in that woodpile." Several of the boys enquired, "What would you do with it?" "What fun could you get out of that?" and he said "It just seemed to me that we could have a better Halloween, by hiding the pile of wood, for you know she is lame and can not get in the wood herself and has so little would feel a great deal better than if we might get one of our mothers to invite her to spend the evening and then we would go and split that wood up and pile it nicely in her woodshed. Don't you think the next morning we would feel a great lot better than if we had taken somebody's gates from the hinges or turned over the horse blocks or soaped the windows?" The speech was received in the spirit it was given and the deed was done and it was the beginning, in that neighborhood, of putting graciousness into the Halloween spirit and, while wholesome fun was not neglected, there was for many years a spirit of kindness that modified the rough methods of the usual celebration of Halloween.

In our treatment of foreigners we are open to the severest criticism, because we are apt to be mirthful rather than gracious and our mirthfulness is very liable to be misinterpreted as making fun of people who are not used to our ways. We may not intend anything unkind, but we certainly lack the spirit of graciousness as exhibited to us in most foreign countries when we make our blunders because of the lack of acquaintance with the speech and manners of the people. I recall many ridiculous errors that I made in a trip through Holland some years ago and not once did any of the boys and girls even crack a smile at my unusual manners and methods of expression. I was treated with the utmost graciousness and when I compared that treatment with that so often accorded in our country to people fresh from over the sea, I was ashamed of our lack of graciousness.

Going home on the street car last night, the seats were all occupied and the aisle was crowded. A young woman, who I think had possibly been standing in a store all day and to whom the seat seemed grateful after the day's work, noticed among those standing in the aisle an elderly gentleman, somewhat stooped and not very well clad. She touched him and said, "Take my seat, sir." He pro-

tested that she should not give up her seat to him, to which she replied, "I am glad to do it and hope that when I have gray hairs and a bent body that some one will be thoughtful for me." I was touched by the gracious spirit and the sweet speech that brought a tear to the old man's eye.

In our relationship to each other here in the bank there is the constant opportunity to express in all sorts of ways the gracious spirit and we can in no better way exhibit our gentleness than in passing on to our fellow-workers gracefully and thoughtfully a spirit of kindness which I had in my mind when I selected for my informal talk to-day the word "graciousness."

Gabby Gleanings From Grand Rapids.

Grand Rapids, Jan. 3.—That the older heads at times are more alive than the younger set is proven in the few items of New Year's social gathering among members of the Grand Rapids Council. W. S. Lawton and wife, G. W. Ferguson and wife, William Francke and wife and John J. Dooley and wife—all in regulation dinner attire—gathered at the Pantlind Hotel Friday evening at 8 o'clock and joined one another in a splendid dinner with all the trimmings. After the birth of the New Year, taxis were called into service and the merry bunch was conveyed to the home of Mr. and Mrs. William Francke, which was beautifully decorated and arranged for the occasion. Music, mirth and laughter reigned supreme until 3 a. m., when the large doors leading to the dining room were opened to another splendid feed—a Dutch lunch in every way worthy of the name. And how sorry were the guests that they couldn't do justice to the layout. Certain it is that the host and hostess outdid themselves on this occasion, which was their thirtieth wedding anniversary. G. W. Ferguson the kid of the party, gave a New Year's toast which we would like to have the Tradesman publish.

[Sorry, brother, but traveling men's poetry doesn't "go" this year, any more than it did last year.—Ed. Tradesman.]

After a flash light picture had been taken of the jolly party at 4 a. m. taxis were called and, amid the strains of Auld Lang Syne, the jolly party dispersed for their various homes with a New Year's wish and greetings for all their friends.

The following jolly peddlers and their wives comprised a full dress box seat theater party at the Empress Friday evening: Mr. and Mrs. John D. Martin, Mr. and Mrs. H. W. Harwood, Mr. and Mrs. C. M. Lee, Mr. and Mrs. W. E. Sawyer, Mr. and Mrs. E. Stott and Mr. and Mrs. Tally Stott. After the show the merry makers hied themselves to the home of Mr. and Mrs. John D. Martin, where an elaborate midnight luncheon was served. John says every one had a dandy time and, outside of a broken davenport, a couple of broken chairs and maybe his contract of peace with his neighbors, everything

LOGAN & BRYAN STOCKS, BONDS AND GRAIN

305 Godfrey Building
Citizens 5235 Bell Main 235
New York Stock Exchange
Boston Stock Exchange
Chicago Stock Exchange
New York Cotton Exchange
New York Coffee Exchange
New York Produce Exchange
New Orleans Cotton Exchange
Chicago Board of Trade
Minneapolis Chamber of Commerce
Winnipeg Grain Exchange
Kansas City Board of Trade
Private wires coast to coast
Correspondence solicited

TAX EXEMPT IN MICHIGAN

We have Underwritten and Offer For Sale—

\$150,000

Seven Per Cent Cumulative Preferred Stock of

W. R. Roach & Company

of Hart, Michigan

Dividend payable quarterly beginning April 1st
PAYMENT AT MATURITY GUARANTEED BY MR. W. R. ROACH

Capitalization:

No Bonded Indebtedness
Preferred Stock \$200,000 Common Stock \$300,000

Maturities are as follows:

Series No. 1, \$20,000..Jan. 1, 1921	Series No. 5, \$25,000..Jan. 1, 1925
Series No. 2, \$25,000..Jan. 1, 1922	Series No. 6, \$25,000..Jan. 1, 1926
Series No. 3, \$25,000..Jan. 1, 1923	Series No. 7, \$25,000..Jan. 1, 1927
Series No. 4, \$25,000..Jan. 1, 1924	Series No. 8, \$30,000..Jan. 1, 1928

This company has been for many years one of the largest and most successful packers of canned food in the world. Its products include those widely known as "Hart Brand."

The company has no mortgage or bonded debt and cannot create one without the consent of three-quarters of the preferred stock.

Total assets over \$800,000.

Net earnings have averaged for the past ten years over four times the preferred stock dividend.

Quick assets will be maintained for the full amount of preferred stock and debts outstanding.

Plants of the company are located at Hart, Scottville, Kent City, Edmore and Lexington, Michigan.

We recommend this stock for safe investment. Circular giving full description of issue on request.

Price, Par and Accrued Dividend to Net 7%

Kusterer, Hilliker & Perkins

Investment Bankers and Brokers

Second Floor, Michigan Trust Building
GRAND RAPIDS, MICH.

Telephones:
Citizens 2435, Citizens 1127, Bell Main 2435

THIS Company gives the same careful attention to a small estate as it does to a large one. It renders regular reports of all trusts to beneficiaries and to the court. Our system of accounting is simple, accurate, complete and easily understood and our sole desire is to give the best of service at the minimum cost.

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

THE MICHIGAN TRUST CO.

of Grand Rapids

Safe Deposit Boxes to rent
\$3 to \$5 per year

was lovely. After wishing each other many happy returns of the day (?), the party dispersed homeward and, as we since learned, arrived home the same week.

Mr. and Mrs. E. A. Snow, of 1249 Hope avenue, entertained Mr. and Mrs. Charles Aupperlee and Mr. and Mrs. Fred Richards at dinner and afterwards at a theater party at the Empress. It was here that they welcomed in the year 1916.

Dec. 30 J. Harvey Mann and wife celebrated the thirtieth year of their life sentence. A fine feed was spread for immediate relatives, among whom was a nephew, Harry Morris, of Lethbridge, Alberta, Canada. Harvey says if the next thirty years passes as smoothly as the first thirty, he can count the silvery threads on two hands. Our sincere wish is that the next thirty will be naught but a flowery bed of happiness and the fullest enjoyment of life.

According to reports, A. F. Rockwell took his annual bath at 7:15 Jan. 1. Perhaps fuller details of the happening will follow later.

There isn't any doubt left in the mind of any one present at the sixth of the parties given by the U. C. T.'s Saturday evening but that a woman can get money where a man can't. In other words, her skill in extracting the long green from its hidden sources is far superior to that of man's. Saturday evening saw the largest gathering that Grand Rapids Council ever entertained and we gladly concede the honor to the hustling committee of ladies who conducted this particular party. We realize how much work was connected with the undertaking and were more than pleased to see the efforts of the ladies crowned with success. More than 140 gathered to trip the light fantastic to the strains of Tuller's orchestra. There will be six more dances before the season closes and it is with hopes that all will be equally as well attended as the last one. The next party will be given Jan. 15.

C. C. Perkins has connected himself with the largest distillers in the United States—Hannah & Hogg, of Chicago. They are considered one of the finest firms in the country to work for and clean and above board in all their dealings. Charles will have the entire State of Michigan as his territory. The Council unites in extending its heartiest congratulations in your landing such a berth, Charles, and our sincere hope is that you will live up to your record with the house you just left.

W. P. Drake says he was sure some lonesome boy on the North trip last week, as he was the only one who seemed to be on the job.

Fred Metzler, formerly district manager in the State of Michigan for the American Tobacco Co., now having charge of the states of Delaware and New Jersey, with headquarters at Philadelphia, is in the city for a short visit.

H. B. Wilcox and wife arrived home from Detroit Saturday night and report having had a fine time. Harry says every one knows when the New Year comes in in Detroit, as the noise is so noisy that its noisiness annoys an oyster. His firm tendered the salesforce and their wives a banquet, held in the Detroit Athletic Club, one of the finest if not the finest of its kind in the world. H. B. came back with a 1916 contract, so there is nothing to the story of a jinx attached to a black cat.

Jess L. Martin and wife left for their home in Elgin, Ill., Monday.

Sam Evans left for his Western trip Sunday evening. He expects to be gone about six weeks.

W. S. Lawton is in Detroit this week to start the grind for 1916.

If present plans do not miscarry, the next meeting of the Bagmen Saturday will be some occasion. It was the intention of the committee to entertain the members of the Guild at Paulo club house, which certainly

is a beautiful place to pull off such a party, but at this season of the year, should it be a stormy night, the conveniences for getting to the club house would very likely prevent some from attending, so it was decided to have it down town. The meeting will be called at 2:30 in the afternoon, for there will be some candidates for initiation. After the meeting is over at the hall the members will go in a body to the hotel, and in the evening there will be one continuous round of pleasure, eats, music, smokes and talks. If a Bagman, don't miss this good time and don't forget your fez.

Ray Thacker, of the Brown & Schler Co. and a resident of Traverse City and formerly Secretary of Traverse City Council, is in the city getting his spring samples. Ray says the boys at Traverse are exerting every effort within their power to make the Grand Council convention, to be held at that place June 2 and 3, the most successful one ever held and will guarantee that any one attending will long remember the occasion. We have no reason to doubt Ray's assertions, as Traverse City has one of the liveliest councils in the State.

L. J. Beardsley, successful merchant of Sturgis, visited in the city last week.

The meeting of Jackson Council for Jan. 8 has been postponed until Feb. 12.

It might be well for the Grand Trunk to wake up to the fact that the traveling public would like a little courtesy shown them. It is bad enough to be headed through one vestibule door, let alone that of riding in stuffy, unventilated cars.

The Hotel Geib, of Eaton Rapids, has been remodeled and is now one of the leading hostleries of that section of the State. Every Tuesday members of the Board of Trade are served to dinner and a specialty is also made of Sunday dinners and luncheons for parties.

Grand Rapids Council has suffered the loss of another of our old and beloved members in the death of Harry L. Gregory. He leaves behind many old friends in the traveling fraternity who will miss his sunny and jovial disposition on their trips over their various territories. Harry was a charter member of Grand Rapids Council, and his services were always at its disposal, in advancing its social functions or anything that stood for the betterment of the Council. Mr. Gregory was for a matter of twenty-two years with the Putnam Candy Co., now the National Candy Co., of this city, and for the past five years with the Quaker City Chocolate & Confectionery Co., of Philadelphia, covering several states including Michigan, calling on the jobbing trade mostly. Mr. Gregory is survived by a widow, Theresa M. Gregory; one daughter, Mrs. Harry Morgan, of Cadillac; his mother, Mrs. Christina Gregory, of Grand Rapids, and a brother, William Gregory.

The P. M. is erecting a new depot at Muskegon Heights, just west of the First State Bank. This is an improvement, as well as a necessity, for the Heights.

W. H. Shirts, of Shelby, after thirty-five years in the grocery business, has sold out to Warren Wilson and Edgar Johnson.

F. E. Beardslee has been confined to his home the past week with a third attack of la grippe.

Make your Christmas changes early.

Don't forget to make your pennies pile up for the Jan. 15 dance.

L. V. Pilkington.

Richard E. Carpenter, formerly President of the defunct Carpenter-Udell Chemical Co., is in Lansing for the purpose of organizing a corporation to manufacture picric acid.

PROSPERITY HAS OPENED THE YEAR 1916

Steel and iron mills are working to full capacity and are sold months ahead—Railroads have all the traffic they can handle—This is reflected in larger earnings—1915 crops were largest in history aggregating, exclusive of live stock, more than

Six Billions of Dollars

Wholesale trade is healthy, collections are good, public utility corporation earnings show large gains and unusually large interest and dividend payments are now being made.

This Means

a strong market for securities.

Good Securities should be bought

NOW

Full particulars as to attractive issues and prompt service cheerfully furnished.

Allen G. Thurman & Co.

136 Michigan Trust Bldg.

GRAND RAPIDS, MICH.

Phones: Citizens 2239, Bell, Main 241

Manufacturers and Merchants

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

Idle cash is loss.

Cash invested is not always available.

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

The Old National Bank

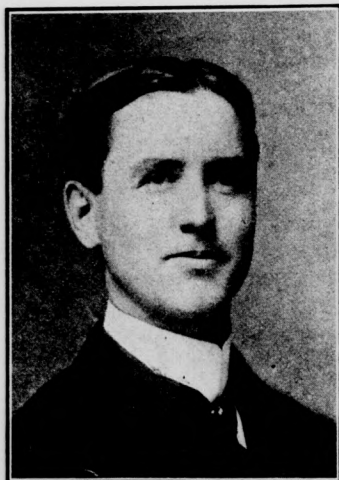
177 Monroe Ave., N. W.

Grand Rapids, Mich.

MEN OF MARK.

W. B. Dudley the Well-Known Drug Sundry Salesman.

Walter B. Dudley was born at Moore's Forks, Clinton county, New York, April 12, 1871. His ancestors were natives of Vermont. When he was 3 years old his family removed to Lamont, Mich., where they remained about a year. They then moved on a farm in Tallmadge township, Ottawa county, where Walter remained until he was 14 years of age, when he came to Grand Rapids and found employment as errand boy for Eaton, Lyon & Allen, wholesale and retail book and stationery dealers on Campau Square. He was promoted from time to time and after he had been with the house five years



Walter B. Dudley.

he was sent out on the road. He continued to travel for this house for ten years, covering all of the available towns in Western Michigan. Fifteen years ago he changed to the Hazeltine & Perkins Drug Co., whose sundry department he has represented regularly on the road until Jan. 1, when he resigned to take the management of the sundry department of the Yohr & Lange Drug Co., of Milwaukee. This house was established forty-five years ago and has always stood well with the trade. It now aims to rejuvenate its sundry department and has secured the services of Mr. Dudley to manage that department of the business. He will not travel, but will devote his entire time to buying and pricing the goods and directing the work of the salesmen in that department. He has already assumed the duties of his new position and will probably remove his family to Milwaukee at the end of the present school year.

Mr. Dudley was married Dec. 10, 1901, to Miss Leila G. Smith, of Grand Rapids. They have a daughter, Ida May, 13 years of age, who is in the seventh grade of the public schools. They reside in their own home at 301 College avenue, corner of Crescent street.

Mr. Dudley is a member of Doric Lodge, F. & A. M., but has no other fraternal relations. He says he has always been too busy to have a hobby. He attributes his success to hard work on his part and very good co-operation on the part of the people with

whom he has been so fortunate as to be associated. In his twenty-five years' experience on the road, he has aimed to give his customers good service and honest treatment and to these facts he attributes the large and increasing trade he has been able to command and the important managerial position he is now able to assume.

Official Call for the Battle Creek Convention.

Battle Creek, Jan. 3.—Please extend this invitation to every grocer, butcher and general merchant in your city or town, as it is so intended, in order that we will not miss any of our fellow merchants.

The eighteenth annual convention of the Retail Grocers and General Merchants' Association of Michigan will be held in Battle Creek, February 22, 23 and 24, 1916.

The officers of this Association extend a cordial and earnest invitation to you to attend this convention, believing you will be a better merchant after attending this College of Merchants, for Merchants and by Merchants, all so closely bound together by the limits of the borders of our dear old Michigan.

By making this one your convention, you will assist the others in making the conditions for all much better than can be done without Co-operation by all interested parties and also help to perpetuate the Association which was founded by Fred Mason, who is now the Vice-President and General Manager of the Shredded Wheat Co., Niagara Falls, N. Y.

It will be the best investment you will be able to make this year, if you will take into consideration the results to be obtained. You will hear Fred Mason tell us "How to succeed in a greater degree than has been your good fortune so far." F. B. Connolly, President of the National Retail Grocers' Association, will deliver a message that will make you all better boosters for your State and National associations, thereby improving your own conditions locally. You will hear the reports of the various committees and officers and also given a lecture on how to collect those heavy losses in the shape of bad debts.

Aside from the profitable business of the convention, you will be most royally entertained as the guests of the Kellogg's Toasted Corn Flakes Co. and The Postum Cereal Co., Ltd., besides the real reception which the Battle Creek local association will accord you. Now you can see why we want you to "bring the ladies." The ladies of Battle Creek want to add the names of all the fair visitors to their list of friends from out of town.

Battle Creek is alive and well and is a real convention city, able to care for over five thousand visitors and do it right.

Come whether or not you are a member of the State Association. In order to obtain the greatest amount of good out of the time spent there, we would request that all reports be written this year, so we can devote more time to practical trade questions. We all want a business session, so as to compensate us for the time spent; therefore, contribute by complying with the above request, when success will then attend our efforts.

Remember and prepare.
Wm. McMorris, Pres.
F. D. Miller, Sec'y.

People seldom try to sit down on the man who stands up for his rights.

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

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

Resources Over
8 Million Dollars

3½ Per Cent.

Paid on Certificates

Largest State and Savings Bank
in Western Michigan

Ask us about opening
City Account

GRAND RAPIDS SAVINGS BANK

Coupon Certificates of Deposit
pay 3½ % interest

Coupons cashed each 6 months
after one year

THE PREFERRED LIFE INSURANCE CO.

Of America offers

OLD LINE INSURANCE AT LOWEST NET COST

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

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

GRAND RAPIDS SAFE CO.

Agent for the Celebrated YORK MANGANESE BANK SAFE

Taking an insurance rate of 50c per \$1,000 per year. What is your rate?

Particulars mailed. Safe experts.

TRADESMAN BUILDING

GRAND RAPIDS, MICHIGAN

Most business men are called upon, at sometime, to administer an estate where the situation demands the selection of conservative investments with as good yield as goes with "maximum" security. Municipal and first mortgage, serial, real estate bonds and certain kinds of public utility bonds are peculiarly fitted for such investments.

HOWE SNOW CORRIGAN & BERTLES

MICHIGAN TRUST BLDG GRAND RAPIDS MICHIGAN
INVESTMENT BANKERS

will give you the benefit of their experience and the same competent counsel that has won for them the confidence of their large clientel and many banker patrons.

Fourth National Bank

United States Depository

**Savings Deposits****Commercial Deposits**

3

Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

3½

Per Cent Interest Paid on
Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$580,000

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

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

SLOW PAY CUSTOMERS.

Different Ways of Inducing Them To Liquidate.

No task in the retailing of merchandise is quite so annoying or disagreeable as the converting of long standing accounts into cash. To extend credit to a customer of doubtful integrity is a comparatively easy matter—much easier than turning him down. But when the account is overdue, and he fails to come across—then what?

If every dealer would make it an invariable rule to "play safe," giving himself the benefit of the doubt at all times, the number of bad accounts on his books would be much smaller. However, there is no chance to get away from them entirely, unless operating on a strictly cash basis. When a man applies for credit, his past record is practically the only thing the merchant has to go by. And it frequently happens that a man whose credit has always been above reproach, for some reason falls into the "slow pay" class, which is the first step toward making him a doubtful risk.

Comparatively few retailers have gone into the collection problem deep enough to discover the most effective means of getting the money. Ordinarily they send out statements once or twice, and to those who fail to respond they then can make perfunctory appeals through letters.

It is wanton waste of time and labor to send out collection letters that are gotten up in a haphazard, loose-jointed manner. Simply calling the matter to the debtor's attention is not sufficient when it has reached the point where a letter is necessary. Considerable thought must be given to construction. The whole thing must be worked out the same as an effective advertisement, or selling talk. The viewpoint of the debtor must be considered—the possible reasons why he doesn't pay anticipated, and argument produced that will offset all opposition.

A surprisingly large number of almost any dealer's bad accounts can be collected without even antagonizing the debtor if the proper method of approach is used. The average slow-payer is not entirely devoid of honor, and it has been proved that many who are absolutely bluff-proof and execution-proof will come across with the money when appealed to in the right manner.

That a man's credit standing is of inestimable value to him is a well established fact. The slow-payer either doesn't fully realize that in permitting accounts to run long overdue he is jeopardizing his credit, or else he doesn't thoroughly appreciate the real worth of having a good standing with the business men of his community. Bringing the debtor to understand that withholding payment of his obligations really works a serious injury to himself is a potent factor in making collections.

The following is one of a chain of letters used by a Western dealer:

Your past record does not indicate that you are the sort of man who

would wilfully sidestep a just obligation, and we don't believe you are. However, your action in permitting this account to run so long is creating a decidedly unfavorable impression—an impression that is seriously injuring your standing with this firm.

The letter containing this paragraph has been very effective in collecting long standing accounts. The dealer says it has brought settlement in some of the most hopeless cases. Debtors who successfully withstood the attacks of other merchants, assisted by collection agencies and attorneys, have responded to this appeal. There is no question but that it strikes the spot in the majority of cases. It leads the debtor to believe that the creditor still has confidence in his ability and willingness to pay, but warning him that this confidence is being shaken by his delay in settling.

Here's a paragraph from another good collection letter:

The margin on which we do business demands a strict credit policy. Were we to allow you unlimited time in which to pay this account, we would be obliged to grant others the same courtesy; and although you would not abuse the privilege, there are some who would. For this reason, we must ask that you settle at once.

The dealer in this letter presents a very logical reason why he must insist on immediate payment, at the same time flattering the debtor by causing him to believe that he is considered absolutely good. Either of the two appeals mentioned are specially designed to get the money without giving offense; and this is always the better plan to pursue wherever possible.

The following is taken from a letter written to a debtor who ignored the first request for settlement:

Had we not considered you thoroughly honest, we certainly would not have granted you this extension of credit. Your failure to pay at the time agreed, together with your ignoring of our first letter, is a surprise and disappointment to us. However, it has not shaken our faith in your integrity. We still think you'll pay this account and not force us to sue for settlement.

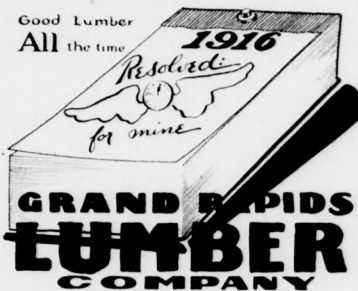
The following is from a final appeal before suit:

We assure you we have no desire to in any way injure your credit standing in this community. We much prefer to protect it, and keep you on our list of "desirable customers." A first-class credit is a most valuable asset to you—its real worth cannot be measured in dollars and cents. Therefore, we ask you, in all sincerity, to think twice before compelling us to take legal action in forcing payment of this account, thereby making public a matter that will seriously impair your standing with all business men of this town. We are going to give you ten days more in which to pay this account and save your credit. Suit will be brought immediately if settlement is not made by the end of this period.

Of course, no dealer can well af-

ford to become extensively involved in lawsuits, nor should this be necessary. However, it is advisable to occasionally make examples of certain hard-shelled debtors for the effect it will have on others. Once you win a reputation for doing as you say you will, money should come in with little difficulty; for delinquents will know what to expect if they don't pay.—F. L. Edman in Shoe Retailer.

Misery is the only real pleasure a pessimist has.



Putnam's Menthol Cough Drops

Packed 40 five cent packages in carton
Price \$1.15

Each carton contains a certificate, ten of which entitle the dealer to

**ONE FULL SIZE CARTON
FREE**

when returned to us or your jobber properly endorsed

**PUTNAM FACTORY, National Candy Co.
MAKERS
GRAND RAPIDS, MICH.**



Bedding Concern Has Fine Exhibit



Plant of the Grand Rapids Bedding Co.

Located at Summer Avenue and G. R. & I. Railroad

At their regular location in the Furniture Temple is the display of the Grand Rapids Bedding Company, with Mr. Brummelers in charge. There are many new and different features in the line, one of the most notable being the new spring center mattress, containing 247 coil springs, and fitted with side ventilators. They are also showing a combination felt and cotton mattress so built to combat the recent advance in the price of cotton. It is said to be a most satisfactory mattress and is expected to receive much attention and comment. Another new feature is the Empress Helical-top Spring now being constructed in both single and double-deck types. Another very good piece is the Diamond-link Strap-center Spring, so constructed that it is practically sagless. This is particularly buoyant and one designed to keep its shape.

The Grand Rapids Bedding Company are probably the largest producers of exclusive bedding in the middle-west, and it may be said that no finer prod-

ucts than theirs can be found anywhere. For some time a great deal of effort has been directed toward the hotel and institution work and they now furnish some of the finest hospitals and hotels in the country. In Grand Rapids the company furnished the bedding for both the new Crathmore and Pantlind hotels. Also the fine sanitary cots in the Y. M. C. A. Their line of pillows for this purpose is complete.

The plant of the Grand Rapids Bedding Company is a five-story structure with basement and 100,000 square feet of floor space. It is located on the main line of the Pere Marquette and Grand Rapids and Indiana Railway and the company have their own side track for loading purposes.

The officers of the concern report a splendid year of business and from present indications 1916 will even eclipse it.

Mr. William J. Kennedy is president of the concern, Mr. A. T. Kennedy, vice president and Mr. T. E. Fox, treasurer.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Jan. 3—C. W. Bryns one of Cloverland's foremost chicken fanciers, has been receiving the congratulations of his numerous friends over his good fortune in securing ten prizes out of the eleven offered from Petoskey on the birds exhibited at the Petoskey show. They were in competition with the Grand Rapids birds and birds from various poultry raisers and much favorable comment is being heard upon Cloverland's success in the fair.

Manistique is very proud over its new bank which opened its doors to the public in its new quarters Monday, Dec. 27, when the public was invited to call and personally inspect the new and handsome building. The improvements included an entire new banking room with vestibule opening on Cedar street, rearrangement of its vault system with the addition of a back vault besides an extension of about twenty-eight feet and two stories high on their old building. The ground floor of this space is divided into a customers' room, woman's room, committee rooms and a safety deposit department for the exclusive use of the customers patronizing that department. The lighting and heating system are excellent and the new structure is a credit to the town.

The many friends of George Sayers, who has been the popular clerk of the justice court here for a number of years, are sorry to learn that he is about to leave for Detroit, where he has accepted a position in the law office of Alex J. Groesbeck. George has been one of the faithful clerks of the municipal court for over five years and is considered one of the most proficient employees the office has ever employed.

Mr. and Mrs. D. H. Moloney left last week for Detroit on a brief visit, whence they will proceed to Dade City, Florida, to remain for the remainder of the winter. This has been Mr. Moloney's custom for the past number of years. He is the proprietor of the Mans' Store here and always escapes the dull season and quarter-off sales by enjoying life in the Sunny South, but gets back in time for the opening of the spring business.

The many friends of William C. Everett, of Detroit, were pleased to see him back to the Soo spending the holidays. Will has been taking in all of the social functions, losing no time and making the best of every minute spent among his friends here.

Robert Winkler, of Manistique, is spending the holidays with his family and friends at the Soo.

Our popular City Recorder, A. J. Eaton, is spending the holidays with relatives in Grand Rapids.

Mr. and Mrs. Vern Lipsett, of Pickford, started the New Year right with an increase in their family in the arrival of a young son, who brought much happiness to the proud parents. Mr. Lipsett is the well known implement dealer and ford representative of Pickford.

B. C. Campbell, our City Treasurer, spent the holidays with relatives in Ottawa, Ont.

Isaac Sandleman, who formerly conducted a department store at Pickford, has moved his family to Detroit, where they will make their home in the future.

The Scandia Co-Operative Co. store, at North Escanaba, received a surprise when it opened up a box containing bananas and found coiled about the stem of a bunch of bananas an immense banana snake which measured three feet in length. The chilly air of Cloverland caused the snake to be dormant, so that it was easily taken from the bananas without danger to those handling it. Victor Johnston, proprietor of the North Escanaba menagerie, placed the snake

in a large glass case, where it soon regained normal activity and was the object of much interest throughout the day.

The New Year has brought about some changes among the boys on the road. A. G. Frey, who has been with the Cornwell Company on the Canadian division, has resigned and the territory is now being covered by Delamore J. Houde. A few resolutions have also been made by the boys. G. Hauptli is going to cut out auto riding during 1916. Frank Allison has bought a new auto and is figuring on cutting out riding on trains in making his territory this summer. Charley Hass, the well-known Uneeda biscuit man, says the only change he would recommend would be to have you need more biscuit. William Herbst, representing the Soo Hardware Co., says that he is going to cut out writing 1915, as he has cut out everything else that was cuttable. S. D. Newton is cutting out the hydroplane attachment to his ford. Ted Steffens says he is going to cut out being last on the job at night and be first on the job in the morning. The wholesale houses are going to cut out giving credit on accounts past due.

J. Barnheisel, one of the Soo's best known business men and manager of the Port Royal Dock Co., died of heart failure New Year's morning. Mr. Barnheisel attended the Soo Club party, dancing the old year out, and was apparently in the best of health and enjoying himself to the limit. To all appearances he went home in the best of spirits and the news that reached his many friends the next morning was a severe blow. Mr. Barnheisel was one of the Soo's social leaders, as well as a foremost business man, and one of the Soo Gun Club's crack shots and an all around good fellow. The bereaved family have the sympathy of the community.

From a report received from Col. C. W. Mott, manager of the U. P. Development Bureau, a list of over 700 individuals and companies who have made enquiries concerning lands in Cloverland has been mailed. The enquiries are from residents of Pennsylvania, New York, Iowa, Wisconsin, Indiana and cities and towns in Lower Michigan. The issuing of the list of enquiries concerning lands in the Upper Peninsula is an innovation in the work being accomplished by the bureau and will be the means of bringing new settlers to this territory.

How few sunrises the majority of us see—and yet a sunrise is one of nature's prettiest pictures.

The mill at Gilchrist has started up for the winter. The camps are all busy. Logs and all kinds of forest products are being hauled out and business is in full blast.

The work of raising the hotel of Capt. W. P. Robertson, at Mackinac City, was completed last week. The entire building was raised ten feet, so as to permit another floor being built which will make it a three-story hotel. It is expected that it will be ready for the summer season and will cater to the tourist trade and also take care of the auto trade going through Mackinac City as the result of the auto road around the boundary of the Lower Peninsula.

The holiday travel over the Straits has been very heavy this year. The D. S. S. & A. made every effort to encourage the people to travel via the Straits instead of going by Chicago. Through sleepers were operated to give the people the best of service. The number of passengers carried was larger in number than every in history.

N. J. LaPine ended the last week of 1915 in bed, but was out again New Year's day. Poly needed the rest, as it was the first opportunity he had during the year but enjoyed getting out again on that account.

William G. Tapert.

Twenty-Seventh Annual Statement OF The Valley City Building & Loan Association

of Grand Rapids, Michigan

For year ending Nov. 1, 1915.

RECEIPTS		DISBURSEMENTS	
Cash on hand Nov. 1, 1914	\$ 5,555.66	Stock Withdrawn	\$ 24,634.42
Dues paid	31,584.90	Interest	6,370.18
Interest paid	11,545.62	Contract	1,925.00
Contracts	1,665.14	Loans	65,615.00
Loans repaid	52,170.00	Advance Stock	21,629.75
Advance Paid Stock	26,553.00	Expense	2,680.45
Sundries	327.99	Taxes and Insurance	1,340.62
Taxes and Insurance	997.18	Real Estate	1,300.25
Real Estate	1,240.45	Profit and Loss	15.45
	\$131,639.94	Cash on hand	6,128.82
			\$131,639.94
ASSETS		LIABILITIES	
Loans	\$157,565.00	Due Stockholders	\$ 90,016.85
Stock Loans	2,240.00	Due on Advance Stock	69,997.00
Contracts	11,350.00	Interest on Advance Stock	1,025.00
Real Estate	2,062.19	Reserve Fund	5,500.00
Taxes and Insurance	755.53	Surplus	16,846.84
Interest Unpaid	3,284.15		
Cash on hand Nov. 1, 1915	6,128.82		\$183,385.69
	\$183,385.69		

We certify that the above statement is correct.

A. C. BODELACK, }
GLENN C. MASON, } Auditors.
A. J. LANE, }

O. E. BELDEN, Secretary.
A. D. RATHBONE, Treasurer.

The South Grand Rapids State Bank

Ten years at the corner of Burton and Division

"Burton Heights' Own Bank"

Capital	\$25,000.00
Surplus and Profits	\$23,000.00
Assets	\$700,874.57

President, Wilmarth T. Shafer

Vice-Pres., Wm. H. Richardson

Cashier, Benjamin C. Porter

Hong Far Lo Co.--Hong Ying Lo Co.

CHAN HOY, Manager

American and Chinese Cafes Extraordinary

Across from the Pantlind Hotel

188 Monroe Avenue
Over Idlehour

Special American Style
Luncheon Served Daily
from 11 a. m. to 8 p. m.

Chop Suey and American
Short Order Service any time
from 11 a. m. to 2 a. m.

Campau Square

The Old Familiar Place

Rare Dishes of the Orient
Banquets and Mandarinic
Dinners given Special Attention

American Style Short Order
Service Featured
11 a. m. to 2 a. m.

American Public Utilities Company

MANAGEMENT

KELSEY, BREWER CO.

BANKERS

ENGINEERS - OPERATORS

GRAND RAPIDS, MICHIGAN

AN organization, originally of Grand Rapids and Western Michigan Capital, created for the ownership, improvement, extension and operation of Public Utilities in Progressive American Communities, the field of which has steadily become larger by the taking on of new responsibilities and the necessity of meeting the growing demands of increasing numbers of patrons; these enforcing, in turn, the engagement and use of large bodies of additional capital, supplied by an ever-increasing list of investors in its enterprises.

AN organization of financing, engineering, and operating facilities which enables every demand made upon its subsidiary companies by the growth of the communities which they serve, to be met with promptness, and the necessary facilities to be supplied with an intelligent appreciation of the advances in the respective arts involved, and of the continuously growing demand upon the various forms of Public Service.

AN organization whose subsidiary companies furnish either Electric Light and Power, Local Street Railway Service, Steam and Hot Water Heat, Interurban Railway Service, Domestic and Industrial Gas Supply and Municipal Water Service—in many cases several of these services—to more than Thirty American Cities and Villages, and to a constantly increasing number of Communities which are being reached by the extension of facilities already constructed and operated.

AN organization whose various forms of Public Service provide necessities and comforts to over Seven Hundred Thousand People now directly served; and whose proposals of extension and development now being actually carried out, will, within the next eighteen months, provide the same facilities to Communities whose aggregate population is a Million and a Half of People.

AN organization which, as an example of its immediate activities, is now engaged, among its other enterprises, in the development of the waterpower of the Chippewa River, in Wisconsin, into a Hydro-Electric Service; the unit that is being presently constructed being planned for a capacity of Forty-Five Thousand Horse Power, and involving an expenditure of Two and One-Half Millions of Dollars.

AN organization whose headquarters are in Grand Rapids, while its activities are country-wide, extending into the States of Michigan, Indiana, Wisconsin, Minnesota, Idaho, Utah and Mississippi, in each of which its subsidiary companies are rendering extensive and varied forms of Public Service to many thousands of satisfied patrons. All these subsidiary companies are controlled by AMERICAN PUBLIC UTILITIES COMPANY by the ownership of the stock issues of each of them.

Self-Starters Need Attention.

The development of the self-starting device and its general adoption by auto-makers and drivers have brought a new source of trouble to garage and repair men. A self-starter that will not start either itself or car is a vexation, and the coming of the short days with cool mornings has produced many. Of course the greater part is due to misuse, carelessness or ignorance, and a lot of drivers are learning how to start their self-starters when they will start themselves.

Some of the trouble, it is true, is due to the fact that many thousands of the earlier types of self-starter have been in use long enough to need repair parts and a general overhauling, but so much has come from simple "don't know" that the automobile school at the West Side Y. M. C. A. of New York City has put in a course on "self-starters," which is being patronized by garage and repair men, as well as individual drivers.

"The self-starter is responsible for a lot of other troubles," said H. C. Brokaw, director of the school. "For instance, a car may be running along smoothly when the lights flash up and then go out 'Mr. I don't know' starts in at the generator or the battery to trace, each wire to locate the trouble. The trouble was that the lights had burned out. There was a loose connection at the battery, or between the battery and generator, and the entire current generated was sent over the light circuit, which quickly burned out the lamp filaments 'Mr. Know It' looks for the loose wire, puts in new bulbs, and goes on without fear of the traffic cop.

"You see cars running every night with only part of the lights in order. Some have one headlight, some none, and others have not even the tail light. The average owner knows mighty little about his car and its mechanism. He listens to the salesman of a self-starter and lighting system or of the car having it and absorbs just enough of it to rise up later and trouble him.

"Many think the storage battery, for instance, is big enough to stand up under any conditions. They do a lot of starting and little running—which is when the battery is charged—and they do their running all at night, when all the lighting circuit is drawing upon the battery, and then wonder why the battery falls down. The conditions noted prevent the generator from recharging, and sooner or later there is a discharged battery.

"Troubles of self-starter systems, which suggest the remedy needed, may be summed up as: First, neglect of ordinary care—it isn't kept clear; second, short circuit or open circuit; and lastly, worn, broken or burned-out parts which would be discovered by a general overhauling at intervals."

Keeping Tab on Idleness.

The proprietor of a small general store in North Carolina made an advance estimate of the annual sales he ought to attain in each of the principal

lines of goods he handled. These figures he called his "Minimum Prospective Sales Schedule." He arranged the itemized estimates on a specially ruled blank, each month's figures by themselves. Then, as the months elapsed, he set down the actual sales opposite, so that comparisons could be made readily. If he exceeded his estimates, he put down the percentage of excess in a column by itself, and he did likewise with deficiency percentages.

This scheme enabled him to keep a sort of charge and credit account with

Idle Capacity, so that if he fell short in any line of goods in some given period he put extraordinary selling effort into the following period. On the other hand if his actual sales ran over the amount he had estimated, he was able to set a higher goal for the same period the next year.

All Alike.

Frank B. Kellogg tells the story of a forlorn man who was brought before a Western magistrate charged with drunkenness and disorderly con-

duct. When asked what he had to say for himself he gazed pensively at the judge and launched forth:

"Your honor, 'man's inhumanity to man makes countless thousands mourn.' I'm not so debased as Swift, as profligate as Bryon, as dissipated as Poe, or so debauched as"—

"That will do," thundered the magistrate. "Thirty days, and, officer, take a list of those names and run 'em in. They're as bad a lot as he is."

Another Advance in Gasoline

Thursday, December 30th, we announced another cent a gallon advance, making our selling prices 17c for the lower grade, and 24c for Champion 70-72 High Test Gasoline, at Grand Rapids, our basing point. Prior to Christmas, the price of Gasoline in many states for ordinary Gasoline was 21 to 23c a gallon.

Champion 70-72 High Test Gasoline

Vaporizes far more readily; Motors start more easily; feed more air with our High Test Gasoline. It carbonizes less. Save your Starter; save your Batteries; use it and save your energy cranking, and your temper.

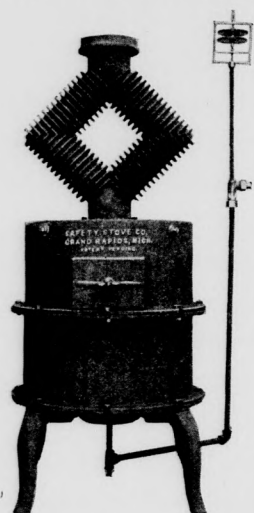
Best also for Mechanical Illuminating Plants

Champion Motor Oil

Use half as much as of other Oil. Carbonizes least, lubricates most.

Our Best Winter Oil

Many predict a 20c market on the low test Gasoline in Grand Rapids during the next 60 days.



Groco Hydrocarbon Fuel Oil

Costs less than Kerosene. More heat units than in Kerosene. To induce other business we will in 50 or 100 gallon lots make you the full tank wagon load price of 6 1/4c a gallon on this Oil. We understand that two to three gallons of this Oil are all that is required to be burned during twenty-hours.

Perkins & Co., 564 Front Ave., N. W., Grand Rapids, Mich. are the manufacturers and distributors of "The Wickless" Safety Garage Oil Heater. The reproduction shown on the left is their No. 3 Stove. Our Groco Hydrocarbon Fuel Oil is especially recommended for use in this Stove.

Grand Rapids Oil Company

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

J. V. THROOP, Manager

Citizens Phone 9558

Bell Main 3093

MAKE IT PAY DIVIDENDS.

What To-day Holds for the Salesman.

Written for the Tradesman.

We all draw drafts on the future. You remember that something about "hope spring eternal in the human breast." If privilege of looking into the future for better things was denied us it would be an existence without much incentive. The hope that just around the corner lies the pot of gold or that as a reward for hard work and loyal service the future will pay us dividends, acts as a sort of motive power which carries us through from one day to another. The danger lies in relying on that future period too strongly, not only as a time of compensation but of accomplishment. We forget that to-day is the reality of the future of yesterday. Yesterday or last week or last year we looked forward to to-day as one of those periods in the future when times would be better either for us individually or for business in general.

I have salesmen working for me who are always telling me what splendid business they are going to get next month or next year. Their business for the current period may be fair but the future is going to bust all the records. Now of course we like to have these optimistic forecasts. Unfortunately they do not make to-day's business any bigger or our profits any larger. Yet salesmen come in asking for a better contract expecting you to cash their draft on the future before the securities or collateral have even been written. The collateral in such cases can be nothing else but the orders. I am reminded of one of our men in particular. He is the best promiser I have ever met. And I'll say for him that he's thoroughly sincere. When he tells me that next month or next year is going to show splendid business he believes it. In fact so far as the future can be visualized he actually sees the orders in his books. Strong vision perhaps but he's that enthusiastic.

But to-day is the development of the future of yesterday. Success in selling is a tangible fact and not a future development. "Futures" are sold in many lines but salesmanship is the exercise of the faculty to persuade one individual to purchase something from another individual and hence should not be regarded as a commodity to be sold as "futures" are ordinarily sold.

The time to achieve success in selling is to-day. To-morrow is quite intangible. There are so many possible interruptions between to-day and to-morrow. Mortgaging the future is something we all like to do but foreclosure proceedings develop with startling suddenness. Success in selling is something which should be achieved every day. If a salesman has been successful each day and forgets that success is away off in the distance he will be successful all the time.

To-day is the problem to be solved. To-morrow is not here and may

never arrive either in fact or for you individually. Why waste time and thought on the sales of to-morrow when you may not have the chance to make them. The future is a crutch upon which no man can definitely rely. If you are always figuring that to-morrow will be a better day or that next year will be a better year, you're lame. You're a cripple. You use crutches and rely upon them for support when you should be standing up firm and free upon your two perfectly sound legs.

Old salesmen who possess a world of experience and who have thought on the subject of how to attain success in selling have been forced, after years of analysis, to state that the real factors that make for success consist in the doing of each day's work the very best we can and letting the future take care of itself.

When the sun goes down to-night to-day is gone for good. It can never be called back. When the hour which finds you reading these lines has passed there can be no more minutes used out of that hour. Old Father Time has gathered it into his storehouse. There are 365 precious days in a year and 8,760 hours; the best days and hours in a salesman's life and none of them can be coaxed back. Each day and each waking business hour should pay you toll before it passes forever from your grasp. But if you are constantly looking over the fence into the fascinations of the future the present opportunity will pass you before you can realize what has happened. If to-morrow is always the day you are going to make good, you'll never make good. But if you make good to-day you're bound to make good to-morrow. The foundation is solid instead of dreamy. You remember the Bible story of the man who built his house on the sand and what happened to him. The fellow who built his house on the rock was safe through the storm. Let to-day be your rock foundation. To-morrow belongs to the chap who builds on the sand.

If you are losing business or not getting the volume you know you should, make note of it to-day. Don't grab the crutches and limp away from to-day's defeat consoling yourself with the thought that to-morrow will be another day. When I say that you should make note of defeat it is with the idea that you will study that defeat and make it pay you a dividend to-morrow. Change the combination by working more, worrying less and think more on how to systematize your work so as to make it what you want it to be—a real success.

The daily success is the thing. You can not have a daily success unless you set to-day as the day to succeed instead of relying on the to-morrows. The salesmen of large experience will tell you that the secret of selling success lies in making a daily success. With this condition existing the weeks and months and years will take care of themselves.

Perhaps one of the greatest examples of the unwisdom of relying on

the future lies in the present attitude of not a few people in this country of ours. To-day business is on a comparatively sound basis. It is admitted that abnormal conditions prevail in some quarters. It is however a well known fact that whenever such conditions do prevail there are a lot of people who take advantage of it to voice a lot of indiscriminating talk, many times simply repeating a-la-parrot what others have said in their presence.

Supposing you combat such talk. When anyone commences to talk "hard times" to you polish up first class arguments to meet it. The daily papers and trade journals are full of 'em. If every salesman in this country would meet "hard times" talk with the same ability they display when countering the objections that customers put up as reasons for not buying their goods and overcome it in exactly the same way they would be rendering a patriotic service that would be quite the equivalent of any which could be rendered. (The retail merchant can do likewise with his trade.)

To-day does not call for more "hard times" talk but for more thought and strict attention to business. In business lies the welfare of every jobbing

and manufacturing concern as well as that of the individuals who work for and in these concerns, and the state and Nation at large. The keeping of our heads and our close attention to business is worthy of our own best interests and those of all concerned. All business is improving. Help it along by getting back of it yourself and giving it a boost.

Quit telling the house about to-morrow, next week or next year. To-day's the day you're living. Make it pay dividends. Earl D. Eddy.

Hard on the Dog

Here is another way of wheedling a too tender-hearted public out of the living you are too lazy to work for. This is the trick: A shabbily dressed man, with a clever dog as a confederate, strolls along a crowded street and tosses into the gutter a piece of stale bread. The next minute you see both the man and the dog rolling in the dirt and apparently fighting savagely for possession of the bread. The crowd that assembles showers small coins upon the supposed starving man, who sheds copious tears of gratitude. The dog gets lost in the shuffle, but soon rejoins his owner and the two repeat the performance as often as may be necessary.

Consumer Confidence
an Asset

QUALITY is a far greater issue today than it was years ago. One dissatisfied customer is a menace to success. The successful grocer knows this and therefore endeavors, by fair dealing and selling quality goods, to cultivate a spirit of confidence in every one of his customers.

National Biscuit Company goods enjoy the full confidence of American housewives. You can make this confidence one of *your* assets by keeping N. B. C. products well to the fore. Display them in your windows, on your counters and shelves—and their influence upon your sales will be well marked.



Uneeda Biscuit—the world's best soda cracker.

NATIONAL BISCUIT
COMPANY

REPRESENTATIVE RETAILERS.

J. Frank Gaskill, President Local Grocers' Association.

J. Frank Gaskill was born on a farm in Niagara county, New York, May 29, 1863. Both parents were of English descent. The family subsequently removed to this city and at the age of 17 years Mr. Gaskill entered the employ of A. B. Knowlson, who was then employed in the grocery business at the corner of Michigan street and Barclay avenue. He continued this connection for six years, when he formed a copartnership with the late Frank T. Lawrence under the style of Gaskill & Lawrence and purchased the Knowlson stock, continuing the business at the same location. Two years later he sold his interest in the business to his partner and removed to Norton county, Kansas, where he lived on a ranch for four years. He returned to Grand Rapids in 1889 and contracted a copartnership with John H. Goss under the style of Gaskill & Goss. The firm engaged in the grocery business

on the south side of Michigan street, subsequently removing to the opposite side of the street. Three years later he sold his interest to Mr. Goss and re-engaged in business on his own account on the south side of the street. He remained in this location six years, when he again retired from retail trade and pursued various occupations for six years. Part of the time he was employed as a traveling salesman and one winter he spent in California. Four years ago he purchased the grocery stock of Ed. Winchester, 259 Michigan street, where he is still engaged in business.

Mr. Gaskill was married August 30, 1887, to Miss Minnie M. Wheeler. They have three children, two boys and a girl, and reside in their own home at 513 Crescent avenue.

Mr. Gaskill attends the Baptist church. He has no fraternal associations whatever except the Grand Rapids Retail Grocers' Association, which he has always supported with vigor and enthusiasm. Four years ago he was elected Vice-President and at the last annual meeting he was elected to the office of President



Front Window Which Brought Mr. Gaskill a \$15 Prize.

for the ensuing year. He has never held any public office and does not aspire to political preferment of any kind.

Mr. Gaskill has always been noted for the excellence of his front windows. During the past year he has won \$50 cash prizes as follows: \$5 on Hawaiian pineapple; \$10 on Shaker salt; \$5 on Karo corn syrup;

\$5 on Dromedary dates; \$10 on Postum Cereal and \$15 on a combination of eleven different foods represented by the Westfield propaganda. He also won \$60 cash from Hunt Bros., which he expended in taking a trip to California. The combination window is illustrated in connection with this biography.

Aside from his ability as a window



Novel Store Arrangement by Means of Which Customers Can Select Their Own Purchases.

decorator, Mr. Gaskill has two other hobbies. He believes in having every article in the store, so far as possible, plainly marked with the selling price, so that customers or prospective customers can walk along in front of the shelves and see for themselves the price at which every article in the store is sold. Instead of putting his



J. Frank Gaskill.

counters in front of the shelving, he groups them in the center of the store so that customers can walk between the shelves and the counters making their own selections to a great extent. This enables him to conduct his business at a minimum expense, so far as clerk hire is concerned because the patrons of his store

very generally make their own selections and all the clerk has to do is to wrap up the goods and make a memorandum of same for the cashier or book-keeper. Mr. Gaskill has tried several methods of store arrangement and finds this plan preferable in every respect. In order that the reader may understand exactly how the store is arranged, the Tradesman reproduces the interior of his store so that the casual reader may obtain at a glance an idea of how effective this method is.

Bank Credit a Local Issue.

This journal has repeatedly called attention to the fact that bank credit is to a large degree a personal matter, and that a man or a neighborhood gets bank credit accommodation quickly enough whenever the paying quality of the business is determined, and the moral risk is gilt edged. It follows that as the use of credit is a merchantable thing, whenever money becomes "tight" the more speculative risks are first withdrawn. Or stated another way, when two men in the same neighborhood go into a bank to get their notes renewed, their personal ability and character will determine the treatment accorded them by the bank.

Similarly, between two communities, that one will fare best which conducts its affairs with the best showing of profit. It is difficult to imagine how, for example, a rural credit law could achieve all the politicians promise for a high interest section, and at the same time prove

workable in low interest areas. Naturally it is the farmer paying 10 per cent, we should first consider. Will a law fixing the rate at 5 per cent. help him? Hardly. If the risk is too great capital simply will not invest at the lower rate. And if capital takes the risk borrowing will go on at a faster rate than ever, and a period of speculation will follow. In the end things have got to come down to a paying level. As before pointed out, the conditions upon which the loan is made are more important than the interest rate. It is not bank credit, but land-speculation credit, store credit and machinery credit that is at fault. When a man has exhausted all his other ways of going into debt and then tries to tap the bank for a loan, he cannot expect, on his impaired securities, to get favorable terms.

Unfortunately, many farmers in the Northwest are in exactly this situation to-day. The political shysters come along and tell them how hard up they are, and point an easy way out by merely passing a law! If real prosperity could be obtained that easily we would all be millionaires. The slower, the surer, the only road to financial stability offers nothing in a remunerative way to the shysters. So they fail to point out the fact that adversity, hard work, close living are but temporary conditions incident to the growth of the business of each man and each neighborhood. Paying debts, especially when they are heavy and the family demands great, is a slow, heart-break-

ing process. But making the business pay a little more than the outgo each year is the only way so far discovered to bring one to the goal of competence. The reader should remember when he hears the political shyster bewail the poverty of the farmer, that the farmers of the Northwest, in the aggregate, have arrived at a degree of prosperity far beyond that of the average city man. He should observe the fact that what has been said about the local and personal features of credit extend to his own neighbors and neighborhood. If he is one of those whom the sympathy-for-an-office credit reformers point out to as "down-trodden" let him observe that the way out of debt is not to wait for somebody to pass a law, but to improve his stock, his home surroundings, his methods of business, and finally his neighborhood. The very general prosperity of the Northwest has been built up by attention to these details. To succeed, study the successful man and in a general broad way adopt his methods. This course will solve nine-tenths of the rural credits problems of the Northwest, and judicious modifications of our laws will account for the remainder. Of course such methods get the shyster politician neither publicity nor office, but what if they do not, so long as the people move forward?—Farm, Stock and Home.

When a man's education is finished he helps to swell the undertaker's fortune.

ASK YOUR JOBBER FOR

Hart Brand Canned Foods

HIGHEST QUALITY

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

Quality Guaranteed

The HART BRANDS are Trade Winners and Trade Makers

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

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

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

Factories at

HART, KENT CITY, LEXINGTON, EDMORE, SCOTTVILLE.



CLOTHING

How to Properly and Promptly Fit Clothing.

The efficient clothing salesman studies his stocks, his methods of selling and his customer. If he is an exceptional clerk, he studies himself and pays strict attention to the methods of the best of his kind. He begins with the physical study of customers. Consciously, or otherwise, if he is a careful student, it dawns upon him that in a week's selling he deals with many physical types. And he finds that he has to pay attention to the physical characteristics of these types. Otherwise, fitting and finally selling would be a simple matter easily and quickly carried out. In other words, a store that sold nothing but size 38, normal figure, would have little difficulty in serving its customers, provided it had made known through proper channels that it specialized in size 38 for the normal figure and nothing else. The specification would eliminate everything but suiting the customer's taste in style, pattern and color. The salesforce would have a comparatively simple, if not highly lucrative, job.

But who comes into the clothing department every day? The normal figure, the stout figure, the spare figure and all their variations. The classification here is not arbitrary; it is merely adopted because it is sensible and usable for argument.

View yourself as the clerk during a busy week. Think of the suits you have sold. Recall the stream of customers that have marched toward you, bought suits and filed out again.

At the head of the column, perhaps, was the average figure, with normal shoulders, legs, arms and waist. Quickly you eliminated the question of size. He was easy to fit. Behind him, with head erect, marched in the slender man, not thin or otherwise short of flesh, just slender. Third in the column and tripping along on stumpy legs came the stout figure with stocky trunk thickened shoulders, short neck, plump thighs. And behind him, with quick, nervous stride came the spare figure, not slender in the sense of delicate bones and carefully balanced muscles and flesh, but spare in the sense of lack of proper flesh. Badly nourished, if you will.

These are only four of the column. They have their variations influenced by age and other natural causes.

Types are Subdivided.

There may be in the procession three types of the normal figure—the youthful, undeveloped normal figure, the middle-aged and the elderly, with attendant variations of contour.

Mr. Slender may be tall or willowy or statuesque. Still he is slender.

Mr. Stout may be chubby, globular

or just plain fat. Yet he is stout, after all is said.

And Mr. Spare! It would seem that one classification were pain enough, but he may be slight, thin, angular, or all three. Still he is spare and you must fit him satisfactorily—out of stock—as you did all his brothers, the normal, the slender and the stout.

Where Incompetency Begins.

If you are the incompetent salesman, you began with the second, third and fourth type as you did with the leader of the column, Mr. Normal Figure. And you had your troubles and so did they!

You opened up with that string of time immemorial platitudes: "What price? See anything here you like? Just take off your coat."

All this and worse! Then you reached into the case, clasped a coat by the collar at random and said blithely, "Just slip this on." Then the battle started, lasting anywhere from twenty minutes to two hours, depending upon the customer's determination to suit his head and fit his back. And ending, finally, well or ill, just as fickle Fate chose to decree.

If you finally sold a suit, quite likely a goodly percentage of the actual profit went into alterations. You "bushel" to beat the band! Adjusted the collar, shortened the sleeves, let out the vest, cut out two inches of waist!

You did most of this because you started in wrong. You got your customer to liking something before you got a line on his physical make-up, his stature, height and so on. He was Mr. Spare and you mistook him for the youthful Mr. Normal. You found, instead of a smoothly rounded-out figure, normal in every dimension, a long, thin neck, flat chest, sunken shoulders, short thin waist, long legs and a normal mind, one that demanded a correct fit.

But you may be the clothing salesman with the modern point of view. You took a good look at your new customer as he approached, escorted by the floorman, who, by the way, probably gleaned a point or two regarding just what the customer came in to look at. This will be of great value when you take the customer in hand.

You sized him up, the customer, not to ascertain how much money he represents, but to get him partially, if not wholly, classified physically. You see a tall man, rather broad of shoulder, full, even chest, well-developed neck. You note narrowly, but unobtrusively, the fit of his clothes, their general character. And you decided that he is careful of the important mechanical points. His coat "sets" well on the shoulders. It "hangs" or "drapes" correctly in the waist and the back; the sleeves are cor-

Absolutely Certain Sales

YOU don't risk the loss of one penny of your profit when you order Shirley President Suspenders---you know in advance that every pair will sell at the full price or be returned at what you paid for it.



Shirley President Suspenders
Guarantee on each pair

SHIRLEY PRESIDENT Suspenders

are the only suspender that the American public knows by name, the only suspender that is steadily, persistently advertised to the wearer, the only suspender that sells out clean without any mark-downs.

Seventeen years of satisfaction to trade and public, seventeen years of nation-wide advertising, of scrupulous fulfilment of a sweeping guarantee have earned for Shirley Presidents the name of the surest, safest, steadiest seller in the line—the suspender that you are safe in stocking and your customer is safe in buying.

Remember **SHIRLEY PRESIDENT**
—the public does!

President Suspender Co.

SHIRLEY, MASS.

rect in length. The trousers tell their story too, as does the waistcoat. They tell it to the practical eye. You have the practical eye if you are a thorough-going salesman, one who admits that there are rules for correct fitting.

Your first conclusion is that since the suit your man is wearing fits him, he places some value on correct fit.

You suit your next step to the individual instance. You either let the customer begin and tell what he is looking for, or you resort to simple salesmanship to find out. There are a hundred ways to open the sale. You can easily find one. You are a real salesman up to this point. Real, because you have done the first thing first—tried to apply what you have learned about physical types.

Every suit of clothes ought to fit some one. You have your customer in hand and the stocks of clothing at your disposal. You have a slender man of the tall type to fit. Begin to pick out suits that will fit a tall, slender man with a thirty-eight-chest measure, if you know that is the measure, and normal arms and legs for a tall man. When you have found what he likes in style, pattern and color, ask him to try the suit on.

The second article of this series will deal with practical rules that govern the salesman's procedure after the customer is ready to try on his selection.—Haber-dasher.

The Other Side of the Counter.

The son of one of my friends graduated recently from a prep school in Connecticut and I accompanied his father to the exercises. Some years have gone since I visited a college town and since these, as well as all other things and places, must change with the times I found many little differences of habit and custom as these were in vogue during my own undergraduate years. Among the numerous and decided innovations, I discovered that several prominent outfitters were sending representatives regularly to these institutions with samples of their wares to sell the students. A novel idea and good one on the face of it; I recalled my own rather unhappy experiences with unskilled tailors and small town haberdashers when my wardrobe had to come out of a very small allowance and the trip to a large city was made three times a year. And now we have the great stores sending their finest right to the dormitories of these youngsters, giving them the opportunity to select as they please and order as their fancy or purse dictates. I could not help see the advantage all around and while I feel a little sorry for the small dealers with their limited stocks characteristic of even college town stores, it is all in the way of modern merchandising and mighty good business.

Now, I have made a little enquiry as to the route pursued and I find that many of the smaller but none the less exclusive prep. schools and colleges are being skipped. Why cannot even a small merchant get in on this? You hire a show-room at a hotel near the school for a day or two at a very modest price; your salesman takes a couple of sample trunks with him

and books his orders on the spot. His coming has been announced around the town for a few days in advance, arrangements for which can be made at a small cost; his results depend upon your wares and his ability. Certainly the boys are always ready to buy if the display is offered them in such a form as to attract—the young idea.

The young idea! Why not catch one of these striplings at high school, make him see the value of your goods, keep his trade through his later college years and—why should he be lost when he takes his place in the world? If his orders taken at school serve him well, he'll visit your store when he goes to the city; and these things once begun auspiciously, must continue in the natural way. On such a basis is this distant trade built by large retail concerns that fill orders out of the states. The man who writes for his things from Havana, makes a bee line to your shop when he is actually in town himself. Why shouldn't he? And this business, so much closer at hand, so wonderfully adapted to nourishment and development, should mean many added customers for the dealer who is big enough to see the possibility of reaching out.

Select from your staff a man whose personality is fitted to handle this young idea; let him be clean cut, of good bearing and pleasing to the class of boys he will meet; let his clothing be such as they would wear themselves. His samples should be, of course, of variety, quality and choice to hold the attention of the prospective trade, and the newest you have in stock will be none too new for these fledglings—they look for the stuff that isn't out yet, so keen are they for what's what. Send him along with a couple of trunks filled and let him meet the boys in an easy, natural and friendly manner—the rest should be simple and from what I hear, it is. There is plenty of money and more than enough desire to buy; what merchant could not combine both and find the picking good?

There is a large and profitable field open throughout the Southern states where many of the schools and colleges are located at considerable distances from large cities and there is no appreciable reason why a successful pursuit of the scheme might not be effected in any part of the country. The same general market is open everywhere and the point lies in finding spots not already covered—to discover a town where the novelty of the idea is still to be experienced by the student body and your success follows in consequence.

A little word here as to the man who handles your situation on the field. In this small Connecticut prep. town the representative sent by a large shoe concern every month has earned the reputation of being a smart sort of rounder from Gotham—his habits have given him a very bad name, infrequent though his visits are. That sort of a thing is the death of trade in such a peculiar market. Your man should be steady,

level-headed, a good hand at cutting expenses in the way of local advertising, carting, porter's help and the other little items that figure in the general outlay. The right man can shave cost right and left if he knows how and make his expense account above railroad fare and hotel bills a comparatively small total; given carte blanche, however, he can run his outlay up to any limit. Following is a table of what his expense should be and this will vary but slightly wherever he may go:

Railroad fare	
Excess baggage	
Carting	\$2.00
Rental of show-room	\$3.00 to 5.00
Porter's help	1.00
Hotel bill	4.00
Advertising	5.00

A merchant who can afford the experiment will find this an opportunity to branch out far beyond any other method in point of result. It looks good to a layman and seems to be worth a fair trial.—Stroller in Haberdasher.

Safety First in Clothing.

Dr. Charles E. Pabst, of the Brooklyn Hospital, advises extending the "safety first" principle to children's play clothes by soaking them in a solution of ammonium phosphate, which renders them non-inflammable. Dr. Pabst declares that this "safety first" idea could be applied also in the treatment of lace curtains, inflammable materials on Christmas trees, the costumes of actors on the stage and everything else that is subjected

to the danger of catching fire. The following directions were given by Dr. Pabst at the National Safety First Council in Philadelphia:

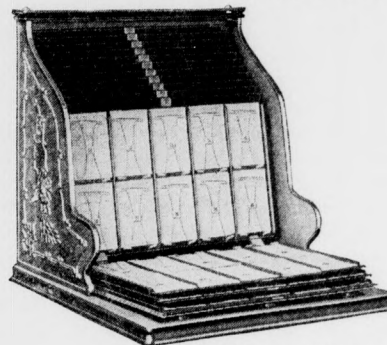
"Dissolve one pound of ammonium phosphate in one gallon of cold water, thus forming a clear solution in which the garment should be soaked for five minutes," he said. "The garment can then be taken out and allowed to dry after which it may be worn with perfect safety in the neighborhood of fires.

"The solution produces no more harm to the material than would the same quantity of water. It will keep indefinitely, is non-poisonous and can be used for several suits. The American Society for Fire Prevention and several public safety committees have approved this practical method of fireproofing, and are even urging its adoption throughout the country.

"In order to give this solution a severe test I experimented with some strips of flimsy gauze, which ordinarily takes fire and burns up completely in a few seconds. One of these strips I placed in the solution and then allowed it to dry. The flame of a wax taper was applied to the gauze for a minute. At the end of that time the gauze was blackened at the edge but remained whole in substance."

"If cowboy suits and other clothes worn by children while at play were treated with this solution," Dr. Pabst said, "there would not be the slightest possibility of their catching fire. It would mean the saving of many lives of children each year."

Start the New Year in Right with a Total Account Register



- 1—Shows at a glance what each customer owes you.
- 2—Shows total of outstanding accounts.
- 3—Shows cash received, what for and from whom.
- 4—Cash paid out, what for and to whom.
- 5—Provides a daily statement to each customer.
- 6—Reduces the outstanding accounts.
- 7—Collects petty accounts.
- 8—Prevents disputed accounts.
- 9—Prevents forgotten charges.
- 10—"Balances your books" each night and saves many hours labor.
- 11—With one writing your accounts are posted and errors eliminated.

At Prices You Can Afford

The Total Account Register is an expert bookkeeper that makes no errors. Watches your business all day long and demands no salary.

It debits and credits each transaction at the very time it occurs—and is ever ready to give you totals any moment required.

In appearance it resembles a cash register. Is made of solid bronze metal with mahogany base and top—handsomely designed and beautifully finished. An ornament to any store—a safe-guard and money-saving necessity to the successful conduct of a retail business.

No. 1, 70 account size, No Cabinet	\$15.00
No. 2, 110 account size, Metal Cabinet	24.00
No. 3, 170 account size, Metal Cabinet	31.00
No. 4, 250 account size, Metal Cabinet	40.00
No. 5, 390 account size, Metal Cabinet	55.00
No. 6, 510 account size, Metal Cabinet	60.00

All Styles and Kinds of Salesbooks, Duplicate and Triplicate. Get Our Prices.

STAR PAPER COMPANY

Salesbook and Store System Dept.

49 5-7-9 East Main Street

Kalamazoo, Michigan

Exclusive Territory for Live Salesmen in Michigan

STORE ADVERTISING.

Most of It Lacks Power and Forcefulness.

We all see that most of the store advertising of to-day lacks power and forcefulness. There are various reasons for this condition—and many causes for this hectic state:

The continuous demand for increased sales has created advertising hysteria.

Competition has developed a frightful intensity during the last ten years. The pressure on the advertising writer has become an overwhelming weight. Dictionaries have become exhausted of their adjectives, and price-comparisons have become a matter of ridicule.

Bargain screams have become a daily habit in sensational stores; and bargain offerings, in more conventional words, have been the persistent recourse of the most dignified stores in the land.

But, whether written in conventional icicles, or in the steaming slang of the street, from Cape Cod to the Golden Gate, in every store, of every class and grade, the advertising policy seems to be based on the assumption that there is no advertising news interesting to the public that does not bear the bargain allurements as its chief attraction.

I hope I shall never underrate the value of the bargain in advertising. It has a mighty important function; but I do want to state with all the emphasis that I can use, that in at least half of the advertising of a store, price should be the last thing considered.

Continuous "rooting" for the bargain is bad store-keeping policy. It creates a bad condition of the public mind. It leads public attention in the wrong direction.

To be continuously "boosting" reduced goods is like running a "second-hand goods" store.

The flaunting of continuous bargains is an insult to a store's nice customers. It carries the daily insinuation that all your goods are slightly passe—not quite up to the standard—hence they can not be sold at the prices they were made to bring.

Then the policy of continuous price comparison leads the most careful and zealous advertiser into printing frequent falsehoods.

It is like the deadly P. M. system of paying a premium to salespeople who sell your bad stock. When they get the fever effectually they feel as though they had lost some money every time they sell good merchandise—and they never show new things to customers, for fear they will buy them, and they won't get their premium.

So the advertising man who is always boosting bargains gets so he won't say a word about new goods—and he starves his store, and keeps away the store's best customers.

"Turn the Old Boat Around."

We've been going the wrong way. It is the way of increased advertising expenditure, with ever diminishing sales-making power.

It is the way of driving manufacturers to cheapen their products, when we should be creating a market for better goods every year.

I wish I could impress you men with my tremendous responsibility.

The words you write every day are molding the habits of the Nation.

If you expend all your enthusiasm and advertising appropriations to train people to want nothing but cheap goods and bargains—that will be all that our manufacturers dare make.

The debasing of the quality of our National products is largely to be blamed upon store advertising.

If, on the other hand, you devote your advertising skill and your millions of pages of space to making people desire and demand better and finer goods, you will make bigger sales, larger profits, better satisfied customers for your store, and become a mighty factor in improving the quality of American manufactured products.

In twenty years of department store advertising I have never been so completely convinced as I am to-day that more business can be created for a store by exploiting the desirability of the goods than by the lowness of the price.

Particularly in the big buying season, most people want new things of good quality.

Desirability at a fair price is vastly more alluring to millions of people than undesirable, second quality, passe goods at a reduced price.

Within the past few months I have had a most valuable and illuminating experience with the advertising of a client—a retail store.

The result proves to me most completely that there is something infinitely more powerful than the bargain appeal in winning the attention of women, and making large sales of apparel.

A series of advertisements of women's ready-to-wear garments was prepared for the store, based entirely on exploiting the style, quality and general points of desirability of the garments. The price was subordinate and there was no suggestion of bargain value at all.

This series of advertisements was criticised by the buyer and the firm. It was contended that there should be more direct selling punch put into the copy; more to hurry people to come into the store on that particular day to buy.

Finally, with a great deal of reluctance the advertising was allowed to be run in the newspapers, with a feeling on the part of the merchant and the buyer that it would bring small returns.

The results were rather amazing. During a period of six weeks, while this advertising was run, the business more than doubled the sales records of the previous year, when the other sort of advertising had been more strenuously carried out.

While the hurry-up feature was not used in this advertising, and while the bargain suggestion was entirely absent, there were put into the copy the strongest possible statements

about the character, the quality, the good style, the becomingness, and the excellence of construction of the garments. And this sort of advertising was practically unknown in that city.

It was the first time that any store had set itself out to make women's garments alluring for their real virtues as women's apparel. Competitors were talking price-comparisons and thereby discrediting their merchandise, suggesting that it could not be first-class, or it would not be sacrificed.

Strong Appeal of New Merchandise.

I believe the time has come for the better stores to stop insinuating to their customers that they want something that is slightly "off" in style, in order to save a few dollars. I believe that it can be easily demonstrated that the largest and most profitable part of the shopping community is interested vastly more in getting the new and correct style and the most desirable merchandise than in saving a few dollars.

Of course, I recognize the necessity of the bargain in the conduct of any big business. Merchandise that will not sell at its anticipated price must be reduced and the story must be told, and the bargain part of the community must be appealed to to clear up that stock.

Moreover, it is important that a store, to do the largest volume of business, should appeal to all classes of the community; but the bargain advertising I believe should be secondary to the real advertising.

I believe that it is tremendously wasteful for a merchant to have his store filled with thousands, or hundreds of thousands of dollars' worth of fine, new merchandise, which never gets a word told about it in the newspapers.

Very few stores give much space, or enthusiasm, in the newspapers to advertising their fine, new merchandise. Bargain merchandise, or alleged bar-

gain merchandise, gets all the space in the newspapers, and most of the space on the special counters.

Merchants and advertising managers must change their attitude of mind. They must themselves respect their public more. They must stop assuming that all the desirable trade are bargain-hunters. They must begin to appreciate the fact that a vast majority of people are really interested in style and quality.

Human Interest in Good Goods.

I wish I could take you all through a hundred different factories that are producing merchandise for you to sell.

I would like to introduce you to the artists and designers, who have dreamed over their patterns, and who have created wonderful pictures and poems in merchandise.

The commodity which you look at in a matter-of-fact way on the counters may be admired by you in a moment's glance; but you can get no conception of the glow of pride that went through the heart of the designer when he finished the model or the pattern.

If you could get something of this enthusiasm into your system—if you could get part of the artist's dream—if you could feel the manufacturer's satisfaction when he had made it a commercially priced product, you would be so full of enthusiasm that your advertising columns would overflow to the readers of your city, and your salespeople would be busy selling the merchandise to delighted customers at the regular prices bearing the full profits.

And you would not only be making sales of your merchandise. Advertising so full of enthusiasm would create prestige for your store that would make it stand out in your community as the one place where people wanted to go to see the newest, best and finest merchandise.



Wilmarth show cases and store fixtures in West Michigan's biggest store

**In Show Cases and Store Fixtures
Wilmarth is the best buy—bar none**

Catalog—to merchants

Wilmarth Show Case Company
1542 Jefferson Avenue Grand Rapids, Mich.

Made In Grand Rapids

This is the real, the vital kind, of advertising.

When I look at most department store advertising, and at the same time recall what splendid merchandise is to be found in every good store all over the continent, it makes me think of the miner who is digging copper and other inferior metals out of the ground, while just a little deeper is a rich vein of pure gold that he is ignoring, or about which he does not know.

Bargain advertising is wasteful of space. It has lost most of its force because most of it is deceptive, or creates an impression that is deceptive.

Let us decide to stop boosting shoddy and start in to support the finer industries of our country.

Let us devote our genius and skill and our advertising appropriations to the boosting of fine merchandise—to the exploiting of the art, skill and efficiency of American artists and manufacturers.

Patriotic and Profitable Policy.

In this way we will not only be benefiting the great industries of the country, but I am very sure that each store will be building up a larger, more profitable and certainly more enduring business for itself.

It is not a work of philanthropy that I am inviting you to undertake. I am pointing out sheer self-interest, larger sales and larger profits; greater prestige for your store, and gathering into it the best customers in your city.

Such advertising as this will create new business that no bargain competition can take away from you.

The bargain hunters simply drift from store to store. They never become a constituency. They are not an asset, but a continuous liability. They are parasites eating up your profits, and the merchant that continuously exploits bargains, draws only these parasites—the unprofitable clientele, and at the same time drives away from his store the desirable customers and the most profitable business.

In the writing of this creative advertising, real salesmanship must be put into the copy.

No writer should ever put pen to paper until he knows all the merits of the merchandise he is going to advertise. He should get it from the manufacturer and from his artists, if that were possible. He will mostly get it from the buyer to whom the goods have first been sold; but he must pump the buyer until he gets everything out of him that he knows; and unless the buyer can sell the merchandise to the advertising man, he should never write a word about it. Be Enthusiastic or Don't Advertise.

Perfunctory advertising is simply a waste of newspaper space. It may let people know you have a store and sell dry goods; but the one thing that it definitely proves is that yours is a very "dry" store.

First get filled with enthusiasm about your merchandise; then pour out that pulsing enthusiasm into the advertising.

Have in yourself the feeling that

people just must come and buy it, and you may be able to create copy that will make people just crazy to see what you have for sale.

That is real advertising. Don't expect the public to get enthusiastic about your goods, if you can not be enthusiastic yourself.

Never fill up an advertisement with copy that lacks enthusiasm. Tear up the copy and throw it away.

When you have a bargain to exploit, be certain that it is a sure-enough, cross-your-heart bargain. If it isn't don't give your reputation a smash in the face by printing it.

If it is a bargain, don't keep it a secret; don't be lukewarm; don't damn it with faint praise. Fill your advertising story with so much enthusiasm that the readers of the paper will forget the second cup of coffee and rush down to the store to get the goods.

W. R. Hotchkin.

Len Brayton Would Let the Women Vote.

Written for the Tradesman.

"No, I can't say that I think women are entitled to the ballot," said Gene Hodgkins, as he spat a big wad of peerless into the cuspidor. "Yeh see, men'n' my woman always agree, so what would her votin' amount to? Two votes to count instead o' one; make more work all for the same result."

Here was an argument from one of the floating citizens.

Len Brayton, a graybeard from Connelville, and one of the leading citizens of his town, glanced pityingly at the speaker. He smiled a little, bit his lip, then spoke:

"I've noticed one thing, the smarter a wife a man has the better are his chances of getting on in the world. You know the good book says woman was made a helpmeet for man, and that is God's truth as I can testify."

"Hello, Len, that you?" greeted the groceryman. "I didn't imagine for a minute that you was a suffragist. See how they got left in Jersey, with the President's indorsement at that."

"Oh, well," sneered Hodgkins, "the old man's love sick after that Washington widow; he'd do anything to please her, but his example didn't make any votes for women after all."

"I grant you that, Mr. Hodgkins," from Brayton, "but that is no argument. When you come right down to brass nails the argument is all on the side of the women the same as it is on the side of the anti-saloon people. Nobody can name a good thing in favor of saloons. Now, as to women voting. I was pretty strongly against that once myself, back you know in the days of Susan B. Anthony. Just a little experience of my own converted me to the truth some time ago."

"Forty years ago I was doing business in one of the new towns on the Muskegon River. That was in the days of the great lumber industry. The pine interests dominated everything else, and I as a young man, was into it all over. Fact is I got in deeper than I could swing; got deeply in debt, a panic came on and I saw myself about to fail.

"I was running a big store at the time, owed for some of the goods, but my principle embarrassment was in trying to meet payments on a big tract of pine I had lately bought. It was then that a little black-eyed woman came to the rescue. Hadn't been married long, so was quite willing to take counsel of my wife.

"You simply can't swing both propositions," said the woman. "Now, Len, which do you like the best, merchandising or pine?" It didn't take me long to think that out. I was never cut out for a woodsman, fact is depended for my pine land speculations almost wholly on the say so of others. No doubt that was how I got in wrong on some of my timber deals.

"I like the store best of course," I said to wife. "Then drop the other and stick to merchandising. I know you can make good at that, Len; and I'll help you until we pull out of this little unexpected quagmire." She did it, too, boys. That woman was a diamond of the first water, and the best wife I ever had.

"Whew!" ejaculated Hodgkins. "How many wives have you had, old man?"

"Just an even dozen, Gene," and the speaker's eyes twinkled. "Joking aside though, Nellie set my feet on the solid rock that time, up there in the North woods, and they have been there ever since. I am convinced that had I not listened to her advice I would have gone broke that time, and like as anyway remained a poor man always."

"A good many of the lumbermen failed; I pulled out by selling the pine at a loss; I sold it, however, and turned all my energies toward building the store. The town grew, my business grew, and Nellie and I have been on easy street for a goodly number of years now."

"All very nice," said Hodgkins, filling his pipe, "but how do you know you wouldn't have done better to have held onto the pine, selling the store instead? That would have been my way. Look at the millionaires the pine timber made on the Muskegon; I could name a dozen or more. Now, if it hadn't been for the woman's advice you might be a millionaire to-day instead of half a one."

"Half a one is enough for me," answered Brayton with his easy smile. "I could not have kept the pine without sacrificing the store. Nellie knew I was no good as a timber dealer; as a store manager I could not be beat. I knew that myself. Rubbing up against the world from behind the counter had always suited me; I liked it; I hated the woods with its lonesome aisles. I did not like to tramp about estimating timber. In fact my mind was set on being a successful merchant. I went over all this with the little Yankee girl I married from a farm home on the Penobscot. She said no one could succeed who hated the work they were in. 'If you are not in love with your work you are out of your element, Len, and will fail. The pine timber makes some men, breaks others. Which shall it be, a broken down lumberman or a successful merchant?'"

"That decided me and I have never been sorry that I accepted the advice of that little woman. She has been a great help to me throughout our married life. We've had two children, both doing well in lines marked for them by their own inclination. Jim, the elder, is a merchant in Seattle while Ned is a successful lawyer in Portland. We visit them every year, and they come to see us quite as often."

"Take it from me, boys, the women are the equals of men in whatever spot or place you put them, that is why I say, let them vote."

Old Timer.

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

Fine Furniture

alone cannot make a home but it helps a great deal

Klingman's

The Largest Furniture Store in America

Entrance Opposite Morton House

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



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

When You Take Stock This Month.

Written for the Tradesman.

The advent of the New Year is a signal for stock taking in the hardware store. Among hardware dealers, there is quite a difference of opinion as to the exact time best suited to stock taking. There are some who plunge into the task immediately after New Years, reasoning that the quicker the tedious task is commenced, the sooner it is over and done with. Others defer until the second week of January. Still others wait until February; the date being placed late in order to permit of stock reduction by the holding of pre-inventory sales.

But in any event, early in the New Year is the ideal time for stock taking. The merchant is not too busy by any means, so that the time can be spared better than at any other season of the year. A further advantage is that, following immediately the close of the old year, stock taking shows the merchant just where he stands and enables him at one and the same time to estimate the results of the past year's business and to lay plans to better them during the coming year. The close of the old business year should coincide as nearly as possible with the taking of stock.

It is good policy to make the stock taking "short, sharp and decisive." It is a tedious, harassing process, hard on the salespeople, and indisposing them to make extra efforts behind the counter. The quicker it is over—consistent, of course, with accuracy and thoroughness—the better for the staff, and for the business, and the less it will interfere with regular trade. The same reasons which render it advisable for the merchant to hold his stock taking when trade is light render it advisable also for him to hustle it through. The tendency should be guarded against to dawdle along with the job on the theory that there is an abundance of time, and that it is just as well to take things easy.

Speeding up the stock taking is, therefore, in order.

But the stock taking should, nevertheless, not be allowed to become mechanical. It is apt to reveal weaknesses in both the buying and the selling end of the business; and from these weaknesses of the past the

alert hardware dealer should aim to draw profit for the future.

Thus, held-over stock—slow sellers lingering on the shelves—represent poor judgment at the buying end of the business, or lack of energy at the selling end. Stock taking will disclose lines that need to be pushed; and a little thought at the time may evolve new schemes for pushing them. So, all along the line, the careful, thoughtful stock-taking will be full of lessons for the hardware dealer who is sufficiently wide-awake to discern them.

But the January stock taking, for the merchant who is sincerely anxious to get ahead, should be more than a mere taking of stock of the actual goods in the store. That represents stock-taking in its most limited form. Nor should the merchant be content to discover his actual cash profit—or loss—for the past year. These are merely incidentals, although very important incidentals, to the successful conduct of business.

Stock taking should include the selling force. It will pay the merchant to take a little time for the purpose of sizing them up. Unconsciously he is carrying on the sizing up process every working day of the year, but normally he does not look deeply enough; he may discern superficial weaknesses in his salespeople, but he hasn't the time to look deeper into their possibilities of development. In January he has time for this purpose. To know where any individual clerk is weak—whether it is in knowledge of the goods, or enthusiasm, or his manner of approaching a customer, or what not—is the first requisite to finding and applying a remedy.

So, the merchant, pausing a moment to size up his helpers, should follow that sizing up by "jacking up" his store organization. "Jacking up" isn't a scolding, nagging, fault finding process; but it is putting each man where he can do the most effective work, and pointing out in a friendly, sympathetic and considerate way just where he is strong and where he is lacking, and what he should and could do to make himself a thoroughly effective unit in the organization. The normal, healthy young American salesman will respond readily to friendly interest of this sort, and can be counted on to do his best for the employer who is honestly anxious to help him along.

It is worth while to take stock of credits, also. Retail merchants are often slack in collecting; and general financial conditions make little difference in this respect. The mer-

chant in good times gives as his excuse for failing to push collections that he doesn't need the money. In hard times he urges, weakly, that he doesn't want to be hard on a poor fellow who is down in his luck. The trouble is in both instances that he is timid about demanding what is rightfully his due, the prompt and regular settlement of credit accounts.

The man who can't pay and won't pay cannot be found out too soon. The man who can pay and won't pay should be made to pay promptly. And the man who can't pay—who has an honest, worthwhile excuse of genuine misfortune for his failure to settle—can rely on the generosity of American business men, who are too wholesouled a lot of fellows to kick a really deserving man when he is down.

The policy of long credits is as injurious and unfair to the customer as it is to the merchant; it stimulates the incurring of debt, which is a millstone to the man who is really honest and well intentioned at heart. For the sake of his customers, if he won't do it for his own sake, the merchant should take stock of his credit accounts, and, if he has not done it before, should put his collections on a systematic basis. This involves the securing of credit information before taking on new customers; the rendering of bills regularly at the end of every month; arranging beforehand for systematic settlements; and pushing the collection of all accounts outstanding. The retail merchant is not a banker; he cannot normally collect

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

Make Out Your Bills

THE EASIEST WAY

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

REYNOLDS

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

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.

interest on overdue accounts; and as a result he cannot afford to carry his customers interminably.

Outstanding accounts should be taken in hand. Polite letters to every delinquent—letters more stringent and less polite to the very delinquent—should bring results. Where the customer is good for the amount and has certain peculiarities of temper, be diplomatic, and adapt your collection methods to the individual case. But, in any event, get after the credit customers systematically.

Finally, the merchant should take stock of himself. He is the most important factor in the conduct of his business, and upon his personal capability and efficiency depends the success of the entire enterprise. His stock-taking should include a careful survey of his store organization and store methods. Is he doing work that could be done by cheaper help and at the same time neglecting the pressing managerial duties that urgently demand his personal attention? Is he physically and mentally keeping himself in first class fighting trim? Is he ever on the alert for new methods to push the goods he handles, and new opportunities for developing profitable side-lines? Does he keep sufficiently in touch with his community? Is he a better and more efficient merchant than he was a year ago?

These are questions every merchant should put when he takes stock of himself; and his answers to them will suggest the way to greater business efficiency. Here as elsewhere, it is not sufficient to find out weaknesses; once they are found out the duty is immediate to discover and apply the logical remedy.

William Edward Park.

How the Grocer Lost a Good Customer.

Mrs. Bucklein came into my store one morning expressly to see me. She passed her favorite clerk with simply a nod. This was so unusual for her that I looked hard to see what was the matter. Then I saw clearly something was wrong. Her eyes showed it. She sallied right down to my desk. She had a grievance, was sore about our service, I thought.

Now, Mrs. Bucklein was one of my good customers. Her monthly bills often ran above one hundred. She was easy-going and, like credit customers in general, never questioned my prices. But she always wanted the best of everything. Quite natural, I thought, since she paid the bills. And the checks came promptly after the first of the month. So, you see, I was somewhat set back to note she was dissatisfied with us.

"Look here, Mr. Mann," she began, "what do you mean by this?" She pulled from her handbag an unrecipited bill. "This account has been paid; I know I paid it a long time ago. It was paid before I went away. I don't like this at all."

"Well, Mrs. Bucklein," I said, "I am sorry if we have made a mistake. I will look into this right now, if you will wait a few minutes."

You may well believe I did look

into it, and quickly, too. I had visions of a loophole in my office methods, something loose in handling cash received. Yet I had thought my book-keeping absolutely water-tight, and had prided myself on having up-to-date methods of doing everything.

When I found the ledger account showed the account unpaid, I was, indeed, anxious. Search as far as we might, there was nothing to show that a check or money had come to pay it. My book-keeper was positive that payment had not been made.

She pointed out that the cash account had been in balance right along. Had such an amount as this been received and not credited, the difference would have shown up and it would have been searched out at once.

I was thoroughly convinced that we had not had payment, and that my good customer was mistaken in her belief that we had.

How to handle the delicate situation was a puzzler at first. In telling the lady that her account did not show a credit for the amount, I asked her to look up the receipt. "This is to enable us," I said, "to tell who received the check or money, and to know who is responsible for the mistake."

She replied that she had been unable to find the receipt, but thought that, in the confusion of getting ready to go away, she had mislaid it. "If I had paid it in the usual way by check I could easily produce the used check, but I paid this amount with currency I had drawn from the bank that day. You see I drew more money than needed, as I found and as I didn't want to carry so much with me in traveling, I used some of it to pay your account."

"Do you remember, Mrs. Bucklein," I asked, "to whom you paid the money?" "That I cannot say," she replied. "As I remember it, I stayed outside in my limousine, and sent in my maid to make the payment. Although I have nothing to show for having done this, since I have taken the trouble to come and explain the matter, I think you ought to receipt the statement which you have sent me by mistake."

This was bringing the matter to a quick decision, and for a minute I didn't know what to do. But I pulled myself together in time to say that I would like a day or two to look up our records more fully, and find, if possible, where the trouble lay.

Mrs. Bucklein didn't like this at all. She said she regarded the matter as settled and wanted a receipt in full for the account. Not getting it, she went out, in spite of my most earnest solicitations, feeling sore at the store.

Some storekeepers would have receipted the bill and stood the loss of sixty-five dollars, in order to retain the good will and trade of a good customer. But wisely or foolishly I did not. I was convinced my methods were proof against mistakes.

But I didn't know then all I should have known.

The Mystery Solved.

Six months later, in cleaning out

the back of the cash drawer, I found a large envelope bearing my name. There was something crispy in it. I tore it open and pulled out new clean bills, sixty-five dollars, and the original bill of Mrs. Bucklein's. How it ever got there is a mystery.

On examining the envelope I discovered her name written with pencil across one corner. The handwriting seemed familiar. I studied it and found it had been put there by a clerk who had left my employ months before.

An hour later I handed Mrs. Bucklein a receipt for her account with humble apologies. I hoped the breach might be healed. But I never got back her trade, and never will.

This incident set me thinking about defects in my office methods. Loss of trade and loss of profits will set almost any business man to thinking, when he discovers the loss.

That is just the trouble. The need of better methods is seldom brought home until he has had a loss of some kind. And he doesn't see the loss until after such an incident as this.

I talked the matter over with a friend who was an expert at accounts. He asked me how I made original entries for cash received. I told him by turning to my cash book and making the entry then and there.

"That's all right," he said, "for a small business. But do you know that this method is followed out in your office? Do you know that your book-keeper doesn't sometimes forget?"

I replied that I was not absolutely sure of this. Then he told me what I needed. He told me I should have a simple yet well-ordered system of receipt vouchers and summaries, such as are used by many large houses. And he showed me why. It was all so simple and easy to understand that I adopted it at once.

By requiring a receipt to be made for every item of cash received in

payment of accounts, whether the original bill or statement comes back in it or not, I know the original entry is properly made. "I will draw you up a convenient form," he said, "to be made in duplicate by manifold. You will simplify the work and make it easier by having both slips put up together in pads ready for use. The duplicate should be printed on buff or yellow paper to quickly distinguish it from the receipt on white paper, which goes to the customer."

E. St. Elmo Lewis.

Wisdom is what others suspect that you don't know.

Bell Phone 860 Citiz. Phone 2713

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

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS
THE Tisch-Hine Co.
237-239 Pearl St. (near the bridge) Grand Rapids, Mich.

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


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

1916 IMPORTANT CHANGES TANGLEFOOT



Improved Size—Handy Sealed Package

Retails 5 Double Sheets for 10c

Ask your Jobber or his Salesman for Particulars

MACAULEY SAID

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

USE THE BELL

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

AT ONCE

Your personality is miles away.

Every Bell Telephone is
a long distance station.



THE MEAT MARKET

Points on Buying Advertising Space by Butchers.

Every retail butcher who uses newspapers as a means of advertising his market should purchase the space that he uses on a well-defined plan, suited to the needs of his business, and calculated to make the amount of money which he finds he can invest go the furthest possible.

Too often the retail butchers of this class buy a few inches of space now and a few inches of space a short time after, appearing in the papers irregularly, and so losing all the cumulative effect, or the results that come from keeping your name constantly before the readers of the paper in which your advertisement appears. As this result is the most valuable result of all in retail or any other sort of advertising, such a procedure is surely not going to make your investment in publicity a profitable one.

In formulating such a plan the first requisite is to figure the amount of money which you can afford to spend during the year. This in advertising is called the appropriation. This appropriation is usually arrived at by taking a certain percentage of your gross sales. Conditions largely govern this percentage. For instance, a store that has just been started would have to spend more money than a store that has been located in a vicinity for a long period of time and which has already established a fine reputation for itself. The store that is conducted on a strictly cash basis and which depends on a fluctuating trade will have to spend more than the store which is conducted on a credit basis and which has a steady repeating family trade. The store that is located in a business district and draws a large proportion of its trade from people going to and from business will have to spend more than the store which is located in a residence district and draws its trade directly from the people round about it. It is impossible here to fix the percentage to be spent—the butcher must do that for himself.

After the butcher has fixed his percentage of expense the next step is the choice of mediums. If there is more than one paper, then the butcher should carefully study the relative merits of each of them. He should endeavor to discover which circulates the most in the vicinity of his market. He should find which is regarded with the highest degree of consideration among the customers which he already has, as the new trade he is striving to get will probably come from the same class, and tastes run

very much alike among any given number of people in practically the same circumstances. He should concentrate his heaviest guns in the papers which reach the most people of the class which he desires to reach, investigating the matter closely before he takes his first step.

The next thing for consideration is the size of the space which he desires to use. This is extremely important, as the proper consideration given to space is sometimes the thing that makes an advertising campaign a success or a failure.

One of the best plans the writer knows of is to appear in a daily three times a week, running two comparatively small advertisements and one large advertisement. The large one is run Saturday morning and is designed to catch the Saturday trade. The small ones are run on Tuesday and Thursday. This plan practically makes the readers of the paper take notice of the advertisement constantly. Of course, if the butcher has money enough, it is advisable that his advertisement appear every day, but this sometimes is impossible.

Another class of butchers believe in going into a paper once a week—Saturday morning—and then concentrating all their expense in smashing big space. They figure that in this way they will draw more people than in splitting up their weekly advertising expense in three parts.

The writer does not believe in this plan. The secret of successful advertising consists of having your name before a certain group of people as often as possible. It is not often that a person will go to a store immediately after reading its advertisement for the first time. The impulse to go must be pounded home again and again, and so eventually they will be brought around. Two small advertisements and one larger one a week will do much more to create this state of mind than will one very large one. A small advertisement need not be buried in any paper if the butcher will spend a little time making a striking layout—one that will, by its very novelty, dominate a much larger advertisement that is set in the conventional form.

The above consists only of generalizations which underlie every advertising campaign. But all of them must be given consideration. Advertising is not a thing that can be taken haphazardly, any more than anything else. The trouble with so much of the retail butcher's advertising is the fact that it is rarely given the proper consideration. A butcher

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.
Manufactured by Wells & Richardson Co.
Burlington, Vt.

W. P. Granger

Wholesale
Fresh and Salt Meats
Poultry, Eggs and Oysters
Shipments of Hogs, Veal and Poultry Solicited
Daily Remittances
Telephone 61,073
112 Louis St. Grand Rapids

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

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.

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

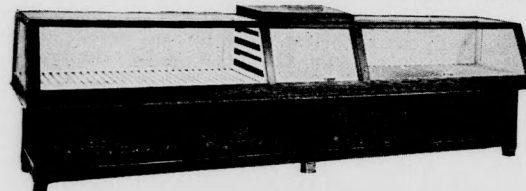
can be encouraged and well satisfied with a nice rasher of bacon and fresh eggs. Go to your grocer's and get some of the famous Peacock mild cured bacon and fry it, pouring off the grease as quickly as it forms. This makes it crisp. Peacock Hams and Bacon are cured by a special process—brine is not used—so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



Only perfect Ventilating system ever devised. Recommended by Health Boards, purchased by practical meat dealers and commended by discriminating meat eaters.

Write for Quotations

NOWACZYK HANDCRAFT FURNITURE COMPANY

35-45 Prescott Street, S. W.

Grand Rapids, Michigan

too often takes the money which he desires to spend in publicity, forgetting to figure it in relation to his gross business, and spends a few dollars in this newspaper, a few dollars in that newspaper, a few dollars in getting out some poorly printed and poorly written circular, and then the crowning folly of all—a few dollars in some church sociable programme or lodge ball. Then he sits down complacently to wait for the results, which never come.

After this plunge he becomes firmly convinced that advertising is one of those things that doesn't pay and that the big companies which spend thousands of dollars a year upon it are being buncoed. The trouble with advertising is that poor advertising, advertising without a thought or plan behind it, will rarely pay, but that good advertising, carefully planned and written, will always pay, provided it tells the truth and there is not more in it than there is in the market which it advertises.—J. K. Lehrmann in Butchers' Advocate.

Mortadella Sausage.

Take 135 pounds of absolutely fresh, clean, trimmings, fifteen pounds fresh lean beef chucks, ten pounds shoulder fat, five pounds salt, one and one-half ounces saltpeter, two and one-half ounces white pepper. Additional wet seasoning is used for this sausage and it is therefore advisable to chop it six blocks at a time and mix it by hand in a large truck constructed for this purpose, as the seasoning must be added immediately after the meat is chopped.

For six blocks use the following wet seasoning: Three and one-half quarts strong imported French wine; one-quarter pound package pure white gelatine, eight nutmegs, one ounce whole olives, three ounces stick cinnamon, four and one-half ounces bay leaves, two and one-half ounces split coriander. Put the gelatine and spices in a thin bag and cook with wine for ten or fifteen minutes just below the boiling point. Strain the wine through a cloth to remove all particles of spice.

Mix the wet seasoning with the meat in the truck. Scatter through it twelve ounces of whole white pepper and two ounces of coriander. Grind the beef and chop on the block with the dry seasoning for from seven to ten minutes, when the pork trimmings are added and the whole chopped for from thirty to thirty-five minutes. This is a very fine sausage. After the meat has been chopped mix in the shoulder fat after it has been cut in small cubes.

Remove to a cooler and allow to stand for from twelve to twenty-four hours, then stuff into medium-sized beef bladders, which must be soaked in luke warm water a few moments before they are stuffed, in order to make them pliable, and care must be taken to stuff them as tightly as possible. Skewer, as well as tie, them, and also wrap immediately with heavy coarse flax twine, making about two wraps about the long way of the bladder and one wrap around the center, the twine terminating at

the hanger. This sausage must not be hung at the tie end or by the same string that the bladder is tied up with, for in such case they will fall in the smoke house or when drying.

This sausage should be hung for twelve hours after stuffing in a hot smokehouse with more heat than smoke, at a temperature of about 90 degrees F.; then cook in clear water for four hours at a temperature of 150 degrees F.; wash off thoroughly with boiling water when taken from the cooking vat and hang them in a moderately cool place or dry room, where the temperature is about 48 to 50 degrees F. They will be ready to ship in about four or five days.

Mess Pork.

Mess pork is a standard Board of Trade cut, and although there is comparatively little of it made, it is always quoted. According to the Board of Trade's rules and regulations mess pork packed during the season from Oct. 1 to March 31 is known as "new pork" until the first of January the following year. After that date such pork is sold as old mess pork.

Mess pork is made from sides of very fat hogs, usually the heaviest and roughest animals being used for the purpose. The hog is split from the center of the back-bone and after the shoulders and hams are removed, the sides are cut into strips cross-ways of the backbone, about six inches wide, and are packed 190 pounds to the barrel, but it is supposed to weigh 200 pounds when sold, the gain in the pickle making up the weight. When the number of pieces is not specified, mess pork is packed from eleven to fifteen pieces to the barrel.

Short cut mess pork is made from sides of hogs split through the back-bone, the bellies having been removed. This pork consists of the loin and back fat and is generally sold for family use.

Holding Smoked Hams and Bacon.

We do not believe that you can hold smoked hams and bacon for six months without them becoming moldy. If you have a large quantity of these meats on hand, more than you can dispose of at the present time, we would advise you to hold them in sweet pickle and smoke them as the demand calls for them. This can be done by packing them in brine in tierces and holding them at a temperature of 28 degrees F. The meat, after it is cured, will not freeze at this temperature. When the meat is taken out of this storage to be smoked it should first be soaked three to four hours in fresh water and then washed in the same manner as fresh cured meats. You will find that this method will yield you good results.

Changed.

"On her last birthday, before their marriage he gave her a beautiful book entitled 'A Perfect Lady'"

"Well?"

"This birthday he intends giving her a book entitled 'Wild Animals I Have Met.'"

You Have Seen Them

go up and then go down—here to-day, gone to-morrow. Breakfast cereals may come and go, but

Shredded Wheat

like Niagara Falls, goes on forever. In the home, where its nutritive value is known, nothing can take its place. It is in a class by itself. There is no substitute. Delicious for breakfast, or for any meal, with sliced bananas, or other fruits.

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



Made only by

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

Christmas Confections



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

"LITTLE BUSTER"

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

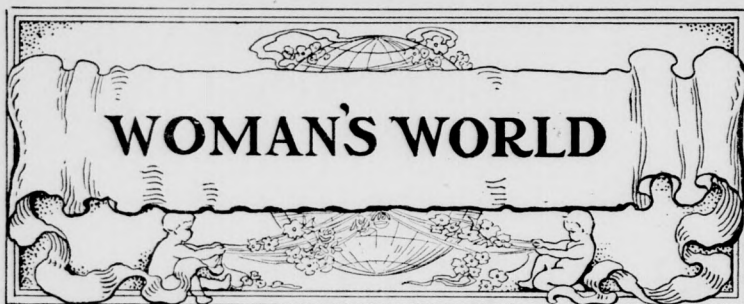
Induces Other Sales

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

LITTLE BUSTER pays you a handsome profit. Sold by all jobbers. Order a case today.



THE ALBERT DICKINSON COMPANY
Chicago, Ill.



Suggestions About Keeping Household Accounts.

Written for the Tradesman.

Keeping an account of living expenses is one of the things that not all of us do, but which if neglected we all know down in our hearts we ought to do. True, "keeping accounts doesn't bring the money back after it is spent," nor does it add one penny to the resources. True also that a showing in black and white of expenditures overlarge in proportion to receipts is far from pleasant reading.

A young lady of my acquaintance whose father is finding his present revenues rather too small, wittily declares—"If dad couldn't get hold of a lead pencil, we should be in very comfortable circumstances!" She forgets for the time being that it is dad's facility with a lead pencil, backed by his excellent management, that always has ensured a plenty of the necessities of life and many of the luxuries for the members of his family.

Further it must be conceded that some who keep very careful accounts do not get rich, and that others who never set down an item are wonderfully successful in accumulating this world's goods. The latter class is not large in number, and is mostly made up of persons so parsimonious as to spend only what necessity compels, so that the most thorough book-keeping would hardly tend to reduce their disbursements.

Freely admitting that there are persons who need no such check upon extravagance, and others with whom it does not have quite all the effect that might be desired, the indisputable facts remain that in the families where accounts are kept, gross extravagance and wastefulness are seldom seen; and that in the vast number of homes where a very fair-sized income is wholly spent and without securing what seems a proper equivalent in comfortable living, it is rare that any accurate record is made of the outgoes. Further, one of the first steps toward more intelligent and satisfactory expenditure and laying up something for the future, is to know exactly where and for what the money all goes.

Where the father conducts a small retail business, it very often is the case that the family has free access to everything in the store, even including the contents of the cash drawer, no attempt being made to know the amount of goods and money thus diverted to the household exchequer. This slipshod method of doing is not only very unfair to the business, which under such conditions never can make

a definite and satisfactory showing of the proceeds it yields, but is also as effectual a school in lavish using and spending as can well be imagined.

In deciding upon a system of household accounts, choose, or devise for yourself, one which is simple and will take little time to keep up properly. An elaborate set of books, besides being altogether unnecessary for the purpose, would be almost sure to be abandoned within a few weeks.

No one who has had even a common-school education need hesitate about undertaking the elementary sort of book-keeping that is required. A woman who can balance her cash after a shopping expedition has all the knowledge necessary. Being prompt to set down each receipt and each expenditure as it occurs is the prime essential to success.

The system chosen should be not only simple but fairly concise. It may not always be necessary to make a separate entry of every five or ten-cent outlay, particularly when for groceries and the like. Keep a separate purse for "Table Money," and when you put in \$2 or \$5, enter the amount in your account.

Be sure to arrange for the easy classification of expenditures. It is important to know how much goes for the table, how much for clothing, how large the fuel bills are, how many dollars are used for the up-keep of the auto if this luxury has been indulged in, etc.

Of families that spend too freely for their means, no two are extravagant in just the same way. Some, while dressing plainly, even shabbily, overload their tables with rich and tempting food; others "rob their stomachs to put on their backs."

Many excellent people are kept nearly "broke" all the time by paying doctor bills. The expense occasioned by severe illness is of course unavoidable. Nor should the cost deter any one from securing needed medical aid in the early stages of disease or in a preventive way. But some form a habit of running to the doctor with every trifling ailment, when outdoor exercise and wholesome diet are needed far more than the physician's remedies. While some doctors are very conscientious and sternly principled against causing their patients needless expense, there are others who are entirely without scruple in running up big bills for notional semi-invalids who are good pay.

Spending too freely in social ways keeps many families from ever having a bank account, while with others who always are "short up" the cause

Bigger and bigger sales
for you

GOLD DUST



Grocers who have displays of Gold Dust in their windows and on their shelves find that they are selling many extra packages. Put a Gold Dust display in your store now.

Every woman who enters your store knows Gold Dust—the chances are, has tried it.

Our extensive, continuous advertising actually works for you. It explains how Gold Dust saves work—how it can be used for cleaning everything.

Gold Dust has made good with women because it saves them work—and it has made good with merchants because it makes satisfied customers—the biggest asset any store can have.



THE N.K. FAIRBANK COMPANY
MAKERS

"Let the GOLD DUST TWINS
do your work"



On the Top Wave of
Prosperity

Thanks to YOU—to its QUALITY
—to its FRIENDS

Distributed at Wholesale by
Judson Grocer Co., Grand Rapids, Mich.

may be traced to too constant patronage of the movies, or to an unrestrained consumption of ice cream and sodas.

In classifying the expenditures, let each division show up exactly as it is. If a few dollars occasionally are diverted from the table money for theater tickets or to aid in the purchase of a new hat, and other such falsifications, perhaps seemingly harmless, are permitted, the accounts soon will be a joke.

Let the same seriousness and accuracy be observed that are considered necessary in all business matters. Then a proper dignity will attach to the book-keeping, and also it will constitute a valid and dependable basis for deductions of interest and value.

Does it need to be said that there should be no flinching from the lessons to be drawn from the household accounts? Suppose it is evident that altogether too much is being spent on the "eats." Then without delay there should be a thorough investigation of the provisioning. It may be best for a time to keep a strict itemization of every expenditure in this line. By more judicious buying it may be possible to lessen the cost materially, while still procuring an ample supply of nourishing and palatable food. Possibly the trouble may be not so much in buying as in using. There may be waste in the kitchen.

If money is being needlessly frittered away in any manner, the classification of expenditures will make it possible to locate the difficulty; while there is nothing like a faithfully kept account to make plain how even a trifling outlay, often repeated, counts up.

Not the least of the benefits to be derived from household accounts is the training which consciously or unconsciously, is thereby given the boys and girls who are coming up in the home. For where such accounts are kept there is almost sure to be an atmosphere of thrift and economy. Perhaps a son or daughter of 14 or 15 or upwards can be interested in doing the family book-keeping. If so, the practice will prove valuable in more ways than one. Whether or not just this is practicable, where there is a careful study of proportioning of income and outgo, the boys and girls imbibe much that will be of use to them later. They are not like those unfortunate young people who grow up, perhaps marry and take upon themselves the heavy responsibilities of life, with no definite ideas of what it costs to maintain even two persons in a given style of living. Quillo.

If Wheat Exports Had Kept Up.

If all the wheat sold for export early in the season had been shipped in the past two months, instead of being cancelled, home supplies would have decreased 30,000,000 to 50,000,000 bushels more than has actually happened. Where all this wheat would have been obtained without excessive bidding up of prices is an interesting question. Most exporters have found it hard enough to get wheat to fill orders which they could not cancel.

What Boys Should Do to Succeed.

Initiative, industry, self-control and self-reliance, when added to good health, good habits and reasonable intelligence, are the most important factors for success in the young man. I know of no elements of character more susceptible of growth or retrogression—depending usually on the conduct of parents—than the four I have just named. Therefore they should be cultivated and the cultivation should commence at an early age.

Little duties and responsibilities should be cast upon the child for management in his own way, in order that he may have the stimulus of success, if that is the result, and be taught the lesson of failure, if that is the outcome. For instance, when a child goes to school there are various small expenditures for paper, pencils, luncheons, etc., that must be made. Give him an allowance slightly greater than these necessities and advise him that he must so manage his financial affairs as to take care of them. Allow experience to teach him that an inordinate expenditure for soda water or candy on one day will deprive him of the ability to get new lead pencils or luncheon on another.

Thus a sense of management will be inculcated.

It seems to me that there should be few rules for a boy's guidance. Those should be rules of principle rather than details, and should be founded on the highest ethical basis. His punishments, as well as his triumphs, should come as a natural consequence of his own acts rather bestowed by his parents.

Every time a boy does a thing or refrains from doing a thing because he decides for himself that, as a matter of right or wrong, he ought to do or ought not to do it, the boy makes character. Every time he does a thing or refrains from doing a thing merely because he is compelled to act or refrain from acting by reason of the dictum of parents, he loses some character.

I do not mean that boys should not have the benefit of the experience and intelligence of parents. They most certainly should. But it should be an influence appealing to their reason rather than an injunction appealing to their comprehension of punishment if disobeyed.

Every boy should have an allowance from the earliest time that he spends money, and no gifts of money should be made him. The allowance should always be sufficient to cover the expense of some necessity or necessities committed to his care and be enough more than that to cover the expense of his reasonable pleasures so that the boy may be constrained to use discretion as between his pleasures and his necessities.

As he grows older the management of all his personal expenses should be applied with respect to the other affairs of his life, remembering always that he should never be left without the fullest counsel and the best influence in respect to all these matters. If he makes failures and does not come up to expectations,

as will be the case from time to time, allow the full consequences to be visited upon him.

In short, let him, as rapidly as possible, be in the same position that the parent is himself; that is to say, under the necessity of so conducting himself that he shall make progress in his affairs, have the respect of his neighbors, friends and family, and have a sense of responsibility not only to himself but to society.

Children are not born with this wisdom and adults frequently do not attain it, but these things must come more or less by practice and experience. Therefore the commencement of such practice and experience as soon as the circumstances permit and the accumulation of it as rapidly as may be will make the boy a better man than if these faculties are not practiced until he is ready to go out in the world.

It is true that many boys may be found who are less trustworthy than other boys, and in such cases discretion must, of course, be used. But

whatever the character of the boy may be, he is bound to be better than he would be if exercise in these essentials were not given him.

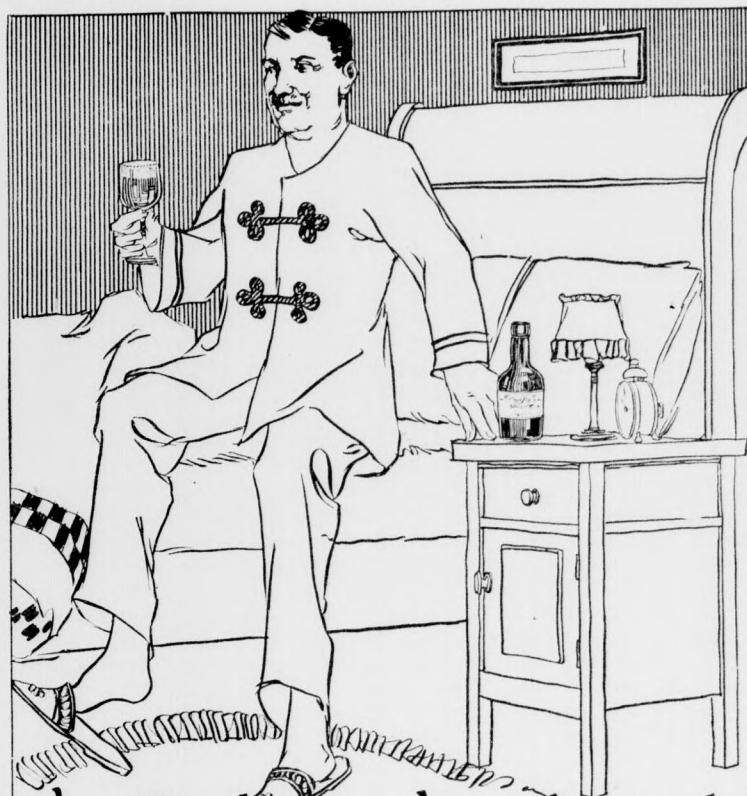
Joseph H. Defrees.

A Left-Handed Watch.

A jeweler has devised a watch which runs backward, the figures on the dial being arranged in opposite direction to the usual kind. The watch was invented at the suggestion of a left-handed person who complained that it was always hard for her to tell time on the average clock, because she thought "left-handed." With the new type of dial the process of reading the hands was easier. Other left-handed persons seeing the new watch agreed that they could read it with more facility than the other type.

Ambition seldom gets beyond the age of indiscretion, proving that this is a sad world.

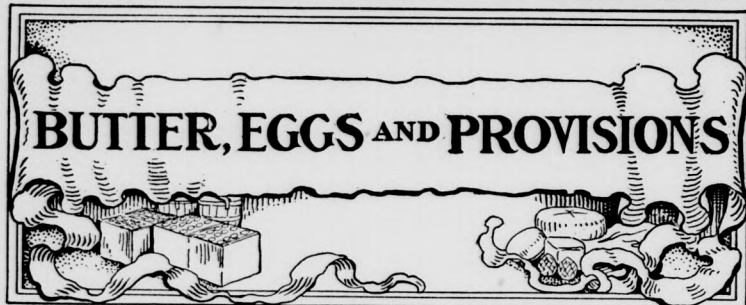
Never despise little things. The biggest man that ever lived was once an infant.



The food that those should take
whom insomnia keeps awake

For Sale by
All Wholesale
Druggists

Malt and Hop Tonic
Grand Rapids
BREWING CO.



Michigan Poultry, Butter and Egg Association.

President—H. L. Williams, Howell.
Vice-President—J. W. Lyons, Jackson.
Secretary and Treasurer—D. A. Bentley, Saginaw.
Executive Committee—F. A. Johnson, Detroit; Frank P. Van Buren, Williamsston; C. J. Chandler, Detroit.

Fooling the Consumer and Themselves.

Commissioner Dillon's avowal in New York City that he expects the seller of eggs—wholesaler, jobber and retailer—to comply with the law to the letter and conspicuously announce that he is selling cold storage eggs when he is doing so meets with general approval. The facts are that this should always be the case. Eggs, and all other commodities, should be sold for exactly what they are as to grade. There are two difficult things in this connection. The first is that the distribution of eggs, from the time of their receipt in New York City, for instance, to their delivery to the ultimate consumer, involves such an enormous number of distributing agencies that, at first thought, it would require an army of Government employees to be sure that the law is being complied with to any appreciable extent. Of course, it could be done. But is the present machinery sufficient for the purpose? And would the expense of the effort, even if successful, be warranted? The second is the real difficulty the laity—and many in the trade—will have in actually distinguishing between a fresh and a storage egg. To-day, if a housewife finds an egg in her purchases that's not exactly to her liking, she sputters about "cold storage" eggs. The daily papers are so full of slush about eggs a year old being dumped on the market and all that kind of rot that you can't very well blame the housewife. She can't be expected to know that an April egg—good to begin with—properly packed and shipped, put into cold storage and taken out in November and December—would, if she wasn't aware of the facts, pass as a fresh egg with her and would, indeed, carry more quality and flavor and general evidence of freshness than she finds in the eggs she buys and condemns as cold storage eggs but that actually are not—have never seen a cold storage; and perhaps that's just what's the matter with them. Here comes your educational movement again. While we believe the time is coming when eggs as a food will be nationally advertised in an effective way, that the time will sometime come when this prejudice against cold storage will have vanished like the mist of the morning, it's too big a task to jump

at just now. We're not ready. And, besides, this matter of education should begin nearer the source of supply. We venture to say that it ought to start with the retailer. The storekeeper who sells a woman cold storage eggs as fresh may think he's slipping over something cute. He is really injuring himself. He has charged the customer a big price for a quality she did not get, and that will react every time on him. Instead, if he would sell a good cold storage egg for what it is, sell it at a price commensurate with its value, letting the customer know just what she's getting, it would be better for both parties and much better for the egg industry as a whole. This ought to be universal practice. It is pretty generally conceded that the commission merchant cannot fool the jobber by substituting storage for fresh, nor is the jobber apt to fool many of the retailers. But it does happen that the retailers are fooling the consumer—and at the same time fooling themselves. What shall we do to educate the retailer? Isn't that the place to begin?

Large Demand for California Foods.

Not in the history of the canned fruit industry has there been such a demand in California for fruits and vegetables, causing canners to reduce their discount rates, according to advices from the Coast. While the demand has been exceptionally good, yet it is expected there will be a good demand next spring for stock.

A packer says that buyers throughout the country are not awake to the situation on California canned fruits. The 1915 pack, taking all fruits together, was considerably smaller than in any recent year. The small pack is due to the fact that buyers did not book orders for future delivery to any extent, owing to the weak market ruling on 1914 pack, and the surplus supposed to exist in all lines. As a result canners cut down the 1915 volume, and in some cases packers filled only the orders they had on hand. Much fruit that would have gone to the canners in normal seasons was allowed to rot on the trees. Growers refused to save it.

Novel Egg Ordinance.

The City Council at Peoria, Ill., are putting over a new one in the shape of an "egg ordinance." This new ordinance provides regulation for the handling and labeling of eggs and imposes a fine of from \$5 to \$50 for violation thereof. The chief provisions of the bill are that all egg candlers shall be licensed to candle eggs; that no eggs shall be exposed or offered

for sale that have not been candled and labelled properly within four days previous to the time of sale; that storage eggs must be labelled as such; that no vendor of eggs shall be permitted to sell and keep eggs in the container or box bearing the name of another firm, unless he is the lawful agent of that firm; and that the jurisdiction under this ordinance shall lie in the hands of the health commissioner.

The Iowa State College, Ames, Iowa, is conducting a series of experiments having to do with vaccination of poultry to prevent cholera. As yet these experiments are not far enough along to warrant any definite statement, but full information will be given to the poultry trade when the experimenters feel that they have gone far enough to warrant them in making definite statements.

The Almighty never recognizes a minister's worth by the salary he gets.



Mapleine

is a steady seller—there's no other "Mapley" flavor just as good—that is a point worth remembering.

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

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

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

Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.

The Vinkemulder Company

Jobbers and Shippers of
Everything in

Fruits and Produce

Grand Rapids, Mich.

Our Entire Line of GROCERY BAGS BEAR THIS MARK OF QUALITY

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



Every bag full size and uniform strength.

Write for jobbing price list.

THE CLEVELAND-AKRON BAG CO., CLEVELAND

Mr. Flour Merchant:

You can own and control your flour trade. Make each clerk a "salesman" instead of an "order taker."

Write us to-day for exclusive sale proposition covering your market for

Purity Patent Flour

We mill strictly choice Michigan wheat, properly blended, to produce a satisfactory all purpose family flour.

GRAND RAPIDS GRAIN & MILLING CO.,

Grand Rapids, Michigan

Hachmuth's FAMOUS HOME MADE Sauerkraut

CLEAN PURE

Made at

Hachmuth Farm

Better not Cheaper

We have made Sauerkraut for forty years and have tried to make it a little better each year. Nineteen out of every twenty dealers in Grand Rapids sell our Kraut. You know the reason. With our large, new sanitary factory we are in a position to extend our field of operations. Most all grocers have empty pickle kegs and barrels which, if relined, would make good kraut containers. Send them to us and save price of cooperage.

H C. Hachmuth
Grand Rapids, Michigan

MICHIGAN STATE BRAND.

Rules and Regulations to Govern Its Use.

Following are the rules, regulations and specifications governing the use of the Michigan State Quality Butter Brand, as issued by H. D. Wendt, Secretary of the Michigan State Brand Butter Commission:

As provided for in Act. 53, P. A., 1915, the Michigan State Brand Butter Commission have adopted the following rules, regulations and specifications for Michigan State Brand Butter, effective January 1st, 1916, to-wit:

Section 1. Applications—Any person, firm or corporation desiring to use the brand or label provided for in the above named act, in the manufacture or sale of butter, shall make written application on blanks to be furnished by the Dairy and Food Department, for a license therefore to the Dairy and Food Commissioner at Lansing, which application shall describe by location and name the creamery or factory in which such butter is to be manufactured, and give such other information as may be required. A license shall be granted to such person, firm or corporation to use such brand or label at the factory described in the application, if on investigation, by the Dairy and Food Commissioner, his deputy or duly authorized assistants, it appears that all the provisions of Act No. 53, P. A., 1915, and the rules and regulations and specifications of the Commission have been complied with. Such license so granted may be revoked by the said Commissioner if any of the provisions of the above named act, or of the rules, regulations and specifications of the Commission have not been complied with. Such license so granted shall not be transferable.

Section 2. Labels—As provided in Section 4 of the above named Act, the Dairy and Food Commissioner will furnish to those entitled to the use of the brand or label such labels or stamps or other means of imprinting such trade-mark or brand upon the manufactured product or the receptacles containing the same.

Section 3. Samples—Any person, firm, or corporation to whom the use of the brand or trade-mark has been granted shall whenever called upon submit a sample or samples of the butter manufactured by any such person, firm or corporation for scoring, grading or examination to the Dairy and Food Department.

Section 4. License—The license referred to in the first section of these rules, regulations and specifications will be and is issued on the express condition that the person, firm or corporation to whom such license has been granted shall comply with the following:

(a) Sanitation—Maintain proper and satisfactory sanitary conditions in the plant in which the butter is made, and proper and satisfactory sanitary surroundings.

(b) Ray Material—That no milk or cream be received which is to be made, or is made in butter, upon which the Michigan brand or trade-

mark is to be used, that will not comply with the provisions of Act. No. 222 P. A., 1913.

(c) Pasteurization—That the butter shall be made from milk or cream that has been pasteurized at a temperature not less than 140 deg. F. and shall be held at that temperature for twenty minutes, or to a temperature not less than 180 deg. F. if not held.

(d) Grade of Butter—That the butter shall be of the grade of "commercial extra" (92-93) score, or higher, for not less than 75 per cent. of the scorings on samples collected by the Dairy and Food Department, and while the butter is fresh.

"Fresh" butter being here defined as butter less than thirty days old from the date made, and providing same shall have been held at a temperature lower than 55 deg. F. after being made. In no instance shall the butter score less than 91 points—100 being perfect—while "Fresh," according to the above definition.

(e) Composition—All butter upon which the State trade-mark is to be used shall contain not less than 80 per cent. fat, and shall contain less than 16 per cent. water, the butter shall have a uniform salt content ranging from not less than $2\frac{1}{2}$ per cent. or more than $3\frac{1}{4}$ per cent.

(f) Color—The color shall be of the highest June shade, uniform, and of the same shade at all seasons.

(g) Adulterants—No preservatives (except pure common butter salt), neutralizers or adulterants shall be added to the milk or cream from which such butter is made and which is to be sold under the Michigan State trade-mark.

(h) Creamery Plant Score—The creamery or plant in which the butter is made shall receive a minimum score of 85 points—100 being perfect—embodying the following: (1) General appearance of premises, (2) Floors, (3) Drainage, (4) Refrigeration, (5) Machinery, (6) Water, (7) Raw material.

(i) Reports—Make a monthly report to the Dairy and Food Department on blanks to be furnished by said Department, not later than the last day of the month following.

(j) Labeling—Label and mark all receptacles containing butter upon which the State trade-mark is to be used in accordance with the special instructions that will be issued to every creamery to whom a license has been granted with such labels, stamps or other means of imprinting the trade-mark, or such other information as may be required by the Dairy and Food Department.

(k) Thermostat—Install in connection with all pasteurizing machinery a thermostat, or recording thermometer and file all charts for inspection, or submit same if requested to the Dairy and Food Department.

(l) To Whom Shipped—Whenever a creamery that has been granted a license to use the State trade-mark changes its market or outlet for its product it shall properly advise the Dairy and Food Department of such change, and otherwise keep the department fully informed with

regard to whom their butter is shipped or sold.

(m) Change of Butter Makers—Whenever a change of butter makers is contemplated at any creamery using the Michigan State Butter Brand Trade-mark, and before such change is made, the Dairy and Food Department shall first be advised. If a change is made without the consent of the department, the right to use the brand or trade-mark shall and will at once be revoked, until such time as it takes for the new butter maker to demonstrate that he is competent to make the grade of butter required under these rules, regulations and specifications.

Success comes to some men in spite of themselves.

A Ready Solution.

One day a well-to-do farmer in need of legal advice sought a struggling attorney with reference to a suit he desired to bring against a neighbor. The lawyer looked up the statutes and advised his client what course to pursue. As the latter rose to leave the office, he asked: "What's your fee?"

"Oh, say \$3," carelessly responded the attorney.

Whereupon the client proffered a \$5 bill. The lawyer seemed embarrassed. He carefully searched his pockets and the drawers of his desk without finding the necessary change. Finally he met the exigency by pocketing the bill and observing as he reached for a digest:

"It would seem, sir, that I shall have to give you \$2 worth more of advice."

Start the New Year Right



Install a Citizens Telephone in your residence or place of business.

Connection with 200,000 telephones in Michigan; 14,570 telephones in Grand Rapids; 95,000 telephones in Detroit.

CITIZENS TELEPHONE CO.

Ceresota

Is the Prize Bread Flour of the World

The millions who now use Ceresota Flour once used other kinds, and were induced to try this famous flour and continue using it Because they like it better, Because it makes better bread, Because it makes more loaves

Housekeepers are never disappointed in Ceresota.

JUDSON GROCER CO.

The Pure Foods House

Wholesale Distributors

GRAND RAPIDS, MICHIGAN

THE MAIL ORDER TRADE.

How the Regular Merchant Can Capture It.

Written for the Tradesman.

Volumes have been written on why the trade that has gone to the big mail order house has not remained with the small town merchant. City orators have told commercial organizations just how this trade could be kept at home—and still the mail order houses are growing, reaping the harvest that rightfully belongs to the local merchant.

Having been in the newspaper business all my life and coming face to face with the problems of the retail dealers in the smaller towns, I have formed many plans through which I believed that the evil—for mail order trading is really an evil—could be overcome. At first all these plans included the formation of a store keepers' organization, working together against the farmer and small town buyer who has been sending his money to the Chicago mail order houses. Later I decided that the solution of the problem does not lie in such an organization. Not but what an organization of this kind helps in a way by educating the buyer in what the sending away of his money really means to the community and what it would mean to each individual if every person in the community should trade entirely in the larger cities. Too many times this is the keynote of the professional commercial club speaker, "Education and Co-operation," between the dealer and his customer. But in these addresses the customer is always the one who needs the education—never the dealer—and the actual facts are that it is the dealer who has not kept up to the times rather than his customer.

Let us for a moment look the matter squarely in the face. What is the cause of the mail order house success? The mail order houses have no better goods than the local merchants and a great many of their "special" bargains are on culls and seconds and yet they secure as good prices as the local dealers and get cash with the order.

Having a keen interest in this subject I once interviewed an employe in the accounting department in one of the large mail order houses. I was interested in finding when the greatest proportion of the orders were received and was not at all surprised to learn that during the winter months the trade was much larger than at any other season and that just before the opening of farm operations in the spring the business was also very heavy. This is, of course, accounted for by the catalogue, containing illustrations and prices of most of the goods used in the average home. There is something attractive about a catalogue of this kind and the comparison of prices of the various grades that are offered for sale. To the customer who is interested, the location of the store from which the catalogue is issued has no bearing—and it is in this that the local dealer can if he will, secure the trade that belongs to him, that of the present mail order buyer.

But the average store keeper complains that he cannot issue such catalogue as this—that there is not enough

profit in his business to justify this expenditure. There are others who make the statement that advertising is a waste of money and that the customer really has to pay for this advertising either in quality or in price. Those who feel this way need read no farther in this article unless they are willing to be convinced that they must meet the mail order house as an advanced method of salesmanship and marketing goods. Getting the goods to the final consumer is as much a part of the cost of an article as the actual making of the article and if advertising makes the goods reach the consumer quicker than the old methods did it is reducing cost, an advantage both to the consumer and to the dealer.

We cannot but accept as a fact that the success of the mail order house is through the catalogue they issue. These concerns have no other salesmen and no other way of selling and so there is no chance for debate or argument on this fact. And another undebatable fact is that their customers are secured through advertising—there being no other way for these distant houses to secure the names of prospective customers.

Based on the acceptance of these two facts I am presenting a plan that I have seen followed with very satisfactory results, in one case the merchant being in a location where all of the other business men in the town laughed at him. But, as he said to me one day, "If people will send three hundred miles to Chicago for goods why won't they come three blocks from the main street of this town to me, if I go after their trade the same as the mail order houses do?" And he proved that they would, with the result that where his was the only business house on his street seven years ago there are now a dozen or more, located there so as to catch some of the trade that is going to his store.

This merchant's plan was very simple. Whenever he bought a bill of goods, especially from the manufacturer, he secured, if it was possible, an appropriation for advertising and also several electrotype cuts illustrating the article or articles he had purchased, no matter how small or how large these articles might be. He was a regular advertiser with the newspapers of his county but he worked to a plan in this as well as in everything else he did and he was not afraid to leave one of the newspapers out of the list if the rate was too high for the circulation of the paper or the class of its subscribers. A rainy or a dry season made little difference to him because he worked months ahead in his plans and he put his main efforts on the goods his customers needed rather on those they could, if the season was bad, get along without.

His planning began with the buying of his goods. If he could not get a price that would meet competition he did not buy but tried another manufacturer or wholesaler. He used a want list and while he was buying he did little else, believing that a man can do only one thing well at a time. His buying completed, he devoted his time to the preparation of a catalogue, using the cuts and advertising matter that had been sent on by the manufacturers

in advance of the goods. He put the prices in plain figures and sold only for one price, except that he sometimes sold on time but always on a note at the current rate of interest. His catalogue, of course, did not compare in size to the mail order catalogue and he used the smallest cuts he could get, many of the articles not being illustrated at all. All of the goods quoted in his catalogue he kept in stock in his store so there were no long waits, so common with the "stock catalogues" one sees sometimes.

The copy for his catalogue complete, the dealer called in the printers and asked for bids, explaining that if he could not get satisfactory prices he would do as the farmers were doing, seek elsewhere. The result was a satisfactory price and the first order for 5,000 thirty-two page catalogues was given, the printer being instructed to hold the page forms, or in the parlance of the printer, "keep the forms standing," this being done so that more catalogues could be printed if desired and also to save cost of composition on the next catalogue issued. The next step in his plan was the preparation of copy for his newspaper advertising. There were two daily papers in his county seat town but his advertisement appeared only in the Thursday issues, except during holiday seasons when he made special sales of seasonable goods. No "general advertisements" ever appeared over his signature plate. Each advertisement described some particular article salable at that particular season. For instance, just before the fruit canning season his advertisements told of the convenience of having plenty of utensils of the proper kind on hand and followed with the description, size and price of each article, also always referring to his catalogue and the page on which other articles in this class appeared.

"But," you will say, "I cannot do this because my competitors would take advantage of the prices I quoted and quote a lower price." Not if you have bought right and planned right. Some of the down town merchants tried this with my friend Brown but the only satisfaction they got out of it was to see the farmers, and townspeople as well, go past their stores and make their purchases at Brown's—and then they sat back and said that it didn't pay to advertise, when the facts were that by copying Brown's advertising in the papers they were advertising Brown and not themselves.

Brown is to-day doing more business on his out of the way street than half of the other merchants in his town put together and dozens of his customers have told him that they sent away for most of their goods until he began to issue his catalogue. And yet among the merchants he is the most unpopular man in town and recently when a meeting was called to discuss ways and means for keeping the farm trade at home he was not invited—the only man in the town who had solved the problem.

The solution of the mail order problem is with the merchant individually and he can secure for himself the trade that is going out of his county if he

will go after it in the right way. It is not an easy task and unless you feel that you can go all the way with it do not undertake it. There are few merchants I have come in contact with who could not duplicate Brown's efforts if they will put the time to it. Make every part of your plans first, before you tackle the job. Read your trade papers carefully and watch for ideas that will help your plans. Read every advertisement in them so that you will be posted on prices and qualities, keeping in mind that your buying is really more important to you than your selling for if you have bought right the selling will be easy. You are on the ground floor and you know your customers and their needs so you should be able to give them what they want better than some concern several hundred miles away. You make the traveling salesman convince you; why should you expect your customer to put such an unlimited faith in you? Meet business conditions as they are and trade that is now going to the mail order house will remain with the country merchant, to be used in bettering the community in which you and your customer live. Wilbur E. Warr.

"Flesh Reducer" Fails to Convict Food Specialist.

Dr. Wiley has won a distinct victory over the "patent medicine fakirs" in the Supreme Court of New York. It appears that the doctor was sued by Mrs. Jean Downs Abernethy Bishop, a "flesh reduction specialist," for damages of \$50,000 because the doctor had claimed that her "get slim" specialty was not only worthless for the purpose named, but dangerous to health. The doctor had made this statement in the columns of Good Housekeeping, of which he is an editor.

The doctor said that the compound contained citric acid, sugar and coloring matter. Mrs. Bishop sued, claiming that it was tartaric acid and not citric, that she had used the compound without dangerous results and had reduced her flesh. But in the testimony at the trial the doctor insisted that the only way it would reduce flesh was through digestive derangement and unhealthful emaciation.

A Daring Feat.

Snooks was one of those conceited, make-believe, bold hunters, and was always spinning his yarns about his experiences in Africa, and he generally wound up by saying he never yet saw a lion he feared. One night, after he had finished yarning, he was a little taken aback by one of his audience, who said:

"That's nothing. I have lain down and actually slept among lions in their wild, natural state."

"I don't believe that. I'm no fool," said the bold hunter.

"It's the truth, though."

"You slept among lions in their wild, natural state?"

"Yes, I certainly did."

"Can you prove it? Were they African?"

"Well, not exactly African lions. They were dandelions."

Many a good story has been spoiled by sticking to facts.

United Light & Railways Company

CHICAGO

GRAND RAPIDS

DAVENPORT

Operating and Financial Management of Public Utilities Companies Supplying, Without Competition of Similar Service

Gas Service to a Population Aggregating	332,000
Electric Light and Power Service to	199,200
Street Railway Transportation Service to	219,429
Interurban Railway Transportation to	455,653
Steam or Hot Water Heating Service to	80,630

The total combined population served by the Subsidiary Operating Companies was 350,272 in 1900. The population of these communities increased to 466,441 at the Federal Census of 1910, or over 33 per cent.

Official State or City enumeration of the population in 1915 shows a total population at date of 538,117, or an increase in the five years since the 1910 census of over 15 per cent.

The growth of the business of the Subsidiary Companies has been at a more rapid rate than the growth of population in the communities served, due to progressive business methods, and to constant improvement in, and extension of, the services rendered.

Gas for Cooking, Heating and Lighting
Electricity for Power, for Light, and for Cooking and Heating
Transportation to and from Home and Work, and for Pleasure Trips
Central Heating for Business Buildings
These are all necessities of modern business life

For this reason the earnings of the companies supplying such service are but little affected in times when ordinary business and industry are slack.

It is the better understanding of these facts which is attracting the attention of Prudent Investors to the securities of stable Public Utilities Companies, such as

United Light & Railways Company

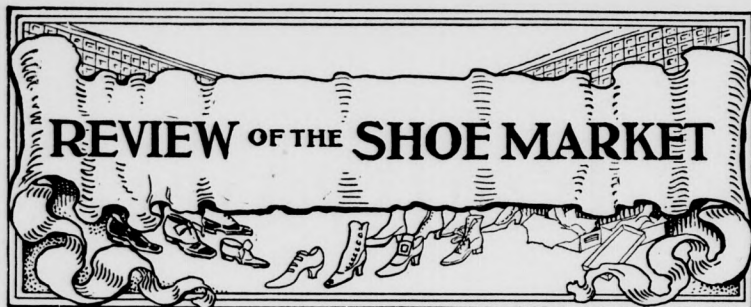
The First and Refunding 5% Gold Bonds of this Company are exceptionally well secured. The First Preferred Cumulative Stock, on which dividends have been paid at the rate of 6% per annum since the organization of the Company, will repay the careful investigation of the investor who desires a larger yield than can be obtained from First Mortgage Bonds.

We have detailed information concerning the Operation and Earnings of this Company, which we are pleased to place at the disposal of inquiring investors.

HOWE, SNOW, CORRIGAN & BERTLES
535-537 Michigan Trust Bldg.
Grand Rapids, Mich.

KUSTERER, HILLIKER & PERKINS
205-207 Michigan Trust Bldg.
Grand Rapids, Mich.

ALLEN G. THURMAN & COMPANY
137 Michigan Trust Bldg.
Grand Rapids, Mich.



Style the Stumbling Stone of the Salesman.

A short time ago I overheard a prominent traveling shoe salesman say that style is the only thing that sells shoes nowadays. I agreed perfectly with this statement, and yet in my mind and his were two distinctly different ideas on the same subject. It struck me then that the average retail shoe salesman, as well as many buyers, have the same idea in their minds as had this traveling man, on account of the great demand from our fashionable American public for the latest novelty footwear. The salesman believes in novelty footwear to get business, to hold business, to build business, to make money.

This thought occurred to me. Is style the stumbling stone of the retail shoe salesman? Is style the reason he shows so little interest, that he becomes just a money taker for the house depending on style to sell the shoes regardless of fit? We know that the salesman who fails to collect or make his sale, must answer disagreeable questions that, in his own language, make him sore, so if a customer is willing to buy a shoe that does not fit, he is prone to follow the line of least resistance, and take the customer's money.

Is style responsible for the prevailing lack of knowledge of the make-up of the human foot, and how it should be fitted? To my mind, right is right; wrong is wrong. It is right to sell a customer the right shoe for his feet, it is wrong to sell him the wrong shoe without telling him the truth.

The retail shoe salesman will say he is looking for something better but few wake up to the fact that they are simply money takers and not salesmen because they do not know how to fit feet correctly. They sell shoes because they are the latest thing out, but they lack the knowledge that would convince the average customer that fit and comfort are paramount to mere novelty. A salesman who possesses this knowledge, and is backed by his house with a complete line of bread and butter, staple all-the-year-round styles, will make his sale and a satisfied customer, to the mutual advantage of the house, the customer and the salesman. If he lacks either the knowledge or the co-operation on the part of the house, or both, the customer goes to the next store probably. Fit, not style, builds the firmer foundation for a retail business. Snappy, stylish, latest fashion shoes make a nice window display, and draw many customers into the store. That is good business. Knowledge of the human foot sells the vast majority of such customers, regardless of style, if the salesman knows how to fit feet. After all every shoe in the store is a style, get

the point, and the "best style for each individual foot" should be the real selling talk. Some of you doubtless differ with me on this point, but have you doubters considered that a vast number of shoe wearers have passed through the hands of "money-takers," and have suffered in consequence? While the sufferers perhaps do not realize it, and are still apparently hunting style, when in the hands of a capable know-how salesman they will sacrifice a certain amount of style for comfort and after a trial will come back for comfort, time and time again. So you see from my point of view a real salesman can also be a real money taker if he possesses foot knowledge. Style will not force him to lose his sale if he can fit the foot and convince the customer of the real service he has done him when he has given him a proper fitting shoe.

Almost everyone who has not found the know-how salesman suffers from some foot ailment. A knowledge of the human foot is essential if a salesman is to find this trouble and make it a foundation for his selling talk. Let a salesman tell a customer that his feet hurt him, and go into detail of the various stages of suffering he endures in the course of the day, he has both practically and theoretically speaking touched a "sore spot" and one that the customer will appreciate having healed. Then, if the house carries the bread and butter styles in all sizes, the salesman can make good. Style brought the customer in. Applied knowledge sold him and made him, very likely, a permanent customer. This is human interest, education, store service and efficiency, the foundation stones of good business, combined to make harmony.

To illustrate that this kind of salesmanship exists, although in its infancy, let me cite a case. A girl, about 17 years of age, who had a strong desire to be well-shod, came into the store one day and asked for a pair of the snappiest shoes we had on display in one of the windows. I was out of the size and could not fit her. No other style would do—prospect, no sale. After a careful examination of her feet I came out with the flat statement, "You have fallen arches and joints that are enlarging. You are too young to take any chances with your feet by wearing the shoe you asked me for. I can give you a shoe now that will cure this trouble. A few years from now, if you continue



The Ideal Shoe From a Dealer's Standpoint

H. B. HARD PAN SERVICE SHOE

There are also thousands of wearers who consider them ideal. They are the most satisfactory service shoes to wear and sell.

If you want to swell the "Net Profit" column and the "Satisfied Customer" list during 1916 sell H. B. Hard Pan Service Shoes.

Every retailer knows that the more "steady customers" he can obtain the more solid his business will become. There is no shoe to-day whose construction requires such high grade material and such infinite care in the making as the H. B. HARD PAN Shoe.

All this care in the selection of material and in building the shoe is taken to the end that the finished product will give the utmost satisfaction to the wearer, and make him a "steady customer" for the retailer furnishing him the shoe.

Think what an agency for this line means to you in protection and profit.

THEY WEAR LIKE IRON

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear
Grand Rapids, Michigan

An advancing leather market confronts every Michigan shoe dealer.

Purchases made some time ago will enable us to continue recent quotations for a short time.

This means that it will pay you to get in touch with our lines immediately for shoes you will need this spring.

We propose to make advances only as our supplies at old prices are consumed.

Better write for salesman.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

to wear the shoe you are wearing, you will have to wear plates and a footshape shoe the rest of your life. The right shoe worn for a few months now and you can go back to a better looking shoe without danger. You get up in the morning and your feet feel fairly good, about noon you are tired and your feet ache, by night you have lost interest in everything and feel like crying, your feet ache so." She and the older girl with her exchanged glances. I got the right shoe and fitted her, both feet, without further talk. Then I said, "Now stand on them and see how they feel."

"They feel good! Such a relief!" she exclaimed, "I'm going to wear them home."

I told her to wear them all the time except when dressed for dancing or a party. She declared she didn't want any more foot trouble, and intended to do as I advised. After a few months she came in again and said, "I've worn them all the time. Now what do you say? I'm going to take the shoe you want me to wear." After an examination of her feet I found that nature and the right shoe had done their duty, and told the young lady she could have a pretty good looking shoe this time. She looked happy, and the girl friends she has sent to me from time to time prove that she is still happy and satisfied. I took this method of making a sale. It was a sad fact—a young girl with the best part of her life before her being crippled for the sole purpose of making a sale. Good business demanded a sale; my interest in humanity demanded that it be the right kind of a sale; education, with applied knowledge, came to the rescue, and made the sale harmonious. Style faded into the distance to hide behind applied knowledge. Fit became the paramount issue. Result a service to humanity.

Many volumes have been written on how to fit feet. I cannot tell you how to fit feet. Every customer places a different pair of feet on the fitting stool. Knowledge of the bones, muscles and ligaments, taken in conjunction with the weight, nerves and temperament of the customer, will give you an idea of the displacement of the bones in the individual cases, and point to the shoe necessary to remedy the trouble. "Great oaks from little acorns grow." From a small beginning you can build, stone by stone, a great store of knowledge of feet, of your business and of yourself, thereby attaining the confidence required to perfect yourself in your calling. You cannot expect to be able to convince others if you yourself are not sure of the ground you stand on.

When I first became interested enough to study the formation of the foot I had an experience that nearly took me off my own feet. I had reached the point where I knew, or thought I knew, that there are twenty-six bones and joints in the human foot, and that when any one of these bones and joints were cramped or hindered in any way trouble was sure to follow. About this time a customer came in wearing a pair of foot-shape shoes that we had sold him. They appeared to fit perfectly. Without any talk about style I proceeded to duplicate the shoe he was wearing. The customer, however, surprised me by asking for the last shoe in the world he

should wear. He had a short, thick, flat foot and wished to try the latest pointed toe. I got it, fitted him as well as I could, and then told him it was not adapted to his foot and it doubled the two little toes under. I then started to parade my knowledge, telling him that there were twenty-six bones and joints in the human foot and that when you retard any one—. At this point he sat straight up and said, "I've got you there. I'm a physician." Well, if some one had hit me with a brick when I was not looking I couldn't have been more taken back. I was sure of all of my statements as far as I had gone. But to go farther was beyond me. However, I came back at him like a flash. I had had an inspiration. "Am I right or wrong?" I asked. For answer he said, "I'll take the foot-shape shoes." Believe me, I'd had my lesson. I swore off until I was sure of my ground. When I became sure of myself it was fun to start something for the sake of getting points, and they are all around you if you are gunning for them.

Once again it was style that brought the customer in, and a slight knowledge of feet that won the day for comfort.—H. E. Currier in Shoe Retailer.

Boomlets From Bay City.

Bay City, Jan. 3.—The large general store of Everett E. Dougherty, AuGres, was totally destroyed by fire Thursday night. The loss on stock is \$7,000, with a loss of \$2,000 on the building. There is only a small insurance.

The North American Chemical Co. is rushing work on its large new fire room. Seven large new steel boilers will also soon be installed.

E. K. Shoukwiler, of Terre Haute Council, No. 188, succeeds Joe Jenkinson, who has been covering the territory on the Mackinaw division of the M. C. Railroad, north of Bay City, for Armor & Co. He expects to make Bay City his headquarters. If so, he will move his family here.

J. H. McRae, Boyne City, succeeds Ora Lynch, who represented the Alert Pipe & Supply Co., Bay City, for the past two years in Northern Michigan.

C. E. Gould, formerly with the Gustin, Cook & Buckley branch of the National Grocery Company, this city, and for the past year representing the Sommers Bros. Match Co., of Saginaw, in the West, spent the holiday season visiting with Harry Zirwes, of Saginaw, and Fred G. McClay, of Bay City. He left Sunday night for Denver, Colo. Mrs. Gould will remain in the city for an extended visit.

Dan McCuaig who succeeded Maurice Quinlan, formerly with Symons Bros. & Co., Saginaw, has moved his family from Oscoda to Saginaw for the winter.

Walter Jones, who for the past ten years has worked the territory north of Bay City for John Carroll & Co., has taken a position in the office and is succeeded by Fred Noel. Walter, it is said, will be greatly missed by his friends on certain parts of his territory on the D. & M. W. T. Ballamy.

Not in the Army.

"An exhorter at a Negro revival went from pew to pew saying:

"'Jine de army! Yo' must jine de army of the Lawd!'

"One man, however, replied to the exhorter:

"'Ah has jined de army, pawson,' 'Whar'd yo' jine?' said the exhorter.

"'Ah done jined de Baptists.'

"'Huh,' said the exhorter, 'yo' hain't in de army, den—yo's in de navy.'"

What Can I Do to Make 1916 A Banner Year in My Business?

Every dealer—progressive and wide-awake—is asking himself this question now at the dawning of a new year.

Here is a hunch:

Line up with the Hirth-Krause organization.

We are centrally located, making possible quick deliveries when goods are wanted with a rush.

We are not only manufacturers of shoes, but tanners as well, and can furnish values in our shoes that you will appreciate, and that will win you business against keen competition.

We want a dealer in every town.

Drop us a card and our salesman will call with samples.

Hirth-Krause Company

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

R.K.L. "Foot Ease Shoes"



The Comfortable Kind



Made Expressly For Tender Feet

No. 8271—Men's Vici Kid Bal, Best Quality: Flexible Oak Sole.
Goodyear Welt. SOFT TIP.

Let us send you a sample case of these shoes
You will find them quick sellers

Rindge, Kalmbach, Logie Company

"Makers of Shoes that Wear"

Grand Rapids, Mich.



Importations Almost Suspended in All Pile Fabrics.

The shortage in all pile fabrics is so widespread that it affects velvet, corduroy, velveteen and plush, particularly the first two named. If buyers had not given such carefully pared-down and late orders at the commencement of the season expecting the manufacturer to stock up, this condition of shortage could have been somewhat ameliorated. It is estimated that a large proportion of pile fabrics ordered last fall have not yet been delivered. This has been the result, in a great measure, of the difficulty with dyestuffs and tussah silk. On spring orders, many mills are cutting down allowances; others demand that half of the order shall be in white goods, corduroy. A lowering of values and delayed deliveries are being guarded against.

Manufacturers have been very successful in using artificial silk in light-weight pile fabrics. The dye question will keep prices up. Premiums have been paid by the cutters-up in order to secure fabrics with which to fill orders. The cutting trade has looked for a slump in prices; it does not seem to materialize, with white corduroy a spring sensation and colored dyes a National question.

With German imports cut off and English imports almost nil, the trade has to take care of its own interests, which are pushing it very hard. Many of the Manchester mills have, like the Bradford interests, been taken for making army clothes, and this makes velveteens very short, just when they have been so improved as to warrant high prices and an unlimited demand. Orders for white and neutral colored corduroys were placed early in the fall for spring delivery.

Black velvets for coats, costumes and hats, may be regarded as a rage. With purple coming in as a very choice fad at the last moment, the color may influence the sale of velvets in this shade, as purple in pile fabrics is especially rich in effect. Striped and plaid velvets have been well sold for combinations, such ideas being smart this season.

Manufacturers are pushing white corduroy very warmly, on account of white orders freeing them from any dye difficulties, the bane of every pile fabric mill to-day. The cutters-up trade are without any corduroy stock, yet corduroy skirts must be for sale Easter. Not only is white to be worn, but the Palm Beach-Hot Springs, etc., trade will in January be wearing Copenhagen, apricot, golf green, sand, khaki and pale Belgian blue, as well as white corduroy skirts and, in

many cases, suits. This is the demand the manufacturers are putting forth very energetic efforts to meet, even to working night shifts at some of the mills.

Buyers thought that when the first heavy winter demand for plush was over that the price would decrease, but not so. The spring demand for corduroy will bolster pile fabrics all along the line. The immense favor shown black velvet hats is another strong backing for velvet.

In London, a mottled or chameleon velvet, principally of blue-violet shades, mixed with white, is being worn as blouses.

Smart suits seen on the avenue have the skirt of velvet or velveteen and coat of glazed kid, trimmed with velvet, of the skirt color; if coat is in contrast, the trimming is of fur or one of the excellent fur imitations in pile fabrics. Coats for children up to 12 years have been largely of plush and corduroy, in black, bottle green, navy, Burgundy and African. In misses, there have also been large sales of corduroy coats in Cossack style.

Wide-wale corduroys are very smart and scarce for skirts.

There is not a fabric that makes as handsome an evening coat as plush, and the opera again proves this fact, where white, old rose, maize, reseda and Russian green, Burgundy, turquoise, purple, helio, sapphire, Copenhagen and Belgian blues, apricot and yellowish tan plush coats are lined with gorgeous brocades, soft satins, changeable taffeta, etc., and trimmed with fur, silver and gold lace, old gold embroidery, jet and bead ornamentation, until a coat becomes a gorgeous work of art. Panne, velveteen and velvet are taken for evening wraps, but the shimmer of plush wins in quantity.

Beautiful Cossack coats for day wear are of velvet and velveteen, embroidered with dull, tarnished gold, and trimmed in fur. Plainer day coats are of black, dark brown or green velvet, velveteen or corduroy. In garment departments, it is thought that a few days of genuine cold weather will send the demand for these goods skyward, although many difficulties beset the manufacturer.

Even children's party frocks are of velvet, from 6 to well-grown misses' sizes, using light and bright medium shades of panne of velvet. The smaller children's garments are frequently of dark shades lit up with crepe or net accessories. Many skating skirts of plain and fancy velvets and velveteens have been sold. The plain, dark skirts sold are often trim-

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.



OILED CLOTHING

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

Announcement

Our salesmen are now on the road with our 1916 sample line of **WINTER GOODS**.

Square Blankets, Stable Blankets, Plush Robes, Fur Robes, Auto Robes, Steamer Shawls.

Mackinaw Coats, Sweater Coats, Cardigan Jackets, Fur Coats, Blanket-lined and Sheep-lined Coats.

Rain Coats and Khaki Clothing.

Our representative in your territory will advise you as to the date he will call.

BROWN & SEHLER CO.
Home of "SUNBEAM" Goods
GRAND RAPIDS MICHIGAN

Many Lines In One Bill

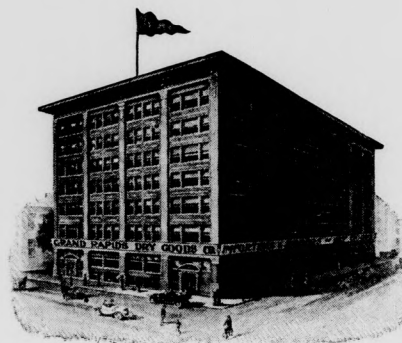
Buying on this principle gives you variety without over stocking. It gives you many profits on the same investment in place of a few. It saves you money on freight.

Our monthly catalogue—America's Price Maker in general merchandise—is dedicated to this kind of buying.

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas



Our Traveling Salesmen

Are now on the road showing many new items for spring trade which are of special interest to Dry Goods and General Store Merchants. Take a look. It will be worth while to do so.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.

med with fur and are of the suit colors, black, navy, African, purple, lie de vin, field mouse, army blues, etc.

The various imitations now on the market have done well, as they deserved to do, and have shown an upward tendency in quality and style that will vastly increase their consumption another year. The best sellers have been in black, seal, white and beaver. Plushes have been in such demand as to call forth a premium of over a dollar for early delivery, and a dollar extra "means something."

As a reflection of the marked favor shown to pile fabrics, velvet ribbons have sold very well, particularly if of good quality. A domestic make of unusual richness of shade, quality and general Frenchy appearance, has been completely sold out in two months; the best trade seemed glad to secure them. Handsome evening hats of gold or silver lace show velvet ribbon, as do many dainty, dancing frocks of net, etc. If of high quality, velvet ribbons will command attention, sharing in the general exaltation of all pile fabrics.

Better Service From Salesmen.

"I find it worth while to make special effort toward a most friendly feeling toward the firm, thus ensuring at all times, the closest degree of co-operation," says a successful dry goods merchant.

"In the development of this idea, I make it a point to have a little talk with each salesman at least three or four times a week, and oftener if time permits. If there happens to be some new product with which the salesman is not altogether familiar, I go over it very carefully and see that he is conversant with, at least, the most important selling points. These conferences are a sort of interchange of ideas. I, of course, offer any advice and information I think will be helpful, at the same time making it understood that I am open to suggestions.

"Besides this, we have an occasional banquet at the firm's expense and find this a very profitable investment. Here we have little talks by the salesman and myself, generally taking up the sale of some one of the various commodities in our stock. As a feature of entertainment and instruction, we sometimes pull off a special selling stunt; that is, one of us represents the buyer, another the salesman, and the selling arguments and buying objections, which naturally arise, afford excellent training and are beneficial to all.

"One evil on which we have trained our guns, and which we have practically eliminated, is the use of expressions which have a tendency to antagonize the customer. In almost any store, it occasionally happens that the proprietor or salesman lets drop some statement, which, although perhaps not intended to offend, may result in a lost customer. The average buyer strongly resents any remark which reflects on his intelligence or judgment, or that in any way tends to belittle him.

"Sometime ago, a new clerk in our establishment, in reply to a request

by a gentleman customer to be shown some \$10 suits, made the remark, 'We don't handle anything so cheap as that.' While it was true that we didn't have any \$10 suits in stock, yet this was not at all the right way to so inform him.

"The customer started for the door but I intercepted him. I explained, with all the courtesy I could command, that while we did not at that time have what he wanted, I would gladly order it, but that I would like very much to have him inspect the line we had on hand. He consented with little hesitation and found something for \$15 that suited him so well he bought it without quibbling for an instant about the price.

"Needless to say, I had a fatherly talk with the offending salesman."

Trying to Reduce "Returns."

Ten of the representative houses of St. Paul have combined in a campaign against sending out goods on approval, and the indiscriminate return of merchandise. The stand being taken by the merchants is being emphasized in a series of advertisements of which the following is an example:

"Improved service due to the public not asking for goods on approval, nor returning merchandise indiscriminately. Most of us dislike to do again that which we have already done well. The effect of asking for goods on approval and returning merchandise indiscriminately is such as to seriously affect the efficiency of the salesforce.

"Our salespeople have confidence in their merchandise, and in themselves. They make it their business to please their customers—to sell the merchandise that will prove satisfactory. The return of merchandise not only necessitates doing over that which already has been well done, but it has the effect of discouraging the salespeople. They lose confidence in their ability to please, and temporarily, at least, they cannot do their best.

"Approvals and exchanges also seriously affect the delivery service, taking time that otherwise would be given to bona fide purchases.

"Our stores offer practically unlimited facilities to aid selection. You will help us to serve you better by not asking for goods on approval nor returning goods unless imperfect.

"Co-operate with us in this worthy movement."

Simple Subtraction.

Elsie Janis, in a discussion of stage life, said at a supper at Sherry's, in New York:

"A school teacher was once explaining an arithmetic lesson to a class of little girls.

"'In subtraction,' he explained, 'everything must be of the same denomination. For example, you couldn't take two oranges from three apples, nor five sheep from seven cows, nor—'

"But here a little girl interrupted the teacher solemnly.

"'My sister, what's a chorus girl,' she said, 'took a diamond from a lobster once.'"

EVEREADY FLASHLIGHTS

are quality goods made for service and guaranteed to give it by the largest manufacturers of flashlights in the world.

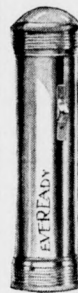
The dealer who sells EVEREADY'S is helping to build up confidence in his store through the satisfaction which these goods give.

We can make immediate deliveries of EVEREADY Flashlights, Batteries and Lamps; write us today for full information.

C. J. LITSCHER ELECTRIC COMPANY

Wholesale Distributors

41-43 S. Market St. Grand Rapids, Michigan



B. & S. Famous 5c Cigar

Long Filler

Order direct or
through

Worden Grocer Company

Special Holiday Packages

Barrett & Scully
MAKERS

Ionia, Michigan

Our salesmen are out with complete sample lines of spring merchandise and will soon call on you.

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids

Michigan



Franklin Carton Sugar Is Made From Sugar Cane

Don't forget to tell your customers that FRANKLIN CARTON SUGAR is made from SUGAR CANE, because there is a decided preference for cane sugar on the part of the consumers and that makes it easier to sell. It is also true that FRANKLIN CARTON SUGAR is refined by the most modern processes, and then packed in the substantial cartons with the head of Franklin printed in blue on them, and sealed against dust, dampness and insects. It therefore comes to you as the sweetest, cleanest, daintiest sugar you can offer your customers, and the ready-to-sell cartons save you time and prevent loss by overweight.

Original containers hold 24, 48, 60 and 120 lbs. FULL WEIGHT
of all CARTONS and CONTAINERS guaranteed by us

THE FRANKLIN SUGAR REFINING COMPANY
Philadelphia

AUTOMOBILES AND ACCESSORIES

True Meaning of Service.

Too frequently it has been declared that the word service with some business is just so much conversation. The word has carried so many riders that it is all run down at the heels. Its trousers are frayed.

Service, as it has been applied to the automobile industry, is something definite. It has been genuinely established and is given in genuine, definite quantities to the motoring public. The automobile industry—reckoning the costs of service departments at the factories and the nationwide maintenance—now invests several millions of dollars every year in this good will quantity.

The manufacturer and the retailer of the American automobile do wish the motor car owner to have the utmost pleasure, utility and satisfaction for the money he has invested. In no other world industry is the manufacturer's concern with the ultimate owner of the product of such consequence. The automobile industry is more and more inclined, now that perfection of motor, of design and of refinement have about been attained, to rest its future on service given to the car owner.

A better and better performance, a still greater durability, a more team-like power, a more luxurious degree of comfort and delight for the motor car enthusiast—these, the manufacturer seeks constantly to gain and his avenue of attainment is the road of service.

Service efforts are far reaching. They take various forms. The point has been attained where the average man wishing to buy an automobile learns that no matter what part of the Nation he may find himself in, he will be close to an automobile station with free service extending the hand of help at the end of an arm that reaches out in all directions. In fact, this service arm reaches into every civilized country in the world.

Service formerly was more or less an indefinite quantity. This was so because the manufacturer and his hundreds of dealers had not as yet been able to work out a practical method of applying equal service generally.

Some of the service plans now in effect required years of painstaking investigations and analyses before they became concrete and workable. The plans now are definite, as anyone seeking the purchase of a motor car will readily learn.

Chirpings of the Crickets.

Battle Creek, Jan. 3—My letters have been conspicuous by their absence. As our worthy nationally advertised lamented citizen used to say,

"There's a reason." I have been prompted by my wife, scolded by my brother Adams, enquired after by Brother Lewis Steward and asked to "please remit" by E. A. Stowe. I have not been putting on a modern version of Rip Van Winkle and featuring as Rip, neither have I been laid up from an auto racer mishap at Palm Beach. Neither am I naturally lazy or indifferent to my duty to my kin and fraternity. Well, cut out the flowers and give us the meat. Well, I am a poor tax paying citizen who has been railing over a large piece of Michigan selling candy and Christmas wound up my heart breaking pace for a spell. I want to be represented from now on and will.

Little old Battle Creek is still the home of the most congenial co-operative and snug little council of U. C. T.'s in all the broad domain and their Junior Counselor will make a brave, bold attempt to keep you, the members of our councils and readers of this good old journal, posted on the doings and affairs of our Council and its members and the traveling fraternity generally. Guy Pfander.

Jaunty Jottings From Jackson.

Jackson, Jan. 3—Charles G. Hill, the East Main street, grocer had an attractive window for the holidays. He displayed raw sugar from the Philippines, Sandwich Islands and Cuba.

Jackson merchants in general report a good business for the holidays and, in fact, throughout the entire year of 1915. Of course, they are looking for 1916 to be even better, for Jackson is growing.

Saturday, Feb. 12, is to be a big day for Jackson Council, No. 57. Initiation and executive session in the afternoon, with a banquet and general round up in the evening. Grand Counselor Walter S. Lawton, of Grand Rapids, and Supreme Secretary W. D. Murphy will be guests of honor. Neighboring councils will be asked to attend.

The Otsego Hotel is to be enlarged this spring and, when completed, will occupy the entire block.

Another traveling salesman has taken up Jackson for his abode. Harry Kimball, who sells K. C. baking powder, is the man referred to, who with his family have moved into Charles Miller's house on West Franklin street.

Homer Parrish, who is located in Detroit for the Argo Automobile Co., of Jackson, was home with his parents on West Morrell street for New Year's.

Will Kelly, overall salesman, is confined to his home with la grippe.

Legislation for the classes or the masses—which of these claim the Stephens bill?

We wish the Tradesman and all who read it a Happy New Year. Spurgeon.

Sparks From the Electric City.

Muskegon, Jan. 3—E. P. Monroe, our Past Counselor, is home spending a week with his family. Brother Monroe is traveling through the State of Illinois.

A protest from the Kronik Kicker, from Mears has been received stating he does not want to be in the same

class as William Alden Smith and Deacon Ellis. He thinks he is way ahead of these gentlemen.

The Occidental candy shop is a new institution in Muskegon.

A. W. Stevenson has been appointed by the Chamber of Commerce to act on their boosting committee.

Muskegon has grown about 7,000 people for the year ending 1915, but just watch 1916 for a bigger and better Muskegon.

Our January meeting and banquet will be announced at a later date.

Milan Huyser, of Zeeland, has installed an up-to-date ice box which adds much to the appearance of the market. Milton Steindler.

Timely Reminder.

A father, in a deathlike silence, called downstairs to his daughter solemnly:

"Hannah, what time is it,"

A pause, and Hannah answered:

"It's just quarter after ten, father?"

"All right," the father said. "And Hannah, don't forget to start the clock again after the young man goes out to get his breakfast."

Auto Robes

2 Muff Robes, 72-inch \$7.50

3 Muff Robes, 84-inch 9.00

Limousine Robes, fancy patterns and plain colors, mohair, \$25 00.

Sherwood Hall Co., Ltd.

30-32 Ionia Avenue, N. W.
GRAND RAPIDS, MICHIGAN

ALL the advantages of motor truck deliveries in your business are easily yours at once through the new selling plan of the United Motor Truck Company. If you had heretofore thought of these advantages as belonging to some time in the future this plan will make it a part of the immediate present.

As to the satisfaction and consistent day in and day out use a United Motor Truck will give you, its component parts assure that—multiplied as many times as there are units in the truck. For each one is standardized and of proven ability in the service it undertakes.

Write now while you have it in mind and find out what this new idea is.

The
United Motor Truck Company
GRAND RAPIDS MICHIGAN

2-2½, 3½-4, 5-6 Ton Trucks all worm drive

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

We Offer a Limited Amount of Stock for Public Subscription Subject to Prior Sale

Elgin Motor Car Corporation

GENERAL OFFICES:

Suites 1314-1318 Consumers Building, Chicago, U. S. A.
Factory: 63rd St. and Archer Ave., Chicago

WESTERN MICHIGAN DEPARTMENT

628 Michigan Trust Building
Direction of A. H. Nienow and F. C. Anger, Financial Agents

OFFICERS:

FREDERICK L. BROWN, President. C. S. RIEMAN, Vice President.
W. G. KNOEDLER, Treasurer. J. JEROME KLUGE, Secretary.

DIRECTORS:

FREDERICK L. BROWN, Partner Crandall & Brown, President, Lumberman's Mutual Casualty Co. Vice President, National Hardware Lumber Ass'n.
W. G. KNOEDLER, President, Argo State Bank.
DAVID SCHNITZER, Branch Manager, Mutual Life Insurance Co., of New York
J. M. SNITZLER, President and Treasurer, Sheffield Pharmacal Co. President and Treasurer, Snitzler Advertising Co.
A. L. TULL, D. D. S.
C. S. RIEMAN, Vice President, Elgin Motor Car Corporation.

ELGIN MOTOR CAR CORPORATION

Capital \$1,000,000; all common stock, par value \$10 per share, fully paid and non-assessable.

The Company now has about 500 stockholders.

Substantial accounts are carried with the Argo State Bank, The Central Trust Company, and the National Bank of the Republic.

Statements of the affairs of Company have been made to Dun's, Bradstreet's, The Credit Guide, and other mercantile agencies, also the banks which have our deposits.

The Company owns its own factory site at 61st street and Archer Avenue (Argo), a suburb of Chicago, also has option on ground adjoining to care for future growth. The location of the Company's factory site is unexcelled

in every respect; shipping facilities, labor conditions, accessibility, and from every standpoint of importance to a manufacturer of motor cars.

Plans are prepared for the first of the new buildings. Pending completion of the Company's new plant operations are conducted in a factory building; free use of which has been given by one of the Company's principal stockholders. In this temporary building ten to fifteen cars per day can be manufactured. The Company commenced manufacturing cars the last week in December, contracts having been made for the necessary parts and material.

An attractive exhibit of three cars will be made at the Chicago Automobile Show the last week in January, 1916. Plans are now being perfected for the manufacture of 15,000 to 25,000 cars during the following year—1917.

ENGINEERING AND PRODUCTION DEPARTMENTS

Our Engineering and Production Departments are under the able direction of John A. Schroeder, M. E., as Production Manager. Mr. Schroeder is one of the foremost Automobile Engineers in America.

He is a graduate of the University of Sweden in Mechanical and Electrical Engineering and a member of several prominent Engineering Societies.

Mr. Schroeder has been intimately connected with the automobile industry since its infancy and has contributed largely to the success of several concerns.

For five years prior to 1915 he served first as Chief Engineer and later as General Sales Manager of the Hyatt Roller Bearing Company. During that period the Hyatt Company grew from a modest beginning to the largest manufacturer of automobile bearings in the world, and its stock advanced from \$50 to \$850 per share, as is shown by the attached newspaper clipping.

Chicago Evening Post, Nov. 15, 1915.

ROLLER BEARING MELON.

The Hyatt Roller Bearing Company will increase its capital from \$400,000 to \$6,000,000. The new stock will be distributed among the present share-holders. Five years ago the shares sold at \$50. They are quoted at \$850, with none offered. The company has under construction two eight-story and one six-story factory buildings.

Mr. Schroeder served as Consulting Engineer to a number of leading automobile manufacturers and is known in automobile circles for his engineering talent, his energy and his wonderful constructive ability.

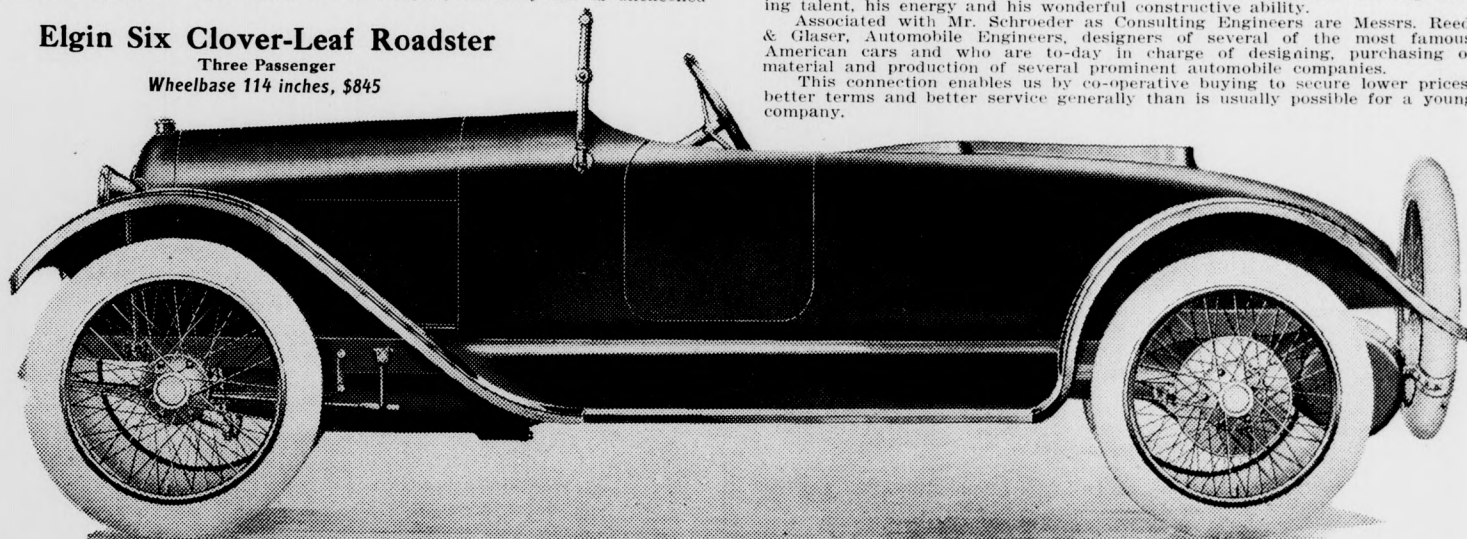
Associated with Mr. Schroeder as Consulting Engineers are Messrs. Reed & Glaser, Automobile Engineers, designers of several of the most famous American cars and who are to-day in charge of designing, purchasing of material and production of several prominent automobile companies.

This connection enables us by co-operative buying to secure lower prices, better terms and better service generally than is usually possible for a young company.

Elgin Six Clover-Leaf Roadster

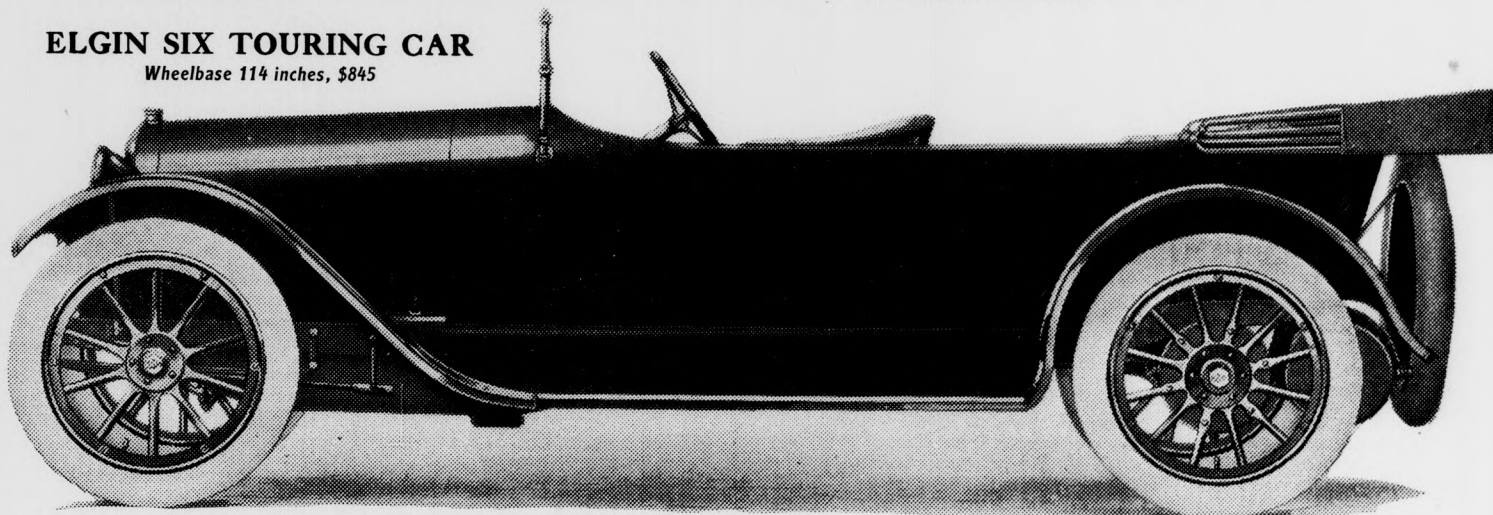
Three Passenger

Wheelbase 114 inches, \$845



ELGIN SIX TOURING CAR

Wheelbase 114 inches, \$845



ELGIN SIX SPECIFICATIONS:

MOTOR—Six-cylinder, 3-inch bore, 4 1/4-inch stroke, 30 to 35 horse power, cylinders cast en bloc, valves in head. Three bearing crank shaft.

TRANSMISSION—Selective type, three speeds forward and reverse. Ball bearing throughout.

CLUTCH—Multiple disc, dry plate, steel on raybestos.

REAR AXLE—Three-quarter floating, pressed steel housing, four pinion differential with 4 to 1 gear ratio, ball bearings throughout.

COOLING—Thermo-syphon, cellular type radiator, fan mounted in two ball bearings.

BRAKES—Double internal, with inside levers and equalizers.

SPRINGS—Front springs semi-elliptic 1 3/4 x 34 x 7-inch leaf; rear, cantilever 2 1/4 x 46 x 8-inch leaf, all spring bolts 3/4-inch hardened and ground and fitted with grease cups; suitable clips for springs.

ELECTRIC STARTING AND LIGHTING SYSTEM—2-unit system. Bendix automatic pinion engagement for starter to fly-wheel ring gear teeth.

FUEL FEED SYSTEM—Gasoline tank mounted in rear, 14 1/2 gallon capacity, standard make of carburetor, especially suited for the motor.

WHEELS—32 x 3 1/2-inch wood with demountable rims. Wire wheels at slight additional cost.

BODIES—Touring, five-passenger, four-door, yacht line type, with concealed hinges and flush type door locks, upholstered in black long grain stock, with deep backs and stalling cushions. Color black. Foot and robe rails.

EQUIPMENT—One man top, clear vision windshield, electric horn, Stewart Speedometer, one extra rim mounted in tire carrier, tool kit, pump, jack and tire irons.

PRICE—\$845.00 f. o. b. Chicago.

For Detailed Information Address

ELGIN MOTOR CAR CORPORATION

628 MICHIGAN TRUST BUILDING

GRAND RAPIDS, MICH.

PHONE: CITIZENS 5288



Grand Council of Michigan U. C. T.
 Grand Counselor—Walter S. Lawton,
 Grand Rapids.
 Grand Junior Counselor—Fred J. Moutier,
 Detroit.
 Grand Past Counselor—Mark S. Brown,
 Saginaw.
 Grand Secretary—Maurice Heuman,
 Jackson.
 Grand Treasurer—Wm. J. Devereaux,
 Port Huron.
 Grand Conductor—John A. Hach, Jr.,
 Coldwater.
 Grand Page—W. T. Ballamy, Bay City.
 Grand Sentinel—C. C. Starkweather,
 Detroit.
 Grand Chaplain—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.

Wafted Down From Grand Traverse Bay.

Traverse City, Jan. 3—William O'Neil formally with the International Harvester Co., and Robert Beckinger, a farmer from near Paris, some time ago purchased a two-thirds interest in the Coakley Hardware Co. of Hersey, and, we are glad to say, they report a good business. Mr. O'Neil's experience as a traveler on the road and Mr. Beckinger's practical knowledge of farm tools should, and we believe will, create a business that Hersey will be proud of. We wish them a prosperous New Year.

The convention committee having charge of the entertainment part of the programme are getting their plans mapped out and many special features will be added to the 1916 convention. The committee is very anxious to find out just how many of the councils are going to have ball teams at the convention, and would be pleased to hear at the earliest possible moment from each council. Would like to have the secretary write the chairman of the entertainment committee, S. B. Taylor, 533 West Eleventh street, Traverse City.

Residents of Kingsley were greatly shocked Friday morning by the death of one of their citizens John R. Schone, who was burned to death in a hotel fire in Traverse City. The fire was discovered about midnight Thursday and the alarm sent in. By the time the fire department arrived, the building, which was an old frame structure, was enveloped in flames. All of the guests except B. F. Powers and Mr. Schone escaped. Mr. Kinter, the proprietor, lost his life in trying to save the two men. Mr. Schone was a prominent business man of Kingsley, being the owner of a wagon shop, blacksmith shop and planing mill.

We are sorry to note so many failures chronicled in the Tradesman each week and have often wondered whether the traveler, in his rush for business, does not possibly forget to impress upon his customers the most essential thing of business—the necessity of making a profit on his goods. Too many business men fail to accurately estimate the cost of their articles. If they sell a plow for fourteen dollars that cost them twelve they figure they have made two dollars. They lose sight of the fact that at a low estimate it costs 15 per cent. to do business. Any man who will keep a strict account of all of his expenses—insurance, taxes, interest

on capital stock, fuel, lights, help, his own time, depreciation, bad accounts, rent, etc.—will find that he is doing a very conservative business if he keeps it below 15 per cent. Then, if we are to know our real profit, we must add 15 per cent. to our purchase price, all above which is the real profit and should be about 10 per cent. If all business men would follow this rule strictly, I do not think there would be so many business men in the bankruptcy courts. When a customer tells you he can get an article for less than your price from a competitor, don't think you are losing anything if he buys it of this competitor; you can't lost what you haven't got and the quickest way to get a customer out of business is to let him do business without a profit. Be careful in granting credit. When a customer comes in from an adjoining town, or from your competitor, and tells what a grafter your competitor is or that the dealers in his home town are a bunch of cut throats, that he knows you are a good honest fellow and wants to get trusted for a bill of goods, go slow. He may be honest all right, but better call up the bank before he gets the goods. Don't tell the customer you are selling goods without a profit. He won't believe you anyhow. Tell him you must make a fair profit if you are to stay in business and pay your share of the taxes and buy your share of what the farmer raises. The farmer, if he knew in the spring, that potatoes were to be 20 cents per bushel, would not plant any; he expects to make a profit on his farm or he would quit farming. He may not make a profit every year. He takes his chances. Same with the dealer—he can't make a profit on everything. He will get things that do not sell readily on which he will lose money to get rid of. The dry goods manufacturer makes a great many styles of cloth which the designer has recommended but does not meet with public approval and does not sell. The implement manufacturer makes hundreds of machines on which he expects great sales, but finds, after manufacturing, are not practical and they are never put on the market; but we all expect to make some money or we would change our vocation in life. You will find, when you put the proposition to a customer squarely, there are not many who are not willing to live and let live.

E. C. Knowlton and family spent Christmas with relatives at Alden. We are informed that some of his pipes bursted and would like to know whether he called a doctor or a plumber.

Traverse City's new shoe factory will be ready to start next week. This is a good addition to the many Traverse City industries. It is equipped with all the latest improved machinery, having nearly fifty sewing machines propelled by electric motors, and will employ about 150 hands to start with.

Let all U. C. T.'s make at least one New Year's resolution, and let that be that you will attend every U. C. T. meeting during 1916.

F. W. Wilson.

The Artful Dodger.

During the trial of a case in a Philadelphia court it became necessary to take the testimony of a curiously reserved witness.

"What do you do?" asked the lawyer having him under examination.

"I am very well," was the unexpected answer.

"I am not asking as to your health. I want to know what you do."

"I work."

"Where do you work?"

"In a factory."

"What kind of a factory?"

"It is a rather large factory."

"May I venture to enquire what you make in the factory?"

"You want to know what I make in the factory?"

"Precisely. Answer without further circumlocution. Tell me what you make."

"I make \$10 a week."

An air of abstraction isn't breezy enough to fan a spark of genius into a flame.

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

HOTEL CODY EUROPEAN GRAND RAPIDS, MICH.

Rates \$1 and up. \$1.50 and up bath.

Snyder's Restaurant

41 North Ionia Ave.
4 Doors North of Tradesman

Special Dinners and Suppers 25c

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

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.

GRAND RAPIDS

Rooms Without Bath \$1.00
With Bath (shower or tub) \$1.50
Meals 50 Cents

Union Station



75 Steps East

Fire Proof



FOR the visitor in Grand Rapids there is no hostelry better equipped to make the stay pleasant than this one.

Every hotel convenience is present here plus certain other features of entertainment and Cafe service that are of the real "big city" sort.

You can be as comfortable as you wish at the price you feel you can afford to pay.

Management,

Frank W. Brandt

Joseph E. Bureau

GONE BEYOND.

Death of Wm. Connor, the Veteran Clothing Salesman.

William Connor, the long-time clothing salesman, died at his home at Marshall, aged 76.

Mr. Connor was born in 1830 at Wakefield, England. Private instruction prepared him to enter Queen Elizabeth's College, where he was educated under the Rev. Dr. Carter, at that time the distinguished head of that institution, from which he was duly graduated. Brought up on such influences, he early turned his attention to work that was both useful and good and the first appointment he received was that of Superintendent of the Infant Sunday school of the Church of St. James, a stepping stone, as it proved later, to General Superintendent and Treasurer, positions which he held for many years. He also filled, to the eminent satisfaction of those who elected him, the office of Rector's Warden, as well as that of Secretary, of St. James' Temperance Society and was also honored by being one of the first members of the English school board.

In 1854, he took the degrees of Free and Accepted Masons and subsequently became a member of the Independent Order of Odd Fellows, Manchester Unity, Foresters and Druids and Shepherds.

Years before his only surviving brother had taken up his residence in Boston, Mass., and in 1879 Mr. Connor came to the United States to visit him. Here the usual again took place. He liked America, he liked his American cousins and he decided to take up his abode with them. This conclusion reached, he brought forward the recommendations that those who knew him were only too glad to furnish and he soon secured a position to travel in Michigan for the firm of Michael Kolb & Son, clothing manufacturers of Rochester, N. Y., whom he represented in this State for nearly a quarter of a century.

In 1880 chance and circumstance brought Mr. Connor to Marshall, Mich. From the moment he stepped into her confines he was pleased. Whether there was a fancied resemblance to the old city that had sprung up in the English meadows and spread over them, whether something about the welcoming streets that gave him a kindly greeting touched a responsive chord in his English heart has never been known, but he liked the place and stayed there.

Happily married and settled, he began life in earnest as an American citizen and the many friends he made, whenever the thing was possible, determinedly pushed him to the front. He was the most popular man in town and, lest he should forget it, they gave him a gold headed cane as a testimonial of the regard they had for him. The city needed an Alderman—he had just the build for that official—and in 1889, he took an honored place among the city fathers of Marshall. Trinity Episcopal church wanted a vestryman and who so well as this man, with his church training and church experience, could perform

the duties of that office? Indeed, they all wanted him and fortunate it was for all that there was enough of him to go around. "Wilt thou?" said the Benevolent and Protective Order of Elks, Daisy Lodge No. 48, Grand Rapids, Knights of Pythias, Lodge No. 540, Owosso, the Knights of Maccabees, the Peninsular Club and the church offices of the Good Shepherd, an Episcopal church in Grand Rapids, and he wilted. And in them all he showed himself to be the warm hearted, generous, uplifting spirit which those horizon-widening organizations wanted and knew he would be.

As a commercial traveler—that touch of the trading world which made this man and the Tradesman kin—he held the same relations to his brethren that Mahomet held to the mountain. "If the mountain will not come to Mahomet, Mahomet must go to the mountain." For years the mountain of this special branch of trade was stationary and the traveling Mahomet reversed the usual order of things and came to him. For twenty years Mr. Connor had been connected with the same clothing house and for eight months of the year the principal part of his customers came from all parts of his customers come from all parts of the State to Grand Rapids, where at his quarters at Sweet's Hotel he catered to their wants and wishes. It is one of those rare and remarkable instances which shows, as nothing else so effectively can, that when confidence is once established between a salesman and his customers, the implicit trust in his judgment and integrity will go where he goes, although it be to the very ends of the earth.

It would be an easy matter for the writer to end here the brief story of this successful salesman's life but nothing would be farther from the Tradesman's purpose. A man, if he is what he ought to be, is something more than a thing that buys and sells for gain. True, there must be a man behind the bargain; but, unless there are mind and manhood behind the man, the ring of the coin that settles the question of exchange is as sounding brass or tinkling concerned, signifies nothing. There may be a glittering record of profits and the bank account may reach far into the third period of numbers, but it too often happens that the amount, large as it is, to represent faithfully the influence of which he lives, must drop its significant figures and leave a line of naughts.

G. K. Coffey, the elephantine baking powder salesman, 349 Hollister avenue, is detained at home and will not go back on the road until his wife recovers. She is now in the hospital, ill with bronchial pneumonia.

Charles S. Rogers has returned home for New Years from Philadelphia and New York, where he was called by his firm for a little holiday outing and general conference.

Idle people spend a good deal of time in calling up busy men who have telephones.

Status of the Bean Market.

There has been quite an advance in the bean market during the past week and receipts from farmers are practically nothing. The basis of price to the farmers has been advanced all over Michigan about 15c per bushel.

The price of California beans has gone up about 35c per cwt., and, as near as we can figure, the surplus there is pretty well cleaned up.

The past week has shown us a nice demand for beans from New England, which is conclusive evidence that New York State is practically out of business, so far as this year's crop is concerned.

One of our correspondents in Europe writes us as follows:

"Over 500,000 acres were planted in beans. The varieties are numerous, but the main crops are whites and reds, and an incentive to the cultivation of beans was the satisfactory prices realized during the crop ending June 30, 1914, which resulted in an increase of 22,876 acres under red and white beans in the crop year of '14 and '15. Notwithstanding the larger area under cultivation, the yield was smaller than in 1913-14, the total production of white beans falling from 1,158,800 bushels of 60 pounds to 970,667 bushels, and of red beans, from 1,530,666 bushels to 1,493,334 bushels.

"During the fiscal year ended Mar. 31, 1915, 1,173,050 bushels of beans were exported from Burma, an increase of 61 per cent. over the preceding year. The exports to the United Kingdom amounted to 808,710 bushels and to Japan 267,980 bushels."

Owing to the lack of space, very few beans will go for export from the United States this year. However, we have had many enquiries and should conditions change so far as shipping is concerned I do not question at all that some beans from this country will go abroad.

It is generally believed that some of the large canners of choice beans, having sold their canned beans on contract during the season, have been laying back and refusing to buy the raw stock to pack them with the hope that the market will decline and will soon be obliged to take a few at least to cover these short contracts.

Ernest L. Wellman.

Detroit—The Western Paper Box Co. has been organized to manufacture paper, fiber, wooden and metal boxes, crates and containers with an authorized capital stock of \$40,000, of which amount \$30,000 has been subscribed, \$5,000 paid in in cash and \$25,000 paid in in property.

The fool theories a man gets in his head cause a lot of trouble when they explode.

Beautiful Tribute to the Late W. F. Blake.

London, Ont., Jan. 3—I have read your reference to our mutual friend, the late William Frederick Blake, with pleasure and it is true every word. We were young men together in the seventies when forming our ideas and laying the foundation of a business life and social ties in this city. It was then that I learned his most sterling qualities evinced in a gentleman of the highest standard.

We have seen each other and corresponded all our married lives and you will understand how much I shall miss his kindly interest in all my affairs. Your words of his life for the last six months are very true and endorsed, I am sure, by all his friends in your good city. It was my good fortune to see him for two days immediately before he died, going over with him our early acquaintance. I felt however, it was the last I would see of my closest friend and I left with a heavy heart his brave wife and family.

I often think of the prayer of my old pastor for "God to spare useful lives" and now think that even if Fred had not reached the three score and ten limit, he showed us the personification of a character which was an example to all God fearing men. Grand Rapids has lost one of its best citizens and myself a dear dear friend.

Frank E. Leonard.

Powers'

January 11-12
Wednesday Matinee

Klaw & Erlanger and
Geo. Tyler

Present

George Arliss

in

"Paganini"

A comedy in three acts by
Edward Knoblaugh

Prices 50 cents to \$2.00

January 13, 14, 15

Thursday Friday
Saturday

Saturday Matinee

The International
Comedienne

May Robson

In her new comedy

"The Making Over of Mrs. Matt"

By James Forbes

Prices—Night 50 cents to \$1.50
Matinee—25 cents to \$1.00

J. J. Thomson Jewelry Co.

Watches

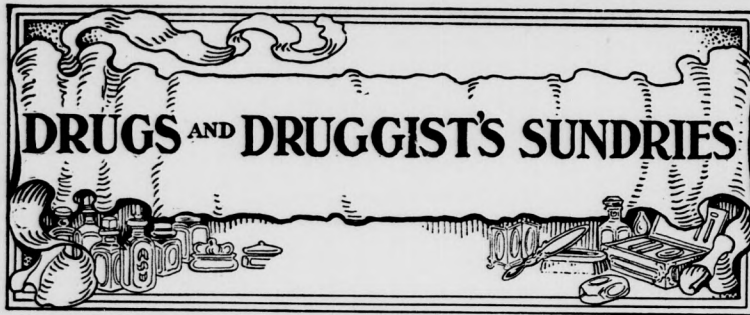
Diamonds

Jewelry

\$1.00 a Week

O. W. Stark, Mgr.

Repairing



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

Other Members—Leonard A. Seltzer, Detroit; Edwin T. Boden, Bay City.
Next Meetings—Detroit, Jan. 18, 19 and 20; Grand Rapids, March 21, 22 and 23.

Michigan State Pharmaceutical Association.

President—C. H. Jongejan, Grand Rapids.
Secretary—D. D. Alton, Fremont.
Treasurer—John G. Steketee, Grand Rapids.

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

Michigan Pharmaceutical Travelers' Association.

President—W. H. Martin, 165 Rhode Island avenue, Detroit.
Secretary and Treasurer—Walter S. Lawton, Grand Rapids.

Increase Sales by Stopping Leaks.

I was talking to the proprietor of a store the other day just at a time when both clerks had gone home and he was left to himself to close up for the night.

While this store has only two clerks and one cleaner, the complaints were such as to impress me forcibly, and they will apply equally well to larger stores.

The little things that clerks overlook, either through carelessness or thoughtlessness, are more aggravating to the proprietor than almost any other happening about the store, and they tell why so many do not get along any better than they do, but simply hold down jobs without advancement.

First, a gentleman came in and wanted some dark cigars of a certain brand. There was a full box of light ones, but the dark box was entirely empty, as the proprietor discovered when he was about to wait on him.

The proprietor was naturally irritated in being compelled to delay the customer while he himself had to go to the stock room for a fresh box of cigars of the kind wanted.

Due apologies for the clerk's stupidity may have pacified the customer, but time alone can tell whether he comes back again or not.

Later on the same day the matches were all gone when another gentleman wished to light a cigar just bought, which, of course, means more irritation for the proprietor and another visit to the stock, which, however, in this instance was close by.

Then, again, a customer came in for a chocolate ice cream soda only to find that the chocolate fountain was empty, although there were gallons of chocolate syrup in the large stock container.

A lady came into the store for a package of a certain proprietary remedy. The clerk who waited upon her looked over the shelf where it was usually kept, but did not find it. After

showing her other remedies claimed to be similar and just as good without avail, the lady was about to leave the store in disappointment. It just happened that the proprietor was in the front and pleasantly asked whether she had gotten what she wanted and whether she was well served, when to his surprise she explained that she had come in for a bottle of —, but the clerk could not find any, so now she would have to go elsewhere, for nothing else would satisfy. He knew there was a goodly lot in stock, so asked her to wait a moment until he looked in the stock room, and, sure enough, there stood a whole case full.

Is it any wonder that that clerk received a good lecture on better clerking? I should say that he was extremely fortunate to be permitted to keep his job.

There were four separate and distinct instances where clerks were carelessly neglecting things which should be in the mind of any one expecting to be of sufficient assistance to his employer to be kept on the force with a reasonable chance for advancement.

No matter how careful the proprietor may be himself, and no matter how earnestly he endeavors to have his clerks follow his footsteps, and no matter how willing they mean to be to carry out all his instructions, there is bound to be a negative reaction against the store when these apparently little matters are neglected.

Every clerk should study the stock in the store room as well as that on the shelf, and see to it that the stock on the shelf is replenished from the store room and kept in sight. Don't wait until you get a call for something not on the shelf before replenishing, but replace as soon as sales, reducing the stock, are made. Keep the soda syrup fountains in your mind and don't allow any of them to become empty. Watch the matches and cigars so that customers will find them handily and without delay to themselves.

A great many stores sell the current magazines and other periodicals and find them a source of considerable profit; but this proprietor points out how considerable loss is occasioned in this department of the store also through careless clerks.

Some of these magazines are what is termed returnable, while others are not, and most stores do not have sufficient display space to permit their entire supply of magazines to be placed on a table or in a rack at one time. It is well therefore to display most prominently those that are not

returnable, for those not sold become an entire loss to the store.

As soon as a magazine is sold out of the rack another one of the same should immediately be put in the vacated space, for if the space is allowed to remain vacant a sale is very often lost, even if there may be plenty of copies in reserve, but not in the rack.

Then, again, it is not wise to discard back number too soon. Better to take care of them for awhile, because there are often calls for the previous months' issues.

So you see the principle of replenishing stock promptly is necessary in all departments of the store. No bottle, box or shelf should be permitted to be empty of whatever kind of goods it is supposed to hold, and when the last container is taken from the stock room to replenish store space it should at once be reported, so that a new supply may be manufactured or secured without delay. Goods requiring some delay to secure should be reported earlier.

Then don't forget that little matter of light. How many are careful to turn off the gas jet or the electric light when they are finished in the basement or that dark room in the rear of the store where the reserve stock is kept? The light bill is quite an item to any store and can be kept down to its lowest point with a little care on the part of those using it.

A. T. Bliss.

Thirty-Nine Out of Eighty-Seven.

Muskegon, Jan. 3.—The Board of Pharmacy will hold a meeting for the examination of candidates for registration at the Hotel Tuller, Detroit, Tuesday, Wednesday and Thursday, January 18, 19, 20, commencing at 9 o'clock, a. m., Eastern time, of the 18th. All candidates must be present at this hour.

Candidates must file their applications with the Secretary at least one week before the examination and must furnish affidavits showing that they have had the practical experience required and furnish satisfactory evidence to the Board that they have completed work in the public schools equivalent to tenth grade. (See section 10.) When necessary this preliminary examination may be taken with the regular examination.

Applications for examination and blank forms of affidavits for practical or college experience may be obtained from the Secretary.

At the examination session recently held in Grand Rapids eighty-nine applicants presented themselves. Thirty-nine were successful, as follows:

Registered Pharmacist.

Ernest Bourdlais, Marinette, Wis.
Murdock Bruce, Chicago, Ill.
Chas. P. Bundt, Detroit.
Lloyd M. Colbath, Saginaw.
Frank Edmison, Deckerville.
John Fraser, Detroit.
Ray S. George, Brown City.
R. W. Gibson, Grand Rapids.
Oliver H. Grunow, Detroit.
Carl Klingbiel, Owosso.
Samuel Kaufman, Elizabeth, N. J.
Vincent E. Keeley, Detroit.
Joseph S. Lewis, Edmore.
A. E. Mazurkiewicz, Grand Rapids.
F. A. Mullinex, Decatur.
H. J. Straayer, Grand Rapids.
A. W. Stevenson, Pellston.
Carl L. Swift, Edmore.
E. D. Speckhard, Saginaw.
Carrol R. Smith, Grand Rapids.
Roland C. Brown, Detroit.
L. R. Filbert, Saginaw.
Leo E. Hamel, River Rouge.
E. C. Melville, Saginaw.

L. J. Shalds, Cedar.
J. L. Puchlick, Detroit.
Registered Druggist.
A. H. Breadon, Detroit.
Kent Erwin, Marlette.
Aavid Freeberg, Grand Rapids.
John D. Jones, Caro.
Einer H. Johnson, Grand Rapids.
Reuben W. Klein, Detroit.
Carl B. Loveland, Grand Rapids.
John E. Pussey, Jackson.
Benj. Susman, Bay City.
Lewis C. Stewart, Hadley.
John Seaton, Sterling.
Percy McKay, Lansing.
L. D. Stealy, Charlotte.
Charles S. Koon, Sec'y.

Honks From Auto City Council.

Lansing, Jan. 3.—Many thanks, Mr. Stowe, for the splendid book.

We are pleased to report an improvement in the conditions of E. H. Simpkins, of the Perry Barker Candy Co.

Lowell Hastings, of Evanston, Ill., visited his parents, Mr. and Mrs. F. H. Hastings, during the holiday season, returning to his position this morning. A decided improvement in the condition of Mrs. Hastings is reported.

C. B. Lott, of our Council, who recently moved to Kalamazoo, sustained more or less serious injuries in that city last Saturday.

Word comes from Mrs. U. G. Plummer, at Wasco, Ill., that Mr. Plummer was quite seriously injured a few days ago while visiting in that city. Slippery walks was the cause of the accident.

The Pruden auditorium, which is a gift to our fair city by one of its foremost citizens, W. K. Pruden, will be completed early in February. Come on, ye convent ones. No other city in the State will have any advantage over Lansing as a convention city. Centrally located, splendid railroad service, clean streets, ample room and an inexhaustible supply of pure cold water.

F. D. Engle (Alma Truck Co.), who returned on Christmas from a very successful trip in the Southern states, leaves this week for an extended trip in the West and will visit the exposition at San Diego.

A \$20,000 improvement on the front of the Pruden building will be commenced in the near future.

An apology is due our genial conductor for an item which appeared in our letter of two weeks ago with reference to a hunting trip of three members of our Council. Our Junior Counselor, E. P. Oviatt, was the third member of the nimrod party, instead

Malt and Hop Tonic

"The highest-rated
Invigorator."



Grand Rapids
BREWING CO.
For Sale by all Wholesale Druggists

of Mr. Jury, who has furnished an alibi.

The next regular meeting of our Council will be held Saturday evening, Jan. 8. Several candidates for initiation will be present and District Deputy A. T. Lincoln, of Hillsdale, will visit the Council in his official capacity. Our Senior Counselor desires that every member be present at this important meeting.

We have in times past had portions of our correspondence censored by Editor Stowe, and we have already lived long enough to see the wisdom of such censorship. We admit the occasional performance of unnecessary functions, as suggested by J. M. G., yet we have never felt constrained to send our letters to Detroit for approval before forwarding them to the Tradesman.

Our esteemed brother of Detonations fame criticises us for defending Jim Hammell and his associates in reference to the hotel inspection and our suggestion that those who were so apt in criticising secure an appointment as deputy hotel inspector and get busy. We still maintain that the suggestion is a good one and we had no thought of sarcasm when we offered it. Now the fact remains that until the Henry law is amended, all hotel inspection must be made gratis by some one. Why not by those most interested in hotel cleanliness? If we believed sarcastic references should appear in these columns, we would call Brother Goldstein's attention to his last letter wherein he writes that, so far as he has learned, he has never heard a breath of criticism, etc., and suggest that if he had read other portions of the Tradesman besides the jokes and Honks from Auto City Council he would have learned of some real strong criticism, and Editor Stowe's explanation, in behalf of Brother Hammell immediately following.

Other criticisms have appeared not only in the Tradesman, but other

trade papers as well, and we sincerely thought that an explanation in our Honks column would not be out of place. The fact that it passed censorship is reasonable assurance that we were correct. H. D. Bullen.

Quotations on Local Stocks and Bonds.

Public Utilities.		Bid	Asked
Am. Light & Trac. Co., Com.	391	395	
Am. Light & Trac. Co., Pfd.	111	114	
Am. Public Utilities, Com.	40	43	
Am. Public Utilities, Pfd.	72	75	
*Comw'th Pr. Ry. & Lt., Com.	60 1/2	62 1/2	
*Comw'th Pr. Ry. & Lt., Pfd.	85	87	
Pacific Gas & Elec., Com.	55	58	
Tennessee Ry., Lt. & Pr., Com.	9 1/2	11 1/2	
Tennessee Ry., Lt. & Pr., Pfd.	42	46	
United Light & Rys., Com.	45	49	
United Light & Rys., 1st Pfd.	72 1/2	75	
Comw'th 6% 5 year bond	101 1/2	102 3/4	
Michigan Railway Notes	100 1/2	102	
Citizens Telephone	72	76	
Michigan Sugar	96	99	
Holland St. Louis Sugar	7	8	
Holland St. Louis Sugar Pfd.	8 1/2	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.	135	140
Globe Knitting Works, Pfd.	98	100
G. R. Brewing Co.	90	100
Commercial Savings Bank	220	
Fourth National Bank	225	
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.
January 5, 1916.

When a woman is away from home two weeks her husband is apt to use all the napkins in the house for wash-rags.

UNIVERSAL CLEANER

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

ORDER FROM YOUR JOBBER

1915

1916



To our Customers and Friends:

May Happiness surround you at

Christmas and Prosperity attend you in
the New Year.

Sincerely,

Hazeltine & Perkins Drug Co.

WHOLESALE DRUG PRICE CURRENT

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

Acids		Mustard, true	16 00@17 00	Ipecac	75
Acetic	6 @ 8	Mustard, artifl	12 00@12 25	iron, clo.	60
Boric	11 @ 15	Neatsfoot	80 @ 90	Kino	80
Carbolic	1 81@1 85	Olive, pure	2 50@3 50	Myrrh	1 05
Citric	72 @ 80	Olive, Malaga,		Nux Vomica	70
Muriatic	4 @ 7	yellow	1 55@1 65	Opium	2 75
Nitric	9 1/2 @ 12	Olive, Malaga,		Opium, Capmh.	90
Oxalic	67 @ 70	green	1 50@1 60	Opium, Deodora'd	2 75
Sulphuric	4 @ 7	Orange Sweet	3 00@3 25	Rhubarb	70
Tartaric	63 @ 70	Organum, pure	2 @ 2 50		
Ammonia		Organum, com'l	75	Paints	
Water, 26 deg.	7 @ 12	Pennyroyal	2 25@2 50	Lead, red dry	7 1/2 @ 8
Water, 18 deg.	5 @ 9	Peppermint	3 00@3 25	Lead, white dry	7 1/2 @ 8
Water, 14 deg.	4 @ 8	Rose, pure	12 00@14 00	Lead, white oil	7 1/2 @ 8
Carbonate	13 @ 16	Rosemary Flows	1 50@1 75	Ochre, yellow bbl.	1 @ 1 1/2
Chloride	10 @ 25	Sandalwood, E.		Ochre, yellow less	2 @ 5
Balsams		I.	8 50@8 75	Putty	1 @ 1 1/2
Copaiba	75 @ 1 00	Sassafras, true	1 @ 1 10	Red Venet'n bbl.	2 1/2 @ 5
Fir (Canada)	1 25@1 50	Sassafras, artifl	60	Red Venet'n less	2 @ 1 1/2
Fir (Oregon)	40 @ 50	Spearment	2 75@3 00	Vermillion, Eng.	1 25@1 50
Peru	6 50@6 75	Sperm	90 @ 1 00	Vermillion, Amer.	15 @ 20
Tolu	75 @ 1 00	Tansy	4 00@4 25	Whiting, bbl.	11-10 @ 14
Berries		Tar, USP	30 @ 40	Whiting	2 @ 5
Cubeb	70 @ 75	Turpentine, bbls.	60 @ 60 1/2	L. H. P. Prep'd	1 45@1 55
Fish	15 @ 20	Turpentine, less	64 @ 70		
Juniper	8 @ 15	Wintergreen, tr.	5 50@5 75	Insecticides	
Prickley Ash	8 @ 50	Wintergreen, sweet	4 50@4 75	Arsenic	7 @ 12
Barks		Wintergreen, art	4 00@4 25	Blue Vitriol, bbl.	13
Cassia (ordinary)	25 @ 30	Wormseed	3 50@4 00	Blue Vitriol, less	15 @ 20
Cassia (Salgon)	65 @ 75	Wormwood	4 00@4 25	Bordeaux Mix	8 @ 10
Elm (powd. 30c)	28 @ 30	Potassium		Hellobore, White	
Sassafras (pow. 30c)	25 @ 25	Bicarbonate	90 @ 1 00	powdered	30 @ 35
Soap Cut (powd.)	23 @ 25	Bichromate	57 @ 60	Insect Powder	30 @ 50
35c	23 @ 25	Carbonate	65 @ 75	Lead Arsenate	8 1/2 @ 16
Extracts		Chlorate, xtal and	57 @ 70	Lime and Sulphur	
Licorice	30 @ 35	powdered	57 @ 65	Solution, gal.	15 @ 25
Licorice powdered	35 @ 40	Chlorate, granular	62 @ 65	Paris Green	20 @ 25
Flowers		Cyanide	40 @ 50	Miscellaneous	
Arnica	55 @ 60	Iodide	4 50@4 60	Acetanalid	1 75@2 00
Chamomile (Ger.)	85 @ 90	Permanganate	2 20@2 25	Alum	15 @ 20
Chamomile (Rom)	55 @ 60	Prussiate, yellow	2 @ 2 50	Alum, powdered and	
Gums		Prussiate, red	6 @ 6	ground	17 @ 25
Acacia, 1st	50 @ 60	Sulphate	30	Bismuth, Subni-	
Acacia, 2nd	45 @ 50	Roots		trate	3 60@3 65
Acacia, 3rd	40 @ 45	Alkanet	90 @ 1 00	Borax xtal or	
Acacia, Sorts	30 @ 50	Blood, powdered	20 @ 25	powdered	6 1/2 @ 12
Acacia, powdered	30 @ 40	Calamus	50 @ 1 25	Cantharides po	2 25@5 75
Aloes (Barb. Pow)	22 @ 25	Elecampane, pwd.	15 @ 20	Calomel	2 18@2 70
Aloes (Cape Pow)	20 @ 25	Gentian, powd.	30 @ 35	Capsicum	30 @ 35
Aloes (Soc. Pow.)	40 @ 50	Ginger, African,		Carmine	4 50@4 75
Asafoetida	90 @ 1 00	powdered	15 @ 20	Cassia Buds	40
Asafoetida, Powd.		Ginger, Jamaica	30 @ 35	Cloves	30 @ 35
Pure	1 15@1 25	Ginger, Jamaica,		Chalk Prepared	6 @ 8 1/2
U. S. P. Powd.	1 30@1 50	powdered	30 @ 35	Chalk Precipitated	7 @ 10
Camphor	55 @ 60	Goldenseal pow.	6 50@7 00	Chloroform	65 @ 71
Guaiac	50 @ 55	Ipecac, powd.	4 50@4 75	Chloral Hydrate	2 00@2 25
Guaiac, powdered	55 @ 60	Licorice	22 @ 25	Cocaine	4 60@4 90
Kino	70 @ 75	Licorice, powd.	21 @ 25	Cocoa Butter	55 @ 65
Kino, powdered	75 @ 80	Orris, powdered	30 @ 35	Corks, list, less 70%	
Myrrh	40	Rake, powdered	20 @ 25	Copperas, bbls.	@ 1 1/4
Myrrh, powdered	40	Rhubarb	75 @ 1 00	Copperas, less	2 @ 5
Opium	13 25@13 45	Rhubarb, powd.	75 @ 1 25	Copperas, powd.	4 @ 6
Opium, powd.	14 75@14 95	Rosinweed, powd.	25 @ 30	Corrosive Subl.	2 03@2 05
Opium, gran.	15 00@15 20	Sarsaparilla, Hond.		Cream Tartar	46 @ 50
Shellac	81 @ 85	ground	65	Cuttlebone	45 @ 50
Shellac, Bleached	35 @ 40	Sarsaparilla Mexican,		Dextrine	7 @ 10
Tragacanth		ground	25 @ 30	Dover's Powder	7 @ 10
No. 1	@ 2 50	Squills	20 @ 35	Emery, all Nos.	6 @ 10
Tragacanth pow	1 25@1 50	Squills, powdered	40 @ 60	Emery, powdered	5 @ 8
Turpentine	10 @ 15	Tumeric, powd.	12 @ 15	Epsom Salts, bbls.	4 @ 4 1/2
Leaves		Valerian, powd.	45 @ 50	Epsom Salts, less	5 @ 8
Sage, powdered	55 @ 60	Seeds		Ergot	1 25@1 50
Buchu	1 75@1 85	Anise	20 @ 25	Ergot, powdered	2 75@3 00
Buchu, powd.	1 85@2 00	Anise, powdered	20 @ 25	Flake White	15 @ 20
Sage, bulk	67 @ 70	Bird, 15	12	Formaldehyde lb.	10 @ 15
Sage, 1/4s loose	72 @ 78	Canary	8 @ 12	Gambier	20 @ 25
Senna, Alex	30 @ 35	Caraway	20 @ 25	Gelatin	75 @ 80
Senna, Tinn.	35 @ 40	Cardamon	2 00@2 25	Glassware, full cases	80%
Senna, Tinn powd	45 @ 50	Celery (powd. 55)	40 @ 50	Glassware, less 70 & 10%	
Uva Ursi	18 @ 20	Coriander	10 @ 18	Glauber Salts bbl.	@ 1 1/4
Oils		Dill	20 @ 25	Glauber Salts less	2 @ 5
Almonds, Bitter,		Fennell	@ 1 25	Glue, brown	11 @ 15
true	8 50@8 75	Flax	5 1/2 @ 10	Glue, brown grd.	10 @ 15
Almonds, Bitter,		Flax, ground	5 1/2 @ 10	Glue, white	15 @ 25
artificial	5 75@6 00	Foenugreek, pow.	8 @ 10	Glue, white grd.	15 @ 20
Almonds, Sweet,		Hemp	7 @ 12	Glycerine	63 @ 75
true	1 25@1 50	Lobelia	40 @ 50	Hops	45 @ 60
Almonds, Sweet,		Mustard, yellow	20 @ 25	Hops	45 @ 60
imitation	65 @ 75	Mustard, black	15 @ 20	Iodine	5 68@5 91
Amber, crude	50 @ 75	Mustard, powd.	22 @ 30	Iodoform	6 18@6 30
Amber, rectified	75 @ 1 00	Poppy	35 @ 40	Lead Acetate	15 @ 20
Anise	2 00@2 25	Quince	1 00@1 25	Lycopodium	2 25@2 35
Bergamont	4 50@4 75	Rape	10 @ 15	Mace	85 @ 90
Cajuput	1 35@1 60	Sabadilla	@ 35	Mace, powdered	95 @ 1 00
Cassia	2 00@2 25	Sabadilla, powd.	@ 40	Menthol	4 50@4 75
Castor, bbls. and		Sunflower	10 @ 15	Morphine	6 30@6 55
cans	20 @ 22 1/2	Worm American	20 @ 25	Nux Vomica	@ 15
Cedar Leaf	90 @ 1 00	Worm Levant	1 50@1 75	Nux Vomica pow.	@ 20
Citronella	75 @ 1 00	Tinctures		Pepper, black pow.	@ 30
Cloves	1 85@2 10	Aconite	@ 75	Pepper, white	@ 35
Cocoonut	20 @ 25	Aloe	@ 65	Pitch, Burgundy	@ 15
Cod Liver	3 35@3 50	Arnica	@ 75	Quassia	12 @ 15
Cotton Seed	85 @ 95	Asafoetida	@ 1 35	Quinine, 5 oz. cans	@ 95
Croton	2 00@2 25	Belladonna	@ 1 65	Rochelle Salts	37 1/2 @ 41
Cupbebs	3 75@4 00	Benzoin	@ 1 00	Saccharine	16 00@17 00
Eligron	1 75@2 00	Benzoin Compo'd	@ 1 00	Salt Peter	46 @ 50
Eucalyptus	80 @ 1 00	Cantharides	@ 1 50	Seidlitz Mixture	32 @ 35
Hemlock, pure	@ 1 00	Capsicum	@ 90	Soap, green	15 @ 20
Juniper Berries	5 50@5 75	Cardamon	@ 1 50	Soap, mott castle	12 @ 15
Juniper Wood	1 25@1 50	Cardamon, Comp.	@ 2 00	Soap, white castle	@ 7 00
Lard, extra	90 @ 1 00	Catechu	@ 60	case	
Lard, No. 1	75 @ 85	Cinchona	@ 1 05	less, per bar	@ 75
Lavender Flowers	@ 6 00	Colchicum	@ 75	Soda Ash	3 1/2 @ 8
Lavender, Gar'n	1 25@1 40	Cubebs	@ 1 20	Soda Bicarbonate	1 1/2 @ 5
Lemon	2 00@2 25	Digitalis	@ 80	Soda, Sal	1 1-10 @ 4
Linseed, boiled, bbl.	@ 71	Gentian	@ 75	Spirits Camphor	@ 75
Linseed, raw, bbl.	@ 70	Ginger	@ 95	Sulphur roll	2 1/2 @ 5
Linseed, raw, less 74 @ 79		Gualac	@ 1 05	Sulphur Subl.	3 @ 5
		Gualac, Ammon.	@ 80	Tamarinds	15 @ 20
		Iodine	@ 2 00	Tartar Emetic	@ 60
		Iodine, Colorless	@ 2 00	Turpentine Venice	90 @ 1 00

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

Flour
Poppy Seed
Cheese

DECLINED

Red Bell Fine Cut

Index to Markets

By Columns

			12 oz. ovals, 2 doz. box	75	Doz.	Little Neck, 1 lb.	12
			AXLE GREASE			Clam Bouillon	12
			Frazer's.			Burnham's ½ pt.	2 25
			1lb. wood boxes, 4 doz.	3 00		Burnham's pts.	3 75
			1lb. tin boxes, 3 doz.	2 35		Burnham's qts.	7 50
			3½lb. tin boxes, 2 dz.	4 25		Corn	
			10lb. pails, per doz.	6 00		Fair	85@ 90
			15lb. pails, per doz.	7 20		Good	1 00@ 1 10
			25lb. pails, per doz.	12 00		Fancy	1 30
			BAKED BEANS			French Peas	
			No. 1, per doz.	45@ 90		Monbadon (Natural)	
			No. 2, per doz.	75@ 1 40		per doz.	1 75
			No. 3, per doz.	85@ 1 75		Gooseberries	
			BATH BRICK			No. 2, Fancy	1 35
			English	95		Hominy	2 50
			BLUING			Standard	85
			Jennings'.			Lobster	
			Condensed Pearl Bluing			¼ lb.	1 40
			Small C P Bluing, doz.	45		½ lb.	2 25
			Large C P Bluing, doz.	75		Picnic Flat	2 80
			Folger's.			Mackerel	
			Summer Sky, 3 dz. cs.	1 20		Mustard, 1 lb.	1 80
			Summer Sky, 10 dz bbl	4 00		Mustard, 2 lb.	2 80
			BREAKFAST FOODS			Soused, 1½ lb.	1 60
			Apetizo, Biscuits	3 00		Soused, 2 lb.	2 75
			Bear Food, Pettijohns	2 13		Tomato, 1 lb.	1 50
			Cracked Wheat, 24-2	2 80		Tomato, 2 lb.	2 80
			Cream of Rye, 24-2	3 00		Mushrooms	
			Quaker Puffed Rice	4 25		Buttons, ½s	@ 18
			Quaker Puffed Wheat	4 45		Buttons, 1s	@ 33
			Quaker Brkfst Biscuit	1 90		Hotels, 1s	@ 27
			Quaker Corn Flakes	1 75		Oysters	
			Victor Corn Flakes	2 20		Cove, 1 lb.	@ 75
			Washington Crisps	1 25		Cove, 2 lb.	@ 1 40
			Wheat Hearts	2 05		Plums	
			Wheatena	4 50		No. 3 cans, per doz.	90@ 1 35
			Evapor'd Sugar Corn	90		Pears In Syrup	
			Grape Nuts	2 70		No. 3 cans, per doz.	1 50
			Grape Sugar Flakes	2 50		Peas	
			Sugar Corn Flakes	2 50		Marrowfat	90@ 1 00
			Hardy Wheat Food	2 25		Early June	1 10@ 1 25
			Holland Rusk	3 20		Early June siftd	1 45@ 1 55
			Krinkle Corn Flakes	1 75		Peaches	
			Maple-Flake, Whole			Pie	1 00@ 1 25
			Wheat	3 60		No. 10 size can pie	@ 25
			Minn. Wheat Cereal	3 75		Pineapple	
			Ralston Wheat Food			Grated	1 75@ 2 10
			Large 18s	2 25		Sliced	95@ 2 60
			Ralston Wht Food 18s	1 45		Pumpkin	
			Ross's Whole Wheat			Fair	80
			Biscuit	2 80		Good	90
			Saxon Wheat Food	2 80		Fancy	1 00
			Shred Wheat Biscuit	3 00		No. 10	2 40
			Triscuit, 18	1 80		Raspberries	
			Pillsbury's Best Cer'l	4 25		Standard	@
			Post Toasties, T-2	2 50		Salmon	
			Post Toasties, T-3	2 70		Warrens, 1 lb. Tall	.. 2 30
			Post Tavern Porridge	2 80		Warrens, 1 lb. Flat	.. 2 45
			BROOMS			Red Alaska	1 80@ 1 90
			Fancy Parlor, 25 lb.	4 75		Med. Red Alaska	1 40@ 1 45
			Parlor, 5 String, 25 lb.	4 50		Pink Alaska	..@ 1 20
			Standard Parlor, 23 lb.	4 00		Sardines	
			Common, 23 lb.	3 75		Domestic, ¼s	3 30
			Special, 23 lb.	3 25		Domestic, ½ Mustard	2 85
			Warehouse, 23 lb.	4 75		Domestic, ¾ Mustard	3 25
			Common, Whisk	1 10		French ¼s	7@ 14
			Fancy, Whisk	1 40		French, ½s	13@ 23
			BRUSHES			Sauer Kraut	
			Scrub			No. 3, cans	80
			Solid Back, 3 in.	75		No. 10, cans	2 30
			Solid Back, 11 in.	95		Shrimps	
			Pointed Ends	85		Dunbar, 1s doz.	1 45
			Stove			Dunbar, 1½s doz.	2 70
			No. 2	95		Succotash	
			No. 3	1 25		Fair	90
			No. 1	1 75		Good	1 20
			Shoe			Fancy	1 25@ 1 40
			No. 3	1 00		Strawberries	
			No. 7	1 30		Standard	95
			No. 4	1 70		Fancy	2 25
			No. 3	1 90		Tomatoes	
			BUTTER COLOR			Good	1 15
			Dandelion, 25c size	2 00		Fancy	1 40
			CANDLES			No. 10	3 60
			Paraffine, 6s	7		Tuna	
			Paraffine, 12s	7½		Case	
			Wicking	20		¼s, 4 doz. in case	..2 60
			CANNED GOODS			½s, 4 doz. in case	..3 60
			Apples			1s, 4 doz. in case	..5 60
			3 lb. Standards	@ 90		CATSUP	
			No. 10	@ 75		Snider's pints	2 85
			Blackberries			Snider's ¼ pints	1 35
			2 lb.	1 50@ 1 90		CHEESE	
			Standard No. 10	@ 25		Acme	@ 19
			Baked Beans			Carson City	@ 19
			Red Kidney	85@ 1 30		Brick	@ 20
			String	1 00@ 1 75		Leiden	@ 15
			Wax	75@ 1 25		Limburger	@ 20
			Blueberries			Pineapple	40 @ 60
			Standard	1 40		Edam	@ 85
			No. 10	6 50		Sap Sago	@ 24
			Yeast Cake	14		Swiss, domestic	@ 20

3

4

5

CHEWING GUM

Adams Black Jack	62
Adams Sappot	65
Beeman's Pepsin	62
Beechnut	62
Chiclets	1 33
Colgan Violet Chips	65
Colgan Mint Chips	65
Dentyne	62
Doublemint	64
Flag Spruce	59
Juicy Fruit	59
Red Robin	62
Sterling Gum Pep.	62
Sterling 7-Point	62
Spearmin, Wrigleys	64
Spearmin, 5 box jars	3 20
Spearmin, 3 box jars	1 32
Trunk Spruce	59
Yucatan	62
Zeno	64

CHOCOLATE

German's Sweet	23
Premium	35
Caracas	28
Walter M. Lowney Co.	
Premium, 1/2s	35
Premium, 1/4s	35

CLOTHES LINE

No. 40 Twisted Cotton	95
No. 50 Twisted Cotton	1 20
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 85
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 90
No. 19, each 100ft. long	2 10

COCOA

Baker's	39
Cleveland	41
Colonial, 1/2s	35
Colonial, 1/4s	32
Epps	42
Hershey's, 1/2s	38
Hershey's, 1/4s	35
Huyler	36
Lowney, 1/2s	38
Lowney, 1/4s	37
Lowney, 5lb. cans	37
Van Houten, 1/2s	12
Van Houten, 1/4s	12
Van Houten, 1s	12
Wan-Eta	36
Webb	36
Wilber, 1/2s	33
Wilber, 1/4s	33

COCOANUT

Dunham's per lb.	
1/2s, 5lb. case	30
1/4s, 15 lb. case	29
1/2s, 15 lb. case	29
1s, 15lb. case	27
1/2s & 1/4s 15lb. case	27
Scalloped Gems	10
1/2s & 1/4s pails	16
Bulk, pails	13
Bulk, barrels	12
Baker's Brazil Shredded	
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
Fancy	21
Peaberry	23

Santos

Common	20
Fair	20 1/2
Choice	21
Fancy	23
Peaberry	23

Maracaibo

Fair	24
Choice	25

Mexican

Choice	25
Fancy	26

Guatemala

Fair	25
Fancy	28

Java

Private Growth	26 3/30
Mandling	31 3/30
Aukola	30 3/30
Mocha	
Short Bean	25 3/27
Long Bean	24 3/25
H. L. O. G.	26 3/28

Bogota

Fair	24
Fancy	26
Exchange Market, Steady	
Spot Market, Strong	
Package	
New York Basis	
Arbuckle	16 50

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 foil, 1/2 gro. 85
Hummel's tin, 1/2 gro. 1 43

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

Mixed Candy

Broken	8 1/2
Cut Loaf	10
French Cream	10 1/2
Fancy	10
Grocers	7
Kindergarten	12
Leader	9
Majestic	10
Monarch	10
Novelty	11
Paris Creams	11
Premio Creams	14
Royal	9
Special	10
Valley Creams	13
X L O	8

Specialties

Auto Kisses (baskets)	13
Autumn Leaves	13
Bonnie Butter Bites	17
Butter Cream Corn	15
Caramel Dice	13
Cocoanut Kraut	10
Cocoanut Waffles	14
Coffy Toffy	14
Dainty Mints 7 lb. tin	16
Empire Fudge	14
Fudge, Pineapple	14
Fudge, Walnut	14
Fudge, Filbert	14
Fudge, Choco. Peanut	13
Fudge, Honey Moon	14
Fudge, Toasted Cocoa-	
nut	14
Fudge, Cherry	14
Fudge, Cocoanut	14
Honeycomb Candy	16
Iced Maroons	14
Iced Gems	15
Iced Orange Jellies	13
Italian Bon Bons	13
Lozenges, Pep.	11
Lozenges, Pink	11
Manchus	14
Molasses Kisses, 10	
lb. box	13
Nut Butter Puffs	14
Pecans, Ex. Large	14

Chocolates

Assorted Choc.	16
Amazon Caramels	16
Champion	13
Choc. Chips, Eureka	19
Climax	14
Eclipse, Assorted	14
Ideal Chocolates	14
Klondike Chocolates	18
Nabobs	18
Nibble Sticks	25
Nut Wafers	18
Ocoro Choc. Caramels	17
Peanut Clusters	20
Quintette	14
Regina	12
Star Chocolates	13
Superior Choc. (light)	19

Pop Corn Goods

Cracker Jack with	
coupon	3 25
Oh My 100s	3 50
Cracker Jack, with Prize	
Hurrah, 100s	3 50
Hurrah, 50s	1 75
Hurrah, 24s	85

Cough Drops

Putnam Menthol	1 00
Smith Bros.	1 25

NUTS—Whole

Almonds, Tarragona	20
Almonds, California	
soft shell Drake	18
Brazils	14 1/16
Filberts	@14
Cal. No. 1 S. S.	@18
Walnuts, Naples 16 1/2	@17
Walnuts, Grenoble	@14
Table nuts, fancy 13	@14
Pecans, Large	@14
Pecans, Ex. Large	@16
Shelled	
No. 1 Spanish Shelled	
Peanuts	7 1/2 @ 8
Ex. L. G. Va. Shelled	@10
Pecan Halves	@60
Walnut Halves	@36
Filbert Meats	@30
Alicante Almonds	@60
Jordan Almonds	

Peanuts

Fancy H P Suns	
Raw	6 @ 6 1/2
Roasted	7 @ 7 1/2
H. P. Jumbo,	
Raw	8 1/2 @ 9
Roasted	9 1/2 @ 10

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
Tokens	1 00
Uneda Biscuit	1 00
Uneda Ginger Wafer	1 00
Vanilla Wafers	1 00
Water Thin Biscuit	1 00
Zu Zu Ginger Snaps	50
Zwieback	1 00

Other Package Goods

Barnum's Animals	50
Soda Crackers NBC	2 50
Fruit Cake	3 00

Bulk Goods

Cans and boxes

Animals	12
Atlantics, Ass'd.	12
Avena Fruit Cakes	12
Bonnie Doon Cookies	10
Bonnie Lassies	10
Bo Peeps, S. or M.	8 1/2
Bouquet Wafers	10
Cameo Biscuit	25
Cecelia Biscuit	16
Cheese Tid Bits	20
Chocolate Bar (cans)	20
Chocolate Drop Center	18
Chocolate Drops	18
Chocolate Puff Cake	18
Choc. Honey Fingers	18
Circle Cookies	23
Cracknels	20
Cream Fingers	14
Cocoanut Taffy Bar	15
Cocoanut Drops	12
Cocoanut Macaroons	18
Cocoanut Molasses	15
Cocoanut Honey Fingers	12
Cocoanut Honey Jumbles	12
Coffee Cakes Iced	12
Crumpets	12
Dinner Pail Mixed	10
Extra Wine Biscuit	12
Fig Cakes Ass'd.	12
Fire-side Peanut Jumb	12
Fluted Cocoanut Bar	12
Frosted Creams	10
Frosted Ginger Cook	10
Frosted Raisin Sqs.	10
Fruited Ovals	8
Fruited Ovals, Iced	9
Full Moon	10
Ginger Drops	13
Ginger Gems Plain	10
Ginger Gems, Iced	11
Graham Crackers	9
Ginger Snaps Family	9 1/2
Ginger Snaps Round	9
Hippodrome Bar	12
Honey Fingers Ass't	12
Honey Jumbles	12
Household Cooks, Iced	10
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	15
Lemona	10
Lorna Doon	18
Mace Cakes	12
Macaroon Jumbles	18
Mary Ann	10
Mandelay	10
Marshmallow Peacans	20
Mol. Frt. Cookie, Iced	11
NBC Honey Cakes	12
Oatmeal Crackers	9
Orange Gems	10
Oreo Biscuit	25
Othello	10
Penny Assorted	10
Picnic Mixed	12
Priscilla Cake	8
Raisin Cookies	12
Raisin Gems	13 1/2
See Saw, S. or M.	8 1/2
Reveres Ass'd.	17
Rittenhouse Biscuit	15
Snaparoons	15
Spiced Cookie	10
Spiced Jumbles, Iced	12

6

Sugar Flingers 12
 Sugar Crimp 10
 Vanilla Wafers 20

Butter

N B C Square 7
 Seymour Round 7

Soda

Premium Sodas 8
 Saratoga Flakes 13
 Saltines 13

Oyster

Dandy, Oysters 7
 N B C Oysters Square 7
 Shell 8

Sugar Wafer Specialties
 Adora 1 00
 Nabisco 1 00
 Nabisco 1 75
 Festino 1 50
 Festino 2 50
 Lorna Doone 1 00
 Anola 1 00
 Champagne Wafers 2 50

Above quotations of National Biscuit Co., subject to change without notice.

CREAM TARTAR

Barrels or Drums 43
 Boxes 44
 Square Cans 47
 Fancy Caddies 52

DRIED FRUITS

Apples
 Evaporated Choice blk @ 09
 Evaporated Fancy pkg.
 Apricots
 California 9 1/2 @ 10 1/2
 Citron
 Corsican 16 1/2
 Currants
 Imported, 1 lb. pkg. 12
 Imported, bulk 11 1/2

Peaches
 Mulrs—Choice, 25 lb. 6 1/2
 Mulrs—Fancy, 25 lb. 7 1/2
 Fancy, Peeled, 25 lb. 12

Pearl
 Lemon, American 13 1/2
 Orange, American 13 1/2

Raisins
 Cluster, 20 cartons 2 25
 Loose Muscatels, 4 Cr. 8 1/2
 Loose Muscatels, 3 Cr. 8 1/2
 L. M. Seeded, 1 lb. 8 1/2 @ 9

California Prunes
 30-100 25 lb. boxes 7 1/2
 40-90 25 lb. boxes 8 1/2
 70-80 25 lb. boxes 9 1/2
 30-70 25 lb. boxes 10 1/2
 50-60 25 lb. boxes 10 1/2
 40-50 25 lb. boxes 11

EVAPORATED MILK
 Red Band Brand
 Baby 2 40
 Tall 3 50
 5 case lots, 5c less; 10 case lots, 10c less.

FARINACEOUS GOODS
 Beans
 California Limas 6 1/2
 Med. Hand Picked 3 75
 Brown Holland 3 20

Farina
 25 1 lb. packages 1 60
 Bulk, per 100 lb. 4 50
 Original Holland Rusk
 Packed 12 rolls to container
 3 containers (40) rolls 3 20

Hominy
 Pearl, 100 lb. sack 2 50
 Maccaroni and Vermicelli
 Domestic, 10 lb. box 60
 Imported, 25 lb. box 3 50

Pearl Barley
 Chester 3 40
 Portage 4 75

Peas
 Green Wisconsin bu. 3 25
 Split lb. 6 1/2

Sago
 East India 5
 German, sacks 5
 German, broken pkg.

Tapoca
 Flake, 100 lb. sacks 5 1/2
 Pearl, 100 lb. sacks 5 1/2
 Pearl, 36 pkgs. 2 25
 Minute 36 pkgs. 2 75

FISHING TACKLE
 1/4 to 1 in. 6
 1 1/2 to 2 in. 7
 1 3/4 to 2 in. 9
 1 1/2 to 2 in. 11
 1 3/4 to 2 in. 15
 1 1/2 to 2 in. 20

Cotton Lines
 No. 1, 10 feet 5
 No. 2, 15 feet 7
 No. 3, 15 feet 9
 No. 4, 15 feet 10
 No. 5, 15 feet 11
 No. 6, 15 feet 12
 No. 7, 15 feet 15
 No. 8, 15 feet 18
 No. 9, 15 feet 20

Linen Lines
 Small 20
 Medium 26
 Large 34

7

Poles
 Bamboo, 14 ft., per doz. 55
 Bamboo, 16 ft., per doz. 60
 Bamboo, 18 ft., per doz. 80

FLAVORING EXTRACTS
 Jennings D C Brand
 Extract Lemon Terpenless
 Extract Vanilla Mexican
 Both at the same price.

No. 1, F box 1/2 oz. 85
 No. 2, F box, 1 1/2 oz. 1 20
 No. 4, F box, 2 1/2 oz. 2 25
 No. 3, 2 1/2 oz. Taper 2 00
 No. 2, 1 1/2 oz. flat 1 75

FLOUR AND FEED
 Grand Rapids Grain & Milling Co.
 Winter Wheat
 Purity Patent 6 30
 Fancy Spring 6 75
 Wizard Graham 5 90
 Wizard, Gran. Meal 4 80
 Wizard Buckw't cwt. 3 50
 Rye 6 00

Valley City Milling Co.
 Lily White 6 90
 Light Leaf 6 50
 Graham 2 85
 Granena Health 2 95
 Gran. Meal 2 20
 Bolted Meal 2 10

Voigt Milling Co.
 Voigt's Crescent 6 90
 Voigt's Royal 7 30
 Voigt's Flourloist 6 90
 Voigt's Hygienic Grain 5 85

Watson-Higgins Milling Co.
 Perfection 6 75
 Tip Top Flour 6 25
 Golden Sheaf Flour 5 75
 Kern's Success 6 60
 Marshalls Best Flour 6 50

Worden Grocer Co.
 Quaker, paper 6 25
 Quaker, cloth 6 35

Kansas Hard Wheat
 Voigt Milling Co.
 Calla Lily 6 90

Worden Grocer Co.
 American Eagle, 1/2s 6 50
 American Eagle, 1/4s 6 40
 American Eagle, 1/8s 6 30

Spring Wheat
 Roy Baker
 Mazepa (new) 6 50
 Golden Horn bakers 6 40
 Wisconsin Rye 5 30
 Bohemian Rye 5 65

Judson Grocer Co.
 Ceresota, 1/2s 7 60
 Ceresota, 1/4s 7 50
 Ceresota, 1/8s 7 40

Voigt Milling Co.
 Columbian 6 90

Worden Grocer Co.
 Wingold, 1/2s cloth 7 40
 Wingold, 1/4s cloth 7 30
 Wingold, 1/8s cloth 7 00
 Wingold, 1/2s paper 7 25
 Wingold, 1/4s paper 7 00

MEAL
 Bolted 4 60
 Golden Granulated 4 80

Wheat
 Red 1 12
 White 1 08

Oats
 Michigan carlots 44
 Less than carlots 47

Corn
 Carlots 74
 Less than carlots 78

Hay
 Carlots 16 00
 Less than carlots 18 00

Feed
 Street Car Feed 30 00
 No. 1 Corn & Oat Fd 30 00
 Cracked Corn 30 00
 Coarse Corn Meal 30 00

FRUIT JARS
 Mason, pts., per gro. 4 65
 Mason, qts., per gro. 5 00
 Mason, 1/2 gal. per gro. 7 40
 Mason, can tops, gro. 2 25

GELATINE
 Cox's, 1 doz. large 1 45
 Cox's, 1 doz. small 90
 Knox's Sparkling, doz. 1 25
 Knox's Sparkling, gr. 14 00
 Knox's Acid'd doz. 1 25
 Minute, 2 qts., doz. 1 10
 Minute, 2 qts., 3 doz. 3 25
 Nelson's 1 50
 Oxford 7 50
 Plymouth Rock, Phos. 1 25
 Plymouth Rock, Plain 90

GRAIN BAGS
 Broad Gauge 18
 Amoskeag 19

Herbs
 Sage 15
 Hops 15
 Laurel Leaves 15
 Senna Leaves 25

HIDES AND PELTS
 Hides
 Green, No. 1 15
 Green, No. 2 14
 Cured, No. 1 17
 Cured, No. 2 16
 Calfskin, green, No. 1 15
 Calfskin, green, No. 2 13 1/2
 Calfskin, cured, No. 1 17
 Calfskin, cured, No. 2 15 1/2

Pelts
 Old Wool 60 @ 1 25
 Lambs 50 @ 1 00
 Shearlings 30 @ 75

8

Tallow
 No. 1 @ 5
 No. 2 @ 4

Wool
 Unwashed, med. @ 24
 Unwashed, fine @ 20

HORSE RADISH
 Per doz. 90

Jelly
 5 lb. pails, per doz. 2 30
 15 lb. pails, per doz. 70
 30 lb. pails, per doz. 1 25

ICE CREAM
 Piper Ice Cream Co. Brands
 Bulk, any flavor 60
 Extra Fancy, any flavor 65
 Brick, Plain 1 00
 Brick, Fancy 1 20

JELLY GLASSES
 1/4 pt. in bbls., per doz. 15
 1/2 pt. in bbls., per doz. 16
 3/4 pt. in bbls., per doz. 18

MAPLEINE
 2 oz. bottles, per doz. 3 00
 1 oz. bottles, per doz. 1 75
 16 oz. bottles, per doz. 18 00
 32 oz. bottles, per doz. 30 00

MINCE MEAT
 Per case 2 85

MOLASSES
 New Orleans
 Fancy Open Kettle 42
 Choice 35
 Good 22
 Fair 20

Half barrels 2c extra
 Red Hen, No. 2 1/2 1 75
 Red Hen, No. 5 1 75
 Red Hen, No. 10 1 65

MUSTARD
 1/2 lb. 6 lb. box 16

OLIVES
 Bulk, 1 gal. kegs 1 10 @ 1 20
 Bulk, 2 gal. kegs 1 05 @ 1 15
 Bulk, 5 gal. kegs 1 00 @ 1 10
 Stuffed, 5 oz. 90
 Stuffed, 8 oz. 1 25
 Stuffed, 14 oz. 2 25

Pitted (not stuffed) 2 25
 Manzanilla, 8 oz. 90
 Lunch, 10 oz. 1 35
 Lunch, 16 oz. 2 25

Queen, Mammoth, 19 oz. 4 25
 Queen, Mammoth, 28 oz. 5 75

Olive Chow, 2 doz. cs. per doz. 2 25

PEANUT BUTTER
 Bel-Car-Mo Brand
 24 lb. fibre pails 09 1/2
 14 lb. fibre pails 10
 23 oz. jars, 1 doz. 2 25
 2 lb. tin pails, 1 doz. 3 00
 7 oz. jars, 2 doz. 1 80

PETROLEUM PRODUCTS
 Iron Barrels
 Perfection 8
 Red Crown Gasoline 17
 Gas Machine Gasoline 26 9
 V M & P Naphtha 16 5
 Capital Cylinder 29 9
 Atlantic Red Engine 13 9
 Summer Black 7 7
 Polarine 29 9

PICKLES
 Medium
 Barrels, 1,200 count 7 50
 Half bbls., 600 count 4 25
 5 gallon kegs 1 90

Small
 Barrels 9 50
 Half barrels 5 00
 5 gallon kegs 2 25

Gherkins
 Barrels 13 00
 Half barrels 6 25
 5 gallon kegs 2 50

Sweet Small
 Barrels 16 00
 Half barrels 8 50
 5 gallon kegs 3 20

PIPES
 Clay, No. 216, per box 1 75
 Clay, T. D. full count 60
 Cob 90

PLAYING CARDS
 No. 90, Steamboat 75
 No. 15, Rival assorted 1 25
 No. 20, Rover, enam'd 1 50
 No. 572, Special 1 75
 No. 98 Goff, Satin fin. 2 00
 No. 808, Bicycle 2 00
 No. 632 Tourist whist 2 25

POTASH
 Babbitt's, 2 doz. 1 75

PROVISIONS
 Barbeled Pork
 Clear Back 22 00 @ 23 00
 Short Cut Clr 20 00 @ 21 00
 Bean 15 50 @ 16 00
 Brisket, Clear 24 00 @ 25 00

Pig
 Clear Family 26 00

Dry Salt Meats
 S P Bellies 14 1/2 @ 15

Lard
 Pure in tierces 11 @ 11 1/2
 Compound Lard 10 @ 10 1/2
 80 lb. tubs advance 1/2
 50 lb. tubs advance 1/2
 20 lb. pails advance 1/2
 10 lb. pails advance 1/2
 5 lb. pails advance 1/2
 3 lb. pails advance 1

9

Smoked Meats
 Hams, 14-16 lb. 15 @ 15 1/2
 Hams, 16-18 lb. 14 1/2 @ 15
 Hams, 18-20 lb. 14 1/2 @ 15
 Ham, dried beef sets 29 @ 30
 California Hams 11 @ 11 1/2
 Picnic Boiled
 Hams 19 1/2 @ 20
 Boiled Hams 25 1/2 @ 26
 Minced Ham 12 @ 12 1/2
 Bacon 15 1/2 @ 26

Sausages
 Bologna 10 1/2 @ 11
 Liver 9 1/2 @ 10
 Frankfort 12 @ 12 1/2
 Pork 11 @ 12
 Veal 11
 Tongue 11
 Headcheese 10

Beef
 Boneless 20 00 @ 20 50
 Rump, new 24 50 @ 25 00

Pig's Feet
 1/4 bbls. 1 00
 3/4 bbls., 40 lbs. 2 00
 1/2 bbls. 4 25
 1 bbl. 8 50

Tripe
 Kils, 15 lbs. 90
 1/4 bbls., 40 lbs. 1 60
 3/4 bbls., 80 lbs. 3 00

Casings
 Hogs, per lb. 35
 Beef, rounds, set 19 @ 20
 Beef, middles, set 85 @ 90
 Sheep 1 15 @ 1 35

Uncolored Butterline
 Solid Dairy 12 1/2 @ 16 1/2
 Country Rolls 13 @ 19 1/2

Canned Meats
 Corned Beef, 2 lb. 4 70
 Corned Beef, 1 lb. 2 50
 Roast Beef, 2 lb. 4 70
 Roast Beef, 1 lb. 2 50
 Potted Meat, Ham
 Flavor, 1/2s 48
 Potted Meat, Ham
 Flavor, 1/4s 90
 Deviled Meat, Ham
 Flavor, 1/2s 48
 Deviled Meat, Ham
 Flavor, 1/4s 90
 Potted Tongue, 1/2s 48
 Potted Tongue, 1/4s 90

RICE
 Fancy 7 @ 7 1/2
 Japan Style 5 @ 5 1/2
 Broken 3 @ 4 1/2

ROLLED OATS
 Rolled Avena, bbls. 5 85
 Steel Cut, 100 lb. sks. 3 00
 Monarch, bbls. 5 60
 Monarch, 90 lb. sks. 2 65
 Quaker, 18 Regular 1 45
 Quaker, 20 Family 4 50

SALAD DRESSING
 Columbia, 1/2 pint 2 25
 Columbia 1 pint 4 00
 Durkee's, large, 1 doz. 4 50
 Durkee's small, 2 doz. 5 25
 Snider's large, 1 doz. 2 35
 Snider's small, 2 doz. 1 35

SALERATUS
 Packed 60 lbs. in box
 Arm and Hammer 3 00
 Wyandotte, 100 1/2s 3 00

SAL SODA
 Granulated, bbls. 80
 Granulated, 100 lbs. cs. 90
 Granulated, 36 pkgs. 1 25

SALT
 Common Grades
 100 3 lb. sacks 2 60
 70 4 lb. sacks 2 40
 60 5 lb. sacks 2 40
 28 10 lb. sacks 2 25
 56 lb. sacks 40
 28 lb. sacks 20

Warsaw
 56 lb. sacks 26
 28 lb. dairy in drill bags 20

Solar Rock
 56 lb. sacks 26

Common
 Granulated, Fine 1 10
 Medium, Fine 1 15

SALT FISH
 Cod
 Large, whole @ 7 1/2
 Small, whole @ 7
 Strips or bricks 9 @ 13
 Pollock @ 5 1/2

Smoked Salmon
 Strips 9

Hallbut
 Strips 18
 Chunks 19

Holland Herring
 Y. M. wh. hoop bbls.
 Y. M. wh. hoop 1/2 bbls.
 Y. M. wh. hoop kegs
 Y. M. wh. hoop Milchers
 kegs
 Standard, bbls.
 Standard, 1/2 bbls.
 Standard, kegs 95

Trout
 No. 1, 100 lbs. 7 50
 No. 4, 40 lbs. 2 25
 No. 1, 10 lbs. 90
 No. 1, 2 lbs. 75

10

Mackerel
 Mess, 100 lbs. 15 50
 Mess, 40 lbs. 6 75
 Mess, 10 lbs. 1 75
 Mess, 8 lbs. 1 50
 No. 1, 100 lbs. 14 50
 No. 1, 40 lbs. 6 30
 No. 1, 10 lbs. 1 65

Lake Herring
 100 lbs. 3 80
 40 lbs. 2 05
 10 lbs. 58
 8 lbs. 54

SEEDS
 Anise 18
 Canary, Smyrna 8
 Caraway 16
 Cardamon, Malabar 1 20
 Celery 45
 Hemp, Russian 5
 Mixed Bird 9
 Mustard, white 16
 Poppy 30
 Rape 10

SHOE BLACKING
 Handy Box, large 3 dz. 3 50
 Handy Box, small 1 25
 Bixby's Royal Polish 85
 Miller's Crown Polish 85

SNUFF
 Scotch, in bladders 37
 Maccaboy, in jars 35
 French Rapple in jars 43

SODA
 Boxes 5 1/2
 Kegs, English 4 1/2

SPICES
 Whole Spices
 Allspice, Jamaica .9 @ 10
 Allspice, lg Garden @ 11
 Cloves, Zanzibar @ 24
 Cassia, Canton 14 @ 15
 Cassia, 5c pkg. dz. @ 25
 Ginger, African @ 9 1/2
 Ginger, Cochian @ 14 1/2
 Mace, Penang @ 70
 Mixed, No. 1 @ 17
 Mixed, No. 2 @ 16
 Mixed, 5c pkgs. dz. @ 45
 Nutmegs, 70-180 @ 30
 Nutmegs, 105-110 @ 25
 Pepper, Black @ 16
 Pepper, White @ 25
 Pepper, Cayenne @ 22
 Paprika, Hungarian

Pure Ground in Bulk
 Allspice, Jamaica @ 12
 Cloves, Zanzibar @ 28
 Cassia, Canton @ 22
 Ginger, African @ 18
 Mace, Penang @ 75
 Nutmegs @ 35
 Pepper, Black @ 19
 Pepper, White @ 32
 Pepper, Cayenne @ 25
 Paprika, Hungarian @ 45

STARCH
 Corn
 Kingsford, 40 lbs. 7 1/2
 Muzzy, 20 lb. pkgs. 5 1/2
 Kingsford
 Silver Gloss, 40 lb. 7 1/2
 Muzzy, 40 lb. pkgs. 5
 Argo, 24 5c pkgs. 90
 Silver Gloss, 16 3lb. 6 1/2
 Silver Gloss, 12 6lb. 8 1/2
 Muzzy
 48 lb. packages 5
 16 3lb. packages 4 1/2
 12 6lb. packages 6
 50 lb. boxes 3 1/2

SYRUPS
 Corn
 Barrels 28
 Half barrels 30
 Blue Karo, No. 1 1/2 4 45
 4 doz. 3 45
 Blue Karo, No. 2, 2 dz. 1 95
 doz. 2 35
 Blue Karo, No. 5, 1 dz. 2 30
 Blue Karo, No. 10, 1/2 doz. 2 20
 Red Karo, No. 1 1/2 4 doz. 3 80
 Red Karo, No. 2, 2 dz. 2 30
 Red Karo, No. 2 1/2, 2 dz. 2 75
 Red Karo, No. 5, 1 dz. 2 70
 Red Karo, No. 10 1/2 doz. 2 60

Pure Cane
 Fair 16
 Good 20
 Choice 25
 Folger's Grape Punch
 Quarts, doz. case 6 00

TABLE SAUCES
 Halford, large 3 75
 Halford, small 2 25

TEA
 Uncolored Japan
 Medium 20 @ 25
 Choice 28 @ 35
 Fancy 36 @ 45
 Basket-fired Med'm 28 @ 30
 Basket-fired Choice 35 @ 45
 Basket-fired Fancy 38 @ 45
 No. 1 Nibs 30 @ 32
 Siftings, bulk 9 @ 10
 Siftings, 1 lb. pkgs. 12 @ 14
 Gunpowder
 Moyune, Medium 28 @ 33
 Moyune, Choice 35 @ 40
 Moyune, Fancy 50 @

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	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.	6 72
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, 10c	3 60
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.	30
Carnival, 16 oz.	40
Cigar Clip's, Johnson	30
Cigar Clip's, Seymour	30
Identity, 3 and 16 oz.	30
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. pils	5 76
Chips, 10c	10 30
Dille Best, 1 1/2 oz.	79
Dille Best, 3 1/2 oz.	77
Dille Best, 16 oz.	73
Duke's Kid, 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	29
F O B 10c	11 52
Four Roses, 10c	96
Full Dress, 1 1/2 oz.	72
Glad Hand, 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
Klin 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 00
Nigger Head, 10c	10 56
Noon Hour, 5c	48
Old Colony, 1-12 gro.	11 52
Old Mill, 5c	5 76
Old English Crve 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 93
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	10 52
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
Three Feathers and	2 25
Pipe combination	30
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.	5 75
Way up, 2 1/2 oz.	31
Way up, 16 oz. pails	5 76
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
Jute, 2 ply	14
Hemp, 6 ply	13
Flax, medium	24
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 pickig	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

Humpy Dumpty, 12 dz.	20
No. 1 complete	40
No. 2 complete	28
Case No. 2, fillers, 15	sets
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

AXLE GREASE	
MICA	AXLE GREASE
1 lb. boxes, per gross	8 70
3 lb. boxes, per gross	23 10

TELFER'S ROAST COFFEE	
MADE IN	DETROIT
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
Koran, 1 lb. pkg.	22
Telfer's Quality 25	19
Moson	18
Quality, 20	16
W. J. G. Tea	37
Cherry Blossom Tea	37
Telfer's Ceylon	40

CIGARS	
Johnson Cigar Co.'s Brand	
Dutch Masters Club	70 09
Dutch Masters, Inv.	70 00
Dutch Masters, Pan.	70 00
Dutch Master Grande	68 00
Little Dutch Masters	
(300 lots)	10 00
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

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

15

BAKING POWDER

K. C.	
Doz.	
10c, 4 doz. in case	85
15c, 4 doz. in case	1 25
25c, 4 doz. in case	2 00
50c, 2 doz. plain top	4 00
80c, 1 doz. plain top	6 50
10 lb. 1/2 dz., pin top	13 00
All cases sold F. O. B.	
jobbing point.	
Special Deal No. 1.	
12 doz. 10c, 12 doz. 15c.	
12 doz., 25c	49 20
Barrel Deal No. 2	
3 doz. each 10, 15 and	
25c	32 80
With 4 dozen 10c free	
3/4 Barrel Deal No. 3.	
6 doz. each, 10, 15 and	
25c	24 60
With 3 dozen 10c free.	
Half-Barrel Deal No. 3	
4 doz. each, 10, 15 and	
25c	16 40
With 2 doz. 10c free.	
All barrels sold F. O. B.	
Chicago.	

Royal

10c size	90
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

COFFEE

OLD MASTER COFFEE

Old Master Coffee	31
San Marto Coffee	31

The only
5c
Cleanser
Guaranteed to
equal the
best 10c kinds
80 - CANS - \$2.96

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.

16

Roasted

Dwinnell-Wright Brands



White House, 1 lb.
White House, 2 lb.
Excelsior, Blend, 1 lb.
Excelsior, Blend, 2 lb.
Tip Top Blend, 1 lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination
Distributed by Judson
Grocer Co., Grand Rapids;
Lee & Cady, Detroit; Lee
& Cady, Kalamazoo; Lee
& Cady, Saginaw; Bay
City Grocer Company, Bay
City, Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fleibach Co.,
Toledo.



Royal Garden Tea, pkgs. 40	
THE BOUR CO.	
TOLEDO, OHIO.	
SOAP	
Lautz Bros.' & Co.	
Acme, 70 bars	3 05
Acme, 100 cakes, 5c sz	3 75
Acorn, 120 cakes	2 40
Cotton Oil, 100 cakes	6 00
Cream Borax, 100 cks	3 90

BBLs.	
White City	210 lbs. 3c per lb.
Tip Top	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.

17

Circus, 100 cakes 5c sz	3 75
Climax, 100 oval cakes	3 05
Gloss, 100 cakes, 5c sz	3 75
Big Master, 100 blocks	3 90
Naphtha, 100 cakes	3 90
Saratoga, 120 cakes	2 40

Proctor & Gamble Co.	
Lenox	3 20
Ivory, 6 oz.	4 00
Ivory, 10 oz.	6 75
Star	3 35

Swift & Company	
Swift's Pride	2 85
White Laundry	

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—A \$3,000 dry goods stock in a Northern Michigan town of 6,000. Price 65 cents on the dollar, spot cash, no trade. Address No. 711, care Tradesman. 711

For Sale—Ice business in town of about 2,000 doing \$16,000 business annually. Because of poor health will give right party bargain. No competition. Address Earl C. Haner, Scottville, Mich. 712

Let Us Do Your Printing—500 good quality note heads, envelopes or statements postpaid \$1.15. Send copy to-day for free proof. Enterprise Printery, Clermont, Iowa. 714

Wanted—Good side line for wholesale hardware trade. Middle West, Pacific coast and Canadian territory. J. W. Huston, 515 E. Benton St., Albia, Iowa. 715

To Sell or Trade—280 acres; modern country home three miles west of Coalgate, Oklahoma. Adapted to stock raising and dairying. Incumbrance \$5,000. \$35 per acre. Invite inspection. Address J. P. Addison, Box D, Coalgate, Oklahoma. 716

Ice Plant For Sale—At once, to settle an estate. 5-ton ice plant and ice cream factory, in good condition, located at Forest City, Mo. For full information write J. E. McCoy, Administrator, Emporia, Kansas. 717

Turn Old Merchandise Into Cash—I will sell your unsalable merchandise, out of style, dry goods, shoes, clothing, women's ready-to-wear goods, job lots, etc., 5 per cent. commission including insurance. Sales every day. Remittance made at once. Highest banking and mercantile references. Joseph Landau, merchandise broker and commission merchant, 2002 Beaver avenue, N. S. Pittsburgh, Penn. 723

Hardware For Sale—Nice clean stock; fine location; good going business. Box 461, Lansing, Michigan. 718

For Sale—At once, \$4,000 shoe stock and fixtures. Best old established business stand in Ohio. Selling high grade shoes. Long lease and good will. Best location, corner. Money maker. Reason for selling, manufacturing of tires. Henne Bros., Troy, Ohio. 719

Business Wanted—Will exchange 160 acres of good land near Perry, Noble county, Oklahoma for a business. Give full particulars and location of business offered, first letter. Confidential. Address Frank Cleveland, Perry, Oklahoma. 720

For Sale—Good going cash dry goods and men's furnishings store seven miles from Oakland, California. Address, P. O. Box 97, Station G, Oakland, Calif. 721

For Rent—New modern store; grade entrance; next door to Cudahy Brothers' Market. An opportunity to start a fortune in the grocery business. Write or come and see it. J. W. Spence, Racine, Wisconsin. 709

Jewelry Fixtures For Sale Cheap. Wall cases and counter show cases. Will do for jewelry, drug, grocery, cigar or confectionery store. Call at once. Carstens Jewelry Store, 218 Monroe Ave., Grand Rapids. 710

For Sale—Grocery doing \$400 business weekly with little expense. In live town 30 miles northeast of Grand Rapids. Cash proposition. Best reasons for selling. Address No. 700, care Michigan Tradesman. 700

For Sale—The Temple Cafe Restaurant in the live city of East Jordan. The best location in town, opposite post-office and in Temple Theater block. Will sell at a reasonable price. Frank Green, East Jordan, Michigan. 705

For Sale—Stock of hardware, stoves, paint and oils. Nice new, clean, up-to-date stock and fixtures, will invoice about \$6,000, in an A-No. 1 farming country. Must be cash. No trade considered. Unless you have cash and mean business, do not answer. Reason for selling, different manufacturing interests demand my entire attention. This proposition will bear thorough inspection and investigation and will go quickly. Address J. E. Kercher, Wolcott, Indiana. 706

For Sale—140 popular books good for rental use and large revolving book rack, in good shape. \$50. f. o. b., Kalamazoo. Dunwell Drug Co., Kalamazoo, Michigan. 689

For Sale—Millinery business in the prosperous town of Alma, Michigan. Good reason for selling. Cheap rent, with lease. Only three stores in town. Small stock goods, all new. Bargain to quick buyer. Address No. 697, care Michigan Tradesman. 697

For Sale—One number S 48-7 Ideal Sectional Steam Boiler. Slightly used; good as new. Cost \$600; will sell for \$300 cash, f. o. b. Moberly, Missouri. If you want a bargain in a boiler, write J. Oscar Smith, Moberly, Missouri. 695

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, Menomoneie, Wisconsin. 687

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

Wanted—To hear from owner of general merchandise store for sale. State cash price and description. D. F. Bush, Minneapolis, Minn. 657

Stocks Wanted—If you are desirous of selling your stock, tell me about it. I may be able to dispose of it quickly. My service free to both buyer and seller. E. Krusenga, 44-54 Ellsworth Ave., Grand Rapids, Michigan. 670

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—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

The Detroit Mercantile Adjusters, counselors and executors of high grade special sales, 505 Whitney Bldg., Detroit, Michigan. 664

I will buy a stock, small or large, if cheap. Arthur, 212 E. Main., Jackson, Michigan. 683

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

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, 546 Houseman Bldg., Grand Rapids, Mich. 859

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

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

HELP WANTED.

Wanted—Dairy supply and cream separator salesmen. Patented dairy appliance fully guaranteed. Weight 5 ozs. Retail \$3, 100 per cent. profit. Write us. Indicator, Mainesburg, Pa. 693

Salesmen covering regular territory who can call on drug and general store trade to carry a good side line. Sample can be carried in pocket. Liberal commission. Rat Biscuit Co., Springfield, Ohio. 713

Grocery Department Manager Wanted—A first-class man to open and manage a grocery department in a department store. Must be a hustler and go to market. Also have about \$1,000 to invest. Address No. 722, care Michigan Tradesman. 722

Wanted—Experienced salesman, to carry B. S. K. silk and cotton petticoats for Western and Southwestern states. Large commission basis. Splendid values. Stitching fourteen to eighteen stitches to inch. Address, Skadan, Kerns & Co., Weedsport, N. Y. 684

GEO. S. DRIGGS MATTRESS & CUSHION CO.

Manufacturers of

Driggs Mattress Protectors

Pure Hair and Felt Mattresses

Link and Box Springs

Boat, Chair and

Window Seat Cushions

Write for Prices

Citizens 4120

Grand Rapids

We Take This Opportunity

To thank our many friends for their liberal patronage accorded us during the past year and sincerely wish to all a successful and Happy New Year.

W. W. KIMBALL CO.

74 Ionia Ave., N. W.

M. J. Madden, Mgr.

Grand Rapids, Michigan

Be a Real Lumber Buyer

Basing cost upon initial cost is not true economy but fool economy. Real saving can be computed only after the whole story is told. This truth is all truth in lumber buying. Given an opportunity to submit an offer on a job, our boast is not that it will be the lowest in first price; but quality and service considered, our bid can never be beaten. Our reputation and success are born of that policy.

Stiles Brothers Company

Wise House Builders insist on Our Materials

Citizens 4366

Bell M301

Buckley St. and M. C. Railway Eastern Ave. and P. M. Railway

Grandville Ave. and Hughart St.

Economic Coupon Books

They save time and expense.

They prevent disputes.

They put credit transactions on cash basis.

Free samples on application.

TRADESMAN COMPANY, Grand Rapids, Mich.

More Than Two Million Automobiles Now In Use.

Never since the world began has any new industry made such a wonderful growth and paid the enormous dividends that have been paid by automobile manufacturers. It seems so improbable to the average business man that he is apt to listen with incredulous amazement—until he investigates and realizes it is all cold fact.

Discriminating investors have good reason for giving serious attention to the motor vehicle trade. The Wall Street Journal accredits it with being the third largest industry in America to-day, and at the present rate of progress it will likely be the first industry before many years more. Where a few years ago the motor car was considered an experiment, and at best a rich man's luxury, it is to-day recognized as a permanent and essential factor of modern civilization and business.

There are now about 2,073,903 registered automobiles in use in the United States. This represents ownership by less than 2 per cent. of the American people, and with a field of 100,000,000 people to draw from, the possibilities of growth are virtually unlimited.

A dozen years ago Henry Ford and his associates formed the present Ford Motor Co. with a cash capital of \$28,000. Upon that meager beginning has been built a business which for rapid growth and tremendous dividends has never been equalled since the world began. Not a dollar of outside capital was ever put into the enterprise after the original investment of \$28,000; yet so profitable is the automobile business and so wonderful the demand for a medium priced car that the company has built up a surplus of almost \$60,000,000, has assets of approximately \$89,000,000, and cash in banks amounting to nearly \$44,000,000, after paying millions in dividends every year, and donating millions of dollars in cash to its employees under a profit sharing plan. The company has recently declared a stock dividend of \$48,000,000, to be divided among its seven stockholders. The profit record for the past ten months was \$27,000,000.

About 1900 David Buick, dealer in plumbers' supplies, started the Buick Motor Co. with about \$40,000 cash capital. The next seven years saw the Buick Motor Co. grow into one of the country's largest industrial institutions, with assets of many millions and earnings so fabulously large that average business men would have difficulty in believing that money could be made so fast.

Seven years ago the Hupp Motor Co. began business with an authorized capital of \$25,000, only part of which was paid in cash. The increase of capital from \$25,000 to \$1,000,000 has been accomplished by issuing stock dividends to stockholders from time to time. A stockholder who owned \$1,000 worth of Hupp stock in the beginning has since received from the company, without cost, additional stock to the par value of \$40,000. Upon this original investment of

\$1,000 his holdings to-day are worth more than \$200,000 at actual market value of his stock, according to quotations in November, 1915, besides having drawn \$50,160 in cash dividends during the seven years. In other words, his money has increased 25,000 per cent. in dividends and enhancement in value of his investment in seven years.

Two years ago common stock of the Saxon Co. sold below par. In six months it paid 40 per cent. cash dividend. On June 1, 1915, the stock was quoted at \$250 per share, and on Oct. 27, 1915, sold at \$750 per share. In June, 1915, the company was reported to be earning 25 per cent. per month upon its capitalization of \$350,000, although the cash investment was only \$200,000.

The Stutz Motor Co. began business in 1911 with a capital of only \$50,000. The present capitalization is \$750,000, with stock estimated as worth \$300 per share. In 1914 the surplus and undivided profits were over \$300,000. The stock is all held by five people and none is for sale.

The Reo Motor Car Co. began business in 1904 on a capital reported as \$350,000. Dividends totaling 1,562 per cent. have been paid on the original capital in ten years and nine months. After paying stockholders the enormous dividends mentioned, sufficient of the profits have been left in the business to increase the net assets to \$4,692,092. Bids for Reo stock in October, 1915, were at the rate of \$550 for every \$100 worth at par. If you had bought \$1,000 worth of Reo stock at the beginning you would have since received cash and stock dividends amounting to \$15,620, and your stocks would to-day be worth \$33,000.

The E. M. F. Co. commenced business with a capital of \$195,000. In twenty months it was sold to the Studebaker corporation for \$6,000,000. The present capitalization of the Studebaker Corporation is \$45,000,000.

Two years ago the Chandler Motor Car Co. began business with a capital of \$200,000, of which only \$86,000 was in cash. In October, 1915, the common stock sold at \$500 per share. Profits at the rate of 500 per cent. per annum were earned during the first nine months of 1915.

The Paige-Detroit five years ago began business with a capital of \$250,000. In October, 1915, \$455 per share was bid for the stock, while in November 1915, \$712.50 was bid, with none offered for sale. Earnings have recently been at the rate of 150 per cent. per annum. The capital has been increased \$1,000,000.

The automobile industry has passed the experimental stage of its existence, and is more firmly established to-day than any other manufacturing business in the world approaching it in magnitude.

Motors, transmissions, clutches, axles and other parts and materials are so fully standardized that the wise buyer no longer looks for freakishness in design or construction. Rather, he seeks a car with a standardized equipment and with a reputation and records for performance and reliability. Consequently, the

business is on an absolutely sound basis.

There have been, and always will be, failures of concerns exploiting untried inventions and concerns with too small capital or engaged in expensive litigation to protect their patents. But the field is so broad and the demand for cars so great that concerns building standardized cars and leaving nothing to chance and experiment now have the absolute assurance of success.

Forecast of the Sugar Situation.

On the assumption that the estimates of the Cuban crop are approximately correct, this means that Cuba will produce in round figures, 600,000 tons more sugar than a year ago, and this with the increased production of about 100,000 tons in the domestic beet crop are the only important gains to be noted. Going to offset the influence of this increased production are the marked indications that Europe's requirements of sugar from Cuba, either in the way of raws as a direct importation from Cuba or refined sugar via the United States, will show a substantial increase over last year, for the reason that the United Kingdom's large reserve stock no longer exists, and France, with her small production of only 150,000 tons of beet sugar will need to import much more heavily than a year ago.

Also, it appears quite evident the European countries will require their supplies from Cuba considerably earlier than last year, and it is expected the amount purchased by Europe thus far, variously estimated at from 400,000 to 450,000 tons combined raws and refined, for second half December to March shipment, will be taken promptly. Cuban interests generally are in a much better position financially to protect themselves in the marketing of their sugars than in former years, and buyers will undoubtedly find comparatively little sugar coming from Cuba unless they are willing to pay full prices, although the question of storage facilities may become a factor. Cuba is giving increased attention to the proper warehousing of sugar, and the past has seen some increase in the available storage capacity, but same has hardly been in keeping with the indicated large increase in production.

Present indications are that the scarcity of spot supplies of cane sugar in the United States market will continue to be a factor until the second half of January. By the end of January Cuba should be producing sugar in sufficient volume to bring relief to the situation. However, there is nothing to indicate any substantial doctrine from present ruling prices of 3½¢ c. and f. for Cuban sugars for February and March shipment. The extent of the advance in prices, which should come during the latter part of 1916, will depend upon the out-turn of the sugar crop of Java, Mauritius, Australia, Fiji Islands, Argentina, and the domestic beet crop; in other words, on the countries which market their sugars during the second half of the calendar year.

It seems probable these countries will produce more sugars than dur-

ing the present season, as with the exception of the domestic beet crop, they in every instance made short crops for this season. Java, in particular, should make a larger crop, as that island, even with no increase in cane acreage, should produce more sugar, as she is recovering from several seasons of drouthy conditions. The domestic beet sugar crop will probably show another increase. The difficulty of obtaining beet seed may be largely overcome by the fact that seed is now being more successfully grown in this country.

Protest Against Auto-Locking Ordinance.

The retail grocers of Detroit have a new grievance against the City Fathers of their community in that portion of the recently enacted automobile ordinance requiring delivery cars of less than 1,500 pounds capacity to be locked whenever the driver leaves the car, even if only a few moments to make a delivery. The members claim that this is a discrimination against the retailer and is not necessary in order to accomplish the intent of the ordinance, which is to reduce the number of automobiles stolen for joy-riding purposes. Seldom, if ever, is a delivery car stolen, and the only result of this action will be to cause the retailer a lot of unnecessary annoyance and loss of time.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Jan. 5—Creamery butter, extras, 34¢; first, 30¢@32¢; common, 27¢@29¢; dairy, common to good, 22¢@28¢; all kinds, 18¢@20¢.

Cheese—Fancy, new, 1½¢; choice, 15½¢@16¢.

Eggs—Choice new laid, 33¢@35¢; storage 24¢@26¢.

Poultry (live)—Chicks per lb. 14¢@18¢; cox, 11¢@12¢; fowls, 14¢@18¢; ducks, 18¢@19¢; geese, 15¢@16¢; turkeys, 20¢@22¢.

Poultry (dressed)—Chicks, 15¢@20¢; fowls, 15¢@18¢; ducks, 17¢@18¢; geese, 15¢@16¢; turkeys, 25¢@26¢.

Beans—Medium, \$4; pea, \$3.80@3.90; Red Kidney, \$5; White Kidney, \$5; Marrow, \$5.

Potatoes—90¢@1 per bu.

Rea & Witzig.

Florida Citrus Shipments Light.

Officials of the Florida Citrus Exchange claim that the movement of citrus fruit from Florida to date has been less by 1,599 carloads than at this time last season. Total shipments this year were given at 8,283, against 9,882 last season. Prices, however, have been higher. Shortage and lateness of the Florida crop and enforcement of Federal maturity regulations regarding shipment were given as the reason for the smaller crop.

The saddest sight we ever saw was a fat woman trying to act cute.

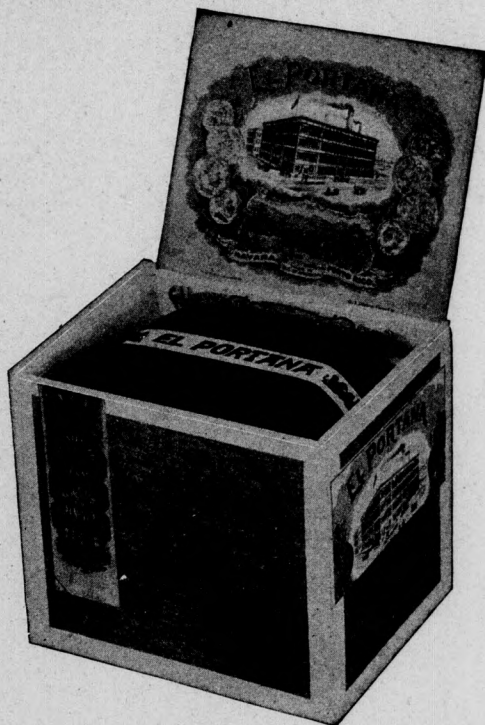
BUSINESS CHANCES.

For Sale—Clean stock merchandise, consisting of men's work clothing, groceries and automobile filling station. Best location in town doing good business, owner has good reason for selling. Rent cheap. Address, Box 287, Memphis, Michigan. 724

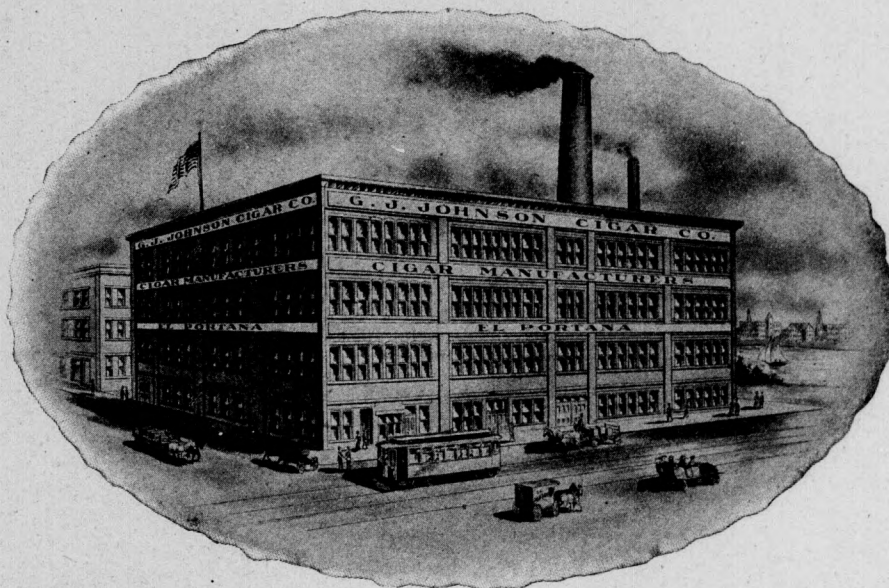
For Sale—Or will exchange for good city property or clean stock of clothing or shoes 20-acre vineyard 2½ miles from Niles, Michigan. Best quality grapes and all vines upon wires. Good market. Stone & Silsbee, Niles, Michigan. 725

For Sale or Trade—For good farm, mail order house handling heavy machinery, hardware and farm supplies. J. T. Simonson & Co., Muskegon, Michigan. 726

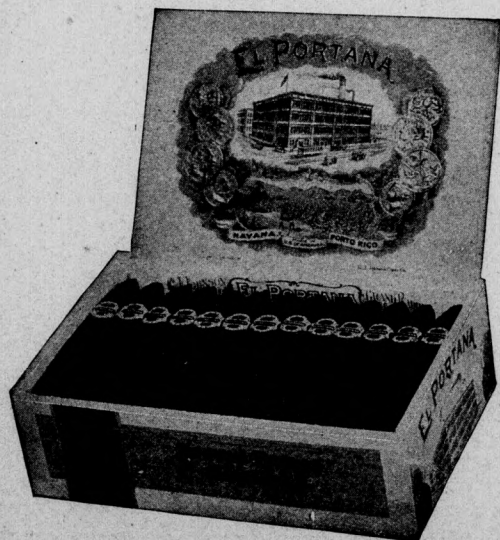
EL PORTANA 5c CIGAR



“In a
Class by
Itself”



Manufactured
Under
Sanitary
Conditions



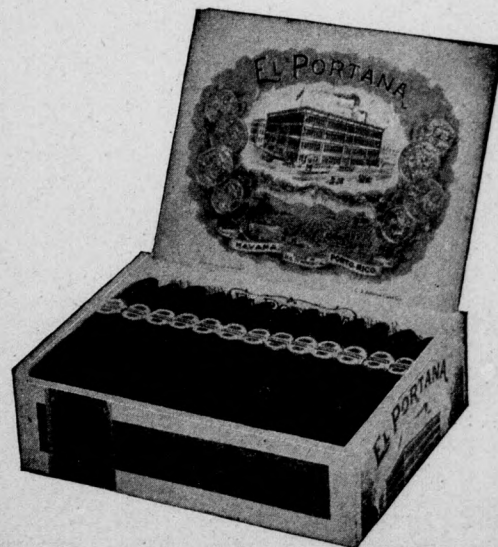
Made in

Eight Sizes

G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.





Are you a value giver?

Do you *plan* ways and means to give *all possible value* in every sale?

Do you keep posted as to what is taking place in the Pure Food World?

The average housewife *depends on her grocer to protect her* in the matter of values, adulterations etc. and the dealer owes it to himself and to his trade to be awake to the merits of the brands offered him by the different manufacturers.

There is nothing in all your stock that affords you better opportunity to supply *real value* than

KC BAKING POWDER

Guaranteed Free From Albumen

Complies with Pure Food Laws of *every* State.
We have never used the "Fraudulent Water Glass Test"

JAQUES MANUFACTURING CO., Chicago