

# MICHIGAN TRADESMAN

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Thirty-Fourth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 11, 1916

Number 1725

## VISION

*I never watch the sun set adown the Western skies  
But that within its wonderness I see my mother's eyes;  
I never hear the West wind sob softly in the trees  
But that there comes her broken call far o'er the  
distant seas;  
And never shine the dim stars but that my heart  
would go  
Away and back to olden lands and dreams of long ago.*

A rover of the wide world, when yet my heart was young  
The sea came whispering to me in well-beloved tongue;  
And, oh, the promises she held of golden lands a gleam  
That clung about my boy-heart and filled mine eyes with dream;  
And Wanderlust came luring me till 'neath the stars I swore  
That I would be a wanderer for ever, evermore.

A rover of the wide world, I've seen the Northern lights  
Aflashing countless colors in the knife-cold wintry nights;  
I've watched the Southern Cross ablaze o'er smiling, sunny lands,  
And seen the lazy sea caress palm-sheltered silver sands;  
Still wild unrest is scourging me, the Wanderlust of yore,  
And I must be a wanderer for ever, evermore.

And yet I see the sun set adown the Western skies  
And glimpse within the wonderness my mother's pleading eyes;  
And yet I hear the West wind sob softly in the trees,  
That vainly cloaks her broken call far o'er the distant seas;  
And still, when shine the dim stars, my wander heart would go  
Away and back to her side, and dreams of long ago.

Edmund Leamy.

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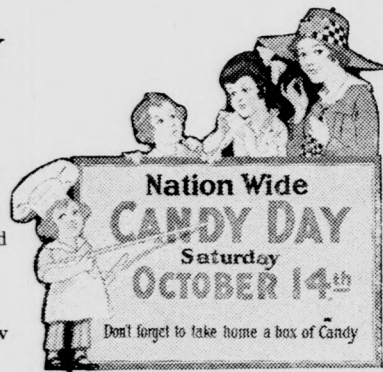
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GRAND RAPIDS, MICHIGAN

72nd Year



We extend a cordial invitation to all merchants interested to visit us and inspect our line of

## Holiday Goods

in Toys, Dolls, Books, Games, China, French Ivory, Brass, Silver, Cut Glass, Novelties.

We invite you to come in and see our display in person because we realize that there is no such variety exhibited anywhere near us nor but few such stocks in the whole country; you would then be able to examine and handle the goods for yourself and consider your purchase with so much more satisfaction than if they are ordered in any other way.

It is more important this year than ever before owing to so many unusual conditions.

But we have our Holiday Catalog too. A faithful mirror of our stocks, pricing in plain figures the most popular staple goods, so that orders from it will secure quick selling CHRISTMAS LINES guaranteed to please in every respect.

We make prompt shipments and give equal attention to small and large orders, mark all our goods in plain figures, and in every way strive to serve the trade as only a large and low priced wholesaler's stock can serve. We sell to merchants only and have no connection with any retail store.

Do not overlook the important fact **THE CHILDREN MUST BE SERVED AND THE TOYS DEMANDED TO-DAY ARE TOYS THAT TEACH.**

**ERECTOR SETS** } Teaches Electricity, Machinery and Construction. Retails 10c to \$15.00 per set.

**TINKERTOY** } Teaches Invention and Designing. Retails 50c.

**PEG LOCK BLOCKS** } Teaches Fundamental Building. Retails \$1.00 to \$6.00 per set.

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## H. Leonard & Sons

Manufacturers' Agents and Wholesale Distributors

**China, Glass, Crockery, Silverware**

Bazaar and Holiday Merchandise

Grand Rapids

:-:

Michigan

# MICHIGAN TRADESMAN

Thirty-Fourth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 11, 1916

Number 1725

## SPECIAL FEATURES.

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## PLAYING WITH DYNAMITE.

Even if the commanders of the German submarines in American waters shall be proved to have lived up scrupulously to the prescriptions of international law, the policy which dictated their being sent here is ill-advised and full of peril. The reason is plain. Here is a great danger suddenly showing its head on marine routes where American ships come and go and American commerce has been moving freely. If all the care in the world is taken by submarine officers, a terrible accident may at any moment occur. It is the uncertainty as well as the brutality of undersea boats which arouses apprehension. The operation of ships on the surface is attended by no such difficulty and fear. And Americans cannot be blamed for disliking the thought that these under-water terrors are lurking along our customary and crowded routes of trade. It is already apparent that American feeling is greatly stirred by the bringing of the naval war in this way within sight of our harbors. It may be a lawful thing for Germany to do, but it is surely a foolish thing and shows how desperate the German cause is regarded in Germany. And if through mistake or in blind recklessness American property should be unlawfully destroyed or American lives taken, in consequence of the coming of the U-boats, the last remnants of feeling in this country favorable to Germany would be consumed in a blaze of popular wrath, and the relations of the two nations imperilled both now and for a long time to come.

As it stands, there is too much unpleasant reading for Americans in the accounts which come from the scene of submarine operations. Enemy ships are, of course, fair game for the German U-boats. The British do not think of questioning this. If a German vessel now laid up in Hoboken were to make a dash, a British cruiser would have the right to sink her at sea. But not without warning. Not without making ample provision for saving the lives of all non-combatants aboard her. And while the German submarines profess now, in compliance with the demand of the American Government, to conform to the rules of cruiser warfare, it is difficult to do so; and the mere order-

ing of passengers and crew into small boats, perhaps on a rough ocean and off a perilous coast, may easily prove in practice a refinement of cruelty. Take the case of the passenger steamer *Stephano*, plying between Halifax and New York. There is, as yet, no report of loss of life by the attack on her, but Americans do not like to read of women and children—many of them their own—forced to risk their lives in open boats in a heavy sea. That our own naval vessels put to sea to rescue the helpless victims whom the Germans left tossing about on the water does not help matters. Yet we suppose that German diplomacy is perfectly capable of pointing to the fact of prompt relief by American destroyers as proof that the German commanders made ample provision for the safety of the passengers!

That the President and the State Department will give the most anxious attention to this new complication, no one need doubt. What the law of nations, as expounded by our Government, permits a submarine commander to do is now clearly established. He may exercise the right of visit and search, as may the captain of a cruiser. He may sink an enemy ship or a vessel caught with contraband of war, provided that he cannot put a prize crew aboard her or sail her into port. But he must not take the life of a single non-resisting passenger or member of the crew. Nay, he must not even bring their lives into jeopardy. Here lies the great peril and the great folly of the course of the German government. It is playing with dynamite. It is entrusting the whole future of German-American relations to the discretion, or lack of it, of such brutal naval officers as sunk the *Lusitania*—and gloried in their many murders of American women and children—acting under a terrific strain. And it adds the most ghastly comment possible to the story that it is seeking the good offices of the United States to bring about mediation and peace in Europe.

Looking at the whole matter as coolly as possible, we cannot avoid the conviction that there is great danger in it. And if the German government is not exceedingly careful, it will find that that way madness lies.

After selling a load of grain a Kalamazoo county farmer went into a restaurant at Kalamazoo to eat, leaving his overcoat in his car outside. When he finished his meal he looked for his coat, but it had disappeared. The clothing stores were closed and the night was too cold for a drive to his home without a coat, so the farmer went to a second hand store and bought an old overcoat that fitted him. When he reached home and told his wife of his adventure she told him he had bought his own coat in the pawnshop and she was right.

## MILITARY PARALLELS.

The military experts of the war in Europe are constantly digging up parallels to what happened over here in our little war of the 'sixties. It is a little surprising that none of them has thought, in connection with von Hindenburg's elevation, of the appointment of General Robert E. Lee to the supreme command of the armies of the Confederate States, just at a time when the appointment could mean nothing.

Few of these parallels which have come to notice seem to amount to very much, as conditions and circumstances are so different. But there is one which seems very striking, but which appears to have been overlooked—the masterful retreat of Gen. Joseph E. Johnston before Gen. Sherman, and that of the Grand Duke Nicholas before this same von Hindenburg.

Johnston—every inch a soldier—was one of the great generals of the war. He was the first military man to declare Harper's Ferry a man-trap, which it afterwards proved to be. His military principle might be summed up in this: "My army is everything, places are nothing." When he took command of the agglomeration of men, called an army, after its disastrous defeat under Bragg at Missionary Ridge, he confronted Sherman, having under him the best-equipped army that this continent had ever seen. Johnston reorganized his own army, filled up his regiments, retreated before Sherman, maintained the esprit de corps of the rank and file, struck his adversary several heavy blows, and went on his way without any material loss. As O. O. Howard, in one of his Century articles, describing one of those actions, puts it: "And Johnston made one of his clear retreats."

When Johnston was reproached for giving up so many easily defensible positions, he replied: "Give me Sherman's army and he may have all the mountains and rivers in the country." When President Davis telegraphed him to know whether he intended to hold Atlanta, he answered he didn't know. There was a report circulated through Lee's army that his answer was: "If I thought my right hand knew, I would cut it off." Whichever way it was, his chief wired back to turn over the command to Hood. Grant says somewhere in his Memoirs that Davis's appointments were often worth thousands of re-enforcements to the Federals, a satire which is only equalled by that of Daniels, editor and proprietor of the *Richmond Democrat*, "The curse of the Southern Confederacy is having for President the man who formed the triangle in Mexico." It was the current report in Lee's army that when Sherman heard that Johnston had been relieved, he tossed his cap in the air, and said, "Now, boys,

we shall have it all our own way." Whether true or not, the saying is "well founded." Hood's brilliant tactics of getting into Sherman's rear and breaking up his communications turned out to be anything but brilliant. Sherman had his own way. Hood was to him like a schoolboy playing soldier.

When Nicholas was giving up position after position, and river after river, and yet keeping his army intact, students of our Civil war could not but recall Johnston's retreat to Atlanta. Perhaps some day military critics will do justice to both these great generals, in spite of their misfortunes.

It is now plain that the recent abortive crossing of the Danube by Rumanian troops was, as Bucharest describes it, a diversion for the purpose of relieving Teuton pressure in Transylvania. This has not been accomplished. The manoeuvre bears the aspect of happy-thought strategy, contrasting strongly with the solidly conceived and persistent plans of the Teuton leaders. The Rumanian army is now passing through an experience which the war has exemplified before this. No theoretical training, no close study of the lessons of the war, can compensate for the teaching of actual warfare. Against every new enemy Germany brings into the field an army of veterans, and the novice must pay heavily for his first real experiences. This holds true for the leaders, and more so for the morale of the rank and file. To this extent the gain to the Allies of a new combatant on their side is minimized so far as immediate results are concerned. Nevertheless, there is reason to doubt whether even those lessons that can be learned by the by-stander were taken to heart at Bucharest. The episode at Tutrakan, where a fortress and an army were left exposed to the heavy Teuton artillery, with no safeguard for the line of retreat across a great river, was one instance. The swift rush across the Carpathians, without adequate consolidation of positions gained, is a second example of inadequate or over-confident leadership.

People who patronize stores of reputable merchants in their own city get far better bargains than those who buy of peddlers who tell of smuggled goods or relate a pathetic story. Four or five Big Rapids women were recently victimized by a peddler who offered real Irish linen at amazing bargain prices and what they bought turned out to be pieces of cheap cotton cleverly glazed to look like linen.

It isn't always the man with the highest forehead that makes the most of his brains.

## UPPER PENINSULA.

## Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Oct. 9—In stopping off at Flint last week, I was more than surprised to note the rapid growth which has taken place there. I was also amused at some of the signs displayed in some of the places of business. In one of the leading barber shop windows there is a sign, "Chicken Dinner served on Sunday, 35c." This is certainly in advance of the Northern country, where it would be hard to find a chicken under \$1. Besides, the barber shops here do not allow any chickens in their place of business during business hours.

Mike Hogan, postmaster and general merchant of St. Ignace, attended the Democratic convention in Lower Michigan last week, preferring this instead of the Postmasters convention which was held at Bay City. Mike got into an argument with Clyde Hecox, who was on the reception committee to welcome Mike home again, their discussion being the definition of an optimist, Clyde contending that an optimist is a man who cannot see the hole in a doughnut, while Mike states that an optimist is a man who the next morning after Christmas feels joy in anticipation of a similar event next year.

Patrick Chambers, Sr., member of the firm of Chambers Bros., met with a painful accident on returning from church last Sunday when he slipped and fell on the edge of the sidewalk, receiving an ugly gash above his right eye which necessitated the services of a doctor.

S. F. Bernier, one of the Soo's veteran grocers, has sold his stock to John Moran, one of the Soo's well known citizens. Mr. Moran needs no introduction to his large list of acquaintances here and will, undoubtedly, make a success of the new venture.

The H. C. Johnson Co., of Drummond, has re-organized under the name of the Kreetan Co., manufacturer and dealer in soft and hardwood lumber, cedar products and general merchandise. L. J. LaBell is Vice-President and General Manager. The company has a large cut of timber on the Island and is doing a prosperous business.

I was more than pleased to meet our old friend Fred Hayward, now living at Ann Arbor, but who a few years ago made the Soo Line territory known as the Gladstone division. Dad made a reputation while on the territory as Cloverland's champion story teller and was also known all over the division. Dad is feeling fine and wished to be remembered to his many friends.

The Rhoades Manufacturing Co., manufacturer of the Ha-Ha mosquito and fly protector, is more than pleased with its success since starting up the factory here about six months ago. Fred Rhoades, President and General Manager states that the product is beginning to be appreciated and he expects to see a heavy demand from the South during the winter months. The factory is running to its fullest capacity and bids fair to become one of our large industries.

A. E. Marriott, popular manager of the Park Hotel, celebrated the fifteenth anniversary of his taking charge of the hostelry Sept. 30. Mr. Marriott has established a reputation for the Park, which is known throughout Cloverland as one of the best hotels, setting the best table in the Upper Peninsula. Mr. Marriott has enjoyed his stay at the Soo and has demonstrated his ability as a practical hotel man. He is one of our loyal citizens, always ready and willing to give every assistance for the betterment of the Soo, and it is hoped that he will be able to celebrate many more anniversaries.

The Ozark Stone Co. has sold its holdings to the Fiborn Limestone Co. on the South Shore Railroad, South of Trout Lake. The Fiborn Co. is subsidiary to the Algoma Steel Co., of the Canadian Soo, which latter corporation has for several years used all of its

product. In addition to the limestone of the Fiborn quarries, the steel company will now have access to one of the finest stratas of dolomite rock in Northern Michigan. E. W. Hough, who has acted as General Manager for the Ozark Stone Co., will continue to operate the quarries and plant for the Fiborn Limestone Co., making his headquarters at the Soo.

H. H. Freidman, who for the past year has conducted a decorating and upholstering establishment on Portage avenue, West, has decided to give up the venture and is disposing of his stock and moving to Indianapolis, where he has secured an important position.

It was a move in the right direction when the Northern Forest Protective Association, through its Secretary, Thomas Wyman, showed its interest in the hunters and woodsmen of the Upper Peninsula by issuing a code of signals to be used in case of accident or necessity. It has been the custom for hunting parties to have their own local signals, but such signals convey no meaning to others who may hear them, and a generally known code would be of equal significance to all who were familiar with it. Necessarily the basis of the code is the use of fire arms and in order to avoid confusion four shots, timed differently, are made to express the five suggestive signals. Help, four shots in quick succession; injured, shot, pause, two quick shots, pause, shot; Lost, three quick shots, pause, one shot; man found, one shot, pause, three quick shots; call heard, two quick shots, pause, two quick shots. Large placards have been printed and are being posted by the wardens of the Northern Forest Protective Association in hunting camps and shacks where hunters are likely to spend the season. Sportsmen desiring a placard for their camp may procure one by writing to Mr. Wyman, Munising, cards being gratis.

The high cost of living has caused some inconvenience and loss to A. Pare and Geo. Dupuis, well-known Portage avenue grocers in the East end of the city, as thieves broke into their places of business, respectively, and appropriated their requirements unmolested, the loss not being discovered until the next morning.

We are informed that there are more than 5,000 acres of Upper Peninsula lands which have been sold within the last few weeks to cattle men who plan to fatten stock on the wild grasses and clover which grow in abundance throughout Cloverland. The climatic conditions are another inducement to the stock raisers.

Allenville is ready for their big fair this week, which will be held Wednesday and Thursday. While it will not be as large as the state fair, it will look that big, however to the Allenvillites.

George Morley Smith, son of O. W. Smith, and postmaster of Trout Lake, also head of the firm of G. M. Smith & Co., was united in marriage to Miss Harriet Nielson, daughter of Mr. and Mrs. A. Nielson, Escanaba. The young couple have the best wishes of their host of friends for a bright and happy future.

The Mackinac County Road Commissioners are conferring with the Chippewa County Road Commissioners for a through road from St. Ignace to the Soo. They will divide all expenses. Bids will be asked for six miles of construction on Oct. 25.

Gilliland & Son have shipped their lumber supplies from St. Ignace to Cedarville, where they will resume lumbering operations.

The fair at Pickford closed last week and was pronounced a grand success. The weather was ideal and the exhibits, sports, etc., were exceptionally good.

The H. P. Hossock Co., Cedarville, has opened its camps and begun operations with a small force of men which will be increased as the season progresses.

Since the closing of Cedar Inn, at Cedarville, and the removal of the fam-

ily of W. D. Beach, Cedarville lacks a hotel. Otto Johnson has stepped into the breach and will take care of those who come and go.

John Davis, of J. W. Davis & Son, general merchants at Mackinac Island, left last week on the D. & C. boat on a visit to Detroit. William G. Tapert.

## The Present Great Cry for Preparedness.

A young man or boy on first entering business is usually fired with an immense amount of ambition. That is, provided he is any good at all. He is chock-full, as it were, with surplus energy. He is fairly itching to get in the game. He is a boy no longer. It is his turn now, and he intends to show the people. They may laugh at him if they wish, but he intends to demonstrate what he is made of. And why not—this surplus energy? Does not his ambition have to carry him through the succeeding years, with all their disappointments and failures—and "believe me" there are a lot of them—on to the goal they call success. No; we all like to see it. It is youth. Glorious youth! Youth that anticipatively meets opposition and, defying the world, with a smile presses onward with victory only in mind.

This over-zealousness of youth is the life of the nation, and is but the effervescence of vital force that needs only to be carefully headed in the right direction to make the country prosper, business flourish and the Nation progressive.

There is at present a great cry for preparedness. Preparedness parades are marching through our streets, advertising men are using the term in every conceivable manner, ministers are preaching it from the pulpits, and why not apply it to the young men? Hundreds of them are going, unprepared, into business every day, and is it not the duty of the older heads, who have confronted phases of life and gained by experience, and also by observation, a deeper insight into the intricacies of the business world, to direct that energy? A very small amount of directing or encouragement at the right moment is often the developer of wonderful results.

We have in this country a variety of trade schools and colleges, and the person who wishes to become proficient in any line, be it a boss of street gang, foreman in some shop, or the manager of a store or department, must be a college graduate to say nothing of the number of professions of which a college education is prerequisite.

It should be the pleasure as well as the duty of every prepared person to not only preach preparedness, but to direct, instruct and encourage the unprepared. Give this energy a chance to exert itself in some other way than hanging around picture shows and blowing cigarette rings. Then the energetic youth will have something besides a good-natured smile with which to meet his competitor, reserving the aforesaid smile for his more appreciative friends and customers.

Don't let the boy get it into his head that he is running the store, but a little insight into the whys and

wherefores, together with a little instruction along business lines, will work wonders.

Encourage him to read up about the things he handles. Question him. Get him interested; and above all, make him understand that if he would meet with success it requires not only hard work but hard study also. I never learned so fast as when in wiping off the shelf bottles the clerk used to explain or question me about each bottle as it was washed; but he was an exceptional clerk.

I have always encouraged the boys to ask questions. Some I answer, others I have them look up, still others we look up together, often to go unanswered. But this all goes under the head of preparedness.

Prepare the youth to meet the difficulties that are before them. When possible give them a college education. If they cannot spare the time to go away, and there is no available school near, there is always the correspondence schools, whose courses if conscientiously followed will give almost the equivalent; and many are the successful business men who have rounded up their education at these schools.

It is the young man of to-day upon whom we must some day lean, and the man who is to be at the top must be college bred.

An ambitious boy headed right is bound to succeed, no matter what the obstacle. We cannot all be first, but with perseverance we can make such advancement that we will be called, and rightly, too, a success.

The young man who works his way through college can in after years survey the world from his own independent standpoint with thanks only for those who have assisted or directed him. George Garrie King.

Gen. Goethals at the head of the commission to study the working of the Eight-Hour law is one of the altogether too small class of men of great achievement whose services are available for the Nation. It would have been the ordinary thing for Gen. Goethals to devote his talents and experience to private enterprise, with its incomparably greater money rewards. He has chosen instead to remain a public servant. We cannot but believe that his example will help to destroy the tradition that Government must be content with second-rate talent because it cannot pay the price for first-rate. From all the talk about German governmental efficiency there emerges only now and then the consideration that if German governmental methods are efficient the reason is that the state has at its command the services of efficient men. Entire libraries of books on scientific management and ten thousand editorials on the mobilization of American industry will do much less for National efficiency than the development of a Goethals type of worker who finds the attraction of the job stronger than the appeal of salary.

Our idea of a mean man is one who spends two-thirds of his time in getting money and the other third in keeping it.

### How I Defeated Retail Mail Order Competition.

Now, for a long time I had held to the mistaken opinion that one must keep quiet about retail mail-order. It was my idea that I would advertise the catalogue houses more than myself if I undertook in any way to attack them. But looking back on the thing at this time I can see that it was fear and nothing else that kept me so long from wading right into these people and talking right out in meeting. I was somewhat of a coward. I had cold feet. I showed a yellow streak.

In so doing I proceeded just the same as a great many other merchants similarly situated.

Some merchants keep silence upon this thing, as I did, because they are afraid. They think it is bad policy to attack one's competitor. They think it is not quite fair. Or they believe their customers will see in such procedure an admission by the merchant that he is weak and that the other fellow is strong.

All I can say about the proposition is, that fighting retail mail-order is a man's game. It is no time to show fear. It is not an occasion for oily words. The matter is one calling for sledge hammer blows delivered with precision and energy totally devoid of fear.

By this I do not mean that a merchant should call the retail mail-order man names. Don't call him a thief. He isn't. Don't say he robs people. He doesn't. Don't say his prices are not low. They are. Don't say his merchandise is not good. It is.

But there are certain weaknesses in the retail mail-order man's case that you can safely and legitimately set forth. It is all the more your duty to do this, because in the very points the retail mail-order man is weak you can be strong.

I got my first inspiration in this direction one day while studying one of the latest retail mail-order catalogues—something by the way, Mr. Merchant, you ought to know much better than any of your customers know it. I got to comparing prices and I found that the big catalogue man was not such a wonderful creature after all. I found that while he had many, many times my variety, and that while he offered some exceptionally low prices on some few things, he could not in the aggregate do any better for my customers than I could myself.

I analyzed some of his combination grocery orders, for instance. These he advertised as something remarkable. The only remarkable thing that I could find about them was that he offered twenty-two pounds of sugar for a dollar. This of course, represented a loss. But on the other items I found that I could duplicate his prices, give my customers what I thought were better goods and make a little money even after counting in the loss on the sugar.

The light began to break. I saw other items in dry goods and house furnishings that from the descriptions I figured I could sell for even less money and make a satisfactory profit.

I studied the shoe offerings. They had a shoe at \$2.15 per pair that was set forth as a sensational value. The shoe did look good on paper. I sent for a pair. I split them open right up through the center of the sole. I saw they did not match up to shoes that I was selling for \$1.85, although they were somewhat more smoothly finished.

Then I got busy.

I put out an advertisement in which I drew the deadly parallel. I devoted my attention first to the special grocery offerings. In one column I listed the mail-order goods and prices and in another my own. My prices showed a saving of about 11 cents on the order and my goods were better.

I headed the advertisement like this:

The Deadly Parallel.  
Here Are the Figures. Take Your Choice.

In the mail order column I gave the name of the house and the number of the catalogue from which the items were selected. Under the columns I called attention to the fact that when the people bought groceries from me they could get them promptly, that they did not have to bother about writing an order and mailing it and that they could not only save time through buying from me but avoid annoyance.

I noticed quite a considerable increase in my grocery sales after the advertisement got to work. I gained seven new customers—people who never had bought from my store before.

I pursued this policy whenever I had an opportunity. This is the way I worked it with the shoes. I split open a pair of shoes out of my own stock and displayed them in my show window alongside the mail-order shoes that had been similarly treated. The leather and workmanship in my shoes was actually superior to that in the retail mail-order shoes which cost 30 cents more a pair. There was no argument necessary here and no calling of names. I merely had to show what they had and what I had, name their prices and name my prices. People are not fools, as I found out. They can tell values pretty well. And so I very naturally sold the shoes.

I could have talked my head off about my shoes being better than the mail-order man's and people might not have believed me. They know it is perfectly natural for a merchant to boost his own goods. But when I showed them and when I demonstrated by a fair comparison that my shoes were better and my prices were lower, there was nothing else to do but buy my shoes, which they did.

Ever after that I was—and am now—an earnest student of the retail mail-order catalogues. They may get some things by me, but I don't believe they do. Their catalogue is right in my store and can be consulted by anybody at any time. I am not afraid of an item in it. They can't give any better values than I can. If they lose money on a leader I can lose it also. If they can sell ten thousand items at a loss I certainly can sell two or three dozen the same way. I am not

bragging here. I am simply talking good, common horse sense. You will agree with me if you make a fair test and then apply the principles I did.

The trouble with a lot of you fellows is that you are scared stiff. You underestimate your abilities. You do not properly regard your buying facilities. You holler before you are hurt.

You seem to think that there is some magic about the retail mail-order game by means of which somebody can wave a fairy's stick and produce merchandise at will. Merchandise is not made that way. It has to be manufactured and paid for. And you may just as well set it down for a fact that the retail mail-order man is not going to lose any great amount of money for any great amount of time. He is in business for gain. He does gain. The difference between you and him is that he is a courageous business man who is not afraid to take an occasional loss if by so doing he can better advertise himself to his customers and gain much additional business. He goes after the thing right while you only play with it.

I think I can appropriately say these things to you because I truthfully said them to myself not so very long ago. I have a whole lot of things to learn yet—many more than I will ever learn, perhaps. But I do think I know a few things about this proposition—things that have been beaten in upon me by the hard, merciless maul of experience. The experience hurt while I was getting it. But now I have got it and I am glad. I wouldn't part with it for the whole value of my store.

Of course, I do not mean to convey the impression that a man should tag the retail mail-order catalogues around and never make a move in an advertising way unless it is something inspired by that catalogue. The greater part of your advertising most certainly should be independent stuff applying specifically to your store without any direct application to retail mail-order. Your big catalogue competitor would go bust if it were not for his advertising—his printed advertising matter. This gave him his start. This has made him. His catalogue is about the most convincing piece of real selling literature that a person can get hold of. He spends money on it to make it that way.

It is up to you to advertise in a real way if you want to beat Mr. Retail Mail-Order Man. A great portion of your advertising has to be printers' ink. And you have to advertise with prices. These two ways are the only method the retail mail-order man can have to advertise. He has to stop there, but you can keep right on going. You can have real window trims. You can have good housekeeping in the store. You can have price tickets. You can have the advantages of being right on the ground, of being a resident of the town, of personal acquaintance with the people.

You can advertise infinitely better than can the retail mail-order man. The trouble is heretofore that you have not been able to see it that way.—Butler Way.

### Exploded Delusions Regarding Cold Storage Eggs.

Cold storage for eggs has been profitable for both the poultryman and the speculator, but it has had the effect of almost depriving the table of the day laborer of this food the year through. Before the advent of cold storage eggs were always cheap in the summer and formed a staple for the man of moderate means. With the exception of points far in the interior where the cost of transporting to a railroad is heavy, egg prices are kept up by cold storage buying to a point double or treble the price formerly obtainable.

An idea of how egg prices have been affected can be gained from the report of the Department of Agriculture that 143,000,000 dozen eggs are in cold storage in this country. This is a decrease of 10 per cent. over the figures issued thirty days ago. Nashville prices for eggs are well over 30 cents, and more than 25 cents in the country. Those who lived in the country years ago can remember when such prices would have seemed large even for mid-winter. This winter the public will be expected to buy these cold storage eggs at a handsome profit to the speculators.

An expedient that gave promise of enabling the average man to enjoy eggs in winter at moderate prices has worked out in such a way as to defeat that object.

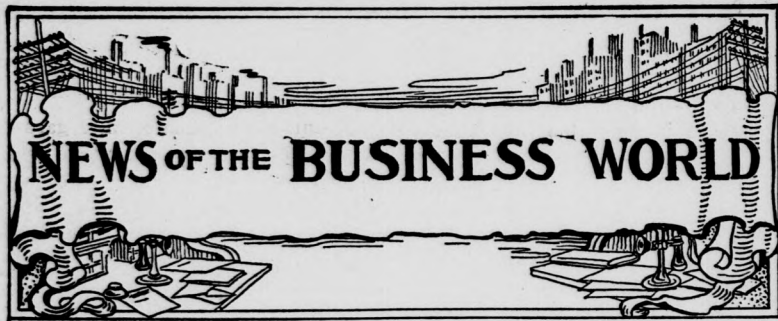
On the other hand, the cold storage of eggs is in itself a great industry, giving employment to many people and making a profitable addition to general commercial activity. It has made eggs more an article of commerce than they could have been otherwise, and that is one reason of the great increase in price in rural communities. Eggs once so plentiful at certain seasons in Tennessee as to be almost unsalable, now find ready market in the great Northern cities at good prices, and home consumers must pay nearly the same price to get them.

The difference is that eggs, instead of being considered only a source of pin money for thrifty housewives sold at the nearest town, when there chanced to be a surplus over home use, now rank as a staple article in the products of the farm.

The poultry industry, that includes eggs, has come to be one of great proportions in Tennessee and is still growing. Prices have increased to local consumers because local markets no longer fix prices, but eggs and poultry bring much money into the State. Money in the farmers' hands makes better trade in the towns and cities, and better trade makes more employment for salaried men and wage earners.

The egg and poultry handling business has in itself assumed considerable proportions in Tennessee.

The cold storage of eggs is one of the advances made in modern discoveries that should add greatly to the profit and comfort of mankind, but it is frequently made the subject of commercial greed and through the deviltry of speculation a means of extortion on the consumers.—Nashville, Tenn., Banner.



### Movements of Merchants.

Bangor—Floyd Locker has engaged in the coal and wood business.

Flint—Ribert Kostoff has opened a department store at 419 Asylum street.

Middleville—E. Pike will engage in the jewelry business about Oct. 23.

Edmore—Floyd Johnson succeeds Frank Hardy in the restaurant business.

Stanton—C. E. Mesler will open a meat market in the Stevens block about Oct. 23.

Greenland—John Shaffer, dealer in dry goods, is remodeling his store building.

McBain—The McBain Grain Co. has increased its capital stock from \$9,000 to \$35,000.

Riverside—Mrs. A. J. Blakeman lost her store building and grocery stock by fire, Oct. 5.

Bellevue—LaRue Kent has engaged in the grocery business in the York-Haight building.

Fremont—Mrs. Fannie Boggs has opened an art and fancy goods store on East Main street.

Traverse City—Carl Pierce has opened a cigar and confectionery store on South Union street.

Alpena—Peter Smeader, grocer on Second avenue, has closed out his stock and removed to Detroit.

Fountain—Booth, Schoenherr & Co. succeed Reek Bros. in the wholesale and retail lumber business.

Owosso—Charles M. Miller has sold his grocery stock to Niles Wiggins, who has taken possession.

Traverse City—John B. Wood succeeds John M. Fell in the restaurant business on East Front street.

Ypsilanti—Harry A. Davis has engaged in the shoe business at the corner of Summit and Pearl streets.

Lakeview—C. F. Ferber has sold his drug stock to E. C. Harron, formerly of Saranac, who has taken possession.

Bloomington—Al. Beals has purchased the Mocklencate & Clark grocery stock and will continue the business.

Charlotte—W. G. Wisner has sold his furniture and undertaking stock to E. I. Fast, who will take possession Nov. 1.

Vernon—James D. Locke, recently of Perry, has purchased the A. M. Aldrich Co. stock of general merchandise, taking possession Oct. 9.

Owosso—Charles Rhodes, grocer on East Comstock street, sustained a loss of about \$100 to his stock when fire broke out Oct. 5.

Ypsilanti—John F. Meagle has leased a store in the Schade block, East Michigan avenue, which he will occupy with a stock of general merchandise, shoes and groceries about Nov. 1.

Hobart—A. M. Lood is erecting a brick store building which he will occupy with his stock of general merchandise about Oct. 23.

Battle Creek—The R. D. Peters Coal & Fuel Co. has sold its stock at 120 South Kendall street to J. W. Barker, who will continue the business.

Stockbridge—G. S. Ulrich, of Grand Rapids, succeeds Thomas Chriswell as manager of the C. E. DePuy Co. grain, bean and seed business.

Ionia—John C. Klenk has purchased the A. L. West cigar stock and will continue the business at the same location on West Main street.

Edmore—C. H. & C. E. Barrett, formerly of Lake City, have purchased the J. Wygant & Son grocery and bazaar stock and have taken possession.

Glennie—The Glennie Elevator Co. has been organized with an authorized capital stock of \$2,500, all of which has been subscribed and paid in in cash.

Houghton—The Lake Superior Produce Co., wholesale grocer and produce dealer, has purchased the Hildebrand building. It will occupy it as a storage plant.

Munising—The Superior Baking Co. has sold its plant and stock to Imoberdorf & Schopfer, of Chicago, who will continue the business under the same style.

Muskegon—Joseph Poirer, recently engaged in the baking and restaurant business at Scottville, has purchased the Silver Moon restaurant and cigar store.

Battle Creek—Joe Merrills has sold his store building and meat stock to H. J. Kellogg, who will continue the business at the same location on East Main street.

Muskegon—L. J. Kehoe, who has conducted a jewelry store at Traverse City for the past four years, has removed his stock to this place and will continue the business.

Kalamazoo—The Original Dollar Hat Store Co., corner of Main and Burdick streets, has filed a voluntary petition in bankruptcy. Liabilities, \$3,631.87; assets, \$2,273.72.

Highland Park—The Harley Furniture Co. has been organized with an authorized capitalization of \$3,000, all of which has been subscribed and paid in in property.

Manistee—Peter Jimos has sold the stock of the Palace of Sweets to George Gorgelan and Peter Burelakos, both of Ionia, who will continue the business under the same style.

Hudsonville—Mina Minderhout, who conducts a general store at Hanley, lost his store building and stock by fire Oct. 6, entailing a loss of over \$5,000. Insurance, \$1,200.

Cheboygan—Mr. Fisher has taken over the interest in his partner, J. A. Belanger, in the Belanger & Fisher meat stock and fixtures and will continue the business under his own name.

Plainwell—Warren Wheeler has sold his interest in the Wheeler & Hyder meat stock to Robert Kelly and the business will be continued under the style of Hyder & Kelly.

Zeeland—Ver Hage & Kraai, dealers in electric supplies, have dissolved partnership and the business will be continued by John A. Ver Hage, who has taken over the interest of his partner.

Lansing—Walter Fast has sold his grocery stock to Judson C. Holiday, recently engaged in trade at Potterville, who will continue the business at the same location, 420 Baker street.

Potterville—John Gilbert and daughter, Mrs. Olive Galvin, have formed a copartnership and purchased the Judson C. Holiday grocery, shoe and dry goods stock and will continue the business.

Bancroft—The Bancroft Elevator Co. has taken over the Calkins elevator and stock of beans and grain and will consolidate it with its own. The company is erecting a one story house, 40 x 70.

Pontiac—The Standard Gravel Co. has engaged in business with an authorized capital stock of \$50,000, of which amount \$45,000 has been subscribed, \$5,000 paid in in cash and \$40,000 paid in in property.

Kalamazoo—E. T. Woldendorp, recently of Vicksburg, has purchased the grocery stock and store fixtures of the C. J. Jeffords estate and will continue the business at the same location, 759 Portage street.

Royal Oak—The Demrick & Leach Electrical Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed, \$225 paid in in cash and \$1,475 paid in in property.

Charlotte—Dorr Moyer has purchased a half interest in the stock of the Charlotte and Lansing Mercantile Co., assuming the management of the Charlotte store. O. L. Blodgett will manage the store at Lansing.

Detroit—The Western Roofing Co. has been organized to engage in general roofing and sheet metal work with an authorized capital stock of \$2,000, of which amount \$1,000 has been subscribed and \$500 paid in in cash.

McBain—The Farmers Elevator Co., of McBain, has been organized to carry on a general elevator and produce business with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and paid in in cash.

Shelby—F. M. Meyers, administrator of the J. W. Boughner estate, has sold the stock and fixtures of the Peoples' grocery to Charles J. Lytle and Harry Van Arman, who have formed a copartnership and will continue the business under the same style.

Detroit—The Wayne Auto Supplies Co. has been organized to deal in automobiles, parts, accessories and supplies with an authorized capitalization of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash and \$4,000 paid in in property.

Detroit—The Kelly-Ward-Young Co. has been organized to deal in all kinds of building materials and manufacturing materials with an authorized capital stock of \$100,000, all of which amount has been subscribed and \$10,000 paid in in cash.

Ontonagon—J. W. Craig, of Victoria, and D. J. Wessels, who conducts general stores at the White Pine mine and at Winona, have formed a copartnership and are erecting a store building at Lake Mine which they will occupy with a stock of groceries and general merchandise about Dec. 1. The store will be under the management of J. W. Craig, who has managed the general store of the Victoria Mining Co. for a number of years.

Ann Arbor—Several merchants were caught by a bad check artist last week. He gave the name of "Dr. W. A. Sharpe" and represented himself to be a student. He passed checks totaling about \$30, then left the city. They were drawn upon a Detroit bank and came back marked "No funds." As is customary in cashing checks, "Sharpe" was asked for his street address. He gave one. After the checks came back the address was looked up and it was found he had engaged a room there, but never had occupied it. The fellow is believed to be a professional check artist.

### Manufacturing Matters.

Marshall—The Peerless Fixture Co. is building an addition to its plant.

Delton—The Delton Creamery Co. has completed its plant and opened it for business.

Lansing—The Capital Casting Co. has increased its capital stock from \$15,000 to \$35,000.

Jackson—The Hayes Wheel Co. has increased its capital stock from \$1,000,000 to \$2,000,000.

Albion—The Maple City Creamery Co. is erecting a brick plant which it will occupy about Nov. 1.

Detroit—The Michigan Steel Casting Co. has increased its capital stock from \$280,000 to \$400,000.

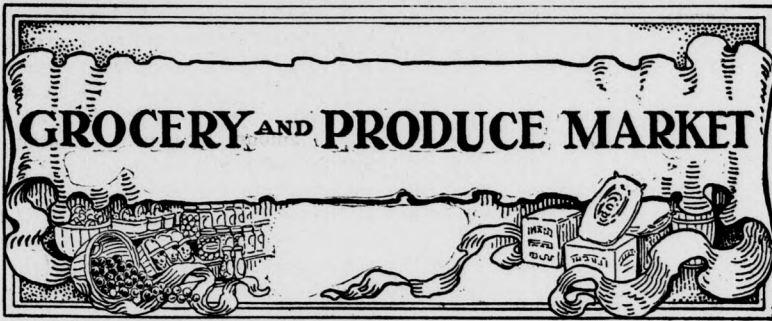
Holland—The Superior Foundry Co. is building an addition to its plant, greatly increasing its capacity.

Lansing—The Lansing Stamping & Tool Co. has increased its capital stock from \$40,000 to \$100,000.

Holland—The Holland Pattern Works has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed \$3,000 being paid in in cash and \$2,000 in property.

Detroit—The Cornelius Manufacturing Co. has been organized to manufacture automobile parts, machine parts and other metal appliances with an authorized capital stock of \$28,000 common and \$7,000 preferred, of which amounts \$30,000 has been subscribed, \$4,500 paid in in cash and \$15,000 paid in in property.

Detroit—The Emerson Motor Truck Co. has been incorporated to manufacture and sell attachments and parts for converting pleasure cars into commercial vehicles, motor trucks, tractors, etc., with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and \$5,000 paid in in cash.



### Review of the Grand Rapids Produce Market.

Apples—Wealthy and Maiden Blush command \$3.50@3.75 per bbl.; Baldwins, Wolf River and Tallmans, \$3@3.25; Spys and Strawberries, \$4.

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

Beans—The Association price is \$4 for pea and \$4.50 for red kidney. These are the prices buyers pay the farmers.

Beets—\$1.10 per bu.

Butter—The market is very active for all grades, at an advance of 1/2c per pound. Consumptive demand is good and considerable butter is being shipped abroad. The quality arriving is up to the standard for the season, and the market is healthy. Butter is ruling about 6@7c above last year. Creamery grades are held at 33 1/2c in tubs and 34 1/2c in prints. Local dealers pay 28c for No. 1 in jars and 24c for packing stock.

Cabbage—\$1.25 per bu.

Carrots—90c per bu.

Celery—20c per bunch.

Citron—\$1.50 per doz.

Cocoanuts—\$6 per sack containing 100

Crab Apples—\$2.25 per bu. for Hy-slops.

Cranberries—\$7.50 per bbl. for Early Blacks from Cape Cod.

Cucumbers—50c per dozen for fancy hot house; 60c for extra fancy.

Eggs—The market for fresh is very firm at an advance of 1c per dozen. The consumptive demand is very good and the supply is about normal. The quality of the present receipts is very fine and the market is strong and healthy at 5@6c above last year. Local dealers pay 31c for fresh, candled and loss off, and hold at 33c. Cold storage are held at 31c for April and May, 30c for June and 28c for seconds.

Egg Plant—\$1 per dozen.

Grapes—8 lb. baskets of Wordens, Niagaras or Concord, 22c; 4 lb. baskets, \$1.60 per doz. for Concord and Niagaras and \$2.50 for Delawares.

Green Onions—Silver skins (black seeds) 20c per doz. bunches.

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

Lemons—California, \$5.50 per box for choice and \$5 for fancy; Messinas \$5 per box.

Lettuce—\$1 per bu. for leaf; \$1.25 per bu. for head.

Maple Sugar—17c per lb. for pure.

Maple Syrup—\$1.40 per gal. for pure.

Mushrooms—40@50c per lb.

Nuts—Almonds, 18c per lb.; filberts, 16c per lb.; pecans, 15c per lb.; walnuts, 16c for Grenoble, 15 1/2c for Naples.

Onions—Home grown \$3 per 100 lb. sack; Spanish, \$1.75 per crate of either 50s or 72s.

Oranges—Valencias, \$5.25@5.75 per box.

Peaches—Smocks and Lemon Frees, command \$1@1.25 per bu. The crop is pretty well marketed.

Pears—Anjous, Flemish Beauties and Duchess command \$1.25 per bu.; Sickles, \$1.50 per bu.; Kiefers, 75c per bu.

Peppers—\$1.25 per bu. for green; 20c per doz. for red.

Pop Corn—\$1.75 per bu. for ear, 4 1/4c per lb. for shelled.

Potatoes—Home grown are strong at \$1.25 per bu.; Giants from New Jersey fetch \$1.50 per bu.

Pumpkins—\$2 per doz.

Poultry—Mixed fowls command about 14c; broilers, 22@23c; turkeys, 18c; ducks, 17c; geese, 11c. Dressed fowls average 3c above these quotations.

Radishes—15c for long; 12c for round

Rhubarb—85c per bu.

Squash—\$2 per bbl. for Hubbard.

Sweet Potatoes—\$2.50 per bbl. for Virginias; \$2 per hamper and \$5 per bbl. for Jerseys.

Tomatoes—\$1.25 per bu. for ripe; 75c per bu. for green.

Turnips—\$1 per bu. This is the highest price at which turnips have ever sold in this market.

Veal—Jobbers pay 13@14c for No. 1 and 10@12c for No. 2.

### The Grocery Market.

Sugar—The market is strong on the basis of 7@7 1/4c for granulated, New York basis. All of the refiners are expected to go to the 7 1/4c basis before the day is over. Jobbers and the retail trade have practically no reserve stock on hand. In fact the majority of the trade are experiencing annoyance through the inability of refiners to ship them sugars as promptly as desired. There has been no heavy nor speculative purchases of refined sugars by the trade during the recent recovery in prices, and as a rule buyers are not well supplied ahead. Therefore it is thought probable that another buying movement may occur within a comparatively short period, since the trade will have their outstanding contracts fairly well completed by the middle or latter part of October. The scarcity of granulated is so marked that jobbers refuse to accept orders for any but their regular customers. Edgar has been out of granulated for several days and has been compelled to turn down his regular customers. The present high prices of sugar are undoubtedly only temporary, although they will probably be maintained for some time to come. The coming Cuba crop is 400,000 tons more than last year's crop, which is 400,000 greater than the year before. Cuban planters are straining every nerve to produce some sugar. In fact most of

the producing sections, except those of Europe, are doing this and it is expected that the coming world's crop will be only 750,000 tons less than the crop of 1914, before the war started. Beet granulated is not cutting any figure as yet, as the growers do not seem to be ready to sell.

Tea—The market is a waiting affair, the trade having bought actively during September and now being in a position to go slower, although there are still gaps to be filled. The stimulus from the Eastern markets has not been entirely spent, and sellers have no trouble in getting good prices for holdings. It is argued that the renewed Russian buying of tea will act as a support for the remainder of the year. Talk of peace finds little credence and is not a factor in the market.

Coffee—Rio and Santos grades are weaker, buyers not being satisfied as to the safety of the present market. Milds are still dull and inclined to be weak. Mild coffees are extremely cheap at the present writing, in fact you can buy some grades of Central American coffees as low as a good Santos costs. Java and Mocha grades are unchanged and quiet.

Canned Fruit—According to Coast advices there is practically nothing offering from first hands, and it is said that not in many years has there been such a close clean-up. Spot offerings are light and the market in all directions is in a strong position for the present.

Canned Vegetables—Sales of tomatoes have been made during the week as high as \$1.10 to \$1.15. Jobbers are paying these prices and so are the large packers of tomato products. There does not seem to be any real reason for these rates. Last year the pack was only 8,000,000 cases, with a 3,000,000 carry-over, making a total available of 11,000,000. This year it seems to be agreed that if the pack were to stop now it would show from twelve to thirteen million. It has not stopped, however, and there might easily be another million packed. Last year, under the influence of the short pack, prices got to \$1.05 in a large way, but people stopped buying and the price had to decline. Whether the same thing will happen with the present price remains to be seen. If the pack is even 12,000,000, \$1.10 or even \$1 is too high. Corn is also very high on account of scarcity. Peas are still firm and high, but unchanged for the week. Sauer kraut has reached the dollar mark, and canned pumpkin and Southern string beans are both about 50 per cent. above normal.

Canned Fish—There is a good demand for all canned fish, but the offerings are light. Salmon on the spot is sparingly offered and the price shows no change. Efforts are being made to get goods here from the Coast, but the freight tie-up is operating against it. Sardines are in demand, but the cannery are unable to offer freely and the market has an upward tendency.

Dried Fruits—Later reports from the Coast state that the damage by rain may not prove to be very severe after all, but in the meantime there is considerable hesitation on the part of the raisin interests in regard to ac-

cepting any more business. As it is, it is asserted that pro rata shipments will have to be made on seedless. On the spot the market is very firm, although there is less buying at the moment. The situation in regard to prunes remains very strong, although it is stated that local buyers have received some concessions. The feeling among growers on the Coast, however, is one of extreme optimism, so far as prices are concerned. Earlier in the season they set out to obtain a 6c base, but the opposition of the packers and the trade generally was sufficient to force it down to 5 1/2c. At this point the growers stood firm and have succeeded in disposing of possibly 75 per cent. of the prunes at that figure. Now for the remainder they are disposed to hold for 6c, and in this they are being encouraged by the banking interests of the Coast. There is not much local demand for apricots, although the market remains very firm. It is said that the demand for peaches has not been very active, and independent operators here are willing to shade the Association's prices.

Cheese—The market is firm and in very good demand for export as well as for home use. The make is a little lighter than usual and the situation is firm. If there is any change, there will probably be a slight advance. Cheese is about 5c above normal.

Provisions—All cuts of smoked meats are steady, with unchanged prices and a fair consumptive demand. Pure and compound lard are unchanged and active. Barreled pork is firm at ruling quotations and dried beef is firm at an advance of 1c. Canned meats are firm and unchanged. Provisions are from 1 1/2@2c above normal; pure and compound lard about 3c above; barreled pork about \$3 above; dried beef about 5c above; canned meats about 20 per cent. above.

Salt Fish—The domestic catch of mackerel is not looking quite as good as it did and prices are still very firm, although no higher for the week. Irish mackerel remains unchanged and the Norway situation is quite unchanged. Even if the embargo on the exportation of Norway mackerel is lifted, there will be few at the moment to come for very few have been salted. Cod is very high, and so are hake and haddock, as has previously been reported.

The suit brought against Hugh Blair by Dr. Willard M. Burleson, growing out of the purchase of bonds which turned out to be worthless, resulted in a verdict for \$5,280 against Blair. The suit was stubbornly fought on both sides and the outcome completely sustains the contention of Dr. Burleson.

Dealers should prepare themselves to take advantage of Candy Day, which will be appropriately celebrated Saturday, Oct. 14. Full stocks and attractive displays will be in order.

Jackson—The O. F. Schmid Chemical Co has increased its capital stock from \$250,000 to \$370,000.

Elmira—John Pretoski succeeds A. B. Willett in the grocery business.

### Gabby Gleanings From Grand Rapids.

Grand Rapids, Oct. 9—All members of the Bagmen please take notice of this item: You will deserve, in reading over the dates for the U. C. T. parties for the coming season, that they are conflicting with the dates of the Bagmen meetings. This was done for the reason that the dance committee was informed that the Bagmen were thinking very seriously of changing their meeting night to the third Saturday in the month, and as there was no meeting before the dances were to start, the dance committee thought it would be safe to figure on the second Saturday for their parties, making it much better for the dances, as it will not necessitate having two dances on two Saturday nights following only one week apart and, perhaps, will make no difference to the members of the Bagmen. However, if this does not meet with the approval of all or a majority of the Bagmen, the dance committee wish it understood that they will gladly change their dates to suit.

Al. Wendt, the man who sells more coffee than any other man who travels in Michigan, has been to Cleveland to see the boss. Al says business was never so good and he seemed to be very optimistic. We judged, from the way he talked and acted, that they must have called him in to inform him of a raise in his drawing account.

A farmer at Clarksville told us the other day that three navy beans were good for one drink at Lowell now, but he forgot to tell us that three drinks of the stomach varnish they serve over there is also good for one drunk.

Art. Borden has been successful in landing a job with the Simmons Hardware Co., of St. Louis, which has a branch house in Toledo. Art. will make territory South of Grand Rapids under the supervision of the Toledo branch.

Will the illustrious editor of the Tradesman kindly take notice of how the above item is worded?

Seth Zemer, of Plainwell, has bought out the hardware store at Nashville, formerly owned by C. A. Pratt and will continue the business under his own name.

Ed. Bottje was in town last week. He was here on a visit to the house for which he travels. Ed. represents the G. J. Johnson Cigar Co. in Milwaukee and he reports business as being fine. We were sorry to lose Ed. by transfer, but we are glad he has gone to a good live Council like Milwaukee.

Don't forget to get registered and, another thing, don't forget that we can use the absent voters' privilege which was enacted more for the benefit of the traveling salesman than for any other class of men. You can get your ballots and all the required information at the city clerk's office.

The only new thing that we get now on the Franklin street car line is new conductors and new motormen. An automobile broke down on the street car track on Franklin street the other day and was standing still when one of these inexperienced motormen run his car for three blocks in broad daylight and smashed into the back of the auto and made a bad wreck. He said he didn't see the machine. We would suggest that Ben Hanchett buy a few pairs of field glasses and a supply of compasses for some of these new duffers.

No restaurant or hotel in the city of Grand Rapids puts up a nicer meal at noon at any price than Percy English is serving at the depot lunch room and the price is only 40 cents. It is a real banquet and more of the boys should take their luncheons there when down town at noon.

Chas. Kresin, who has moved to Detroit, announces the arrival at his home of a bouncing baby boy. Mother and baby are both doing nicely.

A very enthusiastic meeting of

Grand Rapids Council was held in the Council chambers last Saturday night. Many matters of importance were disposed of and one candidate, John D. Christian, was initiated. Grand Rapids Council can now boast of having more John D's than any other Council so far known. The attendance at the meeting was not as large as it should have been and the officers wish to announce that they would like to have all members who can come to the next regular meeting, which will be held Saturday evening, Nov. 4, at 7:30 o'clock, present, as there will be a nice lot of new stunts pulled off. This will, undoubtedly, be the first night for the officers and team to wear the new robes which have been purchased at an expenditure of about \$250 and they are certainly fine—none better in any lodge in the city. It will be well worth your time to come and look them over.

A grand round-up of all traveling salesmen of the city will be held in the U. C. T. Council chamber Saturday night, Oct. 14, at 8 o'clock. This round-up will consist of an abundance of smokes, souvenirs, a few short speeches from some prominent individuals and some who are not so prominent. It is to be given as a "Get Together"—or in other words a co-operation—meeting for all traveling salesmen who are in the city, all members of I. C. M. A., T. P. A. and U. C. T. In fact, all traveling men, whether members of any association or not, are invited to attend. This meeting will be held under the auspices of the Mystic Order of the Bagmen of Bagdad. It costs you nothing to get in and nothing to get out and nothing while you are in. The Bagmen stand all the expense of the affair. Now, boys, all leave home for one night and come. It may do you a heap of good or, perhaps, you can do the other fellow some good. Every man who is present is going to be given a chance to say a word if he has anything to say and you may get a little free advertising. Come out and let's see how many traveling men we can get together in Grand Rapids for a good old round-up and get-acquainted meeting. The Bagmen members have been working like majors to prepare for this meeting and let us show them that we appreciate their efforts to give us a good time. Don't forget the time and place at the U. C. T. Council chamber, third floor over Grand Rapids Street Railway Co.'s offices, on Ionia avenue, next Saturday night, Oct. 14, at 8 o'clock p. m.

One of the early social events of the season was a well-arranged surprise party given the evening of Oct. 5 by Mrs. William Francke, 501 Scribner street, in honor of "Billy's" seventh birthday. The house was very charmingly decorated for the occasion, American roses being used in preference to the appropriate century plant, which will not bloom until next year, as explained by the host. Those present were Mr. and Mrs. Glen Tanner, Mr. and Mrs. Walter S. Lawton, Dr. and Mrs. G. W. Ferguson, Miss Doris Fisk and Claude Lawton. A very enjoyable evening was spent. Music was furnished by Mr. Francke, which followed the birthday dinner given at 7 o'clock. Those present will long remember the jolly event and upon their late departure took great pleasure in wishing Mr. Francke many happy returns of the day.

Dr. G. W. Ferguson has returned to the city after an absence of several months. His trip extended from Nova Scotia to the Pacific coast. He was in Edmonton Oct. 3 and witnessed 400 dog teams which had come in through the snow. It began snowing in Edmonton Sept. 29 and by Oct. 2 the snow was from eight to twelve inches deep. Mr. Ferguson is looking hale and hearty after his long absence.

Hurrah! Our scribe has returned and here's hoping that he is so full of good news that he is about ready to bust, and that he will cut loose

and get some of it out of his system and relieve his substitutes who have been trying hard to take care of the job during his absence.

Get your dance tickets from any of the committee or you can buy them at the door at the first dance to be given Saturday evening, Oct. 28. Boost for a good party. Art. N. Borden.

### Merchants Should Investigate Their Branded Stock.

One of our readers has suggested that if merchants throughout the country would carefully investigate the conditions of their own stores as regards branded merchandise, they would be awakened to a realization that they were drifting into a most serious situation. This merchant made a very careful investigation and study of this question in his own store, and says that he was astounded at the conditions he found.

Upon obtaining the results of a very thorough canvass of every department in the store, he immediately issued orders to every buyer that no more lines of branded or advertised merchandise be added to any stock without permission from the offices. In addition, he is making a most careful study of the demands for and merit of each line already in stock with the idea of the elimination of every possible line of branded and advertised merchandise for which there is no marked demand and which has no special merit.

We suggest that every retail merchant immediately ascertain what goods are being carried under branded names in every department, also the line of stock being carried and the amount of goods being sold. The results we feel will be illuminating.

Of course it is not desired, and would not be possible to eliminate all brands, but there are a great many that could be easily discontinued without loss of business and the merchant will undoubtedly find many lines that could be replaced at equal prices but of much greater merit. Merchants should, wherever possible, establish lines of merchandise—always of good value and merit—bearing their own labels, and by judicious publicity increase the prestige of their own name, as surely there should be no name which should stand so high or mean so much to the purchasing public in their community as their own.

Upon investigation, we find that another big merchant has already established many lines under his own name, the majority of which are much better value than those of the branded articles, as they do not have to carry the cost of a very heavy advertising expense; for example:

A line of corsets was put up under the merchant's own name, and in two years' time a business of \$75,000 per year has been built up on values better than those of the branded and advertised corsets. This is one example of many.

Every merchant should give this matter his personal attention, if possible. We should be glad to receive reports of such investigations upon the part of merchants, and will endeavor to compile such reports into some tangible report for the records. Do it to-day.

### Travelingmen Put Ban on Cigar Clip.

The most recent article of common use that has come under the ban of the man who wishes to steer clear of all varieties and brands of germs is the cigar clip, that innocent looking instrument that is found on the desks in hotel lobbies and on counters of all places where cigars are sold. And it isn't the health expert who, lying awake nights to think up something, has hit upon this new way of making the public beware. In this case it was a traveling man who discovered that there are germs on the cigar clip.

A group of drummers on a rainy day were foregathering in the lobby of a Michigan hotel. It so happened that the State board of health tuberculosis survey was on in the town and the traveling men were idly discussing it. One of them who was very vehement about the necessity of sanitary drinking cups, sanitary towels and everything else sanitary, carefully took a cigar from his pocket, put the end of it in his mouth, then stepped up to the desk, inserted the wet end in the cigar clip and snipped off the tip.

"Talk about germs," said another drummer, who had not taken part in the discussion so far, "I'd dare bet you've got a million of them in your mouth at this very moment. I watched you put that cigar in your mouth, then insert the wet end into the cigar clip. And I've watched the same operation in the case of thousands of others. Almost invariably they first lick the tip of the cigar and then insert it into the clip. That's why I've got into the habit of cutting the tip of my cigar off with my knife. I don't know anything about germs and I don't know if they stick to the cigar clip, but I'm taking no chances."

Traveling man number one, who was a crank on germs, threw his cigar away with the remark, "Somebody is always taking the joy out of life."

"I'm no faddist about germs," continued traveling man number two, "but as I go about the State I see so many laid up with some disease like tuberculosis or something else that is communicable that I can't escape the conclusion that all these people must have caught it in some way they didn't recognize at the time. So even if I don't positively know that the cigar clip has germs on it, it is much easier to use my trusty jack-knife than to be compelled to worry about bacteria."

### The Bar to the Saloon.

[Written by a life convict of the Joliet Penitentiary.]

A BAR to Heaven, a door to hell; Whoever named it, named it well.  
A BAR to manliness and wealth;  
A door to want and broken health;  
A BAR to honor, pride and fame,  
A door to grief and sin and shame.  
A BAR to hope, a BAR to prayer,  
A door to darkness and despair.  
A BAR to honored, useful life,  
A door to brawling, senseless strife.  
A BAR to all that's true and brave,  
A door to every drunkard's grave,  
A BAR to joys that home imparts,  
A door to tears and aching hearts,  
A BAR to Heaven, a door to hell,  
Whoever named it, named it well.

The merchant's stock-keeping should be as carefully attended to as the handling of his money.



**German Air vs. American Soil.**

The American National Bank of San Francisco in its September letter quotes from an article by George W. Perkins on industrial preparedness, giving the substance of an interview between a German agriculturist and an American merchant, as follows: "My American friend asked the German official what he thought of our country, and the German said he thought we had a very wonderful country and that we had had a wonderful period of prosperity, but that he doubted if our future held in store for us the prosperity we have enjoyed in the past. My friend asked him why; and he replied, because we were a superficial people, did not study our problems earnestly enough, and were not prepared for the world struggle in industry which was facing every civilized nation. To illustrate what he meant, he remarked that unless our annual wheat crop reached a billion bushels we thought we were poor. If we secured a billion bushels, we thought all was well and nothing could harm us. Then the German said that they were trying to get their people to pay less attention to the raising of wheat, to buy more of it from us, and to pay more attention to raising beets, to be manufactured into sugar and the sugar sold to us; that they knew that every bushel of wheat that came out of the ground took about 20 per cent. of its nutriment from the strength of the soil, while the beets took most of their nutriment from the air; and they thought they were making a pretty

good trade if they could eventually reach a point where they would exchange their beets for our wheat, which would in effect be swapping their good air for our rich soil."

**Two Kinds of Sugar.**

The introduction of the use of sugar into Europe was largely due to the Crusaders, who acquired a taste for it when they were in the Holy Land. On their return home their demand for it resulted in creating a market for it in Venice.

It was not long until the sugar cane was cultivated in all the countries bordering on the Mediterranean, and the industry flourished up to the fifteenth century. After the discovery of America the Spaniards and Portuguese, and later the Dutch, French and English, introduced sugar cultivation into their colonies in the West Indies and South America.

By the introduction of slave labor, which was practically unknown in Christian countries prior to the fifteenth century, it became possible to produce sugar in large quantities, so that it ceased being a costly product used only by the rich, and became cheap enough to be an article of common consumption.

The output, which formerly amounted to only thousands of hundred-weights, now increased to thousands of tons.

While it is possible to obtain sugar from the maple tree and sorghum sugars from broom corn, as well as from fruits and some of the palms, the world's supply is obtained mainly from

two sources—the sugar cane and beet roots.

Cane sugar is grown entirely between 30 degrees North latitude and 20 degrees South latitude. Beet sugar is a product of the Temperate Zone, and its cultivation is confined to Europe and the United States. At present the world's supply is about equally divided between cane and beet sugar.

**Firing of Japan Teas.**

Not many outside the small circle of importers and wholesale dealers fully understand the differences in treatment which give the name to the three general divisions of Japan teas—pan fired, basket fired, and natural leaf.

Picking begins early in May each year, and the tender leaves are gathered by girls and then put through a steaming process for three or four minutes, to bring the natural oil to the surface of the tea. Then follows the process of firing in a wooden frame with tough Japanese paper stretched across it over charcoal fire at a temperature of about 120 degrees F. While thus being fired the tea leaf is manipulated over charcoal fire for several hours by men who twist it in their palms into the form as it appears in the market. After this follow two more firings at moderate temperatures, and the leaf becomes completely dry and brittle. This process of rapid drying of the fresh leaves preserves chlorophyll in its original form and gives the green amber tinge and delicious flavor to gen-

uine Japan tea. To-day modern machinery is invading even the field of tea curing, and yet the best tea is made by hand.

When tea is about to be exported it is subjected to a process of re-firing. There are three kinds of re-firing. The tea re-fired in a pan is short in its leaf, and is commonly known as "Pan Fired," while the tea fired in a bamboo basket is longer in leaf than the former and is called "Basket Fired." The third kind of re-firing process is called "Porcelain Fired," which is commonly known as "Natural Leaf."

It is well to keep a watch on elevator men. In one store the operator was evidently following instructions to announce the lines of merchandise upon each floor. This was done with head front and words so mumbled as to be entirely indistinguishable. The attitude of elevator men in this particular store compared unfavorably with that of the elevator men in other stores in the same town. This is a factor too important to be overlooked in any store.

The Tradesman recently observed in a large store handsomely planned show windows with rich panelled backgrounds badly marred by cheap trimming. The raised bases upon the floor were covered with cheap cloth and some kind of a framework of very cheap construction. It would be much better to leave out all decorations except merchandise, unless they are in keeping with the permanent fixtures of the windows.



Barney Langel has worked in this institution continuously for over forty-five years.

**Barney says—**

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E. A. STOWE, Editor.

October 11, 1916

**GERMAN OPINION CHANGING.**

First-hand recent material from Germany, in the way of newspapers, pamphlets, and books, is now almost unobtainable in this country. In the inscrutable wisdom of the British Censor such things are considered bad for Americans. So he keeps them from coming through in the mails. But the English are made of tougher fibre. They can read this perilous stuff without being contaminated by it. And the British Censor lets them have it freely. But the result is that the more carefully sheltered Americans have to get the matter at second-hand, either by fragmentary cable dispatches from England or by extracts in the English press. Several of the newspapers, like the Daily Chronicle and the Manchester Guardian, make a special effort to lay frequently before their readers the views of German editors, writers, and publicists. While the comment on these is naturally made pro-Ally, the excerpts themselves are faithfully reprinted.

No one can glance at any such late collection of representative German opinion without perceiving that certain subtle changes are taking place in it. There is little about the war itself, and its shifting fortunes. No evidence can be found that German spirit and determination are breaking. But the view of the great conflict now held is very different from that which prevailed in Germany at the beginning. This relates partly to the causes of the war, but much more to what Germany may hope to get at its ending. The old notion of a wicked conspiracy against Germany is still advanced; but a new note is struck, cautiously to be sure, which challenges the skill of German diplomacy and the wisdom of the German government in deciding to strike the first blow when and where they did. Thus Dr. Paul Rohrbach, the well-known Nationalist writer, in a book reviewing the war, more than intimates that the real English idea about the possibility of war and of England's being drawn into it did not penetrate the mind of the Chancellor and the Kaiser until it was too late. He frankly states that England could not have been expected to contemplate having to deal with "a Germany victorious over France and Russia." Dr. Rohrbach also declares that the General Staff was at

fault, both in underestimating Russia's state of readiness, with the force of her original thrust, and in not allowing for her wonderful recuperative power. On this last point, Prof. Julius Wolf has contributed to the Tag an article dealing with the rate of increase in Russia's population. Reducing it to military terms, he shows that the Russian increase is good for four army corps yearly, while the German is good for only one. Remarkable also on the decline in Russian illiteracy, Professor Wolf says, "Russia is no longer a colossus with feet of clay."

Regarding possible terms of peace, German voices are still jangled out of tune. Yet there is a steadily growing admission that the vast aspirations of the annexationists and the military party can never be realized. Controversy continues to rage about the peace-plans of Chancellor von Bethmann-Hollweg—meaning, of course, the Emperor—which are attacked by many as too "moderate." Yet one influential Conservative member of Reichstag has publicly said that the question before the Empire is not what terms of peace the Chancellor ought to get, but what he can get.

It was inevitable that the man who is more German than the Germans should have made himself heard in the existing crisis. Mr. (or Herr) Houston Stewart Chamberlain has written a series of tremendously boastful papers for the Tagliche Rundschau, under the general title "Ideal and Power." He, of course, takes the most high and mighty view of peace terms, insisting that the war must result in the annexation of both Poland and Belgium, huge indemnities, the return of all German colonies, and so on. But the Frankfurter Zeitung came out with a very severe rebuke of these Chamberlain extravagances. It told him that he had much better leave these German questions to be discussed by Germans. It sides, as one would expect, with the committee appointed to prepare the country for "honorable"—that is, very reasonable—terms of peace, and with the large German financial and manufacturing interests working to the same end. But of these men, the English-born Chamberlain declares: "They are killing the greatest power in the world, the enormous power of the flaming German idealism, an idealism which is the realizer of all God's practical thoughts." No echt German professor could beat that.

The only buttermilk club of the country is said to be in Adams, Mass. Each member of this club pledges himself to drink at least three glasses of buttermilk each day, said glasses not to be less than four inches in depth. There are twenty-five members and they have a room in one of the hotels in the Berkshires. There they go and drink their buttermilk, which is always on tap. The President of the Buttermilk Club says that several of the members have been benefited by drinking buttermilk and they have found the beverage "conducive to more true sociability than liquor." They are not all teetotalers, but they have become such buttermilk enthusiasts that they buy very little liquor.

**THE BUSINESS SITUATION.**

Speculation in stocks, grain, provisions and cotton continues unabated. All sorts of commodities are wanted on a tremendous scale. War munitions and materials therefor really have no distinction. Silk shirts sell just as readily and have had relatively as great an advance, all things considered. The pound of bacon, which has had so much attention from householders for some years past, is lost in the shuffle, for it had its rise before the war came and what it has done since is of minor importance. Articles of such sobriety as steel and coal suffer as much as anything from the pressure to which they are subjected. It is not surprising that such delicacies as industrial stocks worth \$20 per share before the war are up among the fifties or hundreds. The enlarged sale and increased prices of all sorts of commodities are due to no definite intent upon the part of any class of people but primarily to the necessities of Europe. Largely the country merchant has joined in this movement, for he buys more goods than his customers need immediately, on the conviction, coming out of the moderate supply and the opinions of authoritative men, that next year prices will be even higher than they are this year.

What if the angel of peace should tap gently on the door? She is likely enough to come almost any time, and certain rumors as to a communication between the Kaiser and President Wilson may have more of a basis than most of us think. All visible evidence forbids the expectation of peace in the near future. Allies are gaining and Germans are stubborn. But peace will pretty surely be a surprise at whatever time it may make its appearance.

Creation and distribution of merchandise forms the basis of the present speculation and the outlook for the immediate future is quite as favorable as at any time in the history of this extraordinary period. The traffic of the railroads is remarkably well maintained. Net revenue from operation of seventy-three roads in August was \$52,387,489 against \$42,821,638 the corresponding month of last year. The gross revenues of the St. Paul were the largest in the history of that road, and the statistics for September will probably make even a better showing. Similar reports come from other Western roads, little as they are affected directly by the trade in munitions. The unprecedented totals for August show what is going on in the foreign commerce and so far as appears the September movement will prove equally great.

The industries are crying for quarter. Particularly those in the steel trade are overwhelmed. At the height of the demand for munitions by Europe there was nothing equal to the present situation, and the business now is of a character more nearly like that of ordinary times. As the European governments stepped out the United States Government stepped in and is now asking proposals for the manufacture of cannons and other war equipment. The railroad companies also have a much larger part in the market than heretofore. In September orders were given for 16,504 freight cars as against 7,900 in August.

Locomotives to the number of 263 were ordered but of these 230 were for the New York Central. The aggregate for nine months of this year was 2,636 against 1,069 the corresponding period of 1915. The aggregate of rail order to the close of September was 3,456,000 tons against 2,672,000 for the entire year 1915. Enquiries for further lots of rails have been made but the manufacturers dislike to contract even at the advanced price of \$35 per ton, for there is no profit in such a transaction. Largely the purchases of railroad equipment have been for foreign account, and Russia has been most conspicuous in that line. It is estimated that foreign enquiries for railroad equipment amount to \$125,000,000. As to Russia it is expected that the demand on this country will be large for some years as Russia is engaged in a plan for greatly increased railroad facilities. The demand for pig is quite as active as ever, to say the least, and there are enquiries up to 75,000 tons for export. Sales of No. 2 foundry at furnace were reported a few days ago at \$20 per ton, an increase of \$1 within a week. Bessemer has gone at \$23 and basic at \$19.50. Shipments of iron ore from the head of the lakes to the close of September foot up 33,898,420 tons against 24,362,710 the corresponding period of 1915. The prohibition of exports of iron from Germany does not affect the United States directly, but it shortens the supply in Sweden and doubtless that country will be calling on us for help.

Copper is wanted beyond the capacity of the mines to supply and some authorities predict 30 cents as the price in the near future, the present quotations for electrolytic in New York being 27 to 28½. Even after the immense purchases made by the European governments their stocks are said to be inadequate.

Leading agricultural products are held firmly to recent high prices by small supplies and large demand.

"Nothing like it ever seen," summarizes the market for fabrics. The advance in the price of cotton further complicates a trade in which there is a demand for goods far beyond the supply and in which also producers dislike to make any figures for the future. Prices are still moving up. Print cloths, twenty-eight inch, 64 by 64, have advanced to 5 cents at the primary markets, which compares with 3½ a year ago.

Neither big business nor big speculation takes up money to such an extent as to advance rates.

Here is something to worry about. The director of the Bureau of Mines, in an address the other day, said that our future supply of petroleum is only sufficient to last from twenty-seven to thirty years. He figures that by January 1, 1917, there will be more than 3,250,000 automobiles in use and by January 1, 1918, there will be more than 4,250,000 cars in use, and to supply these cars with fuel oil an increased supply of petroleum will be needed, but we have already reached the summit of crude oil production in this country.

Think well of a neighbor if you would be well thought of by him.



### Some Business Problems Which Confront the Banker.\*

When we think of Europe we think of a continent engulfed in war, devastated and disordered, but I want to say to you that we must correct that conception. While in many respects we know little of what is going on in the warring nations, we do know that within sound of the guns, almost within reach of the falling shells, Europe is reorganizing her industries. Under the stress of a life-and-death struggle every effort is being made to obtain the highest efficiency in the production, the distribution and the use of commodities of all kinds. Conservatism in industrial ideals and methods has been blasted and shattered to pieces in the shock of war, old systems that normally would have hung on for years have been discarded in a day, old equipment that would have been retained for years has been scrapped as fast as possible for new installations of the most advanced types. New processes are being discovered, new inventions are being made, and new forms of organization are being created. Let me illustrate. Industrially, France has been pre-eminently the land of small-scale, highly individualized production, but she now lacks human hands. In France little farms that for generations have been farmed practically by hand or with the aid of a horse or two, are being thrown together and farmed co-operatively by tractors, gang plows and modern agricultural implements. France must rely on machinery. Her business men are studying and are applying American systems of manufacture in factory construction, in equipment, and in large-scale, highly systematized production.

England industrially has been pre-eminently the land of yesterday. Conservatism was the dominant characteristic of British business. While Massachusetts was making textiles with automatic looms under conditions that permitted one operator to tend from sixteen to twenty-four machines, Lancashire clung to old equipment and conditions under which one operator could tend but four machines. But at last England is aroused, and to-day American books on efficiency and scientific management are being bought by the hundred and studied all over England. The war has compelled Great Britain to make thirty years of industrial progress in thirty months.

Before the war Germany was probably the most highly organized and efficient manufacturing nation in the world, but in Germany organization and efficiency have been still further developed, and, no matter whether victorious

or defeated, the Germany that emerges from the war will be years ahead of the Germany we knew in 1914.

These changes are of great concern to us. We may not realize this to-day, because things are coming our way now, but we must look ahead to the future conditions we must prepare to meet. Almost before we know it we will find a new Europe competing against us with war-sharpened brains and war-hardened muscles, not only in our foreign markets but also right here at home. If our industries are not to be caught slow of mind and flabby of muscle we must improve our business organization, must increase our manufacturing and merchandising efficiency and must keep pace with every step in Europe's industrial progress.

One of the most significant factors in foreign trade is the banker. As the wonderful foreign trade of Great Britain developed, British banks established branches and agencies all over the world. British foreign trade banks do business, for example, not only all over South America, the Orient, the East Indies and all along the coast of Africa, but far inland as well. There are branches of British banks 300 miles up the Niger, 800 miles up the Zambezi, and 1,000 miles up the Nile. When Germany began her "drive" for foreign trade she established her own banks in South America, Africa, the Orient, and the Levant. She understood the necessity of having her own banks in foreign markets if her importers and exporters were to finance their shipments as they wished, were to have the credit information needed, and were to extend the credits required.

So far as the United States is concerned we are almost without foreign trade banks of our own. Only one bank has gone into this business on any extensive scale and it has only begun. The total capital and reserves of the fifty-seven British overseas banks exceed \$500,000,000. Excluding the Bank of England, these fifty-seven banks have a greater total capital and surplus than the fifty-six domestic banks of the United Kingdom with their 8,000 branches. On the other hand, although our domestic banks, loan and trust companies have a capital and surplus of \$3,400,000,000, which equals that of all the domestic banks of all the rest of the world combined, the capital and surplus represented in our oversea banking is less than \$7,000,000. And that condition exists in the face of the fact that our foreign trade is the second greatest in the world, is valued in billions of dollars, and calls for tremendous banking and financial transactions every day. This means that we are permitting our commercial rivals

\*Address by Edward N. Hurley, chairman of the Federal Trade Commission, before the annual meeting of the Ohio Bankers' Association at Columbus, Ohio, September 13.

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to do our foreign banking for us and to obtain the profits and commercial advantages that naturally result.

To establish foreign branch banks and agencies, to place at the disposal of our exporters American financial facilities instead of compelling them to depend on British, German and French, to give the necessary information of foreign credits, and to assist our exporters and importers to finance their transactions—all this is the province of the American banker. That is his part in the organization of American business so as to hold and extend our foreign trade. It is not merely a duty. It is an opportunity. It means more business and more profits for our banks. For example, British and German foreign trade banks are well paid for carrying the credits of Latin American merchants and importers. British banks annually earn some commission or make some profit on every dollar of the nine billion dollars' worth of international bills drawn on London.

This is not merely the opportunity of the bankers of the coast cities. Inland bankers have their foreign trade opportunities, and you have yours right here in Ohio. In Cleveland, Cincinnati, Columbus, Toledo, Dayton, Springfield, Akron, Youngstown, Niles, Canton, Newark, Marion, Shelby, Mansfield, Hamilton and other Ohio cities overseas trade is growing rapidly and export shipments are made constantly. Furthermore, Ohio merchants and manufacturers import millions of dollars worth of commodities every year. I presume that Akron alone buys one-fourth of all the crude rubber of the world. All these transactions involve the service of bankers. In short, gentlemen, foreign trade banking business that you ought to handle passes your doors every day on its way to New York or London. This war has thrown the spot light on the opportunity; the Government has opened the door; it is now up to you.

#### New Counterfeit Ten-Dollar Note.

St. Louis merchants report the discovery of several notes in circulation which are a counterfeit of the ten-dollar Reserve Bank note. Government detectives believe them to be the work of local counterfeiters.

The notes are in \$10 denomination and bear the check letter B, which is the letter of the New York Federal Reserve Bank. The symbol is "2B," and the serial number, "364,427OA."

The notes are distinguished from the genuine by a deeper shade of green in the engraving on the back and by an imperfection in the reproduction of a photograph of Andrew Jackson on the face.

It's astonishing how quickly possession will decrease the value of a thing.

#### Untidiness the Chief Cause of Fire Loss.

The fire loss in the United States is about \$250,000 a day, or an aggregate of \$750,000,000 a year. Careful observation from detailed statistics compiled on the subject shows that most of this loss would be prevented by the observation of reasonable precautions, particularly in the direction of more tidiness. Sixty-five per cent. of all fires take place in homes, and cases show that 90 per cent. of all fires are due to carelessness, ignorance, or both. The 65 per cent. occurring in homes, it is readily shown, would never occur if persons had taken reasonable care in respect to untidiness. Rubbish is the chief cause, and rubbish does not necessarily mean the accumulation of paper and things of that character in and around buildings, but the unnecessary accumulation of old furniture, magazines, carpets, supplies of all kinds in cellars and attics which accumulate dust and lay there for years. What applies to the home in respect to rubbish is true to a marked degree in many business premises. Just a little thought and the expenditure of a little time along these lines generally would greatly reduce the fire loss. The absence of fire extinguishers in the average home or business premises is a serious omission. Careless handling of matches, careless use of oil, failure to keep lamps and lanterns clean, the accumulation of oily rags and waste material, and a host of small matters like these are causes of a great many fires and a great deal of loss.

Monday, October 9, was fire prevention day throughout the country.—Lumber Trade Journal.

#### Little Savings Count.

The Bureau of Engraving and Printing at Washington uses from twenty to twenty-five miles of twenty-two-inch cloth a day in wiping surplus ink from the plates used in engraving our stamps and bills. A cloth can be used only once. Then it is thrown aside. A company over in Relee, Va., buys these rags, and from them, by a patent process, recovers 3,500,000 pounds of ink a year. This ink is in four basic colors of black, green, red and orange, which have all passed the severe tests of the Bureau of Engraving for purity and permanency of color.

From these four basic colors this company makes practically all shades of paste and by the addition of linseed oil and volatile driers ready mixed paints as well. The company is the sole owner of the patented process by which the color products are recovered and claims to be able to produce paint colors at lower prices than any other manufacturer.

## Veit Manufacturing Co.

Manufacturer of

Bank, Library, Office and Public Building Furniture  
Cabinet Work, High Grade Trim, Store Furniture  
Bronze Work, Marble & Tile  
Grand Rapids, Michigan

## GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED



CAMPAU' SQUARE

The convenient banks for out of town people. Located at the very center of the city Handy to the street cars—the interurbans—the hotels—the shopping district.

On account of our location—our large transit facilities—our safe deposit vaults and our complete service covering the entire field of banking, our institutions must be the ultimate choice of out of town bankers and individuals.

|                                   |                 |
|-----------------------------------|-----------------|
| Combined Capital and Surplus..... | \$ 1,778,700.00 |
| Combined Total Deposits.....      | 8,577,800.00    |
| Combined Total Resources.....     | 11,503,300.00   |

## GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED

## Your Will is Your Own

Your will is a document which is at all times subject to your control.

You may change it—add to it—or even destroy, as you may choose.

A WILL which names the Grand Rapids Trust Co. as Executor, and is filed in our vaults, is readily accessible and is always subject to the order of its maker.

Consult your lawyer. Have your will drawn at once. Name this company as executor.

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

## GRAND RAPIDS TRUST COMPANY

MANAGED BY MEN WHO KNOW

OTTAWA AT FOUNTAIN.

BOTH PHONES 4391

**Mutual and Reciprocal Relations of Community and Utility.**

Part 1.

Perhaps there should be some definition of the words in the caption in order that there may be no mistake on the part of the readers as to what particularly we have in mind in discussing this subject.

If we consult the dictionary, we find the word "Community" defined as "Commonwealth, association, society, common possession." I think our word "community" is derived from the Latin "commune," meaning "that which is common to all." But we will employ the word herein to mean the "district or territory" which is receiving service from the private utility.

The State of Michigan has jurisdiction over the territory in which we do business and this territory we define, under local government, as county, township, city and village. Cities and villages are incorporated under General Laws provided by the Legislature, and under such General Laws they have power and authority to frame, adopt and amend their charters, and through their regularly constituted authorities have power to pass all laws and ordinances relating to the municipal concerns, subject, of course, to the Constitution and the General Laws of the State.

As to the word "Utility," we are prone to apply this term to such corporate facilities as are rendering to the community a service that partakes of a public necessity, such as the furnishing of water, transportation, light, heat, power and communication.

The business of transmitting and supplying electricity, when electricity is generated or developed by steam, water or other power within one county of the State and transmitted and delivered to the consumer in the same or some other county, is affected with a public service and as such is subject to State regulation and control.

Corporations may be formed under General Laws for a limited term for the purpose of carrying on such business, and these corporations receive their franchise to be from the State and their franchise to do, that is, their right to function in a particular territory, from the source that has the power to grant such right in connection with the right of the corporation to be or to exist.

Corporations organized for the purpose of furnishing electricity for power, lighting and heating purposes, are organized for a period of not more than thirty years, but under General Laws one or more extension of the life term may be provided for. The provision for extension of corporate life is significant, in that it seems to recognize the fact that such corporations are organized to construct certain permanent public service works, the usefulness of which would be much longer than thirty years; and it should be borne in mind that, under present living conditions, the interests of the public demand that the service rendered by the utility corporations shall not be suspended for a single day. There is supposed, then, a continuing public service.

In this State, we may not engage in the business of transmitting and supplying electricity to the inhabitants of a

city, village, township or county, and use the streets and highways therefor, without first obtaining a franchise.

A franchise is the privilege of doing that "which does not belong to the citizens of the community generally by common right," and in a broad sense includes rights, powers, immunities, privileges, duties and the like.

Under our form of government, franchises exist and are disposed of entirely by the Legislature and they cannot be assumed or exercised without legislative authority, which authority may be exercised by direct legislation or through agencies such as municipalities, duly established, having power for that purpose. The Legislature may delegate its power to grant franchises to inferior legislative bodies as in their judgment is desirable for local purposes, the State having the power to give to a city or village such measure of right and control in the matter as it sees fit.

Without legislative authority, a municipal corporation cannot grant a franchise authorizing the use of its streets by a utility corporation, unless the State Constitution provides otherwise.

The franchise is a legislative grant, whether made directly by the Legislature or by any one of its properly constituted instrumentalities or agencies.

It is well to note that, notwithstanding the creation of municipalities, the Legislature may grant franchises to be exercised within their boundaries. Further, through the State Constitution itself or by legislative act, municipalities may have conferred upon them exclusive power to grant franchises, it being understood that the act of the common council in such cases is merely delegated power of the Legislature through the council as an agency. H. H. Crowell.

(Succeeding chapters will appear in subsequent consecutive editions of the Tradesman.)

**Invited to Go To.**

The Anchor still favors good roads and it would like to see a few bridges placed across the streams, but this sounds too much like progress, and the people are not yet ready to get out of the rut.

As long as the present editor is in charge he will say who the paper will support for office, and since Delaware county at present has but one good road, and that one leading to hell, those who are not satisfied with our course are respectfully invited to stand not on the order but go at once.

The Anchor will not try to please everybody.—Row, Okla., Anchor.

A little learning is said to be a dangerous thing—and it is just about as unsafe to know it all.

**Investment Buying**

Does not put the stock market up because it is done on reactions.

There are good chances to make money. Let us assist you.

**Allen G. Thurman & Co.**

136 Michigan Trust Bldg.  
GRAND RAPIDS



THE BANK WHERE YOU FEEL AT HOME

**GRAND RAPIDS SAVINGS BANK**

WE WILL APPRECIATE YOUR ACCOUNT  
TRY US!

OFFICE OUTFITTERS  
LOOSE LEAF SPECIALISTS

*The Tisch-Hine Co.*

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



**Complete Banking Service**

Travelers' Cheques  
Letters of Credit  
Foreign Drafts  
Safety Deposit Vaults  
Savings Department  
Commercial Department

**Our 3½ Per Cent Savings Certificates are a desirable investment**

**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.

**6% First Mortgage Bonds**

Descriptive Circular Furnished  
Upon Request

**HOWE SNOW CORRIGAN & BERTLES**

MICHIGAN TRUST BLDG GRAND RAPIDS MICHIGAN  
**INVESTMENT BANKERS**

**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

## AUTOMOBILES AND ACCESSORIES

### Need of Uniform Law and Enforcement.

A uniform anti-headlight-glare law is the aim of the American Automobile Association. Only a few states, comparatively speaking, have passed laws regulating automobile headlights, and in no instance are the rules of one state identical with those of another.

Motorists passing out of one state into an adjoining state may face an entirely different set of restrictions. There have been numerous arrests of motorists this season for violations of the headlight law of a neighboring state.

In one instance nearly 100 visitors were rounded up in one town. At the next meeting of the legislative board of the Association a law will be drafted which, its proponents hope, will prove to be acceptable to nearly all the states.

Like the proposed law that would make the license plate issued by any state good during its life in any other state, a uniform headlight law is an ideal to be held aloft, but the difficulty of getting different legislatures to see alike is recognized.

One thing seems certain, that many of the states aroused by the growing list of accidents from headlight glare, will at their next legislative session pass laws of some kind designed to remove the danger.

In regard to the headlight legislation already in force, James A. Hemstreet, manager of the touring bureau of the A. A. A., said:

"In the Eastern part of the country Massachusetts and Connecticut have led in passing laws regulating the use of glaring headlights, and all right-thinking motorists not only appreciate the justice of these laws but are very glad to assist in having them properly carried out.

"All motorists know the dangerous driving conditions that have generally prevailed because of the blinding glare of the oncoming automobile and have been deprived of much of the pleasure of evening driving outside of the cities that have no non-glare law.

"The New Jersey law states that no white light shall be used the direct rays of which shall be projected at a greater height than a parallel of four and one-half feet from the road: if projected at a greater height, all dazzle or glare must be eliminated.

"The Massachusetts law goes one step further in that the distance from the ground is forty-two inches instead of fifty-four as in New Jersey. The Massachusetts law therefore takes cognizance of the fact that the drivers of low-hung runabouts would be blinded

if the rays were projected at a greater height.

"In other respects the New Jersey law is admirable in that it says, 'In order that this section may be operated without hardship to the owners and operators of motor vehicles, the commissioner of motor vehicles is hereby especially authorized to pass upon any lighting devices and upon the equipment of any car, and shall for this purpose examine all lighting devices submitted to him.'

"The need of a uniform law and uniform enforcement in all of the states is known to all motorists, and we are sure that the bill now being drafted will meet these requirements and remedy the most dangerous condition of night driving."

### Many Tires Ruined by Underinflation.

About three out of every four tires which pass on to the scrap heap are prematurely and needlessly worn out through underinflation, says a Fisk Rubber Company expert. In an underinflated condition the tire is more susceptible to cuts and bruises; rim cuts and fabric blowouts develop because of the tremendous number of different positions the tire assumes which tend to create internal heat and destroy adhesive qualities of the rubberized fabric.

The motorist who is careful as to the air pressure, will surely obtain large tire mileage at small cost.

At the best, the tire is only a container of air on which the car rolls. The amount of air necessary to carry will depend absolutely upon the amount of work that is to be done, and the load carried.

The motorist should determine the load for each tire and regulate his air pressure so as to carry that load without injury to the tire. To do this, weigh front and rear of loaded car separately, and divide by two which will give the weight as carried on each wheel.

Now that the weight of load as carried by each wheel is known, determine the air pressure by using the factor given opposite tire size to divide the amount of the load, the result being the pressure required.

| Tire | Divide Weight of Load by |
|------|--------------------------|
| 3 "  | 8                        |
| 3½ " | 10                       |
| 4 "  | 12                       |
| 4½ " | 14                       |
| 5 "  | 16                       |
| 5½ " | 18                       |

Example—On a 4" tire you find the load to be 720 pounds. Refer to above table and note that on a 4" tire 12 is the factor: 720 pounds divided by 12

As the load carried by the front tires is usually less than on the rear, by using the method as suggested, it will be determined that less air pressure is needed.

The ideal load for the best all around results under average conditions is as follows:

| Tire | Pounds. |
|------|---------|
| 3 "  | 400     |
| 3½ " | 550     |
| 4 "  | 735     |
| 4½ " | 960     |
| 5 "  | 1,210   |
| 5½ " | 1,485   |

A load heavier than these figures may be carried but the resulting pressure necessary to get good tire mileage is usually very hard on the car and its occupants.

To obtain best results weigh car as suggested, divide any load by figure given and inflate to that amount, test air pressure at least once a week, equals 60, therefore inflate the tire to 60 pounds air pressure.

Life may be worth living unless a cruel fate tosses you up against a fashionable but heartless boarding house.

### Tuthill Titanic Automobile Springs

Are guaranteed forever against center-breakage, where 75% of all springs snap, and are guaranteed for one year against breakage at any point.

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

## United Trucks

1½ to 6 ton all worm drive

United Trucks are the best business and profit builders a dealer can secure. They are standardized in construction and are capable of performing beyond the requirements usually made on similarly rated trucks as to capacity and endurance.

You will be interested in the particulars when you hear about them. Write, wire or visit us personally.

The United Motor Truck Company  
Grand Rapids, Michigan

**USED AUTOS**  
—My Specialty. Largest Stock—  
Runabouts \$65—\$350 Touring Cars \$150 and up  
Easy Terms  
What have you to trade  
Dwight's Used Auto Ex. 230 Ionia, N.W.

Use Half as Much  
**Champion Motor Oil**  
as of other Oil  
GRAND RAPIDS OIL CO.

**EVEREADY FLASHLIGHTS**

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

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

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

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



FOR GOODNESS SAKE  
BUY  
**Horse Shoe Tires**  
Wrapped Tread System

They are guaranteed for 5000 miles with many a long non-cost extra mileage tour in reserve.

**The Deitz Vapor System**  
will positively save 25% to 60% in Gasoline. It will keep your Engine absolutely free from carbon. May be attached to any car.

**5-Minute Vulcanizer**  
will produce a quick, permanent patch for inner tube — without cement, gasoline or acid.

A full line of  
Batteries, Spark Plugs and Accessories

Wholesale Distributors:  
**Brown & Sehler Co.**  
Grand Rapids, Mich.  
We have an interesting proposition to make to dealers.

## NOKARBO MOTOR OIL

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

It will not char or carbonize.

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

WRITE FOR PRICES AND PARTICULARS

**The Great Western Oil Co.**  
Grand Rapids, Michigan

### Latest Trade Scheme Is Grocery Insurance.

The latest wrinkle along the line of trading stamps or similar trade inducements comes from Dayton, O., where someone has invented a scheme by which the grocer avoids elaborate book-keeping in carrying his credit business and whereby he also induces his customers to adopt the system through offering them a grocery insurance policy, for which he pays the premium as a part of his costs of doing business.

The customer cannot get the policies unless he introduces "store money" into his business, according to the circular explaining the scheme. "Store money" is dummy money which is used instead of the real. At the end of the month, or week, whenever the customer pays, he simply pays real money to redeem the dummy currency.

"Store money" is a credit plan, says the circular, "and enables the merchant to do away with the necessity of writing down each and every item the customer buys. It is made up in the same size and denomination as real money, from 1 cent to \$1.

"The grocer lends you a supply of this 'store money' with which to do your buying from one settlement day until the next. You don't pay for it in advance, but simply O. K. a receipt for the amount you receive. This makes it impossible for you to be charged wrong. Then you spend this money for groceries just like you would real money, and on the following settlement day you pay for the amount you have spent.

"In this manner these grocers handle their credit customers just as easily and with no more expense than their cash customers. Cash customers also are entitled to this free protection."

The insurance feature is explained in the following illustration:

"We will suppose your average weekly grocery bill amounts to \$5. Your policy will be made out for \$5. If your average weekly grocery bill is \$10, your policy will be made out for \$10, etc. Then in case you become disabled because of sickness or accident, you receive that amount of groceries from your grocer each week up to and including a period of six weeks, if you are disabled that length of time.

"Should you meet with an accident which results in your death within twenty-one days from the date of accident, your family receives not only the regular amount of groceries, as provided in the policy, each week while you are disabled, but upon your death receives in addition five times that amount.

"The grocer pays the insurance company for the policy. It costs him 3 per cent. of the amount of insurance he carries on you. Then when you are disabled he gives you your groceries without cost and the insurance company pays the grocer for them.

"These grocers guarantee that they will not increase their prices 1 cent because of giving this protection. Perhaps you may be wondering how they can afford to do this, but it is very easy to understand, as we shall

explain. First, these grocers save in the handling of their credit accounts by using store money. Second, they consider insuring their customers a much better profit sharing plan than any premium scheme. Third, the 3 per cent. which is paid by the grocers for the insurance policies is only a part of what they save by the use of store money."

### How Luck Sometimes Makes a Man Rich.

Detroit, Oct. 3—Some forty years ago there lived a family by the name of Smith near Grimsby, Canada. The family consisted of Mr. Smith and wife and three sons, James Smith, John Smith and Joseph Smith. Mr. Smith educated all of the three sons. James and John were good, clean, industrious young men.

Joseph would not work or do anything to help his parents, but would roam around and gamble and was so bad the father told him he would have to work or leave home and do for himself, as he would not put up with him any longer. So one day a colored man came along and offered Joseph Smith \$50 per month if he would go with him to California and be a book-keeper for a gold mining company which he was interested in. The father and mother both objected to the affair, but Joseph ran away with the colored man and they did not hear from him for ten years. They tried to find him, but could hear nothing. After Joseph had been in California two years and saved some money, the company asked him to buy some stock in a new mining concern and he put what money he had in the company, which in a short time proved a great success.

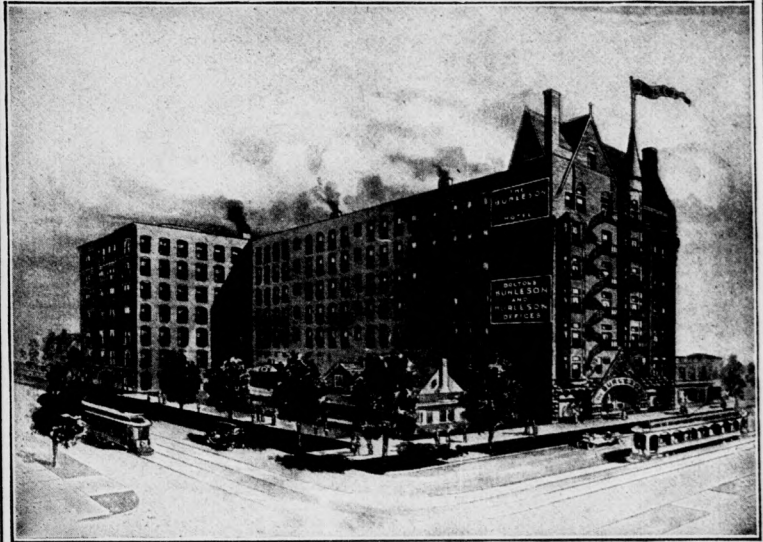
After he had made a lot of money he came back home and called to see his father and mother and neither of them knew him, as he had grown to be a big fat man; but he told his mother he was her son Joseph and she said, "Don't call on your father, for he does not want to see you, and, besides, he is in bad shape, for there is a mortgage on this farm for \$3,000 and it is due now and he cannot pay it."

Joseph told her he would go and see what he could do about it. So Joseph went to Grimsby and looked up the man who had the mortgage and paid him in full, secured a discharge and had it properly recorded. He then went back to his former home, with the mortgage and discharge in his pocket. After he told his father who he was and showed him the discharge, the father said, "You dirty hound, you have stolen that mortgage and you should be put in jail." So Joseph showed him the discharge, certified to by the county clerk, and said, "Now, dad, I paid the debt and here is the receipt," and took a match out of his pocket and set fire to the mortgage and burned it up.

The father made him explain how he got the money. He told his father and mother his income from the gold mine was over \$5,000 per month. For several years many of the people thought he had beaten somebody out of the money and could not believe a man could make so much money honestly, but it was not long until he became engaged to a very wealthy lady and people told her not to marry him until she found out how he made the money. So he took the lady to California and proved to her that he was honest and owned the stock in the gold mine and they came back and were married. He was known for years as the richest man in that part of Canada and became a very popular neighbor and friend and did a lot of good for his father and mother and both brothers and many poor people. He died a short time ago and left all his brothers rich, besides his children.

John W. Schram.

## Piles Cured WITHOUT the Knife



### The Largest Institution in the World for the Treatment of Piles, Fistula and all other Diseases of the Rectum (Except Cancer)

WE CURE PILES, FISTULA and all other DISEASES of the RECTUM (except cancer) by an original PAINLESS DISSOLVENT METHOD of our own WITHOUT CHLOROFORM OR KNIFE and with NO DANGER WHATSOEVER TO THE PATIENT. Our treatment has been so successful that we have built up the LARGEST PRACTICE IN THE WORLD in this line. Our treatment is NO EXPERIMENT but is the MOST SUCCESSFUL METHOD EVER DISCOVERED FOR THE TREATMENT OF DISEASES OF THE RECTUM. We have cured many cases where the knife failed and many desperate cases that had been given up to die. WE GUARANTEE A CURE IN EVERY CASE WE ACCEPT OR MAKE NO CHARGE FOR OUR SERVICES. We have cured thousands and thousands from all parts of the United States and Canada. We are receiving letters every day from the grateful people whom we have cured telling us how thankful they are for the wonderful relief. We have printed a book explaining our treatment and containing several hundred of these letters to show what those who have been cured by us think of our treatment. We would like to have you write us for this book as we know it will interest you and may be the means of RELIEVING YOUR AFFLICTION also. You may find the names of many of your friends in this book.

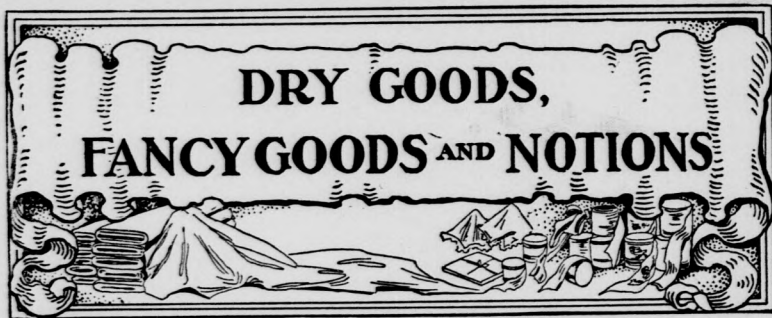
We are not extensive advertisers as we depend almost wholly upon the gratitude of the thousands whom we have cured for our advertising. You may never see our ad again so you better write for our book today before you lose our address.

## DRS. BURLESON & BURLESON

RECTAL SPECIALISTS

150 East Fulton St.

GRAND RAPIDS, MICH.



### Story of a Dry Goods Dealer's Romance.

#### Chapter XI.

Written for the Tradesman.

In a jiffy Elsworth Seaton Moore was out of the car, for the girl's companion would doubtless require to be helped in. Just then—and they were by this time with the faint glow of the machine's refracted light—the girl spoke.

"Mr. Moore?" And her voice reminded him strongly of the little lady in black. "I am Annette Merkle," she announced, extending her hand; "and this is my brother, Frank Vaughn."

"Glad to know you, Mr. Vaughn," said Moore, instantly recognizing him as the man who was in the store a few days before and made some small purchase. And it began to seem to Moore that things were happening just as if they had all been pre-arranged. As her brother was returning the greeting formality, the girl hastened to add: "My brother met with an accident this afternoon—it's a bullet-wound in the shoulder—and needs attention at once. I have given first aid, but he ought to have a doctor to probe for the bullet."

"Soft-pedal that, Annette!" interrupted her brother. "I lack a whole lot of being a dead one!"

"All right," approved Moore, addressing the girl; "get right in, both of you, and we'll go where you wish. Wait a minute, Mr. Vaughn, let me help you, we don't want to start a fresh hemorrhage! There now, not too fast! That's better!"

And then, as Mr. Moore was closing the door of the car after them, the girl leaned over and spoke rapidly in an undertone: "Take us, please, to Bloomfield! Know the way, do you? Good! It will be ever so much safer there for brother Frank just at present. My sister assures me we can trust you absolutely, although Frank here wouldn't give in for a long time. He's rather bitter, poor boy! It's he the police are after in connection with the West End Bank robbery. D'you read the afternoon papers? Isn't it perfectly dreadful? I'm so sorry"—and there was something almost motherly in the girl's solicitude.

"Don't worry!" encouraged Elsworth Seaton Moore, "we won't be bothered with any police interference to-night! In two hours, if we have any sort of luck at all, we ought to be in Bloomfield. Couldn't've been a better night for the trip. Just keep that big brother of yours as quiet and comfortable as you can, and I'll do the rest." And so saying he jumped in, seized the wheel, and they were off.

Few motorists about town know

their county as intimately as does Elsworth Seaton Moore, the dry goods dealer. Before the days of the motor-driven vehicle, Moore used to drive a spirited sorrel mare up and down the county, and in and out through its highways and narrow, tortuous by-ways. His red-bodied buckboard and his high-bred sorrel got to be a part of the landscape in those days—especially in the summertime. You see young Moore was Advertising Manager of the Moore Dry Goods Store at the time, and put in the summer months covering the county with signs and advertising literature, and cultivating the acquaintance of the farmer trade. The signs were of wood, metal and paraffined cardboards, and they came in several different sizes to suit the objects to which they were affixed. Some were long and narrow and suitable for nailing on the top board of roadside fencing, and some were long and broad enough to make a considerable splotch of color on your old white oak of ample girth. And young Moore certainly did cover the country for fair in those days. There was a rustic yarn to the effect that young Moore one day rigged up a loose horse—a decrepit old pensioner of the highway—with a sandwich sign; and while that never did actually occur, the mere fact that the countryside started saying and laughing over it, shows with what extreme thoroughness young Moore covered the county with advertising material.

He also handed out with lavish hand calendars, circulars, folders, booklets etc., together with souvenirs of a serviceable sort that farmers always appreciate. But the best thing he handed out—and the thing that made the biggest hit with the farmers—was his infectious good cheer and the bona-fide interest that he displayed in them and their interests. He got to know hundreds of them by name, and nearly everybody—even the little boys and girls—got to know him at sight. When he saw a farmer or a farmer's boy coming down the furrow towards the road or lane, young Moore would stop and wait until he got down to the end of the row just to pass the time of day with him, or enquire how it fared with the crop. He invariably carried a supply of candy or chewing gum for the little tots, and a box of cigars and plenty of chewing tobacco, and in course of time young Moore got to be the most popular young fellow in all Center-ville. By the time he was old enough to vote he was so solid with the out-of-town voters of his county, he could have been elected to almost any county office. He deliberately set out to

### GEO. S. DRIGGS MATTRESS & CUSHION CO.

Manufacturers of Driggs Mattress Protectors, Pure Hair and Felt Mattresses, Link and Box Springs, Boat, Chair and Window Seats, Cushions. Write for prices. Citizens 4120. GRAND RAPIDS

## TAKING INVENTORY

Ask about our way  
BARLOW BROS. Grand Rapids, Mich.

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.



Don't Despise the Drinking Man—Help Him

Don't kick a man because he is drunk. Help him. Surely every man is worth saving. Drop us a line and let us tell you how we can aid him. Address The Keeley Institute

733-35 Ottawa Ave., N. W., Grand Rapids, Mich.

### DOUBLE YOUR MONEY

Put in a line of

## PILLOWS

Get this Leader Assortment:

|                           |   |        |
|---------------------------|---|--------|
| 3 Pairs Leader Pillows    | @ | \$3.00 |
| 3 " Boston "              | @ | 4.50   |
| 3 " Special Geese Pillows | @ | 6.75   |
| 3 " X X B Pillows         | @ | 9.00   |

12 Pairs for \$19.00, in best grade ticking.

Grand Rapids Bedding Co.  
Grand Rapids, Mich.

## Hartnett Flower Shop

Cut Flowers—Floral Decorations  
Funeral Wreaths and Sprays

72 N. IONIA, Just North Monroe  
Both Phones Grand Rapids, Mich.

## Are Your Net Profits Satisfactory?

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

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

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

## Butler Brothers

Exclusive Wholesalers of  
General Merchandise

New York Chicago

St. Louis Minneapolis

Dallas

## Are You Profiting

by the demand for Dr. DENTON'S Sleeping Garments, which now exists among the best class of mothers in your town?

The demand is being increased steadily by liberal magazine advertising. IT PAYS TO SELL WELL KNOWN, RELIABLE EASY SELLING GOODS. We carry an ample stock and can take care of your fill-in orders promptly during the retail selling season from October to December.



## Paul Steketee & Sons

Wholesale Dry Goods :: Grand Rapids, Mich.

### "The End of Fire Waste"

COMPLETE APPROVED

## Automatic Sprinkler Systems

Installed by

Phoenix Sprinkler & Heating Co.

Grand Rapids, Mich.  
115 Campau Ave.

Estimates Free

Detroit, Mich.  
909 Hammond Bldg





make a hit with the country people, and he made it. And incidentally he got to be thoroughly acquainted with the roads. Later on, when he became prosperous enough to buy an automobile, this information came to be an asset.

From Centerville to Bloomfield is a distance of forty miles—but there are good roads and bad roads leading thither; roundabout ways, and short cuts; also—and no matter how you go—sharp, dangerous curves at certain points, and stiff grades that make your engine puff and pant. And more than one good car, starting from one place to the other, has failed to arrive, coming to an inglorious finish somewhere along the way. But Elsworth Seaton Moore is a careful driver; and, as I have stated, knew every swerve and grade and rough place. There were long stretches of good road where the speedometer showed they were bounding through the darkness silently, smoothly, and safely, at the rate of twenty-five miles an hour; and then there were times when the big car slowed down to fifteen, or even ten miles an hour; but still all the while Elsworth Moore knew where he was, and what was coming.

It was a silent party, and the purring of the engine was exaggerated by the absence of all other sound. Evidently Annette Merkle and her brother were not in a communicative vein. "And no wonder," mused Elsworth Moore. Truly he was sorry for both, but his sympathy for the girl differed in degree and kind. It irked him to think that the wounded man was wounded because he was a bandit, although he had to hand it to him for being game. He had winged at least one officer, and narrowly missed potting another. Why had he robbed a bank anyhow? There were lots of questions that occurred to Moore during the early part of the drive, things he wished might be cleared up. For one thing why was she Annette Merkle and he Frank Vaughn, yet brother and sister? And he correctly guessed that Vaughn was her half-brother. He wondered if she were comfortable—warm enough—and broke the silence by asking. She assured him she was. Later on he yielded to a desire to smoke, first having passed a cigar back to Vaughn.

It was 9:30 when the rain broke, and the little party was twenty miles out of Centerville. They had just past the old wooden-tunnel bridge spanning the swift-flowing little river that here forms the boundary between the two states. Ahead of them for a mile and a half the road climbs upwards, with many a curve—and some of them sharp and dangerous to a degree—until it finally gains the backbone of a long ridge running South by Southwest towards Bloomfield. Rain—wheh how it rained! For hours it had held off when it had seemed as if it might start in at any moment to pour down; and there had been occasional gusts of it when it appeared to be coming in earnest—but this was the real thing. There was a tremendous zig-zag track of fire across the sky that lit up the whole valley for a moment, quickly followed by a deafening crash of thunder that seem-

ed to shake the earth for miles around, and the deluge was on. Solid sheets of rain smote the wind-shield, dashed against the side-curtains and danced a saraband on the top of the car. Elsworth Seaton Moore quickly brought his car a stop, for to have attempted the steep grade in such a torrent of rain would have been folly.

Charles L. Garrison.

**Picked Up Along the Way.**

Muskegon, Oct. 9—The Hotel Whitening, Traverse City, continues to give value received for your money.

While frost killed nearly everything in Southern Michigan weeks ago, Benzie and Leelanau counties have thousands of acres of potatoes yet untouched. The tubers are of fair size and are selling at 95 cents per bushel.

Bean harvest in Northern Michigan is being pushed to the limit. The crop is light, but the quality is fine.

Jackson & Tindle, of Pellston, are holding their fifth annual fair. The store is very attractively decorated with farm products and the company is offering special inducements for trade during the week.

Mackinaw City has special decorations for Sunday—a bunch of drunks who sit out in front advertising the place they got their booze from.

And the Grand Rapids Herald says William Jennings Bryan is honest. Well, if they keep on, they will admit that Woodrow Wilson is likewise.

The officials are putting in several miles of stone road between Alanson and Pellston, which goes to prove that Northern Michigan is progressive.

We hear that Manistee has climbed into the wagon of progress and is getting new factories and fast coming to the front. Here's hoping they continue.

C. A. Tyler, of Levering, who clerked for several years in the Walker store, has re-opened the hotel at that point. As Mr. Tyler is acquainted with many traveling men making that territory and meets all trains he ought to secure a good share of their patronage. The house has furnace heat and serves only good home cooking. Chicken dinners served every Sunday. Success to Mr. Tyler!

Hope to see a good long column above Jay Lyon's name in the Tradesman this week. E. P. Monroe.

**Merchant's Wife Captures a Burglar.**

Norwalk, Oct. 9—Mr. and Mrs. Roy Matthews were aroused from slumber a few nights ago by the noise of a burglar in the general store of I. J. Matthews & Son below.

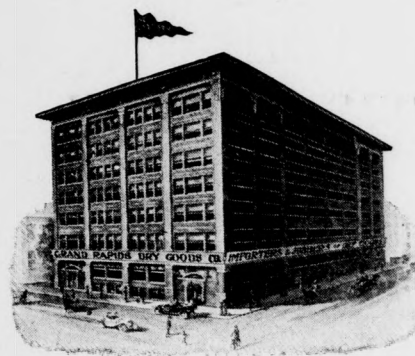
As they reached the bottom of the rear stairs in their nighties, the burglar was running across the back yard with a gunny sack over his shoulder. As Matthews caught up with him the fleeing man swung the gunny sack, filled with stolen canned goods, knocking Matthews to the ground and inflicting a deep wound in his head.

Mrs. Matthews, not at all the timid woman of the book, barefooted and without halting to ascertain her husband's injuries, kept on after the thief, grappled him by the coat-tail, and hung on until her husband arrived. Then she assisted him in downing the thief.

Matthews choked him into submission and the two led their captive back to the store where they held him until the arrival of a deputy sheriff from Manistee.

The burglar gave his name as John Hansen, 55 years old, of Manistee.

Algernon E. White, who has traveled for the Jaques Manufacturing Co. in this territory for twenty and one-half years, claims to be the oldest man in the business in point of service and years, selling baking powder for one house.



**Smith's  
Number 42  
Cushion  
Band**

is said to be the perfect neck band for shirts, sizes are 12 to 18 inches, packed one dozen of a size to a box. Price in gross lots \$4.50. We have them in stock for immediate delivery. — Try our Notions and Fancy Goods department for articles required in a well stocked store. \* \* \* \* \*

If they are worth having you will find them here.

**Grand Rapids Dry Goods Co.**

Exclusively Wholesale

20-22 Commerce Ave. - Grand Rapids, Mich.



**The Telephone Introduction**

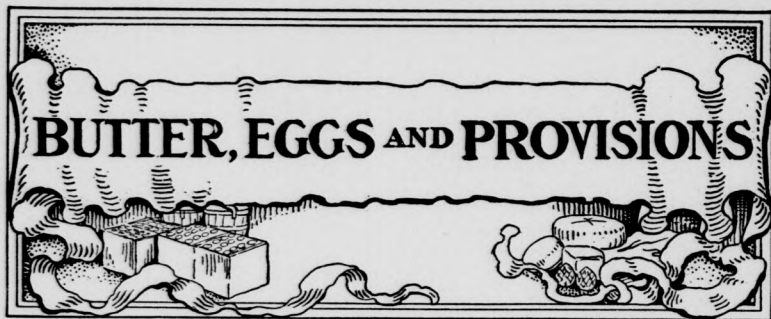
TO begin a telephone conversation, it is first necessary that both parties should properly introduce themselves.

When answering a telephone call say "Smith & Jones, Jones talking." The caller says "Brown & Robinson, Brown talking"—a complete introduction, when the identity of both parties is fully established.

"Hello, who is this?" and other similar salutations are simply a waste of time, made unnecessary by this simple form of telephone introduction.



Michigan State Telephone Company



**Michigan Poultry, Butter and Egg Association.**  
 President—J. W. Lyons, Jackson.  
 Vice-President—Patrick Hurley, Detroit.  
 Secretary and Treasurer—D. A. Bentley, Saginaw.  
 Executive Committee—F. A. Johnson, Detroit; H. L. Williams, Howell; C. J. Chandler, Detroit.

**Canada Drained of Eggs.**

Canada is suffering from an unusually high price for eggs and a manifest scarcity such as has never been known before, which is likely to continue until next spring. In some measure it appears to be due to the tremendous demands upon Canada from Europe on account of the war, but the same unusual domestic demand that was noted in the United States appears to have operated in Canada.

Russia, Great Britain and Germany are chiefly concerned in the creation of the egg shortage apparent on the Canadian market. Russia, because her immense egg exports to Britain are cut off by the embargo—an embargo partly due, it is believed, to a falling off in Russian production—Great Britain, because of the great and growing demands for eggs on the Old Country markets—Germany, for the Russian embargo, shortage of shipping on the North Sea and associated difficulties of the supply trade.

But there is a further reason why Germany has a real share in the responsibility for the egg shortages of Russia, Great Britain and Canada. Germany long before the war had begun to extend tenacious trade tentacles into the rich territory of Russian production of foodstuffs. German agents traversed the Russian farming districts, and German capital financed great systems of collection and cold storage of farm produce, principally eggs, butter and cheese. Immense cold storage plants were erected at suitable strategic points for trade control.

At Riga, for instance, one of the greatest cold storage plants in the world was erected by German enterprise and financed by German capital for the collection and holding of Russian farm products. The war ravaged the farm lands westwards and southwards of Riga, and raged around Riga itself. The opinion of those most likely to know is that there has not been a Russian egg in that huge cold storage plant for many a long day.

**To Prevent Soaked and Adulterated Oysters.**

With the opening of the oyster season the food and drug officials of the U. S. Department of Agriculture have given notice to those who ship oysters in interstate commerce that

they will continue their active inspection to prevent shipment of polluted oysters or shipment of shucked oysters that have been soaked to increase their bulk. This notice applies also to dealers of oysters in the District of Columbia and the Territories, which are directly under Federal supervision.

Those in charge of this work report that the oyster trade in general have expressed a desire to co-operate with the Department in securing a grade of oysters which are free from adulteration of any kind. Many have asked the Department to suggest a method of washing oysters without swelling them to an extent that constitutes adulteration under the regulations. The Department believes that moderate washing is probably necessary and desirable, but objects to any method of excessive washing which increases the volume of the oysters to an appreciable extent, either by permitting the oysters to remain in the liquid and absorb the water by the so-called "plumping" method, or by the introduction of an excess of free liquid in the containers in which the oysters are shipped. The Department's answer to such enquirers is that oyster dealers are entirely able to determine for themselves whether or not any particular method of washing results in an appreciable increase in the volume of the oysters or in the amount of juice that normally should be present. Any method which produces appreciable increases should be discarded or modified. Any method that calls for soaking or washing for an excessive period, excessive agitation in water for a short period, or incomplete draining of the washed oysters should be avoided.

**Another Whack at the Cannerns.**

The alert Secretary of the National Cannerns' Association had best put on his armor and get after one of the speakers at the Chemists' convention of last week—a man of supposed eminence in the scientific world, whose words carry weight. Yet he made the statement that one of the things which had forced upon us a realization of our dependence on Germany for our chemical supplies since the war was the shortage of "benzoic acid used in the canning and preserving industries."

If there is any one thing the cannerns have always battled against, it is the popular impression that any form of preservative is used in canned goods. In certain goods in jars and glass benzoate of soda is permitted and sometimes used without harmful results, according to the ac-

credited Remsen Board of Referee Chemists. But in canned goods, which are hermetically sealed, nothing enters into the process of preserving but sterilization by heat and absolute closure against air. Probably the eminent doctor knew it, but men of eminence would do well to be more careful of their statements in these days of fake food experts and sensational newspapers.

**When Dad Is All Right.**

He may wear a greasy hat and the seat of his pants may be shiny, but if a man's children have their noses flattened against the window pane a half hour before he is due home to supper, you can trust him with anything you have. He is all right.

**G O L D B O N D**

P R I Z E

PACKED IN CASES

**BROOMS**

Manuf'd by  
**AMSTERDAM BROOM CO.**  
 AMSTERDAM, N. Y.

P R I Z E

**G O L D B O N D**

**Watson-Higgins**  
**Milling Co.**

Merchant Millers  
 Grand Rapids, Michigan

Owned by Merchants

Products Sold Only  
 by Merchants

Brands Recommended  
 by Merchants

**SEND US ORDERS**  
**ALL KINDS FIELD SEEDS**  
 Medium, Mammoth, Alsike, Alfalfa Clover, Timothy, Peas, Beans

Both Phones 1217 **MOSELEY BROTHERS** Grand Rapids, Mich.

**The Vinkemulder Company**

Jobbers and Shippers of  
 Everything in

**Fruits and Produce**

**Grand Rapids, Mich.**

**HART BRAND CANNED GOODS**

Packed by  
**W. R. Roach & Co., Hart, Mich.**

Michigan People Want Michigan Products

GUARANTEED  
 PURE

**Bel-Car-Mo**  
 BRAND  
**Peanut Butter**

MANUFACTURED BY  
 THE BEL-CAR-MO-NUT  
 BUTTER COMPANY  
 GRAND RAPIDS, MICH.

Large 10c, 15c and 25c  
 Sanitary Glass Packages

Nice Profit for Dealer

Sold by All Wholesale Grocers  
 See Quotations in Grocery  
 Price Current

**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.

# THE MEAT MARKET

## Talks by the Butcher Philosopher.

Recently one of the largest of the retail cigar companies advertised in their show windows that all of their stores would thereafter be managed upon the co-operative plan and that all employes would share in the profits. Some of the larger clothing houses have also worked upon that plan for a long time.

When you go into a store where such a plan is in operation, you usually find that you deal with a clerk who is more efficient than the average run of the men behind the counters. He takes pains to please you and have you come again. He works hard to satisfy you, with the result that not only does he gain your good will but you lose no opportunity to boost him and the store he works in to others. In short, he coaxes you to work for him.

No advertisement is so good as that of a pleased customer and the store that makes them always prospers.

When you hire a man you buy his time, labor and experience. But the best part of him—his brains, his loyalty and his enthusiasm—cannot be bought. He must give those qualities voluntarily or you are going to miss the best part of his work.

In going around the trade I hear a good deal about employes being clock watchers and shirkers, men who do as little work as they possibly can for the wage they receive and are satisfied if they can just get by during the week in order to draw their Saturday night's salary.

Perhaps it is human nature not to give anyone more than they pay for, and lots of people I know are well satisfied if they can get what they do pay for.

There are very few butchers who have ever given this co-operative plan a trial, yet there is no retail trade that requires so much loyalty, judgment and initiative on the part of the clerk as does the market.

For a long time I have urged that the only way to sell meat is to sell it untrimmed, just as it falls. In this way you avoid the majority of the endless arguments and complaints that one hears in the market. Meat is too dear, and because of that, it is too risky to sell it in a haphazard way. The butcher thinks he is trimming his profits away; the customer thinks he is leaving too much waste upon the meat. Both parties to each sale are dissatisfied. Very often a customer is lost through her unreasonable attitude in demanding that the meat be trimmed more than the butcher can afford to do it. Every butcher knows the advantages of selling meat as it falls.

People who want good beef, which, of course, has more waste, seem to insist on better trimmed steaks than those who purchase the cheaper grades, which have not so much fat. They like fat meat because it is good, but hate to pay for the fat that makes it good.

The custom of trimming meat dates back to the days when it was much cheaper than it is to-day. While every butcher I ever discussed the question with admits that the custom is wrong, he claims, and perhaps justly so, that he cannot stop the practice because his competitor upon the next corner will not do it. Lack of concerted action forces him to trim far more than he should in order to hold his customers, and this makes the retail business as we have it to-day extremely hazardous.

Many clerks who understand the situation become weary in time, for every sale is a battle, and so they often trim far too much in order to satisfy the customer and avoid an argument.

Time and time again I have seen customers ask for a particular butcher in a market just on this account. Even the boss cannot wait upon this type of customer, as Joe or John knows exactly what she wants, or rather she can bull-dose Joe or John into trimming off more waste from a steak than she is entitled to.

When this thing happens, that is just about the time that Joe or John ceases to be of any benefit to the store.

He gives his time and he does his work, but many of his sales are profitless and when the week is around he has not earned the salary that he draws.

You cannot call him dishonest. He does not personally benefit in any way except that he draws a wage and he gives you his time and labor for that.

Many good men find it hard work to think if they are left to themselves, and they lack the incentive. They gradually drift into doing their bit in a mechanical way and use their hands a lot and their brains not at all, or very little.

They quiet down and lose their ginger. They are often unconscious of it themselves, and in too many cases the master butcher himself never knows it, for it is hard to detect, as otherwise they may be splendid men and good butchers.

In next week's article I will show how one butcher roused his help to a pitch of loyalty and enthusiasm that they spared no effort to do their best, use their brains and make money for their boss and themselves.—Butchers' Advocate.

## Winter Packing Season.

In the pork trade the winter packing season is spoken of as the five months between October 1 and March 1, and the balance of the year is known as the summer season.

### 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.

Bell Phone 860

Citz. Phone 2713

## Lynch Bros.

### Special Sale Conductors

Expert Advertising—Expert Merchandising

28 So. Ionia Ave. Grand Rapids, Mich.

# DORNBOS' SINGLE BINDER CIGAR 50

Seed and Havana

A Smile With Each One

## PETER DORNBOS

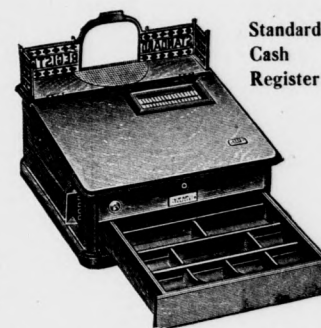
Cigar Manufacturer

16-18 Fulton St. W., Grand Rapids, Mich.

Mail Orders Promptly Attended To

Is a Charge or Credit Ever Forgotten in Your Store—Cash Ever Out of Balance?

Stop It By putting in a



Standard Cash Register

No other system will enable you to departmentize your daily business as does this. It is not a cash register only, it is a RECORDER, and only \$30.00 installs it.

Drop us a postal that we may send you the comments of others who are using it.

## STANDARD CASH REGISTER COMPANY

No. 3 College Ave.

NORTH MANCHESTER, INDIANA

# A Million Mothers

are marshaled in solid array behind the purest, cleanest, most nutritious of all cereal foods—

# Shredded Wheat

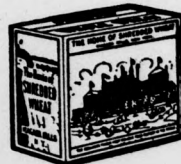
If you want to cater to the women who decide the food question in a million homes, you will always carry a good stock of Shredded Wheat. It is ready-cooked and ready-to-serve. Delicious for breakfast with milk or cream, or for any meal with fruits.

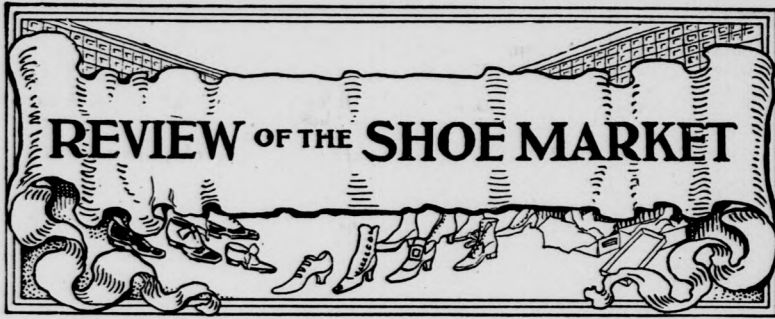
This Biscuit is packed in odorless spruce wood cases, which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

Made only by

## The Shredded Wheat Co.

Niagara Falls, N. Y.





Michigan Retail Shoe Dealers' Association  
 President—Fred Murray, Charlotte.  
 Secretary—Elwyn Pond, Flint.  
 Treasurer—Wm. J. Kreger, Wyandotte.

#### Style Trend in Boys' and Girls' Shoes.

Manufacturers of children's shoes, by which term is meant all lines and grades of shoes for juvenile wear, have been harder pressed in making up their new lines of samples, because of the very high cost of materials which they have been accustomed to use in their shoes, than either the makers of men's or women's shoes. The situation is almost critical, not only because of the heavy advances which have been made in the wholesale and retail price of children's shoes, but because of further advances which must be asked if the same quality is to be retained in the new lines.

It is not pleasing for either the manufacturer or retailer to be confronted with this condition, but it nevertheless prevails, and neither the maker or the dealer can help it. Good children's shoes now run up into money pretty fast, but it is believed that the facts responsible for high prices are pretty well understood by the consuming public, and that if they cannot afford to pay the increase asked for shoes of the same quality which they have always purchased, they will drop to the next lower grade. And so it will be all along the line, hence purchases for the coming season must be made with these facts in mind.

In making up the new samples for spring attention is naturally riveted upon the styles for young misses and growing girls. It is these samples, and the many handsome combinations of leather used for sport shoes, that give life and interest to the new lines. The young lady in her early teens will want novelties that will be almost duplicate of the samples which manufacturers of women's shoes are showing for next season. And right here is where the makers of children's shoes are facing a great problem, viz, what will sell. They expect that women will buy boots in solid colors and conservative combinations of conservative colors in kid and calf, and hence it is believed the same styles will go in shoes for growing girls.

One of the distinctive features of the new styles in growing girls' shoes is the height of the tops. The average height is eight inches, but there are many models with tops cut nine inches high, and it is expected that these higher tops will be well up in the selling. At the present time, retailers in some of the larger cities report a demand for the nine-inch top in women's shoes, and it is expected to be taken up by the growing girls.

The opinion is general that boots will be a large factor in spring sales and there is a probability of high cuts selling well up into June. Right here the manufacturer and the retailer is confronted with another problem—what to buy in low cuts. It can be said with all truth that no one knows whether colonials, oxfords or plain pumps will be favored; nor can it be said that any certain color or combination of leathers will be in demand. In other words, it is impossible at this time for anyone to say what will go in low shoes. The future holds the answer, just as it does in regard to women's low footwear.

As to the materials, it is asserted by style leaders that the demand will be: First, white buck, which will be in great demand, followed by black vici vamps and white washable kid tops. Next in line seems to be patent leather vamps with white washable kid tops, followed by the all black vici kid and African brown kid boots, in lace models, with tops eight to nine inches high.

All white kid boots are also looked upon with favor and should be well up in the running. One thing is certain, white footwear will have a big run because it is the logical summer boot.

Lace boots are mostly favored, possibly a ratio will be eighty to twenty for button.

As far as heels are concerned the average seems to lay between the 8/8 and the 10/8, although some models are shown with 12/8 heels. Many young women like the higher heel and call for it, but they are in the minority, as the 8/8 and 10/8 are most popular.

There is little change in lasts. In the smaller sizes, wide toe lasts of course will rule, but the misses and growing girls will wear a recede toe, somewhat on the style demanded by the women. Vamps will be about three-inches long on the snappy styles for young women.

There are many handsome sport shoes, usually of white buck or colored kid, and trimmed with tan or black leather. Saddle vamps, perforated wing tips and heel foxings add to the attractiveness of these shoes. Sport footwear has jumped into public favor by leaps and bounds and everyone in

**Schwartzberg & Glaser**  
 Leather Co.

Shoemakers and Shoe Store  
 Supplies

240 Pearl St. "Near the Bridge"

Both Phones Grand Rapids, Mich.

## Our Hunting and Sportman's

### Boots



are considered Standard  
 by Good Shots in  
 Seventeen States.

All Styles  
 from Featherweight to  
 Full Double Sole.

One quality only,—  
 the Extra Best

We go everywhere for business



Rindge, Kalmbach, Logie Company  
 Grand Rapids, Mich.

## Now we have White Top Black Kid Vamp Lace in Stock

8½ inch, Goodyear Welt  
 Louis Heel  
 D Wide Only

At **\$4.50** per pair

Also an all Black Kid Welt @ \$3.50  
 A Dark Tan Calf Welt @ 4.00  
 An all Kid 7½ inch Welt @ 3.10

Your Specialists

**Grand Rapids Shoe & Rubber Co.**

The Michigan People

Grand Rapids

close touch with style conditions expect a tremendous demand for these shoes next summer. As all low shoes will be bought late, because of the perplexity existing as to what styles will be in general favor, it is thought that a pretty good line on the low shoe style situation will be gained by the trend of fashion in sport shoes which women and young ladies will buy this winter to wear at Southern resorts.

Strap styles in the smaller run of sizes are always good, and the usual volume will be done on these styles next season. Retailers will observe that the manufacturers have introduced many new patterns and combinations of materials in their strap styles, which make them more attractive and pleasing to the eye than ever before. The "Mary Jane" will continue to have its supporters and, as usual, will be in general demand. In strap effects a great deal of patent leather has been used, but probably not more than in past years.

For boys, gun metal bals and English lasts with recede toes, plain tips and inch heel, are predicted. Some call for fibre soles is also anticipated when used, also with white rubber heels. On account of the high cost of stock, tan shoes are not expected to be numerous. Buttons will run a poor second. Sport lace oxfords in white canvas, buck and Russia calf with white fibre soles will be featured. High cuts will run about 75 per cent, and low cuts 25 per cent.

Canvas shoes will not be numerous, for it is believed that boys will probably wear black high cuts in the outing bal style for a summer shoe. Some straight lace oxfords are seen, with buttons running second, the former in black and tan stock, but the latter only in black.—Shoe Retailer.

**Retail Selling.**

In his book on retail selling the author, James W. Fisk, undertakes to furnish a guide to the best modern practices in this line. The author speaks from a large and active business experience in retail business as well as from a wide and intimate acquaintance with the previous literature of the subject. The chapter headings show that he has taken up every important phase of the matter in orderly sequence, dealing with each of them with the requisite degree of fullness. He writes as one who thoroughly understands his subject, presenting in the briefest space such ideas and methods as should be directly useful to all who are now engaged in the business and to students wishing to acquire a practical knowledge of the subject. The publishers are Harper & Brothers of New York and the price is \$1 net.

In these days when so many salespeople are backward in coming forward it seems too bad to have to criticize the reverse fault. In one store the writer was solicited to indicate his wants three times when from six to twelve feet away from the salesperson. This habit interferes rather unpleasantly with that comfortable freedom we enjoy so much in our shopping.

**Activities in Michigan Cities.**

Written for the Tradesman.

Bay City has adopted a new traffic ordinance. Chauffeurs must be at least 16 years old and rules are laid down regarding safety zones, passing street cars, etc.

Municipal lighting plants in the villages of Northville and Plymouth have been purchased by the Edison Co., of Detroit.

Saginaw will use voting machines at the November election.

Bay City has upwards of 100 cases of typhoid fever, due to contaminated water supply from the river and bay. The question of a pure water supply is a vital issue in that city.

The City Water Commission at Ann Arbor has petitioned the Council for an appropriation of \$75,000 to provide for extensions and improvements at the water plant.

The Michigan School for the Deaf at Flint is to have a first-class manual training department.

Students returning to Ann Arbor find that the average price for board this year is \$5 per week, although most of the sororities retain their old price of \$4 and \$4.25. A group of six sororities has arranged with a stewardess, who agrees to set table and pay expenses of kitchen and fuel at \$3.50 per week per head, and the venture is being watched with interest.

Manistee has made an appropriation of \$1,520 for support of the city market next season.

The Holland City Council has voted that the Michigan Railway Co. must live up to its franchise, calling for a car every fifteen minutes over its lines within the city limits. Cars are operated every hour now and factory employes complain that they cannot get home at noon.

Fenton now has public rest rooms, provided by the Women's Club and the Common Council.

Flint is paying one of the penalties of prosperity and has badly congested school buildings.

Almost every department at University of Michigan, Ann Arbor, shows an increased enrollment over a year ago. The youngest student to enter is 15 years, or one year under the age limit set by the regents. In contrast a student entering from the Far West graduated from a Chicago high school twenty-six years ago and now will take a university course.

Vassar voted by large majority in favor of a new lighting plant and waterworks.

Ross Hammond has been elected as Secretary of the Olivet Business Men's Association. A rest room for the public and a bargain day are being planned by the merchants.

Manistee has bought an \$8,500 motor truck for its fire department, to be delivered in February.

Almond Griffen.



# Real Talking Points

The unusual interest which the trade is showing in this line of shoes — the repeat orders — the steadily increasing demand, all point to it as the year's greatest trade winner. Progressive dealers everywhere consider the

## Bertsch Goodyear Welt

shoe line as their best profit-maker. Because of its REAL VALUE this line offers more REAL TALKING POINTS than any other similar line offered you to-day. It will draw trade to you and make it PERMANENT because it has SATISFACTION built into it — it is attracting the attention of dealers everywhere.

You should investigate this line — it is built for such trade as you sell. It will "take" at first sight with those particular customers who are hard to please.

They will at once see the style and serving-giving qualities.

The BERTSCH is a trade-puller and a satisfaction giver from first to last and its merits mean repeat orders.

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

## What Makes Playmate Shoes

The Most Satisfactory Child's Shoe in The Market?



It's the excellent fitting quality of the lasts, which are especially designed for little growing feet;

And the carefully selected stock that gives the service required of children's shoes.

The child is pleased;  
The parent is satisfied;  
The dealer is profited

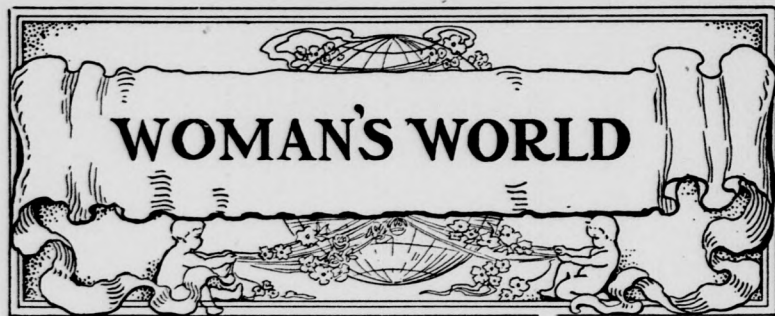
when Playmate Shoes are shown the prospective customer.

Sixty different styles for you to select from now in stock. Send for salesman, or samples.

HIRTH-KRAUSE COMPANY

Hide to Shoe  
Tanners and Shoe Manufacturers

Grand Rapids, Michigan



### An Extremely Difficult Role Most Admirably Taken.

Written for the Tradesman.

I wish I could tell my friend how much I admire her. I wish she might enjoy the satisfaction which all of us feel from having others say to us that we are doing something, and that something a very difficult task, particularly well. It might be a comfort to her in her hours of depression and sadness, to know that there are those who realize that she is a person far above the ordinary. I am sure she must have many such hours when she needs every possible means of solace.

Commendation is a wonderful sustainer. If she were a foreign missionary, then on her return to this country she would be entertained and made much of, and asked to speak, telling of her experiences and describing conditions in her field of labor. If she were a settlement worker or a temperance lecturer or an active dispenser of charity or any other sort of a philanthropist, there would not be lacking those who would praise her efforts. Far be it from me to belittle the endeavors of those who are trying to dispel darkness and ignorance, or who alleviate suffering and sorrow. We need all such and more like them. Their self-denials never are fully known. But the fact that their labors are in some degree appreciated and elicit public eulogy and honor, acts as a powerful incentive and supplies hope and courage for renewed exertion. My friend does not and can not receive public honor and eulogy. The most confidential mention of her peculiar excellence would wound her sorely, for that would be a recognition of the cruel fact in her life which it is kindest to ignore.

She can not be famous like a celebrated artist or screen idol or singer or novelist, yet she is taking a part that is just as worthy of fame as being a footlight favorite or writing a best seller. For she is making the best of a very disappointing marriage. And when you compare the difficult stunts in life, you find this one of the hardest.

It is one of those cases where a bright, affectionate girl, by some process that only Cupid can explain, imagines a man who is really a pigmy in everything but physical size, to be a hero and her own ideal knight, investing him with all sorts of adorable traits that exist only in her mind. Inevitable disillusionment made her see him for the petty type he is, and she had to admit to herself that her marriage was a sad mistake.

There are many ways in which a man, not in the least dissipated nor vicious, still may be extremely disappointing. Financially of course for one, and this is the most common way. As a matter of abstract justice no man ought to be blamed because he can not make money. But on the other hand, in this commercialized age, when pretty much everything is measured in dollars and cents, isn't it very humiliating for a proud, high-spirited woman who is ambitious to be in as good circumstances as her friends, to have a husband who never succeeds in making even a comfortable livelihood? And if one's people are all prosperous, the hurt is aggravated. An unsuccessful husband never shows up in worse light than when compared with successful brothers-in-law. According to ordinary standards, in what estimation is a man held who earns only \$500 a year when the other men of the family have incomes of from \$5,000 to \$50,000?

"Poor Maude! It's dreadfully hard for her to get along on what Clarence makes," I heard a mother say lately, referring to her youngest daughter. "The other girls (meaning Maude's sisters) married so well." What was I to understand by "so well?" Mainly that the sisters' men are money makers. "Poor Maude" takes no pains to conceal her ill fortunes.

If a man is brilliant intellectually, or is celebrated as an artist or in some other way, or is a minister and quite popular, his wife's family may in some measure condone his being poor. But if he is one of the sort of whom you can't expect anything of more distinction than making money and he can't make money, he is almost sure to rank low in their esteem.

In my friend's case the exasperating contrast between her husband's circumstances and those of her brothers and brothers-in-law is not lacking. And her husband is disappointing in other respects, ways which I know hurt her more deeply than the slowness of his purse. In appearance he is insignificant. He does not carry himself well. He talks incessantly, but is hopelessly dull and uninteresting. He is a good-natured, accommodating fellow, but a nonentity. While the wife, by birth, breeding, education and mother wit is fitted to take her place with the best anywhere.

She has had a hard lot. She has sewed, gone out as a practical nurse, raised garden stuff—done anything to which she could turn her hand to earn an honest penny and piece out the very inadequate family income.

"Why didn't she leave him? And

instead of doing such common work, why didn't she take up something more in keeping with her abilities and make a success of it?" does some one ask? As to the first, I don't know that the idea of a separation ever occurred to her. If it had, I doubt whether she would have deemed such a course justifiable and right. Her husband is not a bad man, nor has he ever mistreated her.

As to the second question, I wish she might have had some more inspiring occupation. But it isn't easy for a woman with children and the care of a home and no money, to take hold of a business or a profession and push through to success. It always seemed to my friend that the only thing to do was to earn whatever she could at any work she could find.

Many disappointed wives choose to remain with their husbands. Doubtless most of these are right in feeling that their condition, unhappy as it is, would not be bettered by separation. So long as they elect to stay, it is only just to all concerned to make the best of the situation. Not all do this. Not a few make no bones of telling their troubles, the husband's faults being a common topic of comment and conversation. It seems as if some of these sisters ought to be advertisers, they have such success in giving publicity to their woes. And they look so forlorn that automatically they make every spinster contented with her lot. You sympathize with these women and you can't altogether blame them, for

it is natural and human to give expression to sorrow and distress, but you wish they had the good taste not to do just as they do.

It is a constant marvel to me how the woman of whom I write keeps her pluck and courage and her good appearance. She has a fine, dignified bearing and always is so cheerful and serene that one might almost believe her genuinely happy. If she is happy, it is the saint's happiness of resignation, or the philosopher's happiness of seeing compensation for every seeming misfortune, or the toiler's happiness of doing well some useful work, and not the happiness of the kind we all want, that which comes or which we believe would come from having things to our liking. Moreover, my friend has brought up her children well and has taught them to respect their father insofar as keen-eyed youth can be taught respect for an inferior sort of person. And she herself always has treated her husband with courteous kindness, never has taunted him with his shortcomings, and never has let him know that she knows how sorry a failure he is.

Could so difficult a role be taken more admirably? Quillo.

Wise speculators never speculate.

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Treated by methods that make results we promise before you pay. Eczema cases may be treated by our method at home when you know our hot compress system.

PURITAN INSTITUTE, Incorporated  
77 Sheldon Ave. Grand Rapids, Michigan



## To The Man "On The Fence"

The proper "caper" for YOU is to make "White House" Coffee a specialty in your scheme of satisfying service; and the sooner you get in line, the sooner will you realize that it really PAYS to handle this splendid brand. Do it NOW!!

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JUDSON GROCER CO. — Grand Rapids, Mich.

**What Germany Owes to the Canners.**

The German canning industry is not as extensive as the American industry and in normal times it exerts only a limited influence on the food supply of Germany. During the war, however, conditions have changed very much in Germany and the existence of the canning industry has proved to be a great benefit to the country. Most of the large canning plants have been working day and night to be able to cope with the demand, and the canning industry has taken a very important place in the general mobilization of all the German industrial resources.

At the first the war had rather a depressing effect on the canning industry. Not only was there a considerable reduction in orders from private dealers, but the mobilization withdrew at once a great number of workmen from the plants, making it impossible for the canners to keep up their regular supply. With the progress of the war, however, things changed immensely. The emptying ranks of the workmen were slowly filled by women who have now replaced male labor in most of the departments and most likely will hold that position after the war, when men may be needed more urgently in other positions. Experience has shown that female labor will do the work as conscientiously as men have done it, and even if male labor here and there has the advantage of superior strength, this can be easily replaced by the use of machines.

This change in the operation of the industry most likely may have a lasting effect and Germany after the war may become a large buyer of American labor-saving machines as used in the canning industry. Already before the war there had been an increasing demand for such machines, and it is certain that it would have been very considerable during the last months if only there had been a possibility of getting the machines into Germany.

The necessity of supplying the army with durable and wholesome food very soon brought a considerable increase of orders for the German canning industry. Rarely during any war have troops been compelled to make so extensive marches as during the Russian campaign. The feeding of the enormous masses engaged on all fronts could not have been carried out without the canning industry. Milk in tins has played a considerable part, corned beef, dried fruit and vegetables, concentrated soups, in fact, all classes of preserved food-stuffs, have been used by the army and the demand is still increasing with the further extension of the lines in all directions.

The great importance of the preserved food industry for national defense, however, did not show itself only through its usefulness for the fighting armies, but Germany was able to make even more effective use of her canning industry when the necessity arose to preserve the food resources of the country. Such a necessity arose, for instance, when it was decided to kill a considerable

number of hogs and other animals, owing to a feared shortage of fodder.

The manufacture of all foodstuffs for the army as carried on in the large canning plants of Germany has been done under the supervision of governmental and army health officers, and great care was taken to ensure the absolute purity of all the foodstuffs and ingredients used.

To prevent prices going too high the German government had fixed, fairly early in the war, a scale of maximal prices which acted as a deterrent to speculation and prevented the locking up of the available supply in hands of speculators. Nevertheless, great care had to be taken with the stock in hand, and even tin cans became an object of the care of the government, which had them collected carefully and would not allow them to be wasted.

Quite generally the rule seems to have been followed that all such perishable foods which could not be kept by other means, such as drying or storing in cold storage, were to be canned or preserved by some other method. By doing so it became possible to make use of every bit of food-stuff grown or produced inside the beleaguered empires, and Germany and Austria were made self-sustaining as far as the food supply was concerned.

The canning industry has won a very important place in the economic life of the nation which will largely affect its further development. This country has a large canning industry of her own. America possibly is better equipped to withstand a sudden interruption of its foreign supply than any other country in the world, but if the cry of National preparedness is raised, let us not forget that also the canning industry will have to take its place among the National industries called upon to carry their share of the preparations.

Ludwig W. Schmidt.

**Five Kinds of Pacific Salmon.**

There are five grades or kinds of salmon taken on the Pacific Coast. The king salmon, otherwise known as spring, on Puget Sound and Chinook on the Columbia River, has a pale to deep pink color and is of fine flavor. The sockeye or red salmon is caught on Puget Sound, in the Columbia River and along the Alaskan Coast. The flesh of the sockeye is firm and of a rich, deep red color and fine flavor. The coho or silver salmon is a good food fish with a firm, solid flesh. It does not, however, retain its red color in the can. The humpback salmon, usually labeled "pink," is the smallest salmon. It stands well as a good fish, although its flesh is not a solid as other varieties. The chum or keta salmon is another low-priced fish of good quality and is high in nutritive value. It does not, however, show the red color after cooking. The best grades of canned salmon are richer than meats in body building material and contain about the same amount of fats. Canned salmon is as digestible as the best sirloin steak. It is free from waste and nothing need be thrown away except the can. Prac-

tically all canned salmon is prepared on the Pacific Coast and most of it north of Columbia River far up into the ice strewn waters of the Alaskan peninsula. The work of canning has been so improved that it is now carried on with the most sanitary methods.

**Pacific Fish in Atlantic Waters.**

As a result of transplanting, the Atlantic shad and striped bass are abundant on the Pacific Coast and the former are being shipped back in large numbers to supply the markets of the East. Certain depleted salmon rivers of Maine recently have been planted with humpbacked salmon from the Pacific Coast and small runs of breeding fish already have appeared in several of these streams, indicating that the nearly exterminated Atlantic salmon may be replaced by a worthy successor, better able to cope with the new conditions in the streams incident to industrial development.

Many a forgetful man has had a monument erected to his memory.



Just a Delightful Change of Flavor is

**MAPLEINE**

It reveals a taste which surprises all novices. Sell MAPLEINE. It will improve your business—it will create demand.

Order from  
Louis Hilfer Co.  
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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



**Sure Sales**

People like to know what they are buying. Not only the name, but the quality. When you sell goods of known quality and value, sales come easier and oftener.

N. B. C. Products are known and wanted by millions. Some of these people pass your store every day. A window display of the famous In-er-Seal Trade Mark packages will attract attention and bring customers into your store.

The dealer who stocks N. B. C. Products prepares to meet an already created demand. Sales are sure.

**NATIONAL BISCUIT COMPANY**





Michigan Retail Hardware Association.  
 President—Karl S. Judson, Grand Rapids.  
 Vice-President—James W. Tyre, Detroit.  
 Secretary—Arthur J. Scott, Marine City.  
 Treasurer—William Moore, Detroit.

#### Looking at Things From the Customer's Viewpoint.

Written for the Tradesman.

The other day a choleric looking individual stamped noisily into Hildreth's hardware store. He singled out the boss himself, and came at him like a bull at a taunting red rag.

"See here," he fairly bellowed, "do you think it's a straight thing to unload a second hand range on a good customer? Eh? I paid you cash for that range a year ago, and it hasn't been working right for months. Didn't you tell me—"

Hildreth was all attention: very polite attention, too. Now and then he interpolated a word that meant something into the tirade. Presently the choleric man began to cool. A few minutes later the choleric man was listening and Hildreth was talking. Hildreth took him down to the stove department, and spent a minute or two tinkering with a range on the floor, demonstrating some point. The choleric man shook hands with Hildreth as if the latter were a long lost brother.

Hildreth turned to me after the choleric man had gone out.

"Soot," he commented, laconically. "Most men would have landed him one," I suggested.

"He had a genuine grievance. Therefore, he was honestly entitled to attention. The range wasn't working, and Mrs. Man was giving Mr. Man Hail Columbia. Every range I sell is accompanied by a tacit guarantee that it will keep peace in the household. The trouble just was, that Mrs. Man burned all sorts of smoke-generating, soot-producing rubbish, the flues filled too rapidly, and Mr. Man didn't know just how to clean them out. I could have talked back at him, but he had a grievance. I recognized that, and made allowances accordingly. Why, I didn't even feel angry, let alone show it."

Now, that's an ideal which comparatively few salespeople actually attain. Cranks, like the poor, we have always with us; and, as with the poor, their lamentable, complained-of condition is usually their own fault. They considerably rile the best tempered of us. We get "all het up" and consider that we're doing mighty well to keep cool on the surface. And we are doing mighty well to accomplish even that much, in our dealings with cranky, complaining, unreasonable, block-headed customers.

Cranky customers are of various kinds. There's the customer who whines his complaints, and the customer who is openly, vulgarly abusive; and, worse than either of these, there's the customer who says those biting, sarcastic things that cut to the quick, and who sneers at our store as out of date and our honesty as non-existent. The salesman, particularly the young salesman, who hasn't felt like talking back even like hitting back, is probably an imaginary creature.

Yet the salesman who allows himself to talk back is not playing as he should the greatest game in the world.

Call it what you will, a game or a profession, a trade or a business, salesmanship calls always for a cool head and an even temper. You can't have them always, but you can always try to keep them, even under the most exasperating circumstances. Self control begets yet more and better self control, and self control is one of the essentials in dealing with other folks. Before you can learn to manage other people, you must learn to manage yourself.

Now, the great thing in dealing with other people and at the same time keeping cool, is to learn to see things the way the other man sees them; to appreciate his point of view. True, his point of view is probably wrong, but it may at the same time be sincerely taken. To understand just where he stands and just how he looks at things is a first step to inducing him to shift his position so that he can look at things from the correct angle.

He is probably wrong and you are probably right; but it will none the less pay you to give him a courteous hearing.

Occasionally he may be right. Then it is the part of a good salesman to adjust himself.

Looking at the other man's side of the question doesn't mean that you have to concede everything he claims.

Merely, you are traveling in opposite direction along the same road and yet want to reach the identical destination. You turn back a step or two and together study the landmarks which—as you see it—will show him that his direction is the wrong one. He'll have all the more attention to give your arguments because you've let him travel his self chosen way.

And, all the time, you look forward to and work for the moment when he'll turn about and start to travel your way.

That is salesmanship, as applied to the cranky customer. And salesman-

ship is just as necessary as ever after the goods are sold and the customer comes back with an unreasonable kick.

You might say: "He's got the goods and I've got the money. They're honest goods and honest value, and he's unreasonable. Let him kick until he's tired. The deal's closed."

You might take that view of things; but very few merchants do take that view. They recognize that the man who finds fault doesn't do so for the mere sake of finding fault. Whether he has a grievance or not, he honestly thinks he has a grievance. It's better to listen attentively and to investigate a bit. He may have a real grievance, which it will pay you to remedy. And if he has a fancied grievance, it's worth while to get the chance to explain it away, and convert him from a bad advertisement into a good one.

**Grand Rapids  
 Store Fixture Co., Inc.**  
 The Place, 7 Ionia Ave., N. W.  
**BUY AND SELL**  
 Used Store and Office Fixtures

**We Have Good Stock on Hand for Instant  
 Shipment at Right Prices**

Nested Stove Pipe and Elbows.  
 Asbestos Paper-Cover and Cement.  
 Wire Cable from ¼ to ¾ inch.  
 Soil Pipe and Fittings.  
 Shafting and Pulleys.  
 Endless 6-7 and 8 inch Belts.  
 Canvas Covers and Tank Pumps.

**VANDERVOORT HARDWARE CO.**  
 LANSING, MICH.

**AGRICULTURAL LIME  
 BUILDING LIME**

Write for Prices

**A. B. Knowlson Co.**

203-207 Powers' Theatre Bldg., Grand Rapids, Mich.

**Johnson Paint Company**

"Quality" Paint Manufacturers  
 The Prompt Shippers  
 Get Our Dealers Proposition

**BIG RAPIDS, MICHIGAN**

**Holland Ladder & Mfg. Co.**  
 Holland, Mich.

High Grade Ladders of all kinds.  
 Write for Catalogue and Prices.

## Signs of the Times Are Electric Signs

Progressive merchants and manufacturers now realize the value of *Electric Advertising*.

We furnish you with sketches, prices and operating cost for the asking.

**THE POWER CO.**

Bell M 797

Citizens 4261

## Sand Lime Brick

Nothing as Durable  
 Nothing as Fireproof  
 Makes Structures Beautiful  
 No Painting  
 No Cost for Repairs  
 Fire Proof  
 Weather Proof  
 Warm in Winter  
 Cool in Summer

**Brick is Everlasting**

Grande Brick Co., Grand Rapids  
 So. Mich. Brick Co., Kalamazoo  
 Saginaw Brick Co., Saginaw  
 Jackson-Lansing Brick Co., Rives Junction

# REYNOLDS

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 ESTABLISHED 1868  
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# 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.

## Foster, Stevens & Co. Wholesale Hardware



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

**Grand Rapids, Mich.**



"If you like this show, tell others; if you don't like it, tell us," is the sign on many a theater curtain now-a-days. It represents the attitude of the shrewd business man.

"The customer who kicks," one big business man told me, "is a godsend to me. He keeps me from getting too self-satisfied. I encourage people to come right to me with their complaints. I'd rather have a customer complain to me than complain to everybody else. Most complaints are due to lack of understanding. Perhaps it's a stove, or a refrigerator or an implement of some sort. Something goes wrong. In nine cases out of ten the trouble is, that the purchaser doesn't understand how to operate it. Of course, we try to explain everything fully when it's sold or delivered, but folks forget—and then there's trouble. Get the purchaser to bring his troubles to us, and in nine cases out of ten we can explain them away in a few minutes."

"And in the tenth case?" I asked.

"In the tenth case, we make it right," he returned. "We're selling goods, but the customer is buying service, and the deal isn't complete until he gets what he paid for."

That's a fine point of view to remember in the actual selling. Just visualize for a minute what the other fellow wants. He isn't interested in the stove except for the results it will bring. Is it economical of fuel? Is it a labor saver? Will it cook things properly? And will it add to the appearance of the kitchen.

These results which the stove will produce for the purchaser are the great points to emphasize in selling. And what applies to a stove applies to any other article in the hardware stock. A man doesn't look at a bicycle or talk of buying one for the mere sake of possessing so much metal and rubber and such-and-such a mechanism. There's some desire in the back of his mind—to get to and from his work quickly, to benefit his health, or the like. Get next to what that desire is, and show the customer how the wheel you're offering will help him to realize it. That's getting the customer's viewpoint in salesmanship.

This learning to see things as the customer sees them helps in selling. It's a knack which can be largely acquired by practice—the plain old practice of putting yourself in the other fellow's place. As the village idiot said when he found the stray donkey: "I asked myself, where would I go if I was a donkey, and I did, and he had."

Victor Lauriston.

Special attention should be paid to details in window decoration. One window decorator with a splendid reputation owes his success largely to his care for details. Carelessness in detail in window decoration catches the eye and creates unfavorable comment. Take a daily whirl around your show windows with a critical eye—with a customer's eye, if you please. Your window decorator will be more careful if you are watching your windows more carefully.

The more women see of men the more they find to admire in mirrors.

### Necessity of Thoroughness and Efficiency.

The wheat crop of the United States, it is said, will total about 611,000,000 bushels, as against in annual consumption of about 625,000,000 bushels. The crop of Canada is perhaps 168,000,000 bushels, and it was 376,000,000 in 1915. Europe is said to need about 250,000,000 bushels, and were it not for the large amount held over from last year's abnormal production this country would be in an unfortunate position indeed, if these estimates should prove correct. Of course we are "prosperous" and making money, but in a time of rising prices of wages, food, clothing, all raw materials, there must be someone to pay the bills. Fortunately for us, the brunt of this expense is falling upon the warring nations of Europe, but the whole world must pay its share. It is an odd fact that people will make and spend money thoughtlessly, paying more and more for the extra comforts and luxuries of life without a murmur, but when the price increases, say, for eggs, and meat, and flour, with all the other commodities that go to make up the cost of living, a howl is heard from one end of the country to the other. Then the Department of Justice at Washington receives instructions to "make an investigation" and "indict somebody" for what used to be known by the old-fashioned name of "forestalling," as George Washington used to call it.

It is comforting to know that it is along the line of agricultural products that relief from high prices could most easily come if more efficiency and real scientific method were used upon the farms of the United States. The word efficiency has come into rather a bad odor lately on account of the crass materialism and ruthless barbarism that have been the objects of its use by the government of the German Empire. But after all, lack of efficiency or of persistent intelligent industry, if these terms have a more pleasing sound, is the greatest American failing. Perhaps this is because the people of this country are made up of various races whose wits have been sharpened by the necessity of finding means to "subdue nature" in a territory of continental extent. Also they have been polished by the mental rubbing against each other of individuals of all types and character of ancestry and environment. But the result has been a development of this same wit and a brilliant ingenuity rather than thoroughness.

This lack of thoroughness is seen everywhere. It begins in the schools and colleges. The efficiency of the German "gymnasium," and of the English "public school" (a private school open to public patronage) is proverbial, and the results are seen to-day in the means by which the present war is being conducted on both sides. In the United States the business man has been the first to see this lack of thoroughness and to introduce it in the counting house or in the store. Also it tells the difference between the first-class lawyer or doctor and the "hack" attorney or

medical quack. It is an encouraging sign of the times that the better class of school teacher or college professor is the first to inveigh against the lack of thoroughness in our educational system.

But the last place where thoroughness and scientific knowledge are found is on the farm, and there we have one great cause of the high cost of living. As an illustration of this, Ohio prides itself upon the excellent farming in that State, and yet it was stated by one of its most prominent citizens, who had spent some time in investigating the matter, that the average farm in France produces twice as much per acre as does the farm of Ohio. The Belgian farmer does as well or better, and on far poorer soil.

Public support should be given to the activities of the United States Department of Agriculture, to the numerous "State Colleges of Agriculture" throughout the land, and to every interest that may be of service in arousing a public opinion that will finally result in the awakening of the Amer-

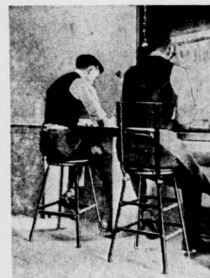
ican farmer to an intelligent appreciation of his opportunities. The crops could be doubled in most cases, and the result would be a great cheapening of price to the consumer and increased profits to the farmer. Then there would be no question of shortage of supplies, and the increase in agricultural products would be reflected all along the line of commodities and raw materials, and also of manufacturers. This is a more sensible policy than that of an actual decrease in production, as foolishly urged by labor leaders, and also it would be more humane and more moral—N. Y. Journal of Commerce.

### Not So Bad.

"Oh, John!" shrieked Mrs. Dorkins. "The baby has swallowed a silver piece."

Mr. Dorkins took a handful of change out of his pocket and looked it over.

"Calm yourself, Maria," he said. "It was that counterfeit quarter I've been trying to get rid of."



## OT-STEEL STOOLS

"Kicking around" won't harm them

DO you run a store? Do you operate a factory? Then OT-STEEL stools will interest you. They out-wear wood—are built to order in any desired height—and, in store or factory, provide all-around ideal seating facilities. If a dealer—you'll be interested in the real opportunities these sanitary steel stools open. House-wives like them for kitchen service. Dad needs one in his shop or garage. Will you write for our low net prices, which allow a fine profit to dealers? In the event that you are a manufacturer—we'll sell you direct for your own needs. Hundreds of large and small companies buy direct from our factory. One company recently placed a single order for over 1,000. We will gladly refer you to users. Write for Bulletin 2M.

## How to sell more goods

Display small articles on this spacious Rack. See how much room there is. See how little floor space it covers. See the tilt of the trays that allows for ready selection. The trays are removable and interchangeable. Just as good for tools, groceries, etc., as for dry goods. One will soon pay for itself. They silently sell goods while you are busy at something else. May we ship you one on 30 days trial?

The price—complete—is \$20 net, f. o. b. Otsego.

## Angle Steel Stool Co.

C. E. PIPP, Pres.  
A Michigan Corporation  
Otsego, Mich.





**Grand Council of Michigan U. C. T.**  
 Grand Counselor—Fred J. Moutier, Detroit.  
 Grand Junior Counselor—John A. Hach, Jr., Coldwater.  
 Grand Past Counselor—Walter S. Lawton, Grand Rapids.  
 Grand Secretary—Maurice Heuman, Jackson.  
 Grand Treasurer—Wm. J. Devereaux, Port Huron.  
 Grand Conductor—W. T. Ballamy, Bay City.  
 Grand Page—C. C. Starkweather, Detroit.  
 Grand Sentinel—H. D. Ranney, Saginaw.  
 Next Grand Council Meeting—Bay City, June 1 and 2, 1917.

#### Getting the Price Essential to Success.

It is hard to redeem the salesman who is under the narcotic of price-cutting.

The habit of making your own prices on your employer's goods is a moral kink in your selling education, a holdback on your advancement in the profession, and a sink-hole for the profits of your house; and if you cannot break yourself of it, better far that you quit salesmanship and become an auctioneer; then you can have unlimited latitude to indulge in the pastime of tobogganing on a sliding scale of price-making where no harm can be done.

The most inexcusable fault in any salesman is the lack of ability to get the price.

If you will always keep in mind the principle of not allowing your customers to make your price, you will find how easy it is to make sales at the prices with which your goods are marked.

There are shrewd buyers everywhere who have learned that if they can put the price on the other man's goods they are morally certain of getting the best end of the bargain.

When a customer enters your sample-room and informs you that your competitor has offered him the same article you have just shown him at a lower price than you named, you should at once settle it with yourself that you will be establishing a dangerous precedent in falling into the hands of that customer, if this reported cut in price is met without careful investigation. And even then you should generally stand firm and refuse to meet this competitive attack. The salesman who sells the right goods to his customers in the right way has no need to do business at a loss on any article, or to allow his competitors or his customers to make his prices.

It is a good thing to remember the old rule that a good buyer never calls attention to the fact of prices being higher in one place than another. If a higher price has actually been named than he could buy the same article for elsewhere, he quietly drops it,

slips away to the store of the man who made the lower price, and places his order there.

In nine cases out of ten, when a buyer questions your prices he is merely testing your nerve as a salesman. If you should yield just once, and your house be lax enough to permit it, you are done for on price-getting with that buyer as long as you travel that territory.

The weak-kneed salesman who is unacquainted with the mind of the average buyer imagines because he is not strong himself on his own goods and prices, that the buyers on his territory will share his uncertainty. If they do share it, it is because of his reflected weakness, and not on account of his values.

All through the various phases of salesmanship, faith runs like a silver thread. If a salesman's faith is weakened with dread and doubt, he must blame his failure on his lack of confidence, and not on his goods.

When you start out with a new line of goods at the beginning of a season, and your faith is abundant, how easy it is for you to drive your points home and clinch your arguments with every article shown. No room for price-cutting then!

No, as a matter of fact, the prices of the goods in your house are pretty generally right. An off price now and then, even on a marked article, is perfectly liable to occur, but it is nothing to be alarmed at. Your house could not remain in business and pay you the salary you are drawing, if it were always under the market on everything it had to sell.

While you are looking with an eye to picking the easy sellers in your line, don't forget that price in merchandising does not cut so much figure as it did ten years ago. The buyer's argument then was price and quantity; now it is selection and quality. The merchant is out of date who goes about the market wearing that old price bugaboo around his neck. There is little room for doubt that his shelves are filled with shop-worn "bargains," in place of up-to-date merchandise.

On a certain occasion a big and pompous dealer from the West came into our store, and in a loud voice said:

"I'm looking for the man who makes prices."

The sales manager was called, and explained to him that no one in the place was empowered with that privilege. "Our prices," said he, "are the same to you as to others."

"But," answered the merchant, "I have always heard it stated that you were high-priced."

"You are willing to trust to your own knowledge of values, are you not?" asked the manager.

He said he was, and expressed a desire to go through the house. Stopping on one of the floors where he thought it would be a good place for the merchant to start in to buy, the manager launched into a brief, terse argument, in which he cut loose from cheapness—emphasizing merit—laying stress on inherent worth both of style and quality.

That buyer placed an order for fifteen hundred dollars before he left, and came back for more goods each season afterwards, always acknowledging that that argument on quality had been worth a great deal to him in his own business.

I have known salesmen to be so weak on price that, when they discovered an article in the line that was overvalued, from among hundreds of others of exceptional value, all they could do was to go about the place and hound everybody they came in contact with about it, as if the whole future of the house and themselves depended on immediate adjustment of the matter. Their argument was that if a customer should happen to run across it, it would prejudice him toward the entire line. Nice compliment to their customers' knowledge of values, wasn't it?

For the edification of just such salesmen, let me emphasize right here that buyers do not turn down a house of standing because of a price or two being out of the way. Every buyer has certain houses on his staff that he likes to favor. Before going to market he makes a mental blue-print of the amount of goods he intends to purchase, and about how much he will leave with each house. In visiting the various places he is in the habit of frequenting, his chief attention is given to selection on style—not price. He picks out patterns in one house that he did not see in another, and vice versa. If, perchance, he actually discovers the same article in two places at different prices, and he has already purchased it at the higher price, he simply cancels his order for that one thing and places it with the other house. But on no account does he condemn the entire plant because of that experience. So there is no need to fear that your trade is going to leave you on any such pretext.

Enlargement of the heart is responsible for price-cutting on the part of some salesmen. They permit a buyer to work on their sympathies with stories of the quantity of goods he can use if the price is right. He pleads his case so eloquently and with such ardor that the salesman forgets that successful salesmanship depends upon his ability to lead his customers—not on following them. Leaders are finders; followers get but leavings.

"Clouds are helped by winds to rise. Be not a cloud; strive to be the wind whose will the clouds obey."  
 W. D. Moody.

Copyrighted, 1907.

Mrs. J. C. Neuman, who conducts a general store at Dorr, writes: "The

Tradesman has been in the Neuman store for the past thirty-three years and I certainly would be at a loss without it, for I have gained much information of great value to country merchants which cannot be obtained elsewhere. I always look forward to its delivery every Thursday. I do not remember missing one issue through any carelessness of our publisher, Mr. Stowe. I trust I may always have the privilege of reading it while in business."

Young man, don't try to act cute if you are more than 10 years old.

## The Hotel Geib

Eaton Rapids, Mich.

L. F. GEIB, Propr.

AMERICAN PLAN

Artesian Water Steam Heat

\$2 Per Day

Sample Room in Connection

## THE RATHBONE HOUSE AND CAFE

Cor. Fulton and Division

It's a good place to stay and a good place to eat. You have service when you want it.

If you will try us out once we'll make things so comfortable for you that you'll come again soon.

## The Cushman Hotel

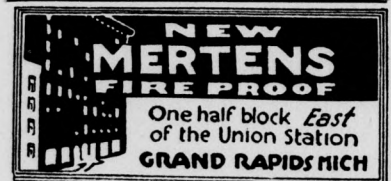
PETOSKEY

The Leading Hotel of Northern Michigan

One day LAUNDRY SERVICE  
 Send your soiled linen by parcel post  
 Make the Cushman your headquarters while working this entire region

\$2 50 and up

American Plan All Meals 50 Cents  
 W. L. McMANUS, JR., Prop.



## 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

## HOTEL CODY

EUROPEAN  
 GRAND RAPIDS, MICH

Rates \$1 and up. \$1.50 and up bath.

### Received Too Late to Be Classified.

Saginaw Council, U. C. T., are making plans for a large banquet to take place at a local hotel October 21, and a meeting will be held in the Forester temple Saturday night to complete arrangements. At the same time committees will be appointed to start work on a mammoth fair which the Travelers are to engineer in the Forester temple three days, December 28, 29 and 30.

A Belding correspondent writes: Jesse Wilbur returned home on Saturday, after nine years in the service of the same company in the selling of leather to the trade. The reason why Jesse returned home was because the company for which he worked was going out of business and were not in need of men. Mr. Wilbur says that the company had been in business for fifty-four years and that he had been with them for the past nine years. He left here Monday morning for Saginaw where he had secured a position with Morley Bros., in the wholesale hardware business and in the office. Mr. Wilbur says that he expects, however, that it will be but a short time before he will again be on the road. He has been engaged in the commercial traveling business for more than fifteen years, during which time he has built up a large acquaintance among the people of the State.

An Alpena correspondent writes: Joseph L. Reinke has taken a position as traveling representative of the Thunder Bay Milling Co. and will assume his new duties about Nov. 1. Mr. Reinke leaves Wednesday evening with his wife for a visit in Detroit and Cleveland and expects to be gone about two weeks. Following that, he will post himself on various phases of the business and will be ready to go on the road by November 1. Mr. Reinke will cover the district from Alpena to Cheboygan and as far south as Tawas City. He will also have charge of the territory off the main line of the D. & M., including Hillman, Rogers City and Rose City. Mr. Reinke is well qualified to handle the duties in connection with his new position. He conducted a grocery store on Chisholm street for many years and only a short time ago sold out the business to Bernard Zemke. His many friends in Alpena are pleased to learn that he will make Alpena his home.

John D. Martin is ill from a nervous breakdown at his home in this city. He expects to be out on the warpath again within two weeks.

### Honks From Auto City Council.

Lansing, Oct. 10—E. H. Simpkins (Perry Barker Candy Co.) is seriously ill at his home on East Michigan avenue. His ultimate recovery is certain, but the doctor says he will be confined to the house for at least two weeks.

We are in possession of a neat thirty-page booklet, the Dry Goods Optimist, published by Burnham, Stoepel & Co., James M. Goldstein editor. It contains many items of interest to the dry goods merchant, current price quotations, news of the trade in general and is of special interest to the traveling fraternity. Short poems by traveling salesmen are not barred.

F. H. Hastings left Saturday for a two months' trip covering a part of Kansas, Oklahoma and Texas. It is very interesting to hear him relate

his experiences with the soldier business in the Southern and Western states. Mr. Hastings works exclusively with a ford car and the only time the blamed thing gets a rest is while he is home on a visit.

G. E. Ridnour has purchased the stock of meats and groceries of W. Czscha, at 715 South Cedar street, and will continue the business at the same location. Additional fixtures will be installed in the near future and a larger stock will be carried.

The Lansing police are willing to wager \$13.86 (the amount of a fine and costs) that there is one ford in this city that can show thirty miles an hour, provided L. L. Colton, of our Council, a genial, whole souled, good natured salesman, is at the wheel.

Last week we journeyed to Michigan's metropolis for a bunch of tin wagons and called at the store of Burnham, Stoepel & Co. for a short visit with our Detroit correspondent. During this visit we prevaricated to the extent that we were getting a new Packard, whereupon our genial host confided that he had placed an order for one of the same kind of buzz carts. Just before the visit terminated, however, both admitted that Henry Ford was getting our money.

H. D. Bullen.

### Food Show Plans Well Under Way.

Bay City, Oct. 10—Plans for the pure food show, to be held in the armory, November 14 to 18 are well under way. The chairman of the executive committee states that he is very well pleased with the way in which things are rounding up at the present time, and that nothing will be spared to make the show a huge success.

Mr. and Mrs. Frederick Williams, who have had experience in this line of work, have been employed by the committee and it is expected that with their combined ability together with that of the committee, behind the work, the show will be the best and biggest that has ever been put on in this part of the State. The contracts for the advertising and decorating have been let and work in these two departments will be started in the near future. A number of local firms have already contracted for booths, and notices have been sent to a number of outside firms who are also expected to be represented. The local firms who have already signed contracts for booths are the Hammond-Standish Co., the Bay City Packing Co., the National Grocer Co., Consumers Power Co., Moxley Butterine Co., of Chicago; and the Bay City Gas Co. Many other firms both local and outside, have designated their intentions of signing contracts in the immediate future.

### Arrangements For the Convention.

Kalamazoo, Oct. 9—The nineteenth annual State convention of the Retail Grocers and General Merchants' Association of Michigan and the second annual pure food show will be held in Kalamazoo Feb. 19 to 24.

The Michigan State Armory has been leased for the occasion where over 15,000 feet of floor space will be devoted entirely to food exhibits on the one floor.

L. A. Kline has been selected by the local organization to formulate the plans and complete every detail for both convention and food show.

With the experience in the past and the assistance from the local organization, the occasion under Mr. Kline's management will be one long to be remembered. His expression is, "in Kalamazoo we do, deliver the goods direct to you."

All exhibitors and advertisers wishing space should write to L. A. Kline, manager.

Barney Sikkema has opened a grocery store at the corner of Hall street and Kalamazoo avenue, the Worden Grocer Co. furnishing the stock.

### Some Changes in Forty-Five Years.

Forty-five years ago I was employed as clerk in a general store in Reed City. In those days we purchased our shoes in Boston. I should say boots, because very few shoes were sold in Northern Michigan forty-five years ago. The traveling man from whom we bought shoes visited us twice a year. The dry goods man from whom we bought dry goods called on us once in three months. The grocery salesman from whom we purchased our groceries called on us once a month. This compelled us to anticipate our needs and requirements to a considerable extent; and I cannot help feeling that, in many respects, the old method was preferable to the new. Certainly the traveling men in those days secured orders worth while. The merchant for whom I worked was a Christian gentleman, but some of the other merchants in Reed City at that time were more or less addicted to the flowing bowl and it was not an unusual thing for traveling men to remain three days in town. The first day was spent in getting drunk with the customer. The second day was given up to getting over the effects of the spree. The third day was devoted to securing the order. All the merchants and all the traveling men who made a practice of doing business in this way have gone to meet their Maker.

There is a wide difference between the traveling man of forty-five years ago and the traveling man of to-day. In the early '70's the traveling salesman had about as much authority as the employer had at home. He spent the money of his employer with great prodigality. John Caulfield, who was in the wholesale grocery business here for many years, insists that Billy Pitwood and Manley Jones contributed from \$5 to \$15 towards the purchase of every church bell from Grand Rapids to Mackinaw City—and John was not much in the habit of making contributions to Protestant churches, either. The traveling men in those days were inveigled into all sorts of traps and found themselves confronted with all sorts of perplexities and problems. The only way out of it was to pay—and pay they did.

The traveling man of the early '70's was versatile—exceedingly so. I remember the case of one traveler who is still selling groceries on the road for a Grand Rapids house. He was somewhat convivial in those days and the news of his occasional lapses reached the ears of one of the pioneer merchants of Mancelona. He wrote the Grand Rapids house that it must send another salesman to Mancelona to sell him goods because he could not continue to bestow his favors on a man who drank or played cards. The house turned the letter over to the traveling man with the notation that he must square himself—and square himself he did. The next time he went to Mancelona he called on Mr. Farnham and said, "I saw the letter you wrote the house and it touched my heart. I am a changed man, and to prove to you that I am a changed man, I want to go to prayer meeting with you to-night." Mr. Farnham was surprised beyond meas-

ure, but accepted the situation and accompanied the salesman to prayer meeting. It so happened that Hub's father had been a class leader in the old days and he knew his piece to perfection. When it came his turn to speak, he told his experience and told it so effectively that tears filled the eyes of Mr. Farnham and from that day until the merchant was gathered to his Fathers, no one but Hub could sell him any groceries. And Hub has not smoked or drank or played cards or looked sideways at the girls in Mancelona since.

Forty-five years ago, the traveling man had no standing in the community. His name never appeared in the newspapers except when he got drunk and engaged in a street fight or had a runaway and smashed up the buggy. Then the newspapers trotted out their biggest black head, Drunken Drummer. I need hardly say that times have changed since then. No class of men now stand higher from the standpoint of temperance, integrity and responsibility than the traveling salesman. This change has not come suddenly, but has been a matter of slow but gradual growth. Of the causes which have brought it about I need not speak.

E. A. Stowe.

### Mendon's Misfortune.

The good people of Mendon have received a body blow in the destruction by fire of forty store buildings and twenty residences, many of which will probably never be rebuilt. Hickmott & Dukette, the leading dry goods establishment of the place, sustained a loss of \$50,000, with \$27,000 insurance. They will not re-engage in business at once. Two grocers who were burned out have temporarily resumed business at their homes.

### New Butter Law in California.

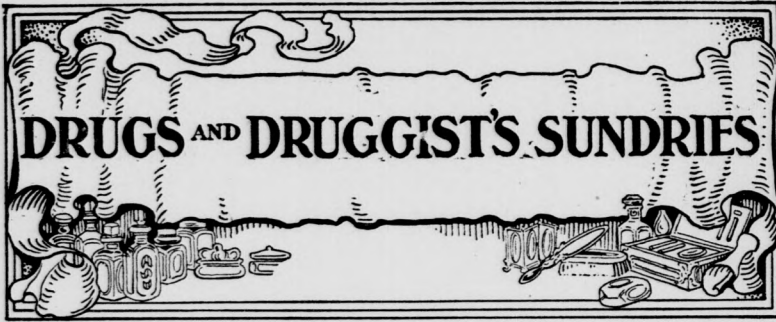
On October 1, 1916, what is known as the Pure Milk and Butter law went into effect wherein all butter sold for human consumption shall be marked on the outside of the container—"Pasteurized" or "From Tuberculin Tested Cows." Said containers shall be marked with the name and location of the creamery where produced, or with the name and address of the producer.

If you work for a man work for him for all you are worth or quit the job. A fine thing is loyalty. The man is to be despised who knocks the firm which hands out to him his bread and butter every week. Think the best of your employer. If he at times seems impatient and even unreasonable, remember he may have many things on his mind which are little dreamed of in your calculations.

Peter Schuringa has engaged in the grocery business at 1057 Sherman street, the Worden Grocer Co. furnishing the stock.

Owosso—The Connor Ice Cream Co. is building an addition to its plant which will enable it to double its capacity.

Sherman—Ernest Wart succeeds Mrs. Carrie Boylan in the grocery business.



**Michigan Board of Pharmacy.**  
 President—E. T. Boden, Bay City.  
 Secretary—Charles S. Koon, Muskegon.  
 Treasurer—George F. Snyder, Grand Rapids.  
 Other Members—Leonard A. Seltzer, Detroit; Ellis E. Faulkner, Delton.  
 Next Meeting—Grand Rapids, Nov. 21, 22 and 23.

**Michigan State Pharmaceutical Association.**  
 President—C. H. Jongejan, Grand Rapids.  
 Secretary—F. J. Wheaton, Jackson.  
 Treasurer—John G. Steketee, Grand Rapids.  
 Next Annual Meeting—Grand Rapids, June 19, 20 and 21, 1917.

**Michigan Pharmaceutical Travelers' Association.**  
 President—Fred L. Raymond, Grand Rapids.  
 Secretary and Treasurer—Walter S. Lawton, Grand Rapids.

#### Romance of Quinine.

In London recently an aged man, reading in bed, upset his candle, set the bed afire, and was burned to death. This accident, says the Kansas City Star, reminded the world that it had forgotten the aged gentleman and the great service he did for humanity some half century ago. But now the medical journals of the world are paying tardy justice to the memory of this man, Sir Clements R. Markham, traveler, explorer, historian, writer, late President of the Royal Geographical Society.

Civilization owes much to him. He saved from extinction the tree from which quinine is obtained, planted it in vast groves and thus increased the supply of quinine and lowered the cost to a few cents an ounce. This put it within reach of everyone.

How important a thing that was pointed out by a great London newspaper which said, commenting upon the death of Markham: "Quinine won India to civilization, because without quinine to allay fevers, British troops could not have conquered that vast empire. Quinine was almost the food of Kitchener's army on the toilsome march to Khartoum. Without quinine Egypt could not have been won."

Quinine had a great part in the winning of the American West, too. The pioneer carried with him a bottle of quinine with which to fight malarial fevers. He did not know then, as we know now, that malaria was spread by the sting of a mosquito carrying the germs from one person to another, and that quinine, taken into the blood, kills these germs.

Nearly three hundred years ago the Countess Cinchon, wife of the Spanish viceroy in Peru, lay at death's door with a fever, and was cured by a bitter decoction of the bark of a tree given her by an Indian. She took some of the bark to Spain. Gradually the use of it as a medicine spread throughout Europe, and Linnaeus, the great Swedish botanist, named the

tree from which it came Cinchona, in her honor.

In 1859 Markham, a professional traveler, went to Peru and saw how the Cinchona trees were being destroyed for their bark. They were nearing extinction. Soon the world would be without quinine unless something was done to save the trees. He induced the British government to plant the tree in India. It commissioned him to do it. He set out vast groves, and quinine, before so costly that only the rich could have it, was cheapened. Markham told all about it in a book he wrote, "Travels in Peru and India," which is well worth reading even at this late day.

We wonder now how the world got along without quinine, it is so generally used to-day. The United States alone imported nearly four million pounds of Cinchona bark and nearly three million ounces of quinine alkaloids in 1914. The war greatly increased the price, but after peace it will go down again, thanks, mostly to the Cinchona trees planted by Markham.

If you should get a touch of malaria, and should send to the drug store for some quinine capsules, you may think of how much you owe to the Spanish Countess Cinchon, and to the Englishman, Markham, who was burned in his bed, and of the romance of the bitter white powder, only a glimpse of which has been given here.

#### Luminous Paint.

Becquerel pointed out many years ago that the production of phosphorescent calcium sulphide depends upon the presence of certain impurities. A calcium sulphide made from pure calcium carbonate and sulphur is but slightly luminous, but if traces of soda, manganese, bismuth, lithia, potash or rubidium are present there is more luminosity, the color varying with the particular extraneous matter employed. It is, we imagine, because of the need for a suitably impure calcium carbonate that Balmain, the inventor of luminous paint, used oyster shells. Balmain's formula is:  
 Finely Powdered Calcined

Oyster Shells ..... 20 grams.  
 Sulphur ..... 6 grams.  
 Starch ..... 2 grams.  
 Bismuth Nitrate, 0.55 gram in 8 Cc. of acidified alcohol.  
 Alcohol ..... 100 Cc.

The mixture is exposed to the air until the alcohol has evaporated, and is then calcined. After calcination the upper layer, consisting of calcium sulphate, is removed, and the remainder of the mass powdered and again heated for fifteen minutes.

#### Boomlets From Bay City.

Bay City, Oct. 9.—Julius J. Lambert, general merchant, doing business at Kawkawlin, Linwood and Lambert's Corners, died Wednesday morning at Mercy hospital from the effects of an operation performed for appendicitis Tuesday night. He is survived by a widow and seven children.

The little village of Kawkawlin, five miles north of Bay City, was visited by hold up men Tuesday evening who caused great excitement in that quiet little burg when they entered the store of Max Schwainburg and, with drawn revolvers, compelled Max to hold up his hands while they helped themselves to cash in the till, amounting to only \$7.50. Local officials are of the opinion that the hold up was the work of amateurs. No arrest has yet been made.

The formal opening of the new store of the Stephens Co., 402 Center avenue, took place Saturday. A full and exclusive line of women's and misses' ready-to-wear garments will be carried.

The Billings-Lenz Co., which for several years has conducted a 5 and 10 cent store on the West side of the river, has opened a branch store on the East side at 804 North Water street. Saturday was the opening day.

The key of the city was handed the 200 postmasters who were in attendance at the annual convention of the Michigan Postmasters Association, held in this city Wednesday and Thursday. They were given the "glad hand" and made to feel at home. An automobile ride around the city was one of the pleasant features of their stay in the city. Muskegon was selected for the next convention.

Mrs. L. J. Cramer has opened a grocery store on South Linn street, on the West side of the river.

A. Applebee, who retired from the grocery business several years ago, has gone back in the grocery trade and is located on Trumbull street.

Nathion & Hirschon, meat dealers on Columbus avenue, have added groceries to their stock.

Jacobson & Kahn have recently engaged in the grocery and meat business on Columbus avenue. W. T. Ballamy.

#### Sunday Closing Loses Out in Los Angeles.

In view of the activity of the retail grocers of Brooklyn to have grocery and food stores of the city closed Sunday, the incident of two competing grocers of Los Angeles is interesting. It was literally a case of Sunday competition run wild.

A. H. Wilson has been in the grocery business in Los Angeles for several years in the apartment house district and had found it pays to stay open in the evening. Recently Avedesian Brothers opened a store across the street. They did not rel-

ish the late hours and suggested early closing to Wilson. Wilson replied that he had a definite open-in-the-evening policy and intended to continue.

Not to be outdone, Avedesian Brothers decided to go him one better and remained open a little later in the evening. Then the real contest started. Instead of being open only a part of the day Sunday, both stores were open all day, and last Sunday they were open all night. Through the still watches of the night both stores burned electricity and the proprietors smoked strong cigars and drank black coffee to keep awake, while their law-abiding customers slept comfortably.

Other stores in the neighborhood have joined the fight and are open until late hours. Meanwhile the lighting companies are the only ones which are profiting. Both stores are burning brilliant lights in front to attract the unsteady steps of late wayfarers.

#### Ear Trouble.

"An' what did de doctor say?"

"He said de chile had a 'tack of erysipelas."

"Ery-sipelas! I allus said dat chile would hab trouble wif his ears some day."

*Malt and Hop Tonic*

"The highest-rater  
 Invigorator."



*Grand Rapids*  
 BREWING CO.

For Sale by all Wholesale Druggists

## Satisfied Customers

are the foundation of our business

Good Merchandise and Prompt Service

have strengthened this foundation

**Heystek & Canfield Co.**

Jobbers of

Wall Paper — Paints — Factory Supplies







SPECIAL PRICE CURRENT

15

16

17

12

13

14

Table with 2 columns: Item Name and Price. Includes categories like Smoking, CIGARS, TWINE, VINEGAR, WICKING, WOODENWARE, and various tobacco and pipe products.

Table with 2 columns: Item Name and Price. Includes categories like Rob Roy, CIGARS, TWINE, VINEGAR, WICKING, WOODENWARE, and various pipe and cigar products.

Table with 2 columns: Item Name and Price. Includes categories like Butter Plates, Wire End, Churns, Clothes Pins, Egg Crates and Fillers, Faucets, Mop Sticks, Traps, Tubs, Washboards, Window Cleaners, Wood Bowls, and WRAPPING PAPER.

YEAST CAKE
Magic, 3 doz. .... 1 15
Sunlight, 3 doz. .... 1 00
Sunlight, 1 1/2 doz. .... 50
Yeast Foam, 3 doz. .... 1 15
Yeast Foam, 1 1/2 doz. .... 85



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
Mosan ..... 18
Quality, 20 ..... 16
W. J. G. Tea ..... 37
Cherry Blossom Tea 37
Telfer's Ceylon ... 40

AXLE GREASE



1 lb. boxes, per gross 8 70
3 lb. boxes, per gross 23 10

BAKING POWDER K C

10c, 4 doz. in case .... 90
15c, 4 doz. in case .. 1 35
25c, 4 doz. in case .. 2 25
50c, 2 doz. plain top 4 50
80c, 1 doz. plain top 6 75
10 lb. 1/2 dz., pln top 13 50

Special deals quoted upon request.
K C Baking Powder is guaranteed to comply with ALL Pure Food Laws, both State and National.



Royal
10c size .. 90
1/2 lb cans 1 35
6 oz cans 1 99
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

The Only Five Cent Cleanser

Advertisement for FITZPATRICK BROTHERS' SOAP CHIPS. Includes text: 'Guaranteed to Equal the Best 10c Kinds', '80 Cans.....\$2.90 Per Case', 'SHOWS A PROFIT OF 40%', 'Handled by All Jobbers', and 'Place an order with your jobber. If goods are not satisfactory return same at our expense.—FITZPATRICK BROS.'

Advertisement for Economic Coupon Books. Includes text: 'They save time and expense. They prevent disputes. They put credit transactions on cash basis. Free samples on application. TRADESMAN COMPANY, Grand Rapids, Mich.'

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; Goddard, Durand & Co., Battle Creek; Fielbach Co., Toledo.



Morton's Salt
Per case, 24 2 lbs. .... 1 70
Five case lots ..... 1 60

SOAP
Lautz Bros.' & Co.
[Apply to Michigan, Wisconsin and Duluth, only.]
Acme, 70 bars ..... 3 05
Acme, 100 cakes, 5c sz 3 60
Acorn, 120 cakes .. 2 50

Climax, 100 oval cakes 3 25
Gloss, 100 cakes, 5c sz 3 60
Big Master, 100 blocks 4 00
Naphtha, 100 cakes .. 3 40
Oak Leaf, 100 cakes 3 60
Queen Anne, 100 cakes 3 60
Queen White, 100 cks. 3 90
Railroad, 120 cakes .. 2 50
Saratoga, 120 cakes .. 2 50
White Fleece, 50 cks. 2 50
White Fleece, 100 cks. 3 25
White Fleece, 200 cks. 2 50

Proctor & Gamble Co.
Lenox ..... 3 20
Ivory, 6 oz. .... 4 00
Ivory, 10 oz. .... 6 75
Star ..... 3 85

Swift & Company
Swift's Pride ..... 2 85
White Laundry ..... 3 50
Wool, 6 oz. bars ... 3 85
Wool, 10 oz. bars ... 6 50

Tradesman Company
Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

Scouring
Sapolio, gross lots .. 9 50
Sapolio, half gro. lots 4 85
Sapolio, single boxes 2 40
Sapolio, hand ..... 2 40
Scourine, 50 cakes .. 1 80
Scourine, 100 cakes .. 3 50
Queen Anne Scourer 1 80

Soap Compounds
Johnson's Fine, 48 2 35
Johnson's XXX 100 5c 4 00
Rub-No-More ..... 3 85
Nine O'Clock ..... 3 50

WASHING POWDERS.
Gold Dust
24 large packages .... 4 30
100 small packages .. 3 55

Lautz Bros.' & Co.
[Apply to Michigan, Wisconsin and Duluth, only.]
Snow Boy
100 pkgs., 5c size .... 3 75
60 pkgs., 5c size .... 2 40
48 pkgs., 10c size .... 3 75
24 pkgs., family size 3 20
20 pkgs., laundry size 4 00

Naphtha
60 pkgs., 5c size .... 2 40
100 pkgs., 5c size .... 3 75

Queen Anne
60 5c packages ..... 2 40
24 packages ..... 3 75

Oak Leaf
24 packages ..... 3 75
100 5c packages ..... 3 75

BBLs.
210 lbs. .... 3c per lb.
250 lbs. .... 4c per lb.
225 lbs. .... 5 1/4 c per lb.
300 lbs. .... 6 1/4 c per lb.

CHARCOAL
Car lots or local shipments, bulk or sacked in paper or jute. Poultry and stock charcoal.
DEWEY - SMITH CO., Jackson, Mich.
Successor to M. O. DEWEY CO.



# 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.

**The Merchant's Auction Co.** The most reliable and successful sale concern. For closing out, cleaning or reducing, address Reedsburg, Wisconsin. 289

**A Chance—For a hustler.** On account of sickness will sell my stock of dry goods, all new goods, in one of the best towns in Michigan. Opportunity is good for a big business. Good location. Will not require big capital. If interested answer quick. No. 537, care Tradesman. 537

Young man wishing to enter general store business desires to get in touch with merchant wishing to retire or one having small general stock in good town which would be sold on payment plan. Address No. 538, care Tradesman. 538

**Business For Sale—Light manufacturing,** now running, can be operated in connection with other business or alone, one person can operate. There is an unlimited field and one that is very profitable. Good reason for wishing to sell. For particulars address Box 87, Oden, Michigan. 539

**For Sale—Good clean stock of shoes** and groceries in live town of 3,000 doing good cash business. Stock will invoice about \$2,500. Good reasons for selling. Address No. 540, care Tradesman. 540

**Furniture Store For Sale—Fine location,** one of best towns in State; business established fifteen years. One competitor within fourteen miles. Stock will inventory \$3,000. Store \$5,000. Will sell complete or store only. Fred A. Moore, Crosswell, Michigan. 542

**For Sale—Drug stock and fixtures in** Northern Michigan valued at \$2,400. Three years old. Business has paid for itself and over in this time. Terms, \$1,000 cash, \$700 bankable paper. Owner must take charge of father's business due to ill health. Address No. 543, care Tradesman. 543

**For Sale—Only variety store in good** town, clean staple stock. Small investment. Variety Store, Montague, Michigan. 544

**Fixtures For Sale—26 feet ceiling rug** rack, 19 cross arms with pulleys, swivels and ropes complete. Write for price. The Beirer Shadel Merc. Co., Hiawatha, Kansas. 545

**For Sale—Dry goods, \$2,500; shoes,** \$2,500; winter coats, \$400; millinery, \$200 (no hats). Fixtures \$400. Fine modern front store room. Lease expires April 1, 1917. Can renew. A money-making store. Must sell quick. Other business. "The Wonder," 111 First Ave., Cedar Rapids, Iowa. 546

**For Sale—Drug stock located in the** upper half of Lower Michigan; county seat, population 2,500, two railroads. Stock consists of drugs, and small musical goods. Largest school supply stock in Northern Michigan. Modern floor cases, plate glass tops. Two-story brick, in center of town. Rent reasonable. No use to write unless you are in the market for a good business. Wish to retire. Address No. 547, care Tradesman. 547

**Wanted—To exchange, 181-acre farm** for stock of merchandise. Address O. M. McLaughlin, Nashville, Michigan. 548

How oft do we hear the following words when a fine chance to make a desirable purchase has been allowed to slip through one's fingers: "Well I was intending to pick it up myself" or "Just my luck I am always late." That is what I expect to hear when I sell out at Irving, Michigan. I can show you a good going paying general mercantile business for sale with stock, fixtures and real estate all on the bargain counter. Here is a chance for some live, wide awake, energetic hustler to pull down some real money and fight the H. C. L. combine. C. R. Watson, Irving, Michigan. 549

**A Drug Store Bargain For Some One.** For Sale—A drug store located in a live and growing Southern Michigan town of about 500, surrounded by good farming country. Modern fixtures. New soda fountain with electric carbonator. No competition. Nearest drug store four miles. Store located in new fire-proof building. Steam heated and electric lighted. On electric and steam lines. New \$300,000 paper mill just being completed. An excellent opportunity for a physician to operate a drug store in connection with his practice. Will sell at inventory which is about \$2,900. Owner wishes to devote entire time to his manufacturing interests. Address enquiries to Lock Box 704, Kalamazoo, Michigan. 551

**Drug Store For Sale—Or trade.** Mod. ern, good stand, terms easy. \$1,500 value. Write, Low Rent, care Tradesman. 533

**For Sale—Furniture and undertaking,** carpets, rugs and linoleum. Good clean stock. Bargain if taken at once. Reason for selling, death. Mrs. J. F. Coleman, Laingsburg, Michigan. 541

**For Rent—Brick corner store.** Live town. Good farming country. Suitable for any retail business. Enquiries promptly answered. G. D. Whitmore, Middleville, Michigan. 553

**For Sale—Wholesale paper and notions** business in good town in Michigan. Excellent territory. Established twenty years. Address Paper, care Tradesman. 514

**For Sale Or Rent—Double store building.** Electric lights, city water, steam heat (can be heated with stoves), best corner in the village. Will rent store-rooms separately or as one. Mantion is one of the best towns in Northwestern Michigan. Right in the center of the best growing dairy, stock and general farming district. Write or call on V. F. Huntley, Mantion, Michigan. 536

**For Sale—Grocery with good business** in manufacturing town in Southwestern Michigan. Address A. B. C., care Tradesman. 552

**Store For Rent—Nos. 23, 25 and 27** Ottawa avenue, six floors and basement, 80,000 square feet. Railroad siding and team track. Will rent first and second floors and basement if desired. Steam heat, electric light and power. Freight and passenger elevator service. Night watch and janitor service. Sprinkled for cheap insurance. Apply on the premises or to H. Leonard & Sons, Grand Rapids. 524

**Tenant Wanted—For store room 30 x 90** ft., brick building with warehouse in rear 30 x 30 ft., also flour house, county seat town 1,400. Good churches and good schools. Two railroads. Up to date building on good location, suitable for general merchandise. Rent reasonable. Address H. P. Otto, Wapello, Iowa. 525

**For Sale—Ice cream parlor, confectionery,** periodical and news store, all marble iceless soda fountain; located in a good live manufacturing town of 3,000. Address S. H. Browne, Sandwich, Ill. 526

**For Sale—Prosperous drug store in city** of Grand Rapids. This store is located in best growing part of city. You can clean up \$2,000 per year. I have done this and better. Home must be sold with store, both \$11,000. Opportunity to get located right with city advantages. Address No. 519, care Tradesman. 519

**For Sale Or Trade—For farm, three-**story brick block suitable for department store or can be remodeled. Tremendous bargain for quick sale. Clear title. W. E. Miller, Cohoctah, Michigan. 520

**For Sale Or Trade—For farm, barber** shop with three table billiard room in connection. No competition. A snap. Barbershop, Cohoctah, Michigan. 521

**For Sale Or Trade—For farm, implement** business, building, stock and two homes. Twenty-two years in business. Best reason for selling. A. J. Peckens, Cohoctah, Michigan. 523

**For Rent—An up-to-date store-room,** 36 x 108, with a well lighted basement salesroom, 36 x 90, on a prominent corner in a manufacturing city of 30,000. A second and third floor with 12 and 15 foot ceilings, if desired. For particulars address S. L. Van Petten, Anderson, Indiana. 529

**General Merchandise Auctioneer—Ten** years success closing out and reducing stocks. Reference any reliable merchant in Cadillac. Address W. E. Brown, Cadillac, Michigan. 530

**For Sale Quick—Up-to-date and complete** dry goods stock at Hart. Great reduction sale this week. Will reduce to low figure. Great opportunity for a young hustler. Fixtures and balance of stock at a bargain. Must act quick. Charles B. Eddy, Hart, Michigan. 531

**Drug Store—Well located, good trade,** low expense. Favorable terms. Owner wishes to retire. Address Age 66, care Tradesman. 534

**Safes Opened—W. L. Stocum, safe expert** and locksmith. 128 Ann St., N. E., Grand Rapids, Michigan. 104

**For Sale—360 acres of virgin hardwood** timber in Northern Michigan. Estimates furnished on application. Quality of soil A. 1. Might exchange for other desirable property. Mulholland Bros., Reed City, Michigan. 503

**For Sale—Clean, staple, well assorted** stock general merchandise. Discount for cash. Would consider small farm as part payment. Good reasons. W. F. Beatty, New Lothrop, Michigan. 506

**For Sale—Spring wagon with top, wood** sides, driver's seat, brake, pole, shafts, condition good, price \$65. One 7 1/2 H. P., A. C. Motor, 3 phase, 60 cycle, price \$120. One 3 H. P. second-hand gasoline engine, in good condition, price \$55. One 4 H. P., oil engine, new, price \$145. One 7 H. P., new, gasoline engine price \$155. One 20 H. P. Callahan gasoline engine, good condition, price \$260. "M" Engineer, Box 4, Station "U" Cincinnati, Ohio. 462

**THE WORLD'S GREATEST SALES CONDUCTORS—Offer you the services** of men who have had extraordinary success, in handling both large and small stocks in the United States and Canada. There is no sales promoter operating in the world to-day can furnish you with the references we can. We not only sell your stock—but we sell it at a profit during one of our personally conducted sales. We handle Department Stores, Clothing Stores, Shoe Stores, Furniture Stores and General Stores, and no town or stock is too large or small for us to handle successfully. You pay us absolutely nothing until we have sold your stock at a profit. Write to-day for free plans and information. LYNCH BROS., 28 So. Ionia Ave., (Wm. Alden Smith Bldg.) Grand Rapids, Michigan.

**For Sale—200-acre stock and grain** farm in Southern Michigan. Will take some property in part payment. W. Wallace, 1419 Forbes Ave., St. Joseph, Michigan. 480

**For Sale—Drug stock, consisting of** drugs, paints, and oils, wall paper, books and stationery, school supplies. Only store of its kind in small but prosperous town, in best farming and dairying section in Central Michigan. One sideline alone paying \$85 per month. Owner wishes to retire. Snap for a live wire druggist. Price including one-story brick building 22 x 85 \$4,500. \$3,000 down, balance easy. For information address all enquiries to J. D. G., care Michigan Tradesman or J. D. Gillee, Pompeii, Michigan. 491

**Merchants Please Take Notice! We** have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 859

**Excellent Opportunity—Clean stock of** general merchandise, shoes, groceries, men's furnishings, salt and flour. Inventory about \$18,000. Can reduce to any desired amount in a few weeks. Will sell at invoice. Most stock advance from 10 to 50 per cent. in valuation. Good, excellent German farming country. A good chance for any live party to clean up from \$1,000 to \$2,000 before the first of the year. Pay \$30 per month rent, \$24 per week for labor and do business from \$38,000 to \$45,000 a year. This is a bargain, better hurry. Lock Box 222, Bonduel, Wisconsin. 509

**For Sale—General merchandise stock** in Southern Michigan. Established about 25 years; good locality; good business. Address No. 511, care Tradesman. 511

**For Sale—One H. B. Smith moulder** machine No. 1162, four inch head, four sides. This machine is in good condition. Slater Construction Company, Pontiac, Michigan. 500

**For Sale—National cash register and** paper baler nearly new, office safe, twelve iron couch trucks, six wood, nine iron Eureka table racks, lace curtain rack, glass and wood caster cups, one hair picker. Furniture wagon and horse. Address No. 447, care Michigan Tradesman. 447

**For Sale—Elegant full modern brick** boarding house, Illinois city, 40,000, central location; business established 25 years. Price \$12,000. Union Sales Co., Galesburg, Illinois. 501

**For Sale—A stock of ladies' ready-to-**wear furnishings located in a thriving Michigan city. Address No. 489, care Michigan Tradesman. 489

**Gall Stones—Your bilious colic is the** result; your physician can not cure you; only one remedy known on earth, positively cures. Free Booklet. Brazilian Remedy Co., Box 3021, Boston, Massachusetts. 478

**Stocks Wanted—Write me if you want** to sell or buy grocery or general stock. E. Krusenga, 44-54 Ellsworth Ave., Grand Rapids, Michigan. 304

**Will pay cash for whole or part stocks** of merchandise. Louis Levinsohn, Saginaw, Michigan. 757

**For Sale—Best grocery and meat market** in Northern Michigan. Will sell below inventory about \$6,000 stock. Located at one of the finest summer resorts in the United States. Doing \$70,000 business a year. Good reasons for selling. Apply owner, Box 84, Charlevoix, Michigan. 338

**For Sale—Old established furniture** and rug business. City 10,000. A1 trade. Will sell part or all of stock. Must sell account ill health. F. S. Gutschow, Mt. Clemens, Michigan. 410

## POSITION WANTED.

**Position Wanted—As grocery clerk by** experienced young man. Best references. Address Floyd W. Kniskern, Elkhorn, Wisconsin, Box 224. 516

## HELP WANTED.

**Wanted—A good tinner. Must understand** plumbing. Enquire No. 550, care Michigan Tradesman. 550

**Wanted—Girls and Women. Steady** work; \$1 a day to beginners with advancement. Room and board with all modern conveniences, including the use of the laundry, at the company's boarding house at \$3 a week. For information write Western Knitting Mills, Rochester, Michigan. 502

## 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.

# TALK



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

COPPER METALLIC  
CIRCUITS

**Citizens Telephone Company**

### THE ROADS IN THE COUNTRY.

A report sent out from Washington by the Department of Agriculture shows that throughout the United States in the last dozen years there has been marked improvement in highway work and a sharp decrease in labor contributions. Working out the road tax was popular from one point of view, but it never resulted very effectively so far as public advantages were concerned. It is far better to have the money in hand and hire the work done in a workmanlike way. Outside the limits of incorporated villages and cities there were January 1, 1916, 2,452,000 miles of public roads in this country. Of these 227,000 miles or about 11.3 per cent. were improved, with some form of surfacing. This improvement is going on at the rate of about 16,000 miles a year, and now about one-half of it is under the supervision of the several state highway departments, which also supervise the maintenance of about 52,000 miles of main thoroughfares.

There has been a marked increase in expenditure for road and bridge work, which in 1904 was about \$80,000,000 a year and which in 1915 had grown to \$282,000,000. The outlay of state funds during the same time grew from \$2,550,000 to over \$53,000,000. New Jersey was the first State to make a regular highway department and now there is one in every state except Indiana, South Carolina and Texas, which up to the first of this year had expended over \$265,000,000 for road and bridge construction and maintenance. There has been a falling off in the work done by convict labor which was \$20,000,000 in 1904 and only \$15,000,000 in 1915. There are a great many arguments in favor of convict labor on roads, both from the standpoint of the welfare of the public and the welfare of the convict. They are better off for doing something and this is a line of activity which does not interfere with outside labor. In 1904 the road and bridge expenditure in this country was only \$28 per mile of rural roads and in 1915 it was \$109. New Jersey leads the Union in both years. The increasing use of automobiles has created a greater demand for good roads which are enjoyed by, and advantageous to the owners of all sorts of vehicles and have materially increased the value of the real estate near the improved highways.

### SEVEN HOUR DAY.

Having brought about the eight hour work day in many lines of industry, Boss Gompers announces that plans are now under way to reduce the working hours of all union men to seven hours per day and the miners' unions have already begun active operations to enforce a demand for eight hours' pay for seven hours' work.

Some years ago Gompers announced that, before he relinquished his position as head of the labor federation, he expected to see the working day limited by legislation to six hours. The entire strength of his organization is to be enlisted in the campaign, to establish the six hour work day. The arrogant aristocrats who head the labor unions expect to accomplish this result without any reduction in the daily wage;

in other words, they expect to force the employer to pay just as much for six hours' work as he does now for ten, nine or eight hours.

All of which suggests the question—after six hours what?

Why, five hours, of course.

Mr. Wilson's selections for the commission to investigate the workings of the Eight-Hour law will not altogether commend themselves to the public. Not that there is anything wrong with the appointees personally. The doubt will be as to whether they can be absolutely non-partisan, and whether they adequately represent all the parties at issue—the railroads, the public and the trainmen. Thus Gen. Goethals is already committed to the Eight-Hour law, having established it as President of the Panama Railroad. Edgar E. Clark, of the Interstate Commerce Commission, the second member has been Grand Chief Conductor of the Order of Railway Conductors of America. The third member, George Rublee, is known for radical social views, narrow vision and limited legal ability. As an appointee to the Trade Commission, he is deeply in debt to Mr. Wilson for standing by him despite the refusal of the Senate to confirm him. Obviously, there is no one on this Commission who really represents the point of view or experience of a professional railroad manager, nor of the general public. It is to be regretted that such a life-long student of railroad economics as Professor Taussig, of Harvard, or President Hadley, of Yale, could not have been added to this Commission to represent the interest of the general public.

Just why the remaining militiamen who have not been to the "front" should now be ordered to the Texas border passes our understanding. The reasons given are that a large guard is still necessary, and that all the units should have a turn at border service. Now, if that border service were of great military value, one could understand the Government's going to the extra expense of moving these troops down to Texas from Michigan and others states just when the whole Mexican flurry seems to be over. But reports of the returning regiments do not bear out the assumption that these troops will get a better military training than they could have in the home camps they are now quitting. For instance, the Seventy-first New York reports that it had no extended-order drills during all the time that it was in Texas. More amazing even than this is the fact that, although the regiment had four or five hundred recruits in it, they were never taught how to load their rifles, much less how to fire them. If our information is correct, not a single shot was fired in practice by this regiment during its absence from New York.

Ordinary stencil window or interior signs do not add to the attractiveness of the merchandise. There is about them a smudgy, cheap look which detracts from the general appearance. A little thing, perhaps, but little things count.

A man usually smiles when another man invites him to do so.

### Jevne Company Explains Its Financial Troubles.

In view of the surprise which has been occasioned in grocery trade circles over the information that the well known retail grocery house of Chicago, C. Jevne & Co., had been placed in the hands of its creditors, President Otto C. Erickson has issued a trade letter, in which he says in part:

"I feel that I owe it to all concerned to explain the company's recent action in placing the control of the business for the time being in a new board of directors, the majority of whom will represent the creditors' interests.

"As you doubtless know, the business of late has not shown the profit that it did in earlier years. Our working capital has been impaired by equipping our Michigan Boulevard store and the necessary changes in our method of doing business resulting, much to my regret, in our recent inability to meet our bills promptly.

"The new directors, Mr. Rasmussen, Mr. Thomas and Mr. White, have determined that the situation demands the immediate conversion of the stock to cash with a view of meeting all obligations. For that purpose a sale was inaugurated for Monday, October 2, for cash at retail, and for the time being no new debts will be incurred, the sole purpose being to pay off the creditors promptly.

"The company is amply solvent, and the purpose is to conserve the equity in the business for the stockholders after paying the debts."

### Late Bank News.

Saginaw—W. J. Rashow, former Vice-President, and Cashier of the Charlevoix State Bank, has been secured as manager of the new Saginaw Valley Trust Company.

Ottawa Lake—The safe in the Peoples Savings Bank here was blown Oct. 6. Bank officials report that \$1,200 was stolen. The cracksmen escaped in an automobile.

Sunfield—Burglars blew the vault in the Sunfield State Bank and escaped with \$272 cash and \$929 in stamps, placed in the vault for safe-keeping by the postmaster. The postoffice was not entered.

Three Rivers—The First State Savings Bank has moved to its new \$40,000 building. The new building is on the site of the old one at the corner of Main and Penn streets.

Bronson—The directors of the Peoples National Bank have purchased a large, handsome chime clock which will ring the quarter, half, three-quarters and hourly time, said to be the most beautiful chimes heard in any city of the world.

### Manufacturing Matters.

Detroit—The Jos. Mazer Co. has engaged in the manufacture and sale of jewelry with an authorized capital stock of \$50,000, all of which has been subscribed, \$15,000 paid in in cash and \$35,000 paid in in property.

Saginaw—The Nitro Products Co., organized to manufacture artificial silk and other fiber articles, has leased the plant of the Saginaw Concrete Stone Co., on Holland avenue, and will be ready for business before Dec. 30.

Detroit—The Detroit Works has been incorporated to manufacture and deal in metal products with an authorized capital stock of \$10,000, all of which has been subscribed, \$3,500 paid in in cash and \$6,500 paid in in property.

Detroit—The Electric Freezing System has been organized to manufacture ice machines and ice compressors with an authorized capital stock of \$10,000, all of which has been subscribed, \$200 paid in in cash and \$2,000 paid in in property.

Detroit—The Harroun Motors Corporation of Michigan has been organized to manufacture, buy, construct or assemble automobiles with an authorized capital stock of \$10,000, of which amount \$1,000 has been subscribed and paid in in cash.

Kalamazoo—The Standard Chemical Co., Incorporated, has been organized to manufacture, mine, import, export and sell chemicals and chemical products with an authorized capitalization of \$10,000, of which amount \$6,000 has been subscribed and paid in in cash.

### Chesapeake Bay Oysters Reported to Be Dying.

Chesapeake Bay oysters, especially along the Western Shore, are reported to be in the death grasp of sea nettles or are dying because of the lack of nutriment from the rivers, especially the Susquehanna River.

The Conservation Commission has given out a statement that an investigation of the oyster beds in the upper part of the bay and along its western side had disclosed great mortality in the crop, and that it feared that the market supply from the Chesapeake will be lessened considerably. The beds along the eastern side of the bay, below Love Point, have not been investigated. The commission has no idea of the cause of the mortality, and will ask the United States Bureau of Fisheries to make a thorough scientific investigation.

### Libby Buys Hawaiian Pineapple Firm.

Honolulu advices state that the Koolau Fruit Co., Ltd., has been sold to Libby, McNeil & Libby. With this important transaction further confirmation is given the news that the big mainland firm is expanding rapidly by the acquisition of other interests. James D. Dole, President and manager of the Hawaiian Pineapple Co., Ltd., which owned the Koolau Co., said with the sale the Hawaiian Pineapple Co. closes out its interests on Windward Oahu and concentrates energy and enterprise on its other interests. The sale includes all the property of the fruit company. The fruit has been handled by the Libby firm under an old contract. No announcement is made of the figure at which the transaction was made.

### BUSINESS CHANCES.

For Sale—Best grocery in town of 2,000 in fine farming community. Doing \$3,000 per month. Invoice \$3,500. Address W. D. Mosher, Ovid, Michigan. 554

For Sale—General merchandise store in small railroad town, 18 miles from Grand Rapids. Live business. No peddling. Clean stock. Will exchange for city property. Dwelling included. John Weersing, Holland, Michigan. 555