

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$1 PER YEAR

Thirty-Fourth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 18, 1916

Number 1726

THE OLD SCYTHE

The music in our medder
When haying had begun,
Why, I jes want to tell you
'Twas the sweetest 'neath the sun.

The sounds from that medder
I loved in days gone by
When dad, in some tree's shadder,
Was sharpening his scythe.

The cleek-clang, cleek-clang rhythm
As the whetstone struck the blade,
Why the notes were never written
That sweeter music made.

Starting at the holster,
The tones first low and dull,
Growing just a little bolder—
And then there was a lull

When the sickle was made sharper
From the heel unto the tip,
There's no Aeolian harper
Could ever equal it.

When the bob-o-link was bubbling
Forth song notes as he flies,
Dad was the music doubling
As he stood and whet his scythe.

The grass is life's synonym
In the sacred writers' eyes,
So dad was playing a requiem
Every time he whet his scythe.

Charles A. Heath.

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

Made for a Discriminating Public by a Discriminating House for Discriminating Dealers.

If you wish to secure the agency of the BEST ICE CREAM it is possible to produce, write at once to

Piper Ice Cream Co.

Kalamazoo,

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Michigan

Bread is the Best Food

It is the easiest food to digest.

It is the most nourishing and, with all its good qualities, it is the most economical food.

Increase your sales of bread.

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secures perfect fermentation and, therefore, makes the most wholesome, lightest and tastiest bread.

Sell Bread Made With

FLEISCHMANN'S YEAST

Prepare Now

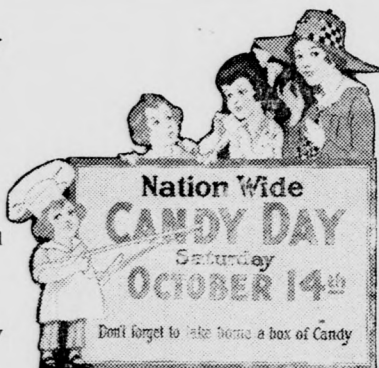
Get ready for the
BIG DAY

It is *your* opportunity

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DUDLEY E. WATERS, PAUL H. KING, Receivers

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

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Freight Traffic Manager,

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Taking an insurance rate of 50c per \$1,000 per year.

What is your rate?

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TRADESMAN BUILDING

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.

WOOD BUILDDO } Teaches Self Instruction and Designing. Retails 10c to \$1.00.

STRUCTO SETS } Teaches Electricity and Correct Engineering. Retails \$1 to \$10.

BOY CONTRACTOR } Teaches Architecture, a complete cement block plant. Retails 10c to \$1.00.

MASTER BUILDER } Teaches Steel Construction and Machinery. Retails 10c to \$1.00 per set.

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 18, 1916

Number 1726

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JUST GOING FORWARD.

We hear so much about progress these days that it is a common word in the vocabulary of even the most illiterate. But what does it mean? Ask yourself, and see if you can give a definition to your own satisfaction.

We look ahead, and with future-strained vision consider the far-off line which we hope to reach some day. We do not set a limit to our ambitions. We may go farther than that first line we are considering, but it marks an epoch, a milestone on our way.

And when we shall have gotten so far we think we will have made progress.

So we will, but we will have made it long before that.

Progress is just taking a step forward every day. It is not standing still nor going backward. It is moving toward a goal. When the football player gains a yard, that is progress. When a merchant's business increases, that is progress, even if the increase is almost imperceptibly slight. When a man gains control over a bad habit, that is progress. And every kind of progress helps every other kind.

Keep in mind that progress is what must be the order of affairs if there is to be success, and that it is only necessary to go slightly forward to accomplish it. "Every little bit added to what you've got makes just a little bit more," is true not only of the accumulation of fortune, but also of character building and business building.

Look ahead, but do not let your focus be too far in the distance for fear you may become discouraged.

The story of tin plate in the United States has been told frequently, and it is particularly timely just now, when the political contest hinges largely on the question of protection or free trade. Curiously this country, which had already built up great iron and steel industries, had no tin-plate interest of any consequence until the McKinley tariff act went into operation. Accordingly we find that the exports of this commodity from the United States rose from 20,827 pounds in 1898 to 516,257,473 pounds in the fiscal year 1916. The quantity of tin

plate manufactured in the United States is 2,000,000,000 pounds per year against a little over 1,000,000,000 pounds in 1904 and in the current year it is estimated the value of this product will be \$75,000,000. The foreign-trade department of the National City Bank of New York calls attention to the interesting fact that 200,000,000 pounds of the tin plate produced in this country goes back to those parts of the Orient, that is the Straits settlements and British India, from which the tin is obtained, some of it going to the very ports from which the material was shipped, making a round trip of 26,000 miles. Probably the closest economist would say that this is a great waste of human effort but if the East Indians cannot or will not make the tin plate no good reason appears why we should not supply their wants. And this industry has placed a great many good dollars in the pockets of American workers. This is only one of many illustrations in this line and perhaps not the most striking.

The performance of the German submarine cannot be called a "grand stand play" merely, for it has destroyed property destined to be used by the enemy, but Germany's offhand way of sinking neutral as well as enemy vessels argues a nonchalance respecting ordinary morals which gives that country great distinction. Moreover it is perhaps not strictly to the credit of the Teutonic powers that their method of disposing of any craft on the ocean that they do not happen to like practically bars their war vessels from the performance of the ordinary acts of humanity. Seemingly nearly all on board these torpedoed vessels would have lost their lives had not a big flotilla of United States destroyers and submarines come to the rescue. That feature of the submarine warfare is the strongest argument in favor of the demand the European powers make on our Government to refuse harborage to the "divers." Logically innocent lives, and possibly American lives, are destroyed every time a German submarine pokes the nose of a torpedo into the hull of a vessel. The old demand to heave to is seemingly losing its pice in naval warfare. Thus, while the position taken by our Government appears to be correct, there is some ground for the attitude of the entente powers. This raid has had much effect on the markets of the United States, and the fear of further performances of the same sort will be an element in our business for a long time, although Bernstorff has been quoted as saying that there will be no more raids. At the best, commerce will be restricted for a time.

NOVEL BREAD LAW.

Los Angeles is about to enact a standard bread ordinance, drafted with the co-operation of the State and county sealers. As a result of sundry conferences and hearings a draft has been framed which contains a number of radical provisions of interest. For instance, weights are to apply to the loaf when baked and must be checked at the bakery. This would relieve the retailer from any responsibility for underweight, due to shrinkage. A tolerance of not more than three ounces on small, or six ounces on large loaves, is provided. This must not be below the standard of twelve and twenty-four ounces, but would permit bakers to turn out larger loaves, if they desired. It is also provided that "twin" or "two for 15c" loaves must be sold together, not singly.

The President of a New York trust company called together the financial editors of the newspapers the other day and told them that the German government had taken steps to secure peace through the mediation of President Wilson. Persons of a suspicious temperament interpreted this as an attack on the prices of stocks, but it is more probable that this "exclusive information" was a remnant of certain undertakings in that line that have been going on for some months, intimations of which had already appeared in the public prints. Anyhow persons much closer to the German throne and the chair of the theorist in the White House deny positively that anything of the sort is going on. There have been peace projects all the time since the war began, but so far as appears the entente powers are just as much opposed to any movement in that direction now as they were a year ago—probably more so for they are in better trim for fighting now than they were then. Just at the present time the Allies are in bad luck in the Eastern portions of the war area, but those who believe in their ultimate triumph simply set this fact down as further evidence that the war will be protracted for months or years. Great Britain is still calling for help in its munitions factories in a way to indicate that every possible effort is needed to maintain present advantage and win out in the end.

The dispute over the holding up of neutral mails, although not one of the most important, is one of the most vexatious and difficult, that the war has presented to our country. What answer our Government will make to the long memorandum on the subject now handed to Secretary Lansing by the British Ambassador on behalf of his own and the French government, or when that answer will be made, it is impossible to say. The trouble in the case, as in so many oth-

er issues of the kind, is that elements are involved which are almost irreconcilable. The right to search for matter which, if transmitted to the enemy, would assist him in the prosecution of the war is, in a general way, admitted all round; the limits to the steps which it is permissible to take in asserting that right are, on the other hand, extremely indefinite and may be the source of endless controversy. The belligerents wish to stretch those limits to the utmost; the United States, in the interest of neutral rights, seeks to keep them within the bounds set by unchallenged precedent. The most that can be said for the progress thus far made in the correspondence is that it has narrowed the subjects of dispute down to a pretty definite area—the question of what treatment shall be accorded to first-class mail carried on neutral ships and marked for a neutral destination, and the question of the contraband or noncontraband character of postal money-order lists—these latter being declared in the Anglo-French note to be virtual transmittals of money, while our own Government asserts that they are merely ordinary letters.

Regarding the fighting in Transylvania, the reports from Bucharest and the Teuton capitals are virtually in agreement. All along the line the Rumanians are on their own frontier, with the exception of a counter-offensive in the valley of the Alt, which we must assume to be in the nature of rear-guard fighting. Although the first German blow was struck in the Southwest around Hermannstadt, the effect has been felt at the other end of the line in the Dorna Watra region, where the frontiers of Rumania, Bukowina and Transylvania meet. This is near where the Southern Russian armies have been trying to break through the Carpathians, and the fact that the Rumanian retreat in this section has been as precipitate as elsewhere would argue that the Russians have been unable to spare sufficient reinforcements for their Allies. The reconquest of Transylvania has differed from all other campaigns in the war in the fact that the decisiveness of the victory has been out of all proportion to the number of prisoners taken. At its best, from the Rumanian point of view, this may mean that positions and material have been sacrificed in order to keep the armies intact. At its worst there would be the Berlin interpretation that the Rumanian forces have been scattered and do not offer organized battle. Events in the immediate future will show which is the truth.

Most men who wander around the free lunch circuit daily like to be seen entering a first-class hotel.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Oct. 16—The branch store of A. H. Eddy, at Sailors Encampment, closed down for the season this week, after having enjoyed the largest business since the opening of the branch store. Mr. Eddy feels well pleased with his venture, which was a great convenience and the accommodations were greatly appreciated by the tourists of that famous summer resort.

"Some men are hard drinkers, but others find it easy."

George Moutsatson, the well known Portage avenue confectioner and ice cream dealer, has leased the building just west of his present location, which will be connected with his present quarters into confectionery department and ice cream parlors. The partitions will be taken out and new decorations and fixtures added. A new soda fountain will also be installed. Mr. Moutsatson is well pleased with the present outlook at the Soo and has been very successful during his eighteen years stay here.

"Old Noah was not a promoter, but he managed to float a lot of stock."

F. Watson, of the firm Watson & Bennett, DeTour, whose place of business was destroyed by fire recently, has opened a temporary store in the rear of the burned building. He has not as yet decided whether or not he will continue here or rebuild.

W. H. Lewis, one of DeTour's leading merchants, was a Soo visitor last week.

Through an oversight in last week's items, the announcement of the marriage of Ed. Reidy, one of our prominent young grocers here, was omitted. Mr. and Mrs. Reidy have returned from an extended wedding trip through the West and have settled in their new quarters at the Soo. They were given a royal reception by their Soo friends upon their return

who wish them a bright and happy future.

C. C. Collins left this week for Detroit on a business trip in connection with the new Overland garage of which he is manager. The new company is now doing business at the stand previously occupied by A. E. Runnells, which has been rebuilt into a garage thoroughly equipped with the necessary machinery to take care of every kind of repair work.

Raco is losing no time in getting up-to-date and last week added a new barber shop, the proprietor being Thomas Hines, one of the Soo's best barbers.

Mr. Harrison, of Traverse City, has taken a position with The Cornwell Company as accountant.

John Goetz, one of DeTour's pioneer business men and proprietor of the Hotel DeTour, is out for the office of Representative in the State Legislature. Mr. Goetz is the big man for a big job and one of the best fitted men in Chippewa county and seems to be a favorite with the voters.

St. Ignace has a new doctor in the person of Dr. Walsh, who has taken over the practice of Dr. Sherk and will occupy the old offices of the latter. St. Ignace is one of the healthy places, but believes in safety first.

Leave it to Duluth when it comes to advertising. It is reported that the Duluth Commercial Club has hit upon a very unique form of advertising in the shape of a neat book showing the different industries, business houses public buildings, docks, etc., and giving a thorough description of each and also telling of the excellent railroad and boat facilities and inviting industries to locate in the city. The books are nicely bound and are being placed in the lobbies of hotels and libraries; also in each of the D., S. S. & A. dining cars.

William G. Tapert.

Intelligence is the mother of brevity.

Boomlets From Bay City.

Bay City, Oct. 16—The campaign for raising \$100,000 to enlarge Mercy Hospital is under way and the prospects are bright for securing the amount. At a recent meeting of the Bay City Retail Grocers' Association, they pledged their support to the campaign. The proposed plan contemplates accommodations for 200 patients and, when completed it will be one of the largest and most up-to-date hospitals in the State.

The respectable and law abiding citizens of Detroit, including our brother scribe, Goldstein, no doubt, feel very keenly the disgrace placed upon their fair city by the exposure of fraudulent registrations and other irregularities in the last primary election. It is this kind of work by the saloon element and kindred influences which is creating strong anti-saloon sentiment which will in a short time put Michigan in the dry column. It may happen on November 7.

Joseph La Fond, grocer, doing business at 701 Third street, has decided to go out of business and is having a special sale to close out his stock.

W. G. Stoutenburg, Prescott, has sold his stock of groceries to Frank C. Mallory, who has taken possession and will continue the business at the same location.

An old-fashioned clam bake was given by the Bay City lodge of Elks at Wenona Beach Thursday night. It is estimated 400 were in attendance at the banquet. The occasion is one which will long be remembered by those present.

R. E. Small, for the past eight years in the employ of the Williams Bros. Co., Detroit, has resigned and secured a position with the National Grocer Co., of this city, covering territory formerly worked by Harry Beardsley, who will spend the winter in Florida on account of his health.

The Bromley evangelistic meetings which have been in progress the past

four weeks have been very successful. Over 1,000 converts have been secured and the prospect is bright for many more before the close of the campaign, October 29. Rev. Bromley's arraignment of the saloon will make many votes for the prohibitory amendment.

The regular meeting of Bay City Council Saturday night was one of the best held this year, forty-one members being present. Seven applications were received and four candidate initiated, making a total increase of twenty-one members since April 1. Keep your eye on Bay Council and watch her grow. An invitation to visit Saginaw Council next Saturday, when a large class will be initiated, was accepted, and it is expected a large number of members and their wives will attend.

W. T. Ballamy.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Oct. 16—Creamery butter, extras, 35c; first 33@34c; common, 30@32c; dairy, common to choice, 25@32c; poor to common, all kinds, 25@27c.

Cheese—No. 1 new, 21c; choice 20c. Eggs—Choice, new laid, 38@40c; fancy hennery, 45@48c; storage, 30@32c.

Poultry (live)—Fowls, 16@20c; old cox, 14c; ducks, 16@18c.

Beans—Medium, \$5.75@5.90; pea, \$5.65@5.75; Red Kidney, \$6.00; White Kidney, \$6.00; Marrow, \$6.25.

Potatoes—\$1.25@1.30 per bu. Rea & Witzig.

Speaking From Experience?

Clerk—Mr. Goldberg, as I am about to marry, I would like more salary. Boss—How much more do you want?

Clerk—Ten dollars a week. Boss—My gracious! How many women are you going to marry?



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

Barney says—

I want to tell our customers about our Tea Department. I particularly want them to know that we buy our teas in Japan to match the samples we pick out of the teas on hand. That is why we always keep our tea customers, and why our teas are always the same year after year.

I think this is the reason why the tea department keeps growing and making business for our customers.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

Bankruptcy Proceedings in South-western Michigan.

St. Joseph, Oct. 7—Willis A. Coleman, engaged in the sale of meats at wholesale at Kalamazoo, filed a voluntary petition and was adjudged bankrupt, the matter being referred to Referee Banyon. The following are scheduled as creditors:

Claims Having Priority.

County Treasurer of Kalamazoo ... \$ 26.64
City Treasurer of Kalamazoo ... 60.03
License Clerk of Kalamazoo ... 5.00

\$ 91.67**Creditors Holding Security.**

Swift & Co., Chicago ... \$7,562.12
John S. Bartlett, Kalamazoo ... 900.00
Kalamazoo National Bank ... 1,400.00
First National Bank of Kalamazoo ... 300.00

\$10,162.16**Unsecured Claims.**

Independent Packing Co., Chicago \$481.00
Boyd & Lunham, Chicago ... 201.59
A. Phillips & Co., Cambridge, Md. 15.00
Mace Woolford & Co., Cambridge 100.00
W. G. Winterbottom & Co., Cambridge, Md. 100.00
L. B. Phillips & Co., Cambridge, 100.00
Lee & Cady, Kalamazoo ... 26.68
C. Sager, Kalamazoo ... 36.30
Citizens State Bank, Plainwell ... 100.00
William Shakespeare, Jr. Kalamazoo 90.00

\$1,250.57**Assets.**

Stock in trade ... \$ 350.00
Machinery and tools ... 544.00
Debts due on open accounts ... 218.48
Other property ... 25.00

\$1,137.48

Oct. 9—Maurice L. Jones, of Benton Harbor, filed a voluntary petition and, in absence of the District Judge, the matter was referred to Referee Banyon, who entered an order adjudging the petitioner bankrupt.

The following are listed as creditors:

Farmers & Merchants' National Bank, Benton Harbor ... \$350.00
Jane M. Jones, Executrix, Benton Harbor ... 45.00
W. Worth Bean, Jr., Benton Harbor 650.00
Russell M. Jones, Benton Harbor 1,721.25
Amos Messner, Benton Harbor ... 38.93
Public Drug Co., Benton Harbor ... 5.50
Bean & Jones Contracting Co. 2,840.86
W. Worth Bean, Sr., Benton Harbor ... 13,500.00

\$19,557.53

Assets.
Household goods ... \$ 275.00
Other personal property ... 235.00
Debts due on open accounts ... 3,700.00
Stocks ... 300.00

\$7,310.00

Oct. 10—In the matter of Willis Coleman, bankrupt, of Kalamazoo, an order was entered calling the first meeting of creditors at the latter place Oct. 21, for the purpose of proving claims, the election of a trustee, the examination of the bankrupt and the transaction of such other business as may properly come before the meeting.

In the matter of Warren & Co., a partnership bankrupt, George L. Warren, Frank Warren, Bessie Warren and William Layman, bankrupt, by withdrawal of his answer and consent, an order was entered adjudging William Layman bankrupt, whereupon the matter was referred to Referee Banyon, who entered an order for the bankrupt to prepare and file his schedules.

In the matter of Charles M. Scherer, bankrupt, of Benton Harbor, the trustee filed his final report and account showing total receipts of \$1,933.81 and disbursements of \$903.25, leaving a balance on hand of \$1,030.56. He requested that a final meeting of creditors be called for the purpose of declaring a final dividend and closing the estate.

Oct. 11—Herbert O. Brant, doing business as the Brant Motor Co., at Benton Harbor, filed a voluntary petition and, in absence of the District Judge, the matter was referred to Referee Banyon, who entered an order adjudging the petitioner bankrupt. The schedules of the bankrupt show no assets above his statutory exemptions and the following creditors:

Chicago Cycle Supply Co., Chicago \$129.62
Van Cleeff Bros., Chicago ... 41.23
J. H. Weimer Supply Co., Detroit 183.55
J. W. Lucas & Co., Benton Harbor 16.20
N. C. Colson & Co., Paris, Ill. ... 9.50
News, Palladium, Benton Harbor 11.70
Pone Mfg. Co., Westfield, Mass. ... 58.23
Baker-Vawter Co., Benton Harbor 34.19
Excelsior General Supply Co., Chicago ... 117.05

Bird Jones & Kenyon, Utica ... 22.25
Sieber Oil Co., St. Joseph ... 84.18
Motor Car Supply Co., Chicago ... 77.00
Joseph Phillips Co., Cleveland ... 6.00
Harry Hinkle, Benton Harbor ... 14.00
Dr. C. A. Mitchell, Benton Harbor 59.00
Dr. Wm. E. Morris, Benton Harbor 18.00
Dr. Pinkerton, Westerville, Ind. 20.00
O. L. Brant, Benton Harbor ... 1,360.00
Charles Cray, Benton Harbor ... 165.00
Harry Stewart, Baroda ... 50.00

R. V. Summerill, Benton Harbor ... 40.00
Russell Shaver, Benton Harbor ... 25.00
Benton Harbor Gas & Fuel Co. ... 11.50
Goodman & Goldbaum, Benton Harbor ... 8.85
Harry Anderson, Benton Harbor ... 17.50
National Leather Company, Niles 7.70
Nichols Transfer Line, Benton Harbor ... 1.25
James McDonald, Benton Harbor 118.00
P. F. Rolf, Benton Harbor ... 3.00
Benton Harbor & St. Joseph Ry. & Light Co. ... 13.45
Gus Wolf, Benton Harbor ... 3.00
Twin City Creamery Co., Benton Harbor ... 7.80

\$2,733.75

Oct. 12—In the matter of Maurice L. Jones, bankrupt, of Benton Harbor, an order was made calling the first meeting of creditors at St. Joseph on Oct. 26 for the purpose of proving claims, the election of a trustee, the examination of the bankrupt and the transaction of such other business as may properly come before the meeting.

In the matter of Warren & Co., et al., bankrupt of Niles, an adjourned first meeting of creditors was held at the referee's office and the trustee's first report and account was approved and allowed.

Oct. 13—In the matter of Charles M. Scherer, bankrupt, an order was made calling the final meeting of creditors at the referee's office on Oct. 27 for the purpose of passing upon the trustee's final report and account, the payment of administration expenses and the declaration and payment of a final dividend. Creditors were directed to show cause why a certificate should not be made recommending a discharge of the bankrupt.

Oct. 14—In the matter of Louis Goldstein, bankrupt, of Benton Harbor, the adjourned first meeting of creditors was held at the referee's office and the trustee's first report and account was approved and allowed. The bankrupt was examined for the purpose of discovering assets and certain expenses of administration were ordered paid. The trustee was directed to file his second report and account.

Jaunty Jotting From Jackson.

Jackson, Oct. 16—At a meeting of Jackson Council, held last Saturday night, arrangements were made for receiving twenty-five transfers from Washtenaw Council the second Saturday in November. Washtenaw

Council has decided to relinquish its charter.

C. G. Hill, East Main street grocer, has changed over to a cash basis. He reports that after a short experience selling for cash he is more than satisfied with result.

The Howard & Keebler Co. has given its order for a new auto truck.

George B. Dunlap, of Ypsilanti, unloaded a car of Northern potatoes last Monday and has more coming.

J. Fred Betz, the Hill grocer of Adrian, has gone North in search of a few cars of potatoes.

It would seem from the shortage of certain food products that the time for conservation and economy has come to the American people. We have never known what it meant to deny ourselves, but perhaps such an experience would be of value to some of us.

M. J. Howarn, of the Howarn Cigar Co., Detroit, spent a few hours in our city last Saturday. M'c has many friends here who are always glad to see him.

F. L. Day has modern apartments which he rents. He is changing tenants this week. Full particulars next week.

Jackson Council has unanimously endorsed W. M. Kelly as a worthy successor to L. P. Tompkins (deceased) as a member of the Grand Executive Board. He is a staunch worker, a good business man and well qualified for the position.

The Briscoe people are expecting to put out of their Jackson factories 50,000 automobiles during 1917.

There is much talk about the readjustment to take place after the war. Does it not look as if we might have a few readjustments before the war ends, especially when both sides claim that they have just commenced to fight? Spurgeon.

Wise is the man who realizes that he is a fool and tries to live it down.

Looks Are a Big Factor in Sales

Butter that has been colored with

DANDELION BRAND BUTTER COLOR

always looks as fresh as on the day it was churned.

Ask your dairyman to use Dandelion Brand.

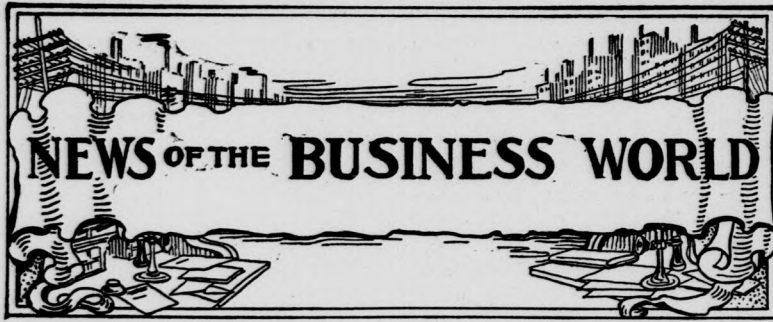
It means more sales for you.

We guarantee that Dandelion Brand Butter Color is
PURELY VEGETABLE and that it meets the **FULL
REQUIREMENTS OF ALL FOOD LAWS, STATE AND
NATIONAL.**

WELLS & RICHARDSON CO.**BURLINGTON, VERMONT**

And 200 Mountain St., Montreal, Canada

Dandelion Brand**Butter Color***The color with**the golden shade*



Movements of Merchants.

Zeeland—William Wentzel has opened a cigar store and restaurant.

Lapeer—Gordon Starking has opened a garage and automobile supply store.

Scottville—C. R. Booth will open a shoe and harness store about Nov. 1.

Cassopolis—Thomas Stapleton succeeds A. B. Cornthwaite in the laundry business.

Otsego—John McMullen succeeds Webster & Palmer in the ice and fuel business.

Three Rivers—Mrs. James Machamer has opened a restaurant and cigar store on St. Joe Street.

Hastings—A. B. Hedrick has sold his bazaar stock to G. M. Fox, who has taken possession.

Manistee—Gus Schmidt has opened a wholesale and retail meat market at 129 Washington street.

Lake City—J. K. Seafuse has sold his meat stock to James Sanborn, who will take possession Dec. 1.

Adrian—The A. B. Park Dry Goods Co. has increased its capital stock from \$60,000 to \$70,000.

Morrice—Jack Bishop has sold a half interest in his creamery to L. W. Felton, of Kankakee, Ill.

Fountain—H. O. Loken has added lines of clothing and men's furnishing goods to his stock of jewelry.

Constantine—Caseman Bros. succeed George B. Potter & Son in the garage and automobile supply business.

Jackson—Lewis & Doud have engaged in the hardware business at the corner of East Main street and East avenue.

Oxford—Elisha Price, druggist, was married Oct. 12 to Miss Mae L. Baker, at the home of her parents, at Detroit.

Bangor—Walter Webster has sold his bakery to L. J. Van Wieren, recently of Kalamazoo, who will continue the business.

Carson City—W. L. Wright has purchased and taken possession of the Martin R. Straight stock of bazaar goods.

Nashville—C. A. Pratt has sold his hardware stock to Seth I. Zemer, recently of Plainwell, who has taken possession.

Eagle—J. P. Haner has sold his stock of general merchandise to Lon David, who will continue the business at the same location.

Hastings—Arthur Vickery has purchased the Arthur Mulholland drug stock and store fixtures and will take possession Nov. 1.

Lakeview—C. F. Furber has sold his drug stock to E. A. Herron, who has been prescription clerk for Sidney D. Thompson, of Shepherd, for several years. Mr. Furber goes to Ann Arbor to pursue a course in dentistry.

Maple Rapids—Elijah Fleshman has sold his flour mill, which has been closed for some time, to Walter Gamble, who has reopened it.

Saugatuck—F. J. Comstock has sold his delicatessen store and news stand to the Mather, Carrol Co., of Chicago, who took immediate possession.

Peck—Tenniswood Bros. have sold their stock of dry goods, clothing, groceries and shoes to George H. Griggs, who will take possession Jan. 1.

Detroit—The Abbey-Barnum-Cartwright Co., engaged in the wire and iron work business, has changed its name to The Abbey-Scherer Co.

Detroit—The J. Joseph Lamb Co., engaged in the manufacture of electric starters, has increased its capitalization from \$3,000 to \$25,000.

Jones—Floyd Tims, druggist, died Oct. 13, as the result of a collision of his automobile with a Michigan Central switch engine during a blinding rain.

Muskegon Heights—John Haan, Sr., and son, John, have purchased the W. Musfeldt grocery stock and will continue the business at the same location.

Lapeer—The Michigan Stores Co. has opened its department store again, having remodeled its store building and replaced the stock recently destroyed by fire.

Fountain—Mrs. Philip Nickerson will continue the meat business established many years ago by her late husband, adding a line of canned goods to the stock.

Cedar Springs—Roy Marvin has traded his store building and grocery stock to John Warnock for his farm near Solon and will give possession Nov. 1.

Saginaw—Fire damaged the stock of the William F. Beckbissinger art store, at the corner of Jefferson avenue and Tuscola street, to the extent of \$2,500 Oct. 13.

Reed City—James Ford and sister, Mrs. Carrie Ingersoll, have formed a copartnership and purchased the Star restaurant on Chestnut street of Mrs. Patterson.

Petoskey—The Bremmeyr-Bain Hardware Co., which sustained a severe fire loss some months ago, is remodeling its store building and installing a plate glass front.

Bangor—Milford Decker has purchased the J. P. Livermore brick block which is nearing completion and will occupy it with his stock of bazaar goods about Dec. 1.

Holland—Henry Kraker, who is engaged in the plumbing business, has merged his business into a stock company under the style of the Henry Kraker Plumbing & Heating Co., to manufacture and deal in all kinds of

plumbing and plumbers' supplies, with an authorized capital stock of \$30,000, of which amount \$17,000 has been subscribed and \$4,200 paid in in property.

Detroit—Henry C. Weber & Co., wholesale and retail dealer in hardware and home furnishing goods, has increased his capital stock from \$30,000 to \$70,000.

East Jordan—Thieves entered the confectionery store of John Batsakis, known as the Sugar Bowl, and carried away the contents of the cash register, amounting to \$175.

Durand—J. C. Obert, who has conducted a dry goods store here for the past twenty-one years, has sold his stock to the A. D. Mosser Co. who will continue the business.

Lapeer—C. England has sold the Lapeer city garage to P. J. Brophy and Peter Eisenbart, who have formed a copartnership and will continue the business under the same style.

St. Louis—Manley Curns, of Flint, and George Gray, of Bellefontaine, have engaged in the grocery and cold meat business in the Holcomb block under the style of Curns & Gray.

Owosso—L. H. Thompson, who has conducted a grocery store for the past four years, has sold his stock to George S. Dickson, of Mt. Pleasant, who has taken possession.

St. Louis—Miller Bros. who conduct a grocery and shoe store at both Midland and Alma, will remove their stock from Midland Nov. 1 and continue the business in the Holcomb block.

Grandville—Henry Geukes is erecting a two-story tile and cement store building, having two stores on the first floor, one of which will be occupied by Mr. Geukes with his stock of meats about Dec. 1.

Detroit—The Reliable Produce Co. has been organized to deal at wholesale in fruits, vegetables and similar products with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,500 paid in in cash.

Detroit—The H. B. Kendal Co. has been organized to deal in machine and factory supplies and equipment with an authorized capital stock of \$25,000, all of which has been subscribed, \$5,000 paid in in cash and \$20,000 paid in in property.

Kalamazoo—M. Brink & Sons, bakers, have merged their business into a stock company under the style of the Brink Baking Co. and purchased the plant and stock of the Freeman Baking Co., at the corner of Church and Eleanor streets.

Lansing—The Birney Electric Co. has engaged in business to handle wholesale and retail electric supplies and the installation of same with an authorized capital stock of \$10,000, of which amount \$9,230 has been subscribed, \$2,500 paid in in cash and \$6,730 paid in in property.

Belding—The E. Chapple Co. has been organized to conduct an elevator business, also deal in farm products, building materials, farm machinery, implements, tools and vehicles with an authorized capitalization of \$15,000, all of which has been subscribed, \$10,000 paid in in cash and \$5,000 paid in in property.

Manufacturing Matters.

Detroit—The Michigan Motor Specialties Co. has increased its capital stock from \$75,000 to \$150,000.

Kalamazoo—The Kalamazoo Corset Co. has increased its capital stock from \$137,000 to \$250,000.

Detroit—The capitalization of the Newton Beef Co. has been increased from \$100,000 to \$400,000.

Battle Creek—The Post-Raymond Dairy Co. has increased its capital stock from \$10,000 to \$30,000.

Fountain—Frank J. Boehm is erecting a grist mill which he will operate in connection with his furniture and general store.

Holland—The Michigan Tea Rusk Co. has merged its business into a stock company with an authorized capital stock of \$50,000.

Greenleaf—The Greenleaf Creamery Co. has been organized to manufacture dairy products with an authorized capitalization of \$10,000.

Kalamazoo—The Brink Baking Co. has been incorporated with an authorized capitalization of \$10,000, of which amount \$5,000 has been subscribed and paid in in cash.

Battle Creek—The Rich Steel Products Co. has been organized to carry on the general machine business with an authorized capitalization of \$100,000, all of which has been subscribed and paid in in cash.

L'Anse—The Superior Timber Co. has been organized to cut and manufacture, buy and sell cedar ties and other forest products with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash.

Bay City—The Hagaman & Storrs Co. has engaged in the manufacture of mechanical tools and machine parts with an authorized capitalization of \$10,500, of which amount \$6,000 has been subscribed and paid in in cash.

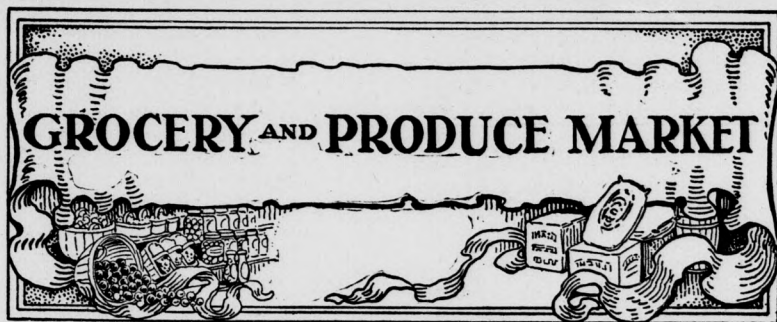
Detroit—Smith Bros. & Anderson has been organized to manufacture and deal in foods and food products with an authorized capital stock of \$12,000, of which amount \$6,000 has been subscribed, and \$1,200 paid in in cash.

Detroit—The Fisher Tool & Supply Co. has been organized to manufacture tools and mill supplies with an authorized capital stock of \$15,000, all of which has been subscribed, \$1,700 paid in in cash and \$13,300 paid in in property.

Detroit—The Twin Fire Spark Plug Co. has been organized to manufacture auto and gas engine equipment, supplies and devices with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and paid in in cash.

Detroit—The Reynolds-Hoffman Co. has engaged in business to manufacture patented and other articles also act as manufacturers agent with an authorized capital stock of \$2,500, of which amount \$1,500 has been subscribed and \$1,000 paid in in cash.

Detroit—The Children's Shop, Inc., has been organized to manufacture and sell at wholesale and retail children's apparel at 304 Dime Savings Bank building with an authorized capital stock of \$6,000, of which amount \$3,000 has been subscribed and \$1,000 paid in in cash.



The Grocery Market.

Sugar—The market developed further strength Monday, Cuban raws selling at 5½¢ cost and freight, which represented an advance of ½¢ from the previous sale basis, making the spot quotation 6.27¢, or within 25 points of the high level of last spring. The necessities of refiners explained the rise, supplies being light because of the waiting policy pursued in recent months. The purchasers of Arbuckles and Howells, estimated at 50,000 to 75,000 bags, were followed by these refiners putting the quotation of granulated to 7¼¢, the figure previously asked by the Federal and Pennsylvania. The American, McCahan and Franklin later quoted 7¼¢. Warner is withdrawn. All interests are oversold, delays in delivery extending to three weeks, which naturally checks new business. There is a steady enquiry for granulated from Europe and South America, although large sales are not the rule. With raws higher, refiners raised their price to 6.10¢ to 6.20¢ in bond. The distributors, according to the view generally held in the trade, are more interested in getting shipments on old contract than in placing new business, which with most refiners could not be delivered for weeks to come. They are two or three weeks behind except in the case of the Federal, which can ship fairly prompt, and hence secures some orders at full prices where buyers must have sugar. The country needs stocks, having relied in some cases on an early movement of the beet crop, which did not materialize. It is noted that harvesting in Michigan and Ohio is showing a low tonnage per acre, suggesting a reduction in early estimates as to the yield of sugar. Rains are causing some shrinkage in the California beet outturn. Car shortage is delaying the movement in Colorado. Utah and Idaho are now beginning to operate. According to some estimates, the domestic crop will not exceed 825,000 tons, which would mean 75,000 less than predicted earlier in the season, although still 45,000 larger than in 1915.

Tea—There is a disposition now to take stock in larger quantities than was the case a few weeks ago. Apparently it is impossible to secure any concessions from anybody on good teas. The situation is very healthy and firm.

Coffee—The demand is light and the market inclined to be a little soft. Mild coffees are unchanged and quiet. Java and Mocha grades are unchanged.

Canned Fruit—The market is now largely on a nominal basis, for the reason that offerings are so scarce, with the Coast markets showing more

or less excitement because of the urgent demand.

Canned Fish—So far as salmon is concerned, there is nothing left in first hands but a few odd lots. The local market is strong, and the new arrivals insufficient to help the situation. Red Alaska is strong and although there is considerable on the way there is no knowing how soon it will get here owing to the congestion at Galveston. Sardines are in demand, notwithstanding the advanced price. Tuna is scarce.

Canned Vegetables—The entire canned goods situation has now resolved itself into a question of ability to secure supplies. Business is not active, in the sense that there are heavy purchases, because there is very little changing hands between canners and jobbers. The activity is in the efforts of brokers to secure the goods. Baltimore commission houses are in the market for No. 3 tomatoes, and will pay as high as \$1.25 and \$4 per gallon. The pack is virtually over and is believed to be at least 12,000,000 cases. There is no warrant, therefore, for the present high prices, except the fact that the holders can get the money. From the standpoint of the 12,000,000 pack, the price of 3s should not be over \$1, and in many years, with a pack that size, it has been much less than \$1. Sales of new pack goods have been very good, and it is said that less than 10 per cent. of the pack remains in packers' hands. Corn is also out of the question for anybody who wants to buy cheap. Sales of Southern Maine style corn have been made during the week at \$1.15, in a large way. This is getting close to twice the normal price. Peas have shown no change during the week, but will start to advance with other canned goods in a very short time. Sauer kraut has gone to \$1.15, against a normal price of 60¢. Maryland string beans are bringing twice the regular price, and there may be no pack of spinach to speak of. Next year's pack will have higher tin plate prices to contend with. This has been figured at the prices which packers will have to pay for their next season's requirements. No. 2 cans will cost 6¢ a dozen more; No. 3 will cost 8¢ a dozen more, and gallons 18¢ a dozen more.

Dried Fruits—News from the Coast makes it plain that the raisin situation is more serious than at first supposed and it is now stated that at least 45 per cent. of the crop will be unfit for trade while of the remainder not more than 10 to 15 per cent. will be first grade stock, having already been cured before the rain started.

Some advices state that what is left is about evenly divided between dead loss and a chance for salvage through sale to the wineries. It was stated that agents for the wine merchants have been active in buying up all grapes that lay on the trays for but a short period and \$12 a ton is quoted for these half cured grapes. Thompson growers, while hard hit, will not suffer as much proportionately as the growers of Sultan and Muscats, due to the fact that the seedless grapes were picked earlier and consequently were on the trays some time before the showers began. Prunes are scarce and as high as 6½¢ is now being asked by the growers for the small sizes and there is even some talk in extreme quarters of 7¢ prunes. Figs are in the same position as the other dried fruits. Peaches and apricots are quiet at ruling price. Currants have advanced again on the other side, and on this basis, in this country would cost 16@17¢ per pound carton, which is just about twice the normal price.

Rice—The demand has been good, and more orders could be filled if the shipments from the South were normal. Since the trade cannot secure the price it is unable to press sales. In the South the same story of freight congestion is told and mills are far behind in making deliveries. The business with the interior has been very heavy, explained in part by the high price of potatoes and flour, which shifts the consumption to rice, heretofore rather disregarded, considering the comparative cheapness.

Cheese—The market is firm and unchanged. The consumptive demand is good and there is still some export, but chiefly of the best part cream cheese, as full cream cheese is out of the reach of the exporter. Receipts are fair for the season.

Provisions—The market is firm at unchanged prices. Consumptive demand is good and the supply fair. The market is probably at the top, as the killing of hogs will increase from now on and prices should be considerably easier. Pure lard is firm, at an advance of ¼@½¢. Pure lard is now retailing at 20@22¢ per pound, as against a normal price of 16@18¢. Compound lard is very firm, at an advance of ¾@1¢, due chiefly to the shortage in cotton oil and the larger home consumption, owing to the high prices of pure lard. Barreled pork is very firm at 75¢@\$1 advance. The short supply and the good consumptive demand are the causes. Dried beef continues very high on account of shortage. No change has occurred during the week. Canned meats are unchanged, but very firm.

Salt Fish—Some new autumn Irish mackerel are coming forward and selling in a large way around \$22 a barrel. This is \$3 to \$4 above the average price in normal times. No 1916 Norway mackerel are coming forward, but there are some good 1915s now being offered. Shore mackerel is still available at unchanged prices. Cod, hake and haddock continue unchanged on the recently quoted high basis.

Many a man with an abnormal chest expansion is narrow minded.

Sliding Scale for Future Corn.

Iowa packers are indignant at the reports that have been circulated to the effect that they have officially adopted, through their Association, an opening price for the 1917 pack of 70 cents, f. o. b. factory. What they did do at a recent meeting was to adopt a basis for the 1917 opening prices, in response to a general request that they make such prices earlier than usual—a basis that is of peculiar interest and which may be taken as an example for a similar sliding scale of prices by other packers.

What the Iowa packers adopted was a basis figure at which they are willing to book future business on standard corn, starting at 70¢ a dozen factory, but on the basis of 1916 can prices, and advancing one and two-tenths cents a dozen above 70 cents for every dollar a thousand advance in the cost of cans.

This puts an altogether different face on the situation as reported. There is little chance that cans will be low enough next season to justify 70¢ a dozen flat for standard corn, regardless of where packed. Lots of corn packers and canners of other products, are being importuned to quote on futures, but wisacres regard it is insane to do so before can prices are known, except when the selling contract specifies that the packer is to be protected by adding so much a dozen for every dollar a thousand difference in cost of cans as compared with what they cost last year. "Packers who sell futures before can prices are named without such a clause incorporated in their contracts, need to have their heads examined," said one authority.

Overloaded dirt wagons continue to patrol the streets of Grand Rapids, scattering clay, sand, powdered plaster, waste paper and many different kinds of filth. No attempt is made by Mayor Tilma, the Common Council, the Board of Public Works or the Police Department to mitigate the nuisance or punish the offenders, many of whom hold public office and ignore the loss they cause the citizens by filling their stores and offices with dust and grime and disregard the expense the city has to meet in order to clean the streets of the refuse and rubbish which drips, rattles off and blows out of the wagons of teaming concerns who have no regard for the rights of the people and consider only their own selfish interests. An ordinance providing that all refuse wagons be provided with jointed boxes and close fitting covers would be a long step in the right direction. Mayor Tilma would probably not enforce such an ordinance, because he is one of the worst offenders in this respect in the city, but—thank God!—Mayor Tilma will be retired to private life next May, unless he succeeds in getting himself elected City Manager under the new charter.

C. W. Thompson, of Larium, in renewing his subscription to the Michigan Tradesman, writes: "Best value for the money on the market to-day. Success."

Second thoughts are best, especially when they are less expensive.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Oct. 16.—Last week's building permits in Detroit aggregated \$1,310,605, which is one reason why carpenters, masons, et cetera, are highly desired personages in this thriving city.

E. D. Press, formerly with F. N. Arbaugh & Co., Lansing, has accepted a position with Burnham, Stoepel & Co., and will act as special box goods representative, calling on the trade in the cities of Flint, Saginaw and Bay City.

The writer wishes to give mention to P. C. Greiner, with the Fred E. Holmes Co., 1602 Woodward avenue, distributor of a well-known self starter, for his alertness and alacrity in grasping every opportunity to create business. The other day a ford was stalled in the street and the hustling salesman stepped forward to offer his condolences and assistance. After the latter had succeeded in starting the machine, he launched forth a flow of oratory on the inconsistency of trying to operate an automobile without a self starter when one can be procured at so reasonable a price and with so much reliability guaranteed. Well, to be bashfully honest, we are going to state that we were the young fellow who had the misfortune to kick in the clutch when we shouldn't and because Mr. Greiner so kindly and ably assisted us in our ignorance and the new ford's cussedness, we are going to tell the readers that he sells the Gray & Davis starters for ford cars—and the good Lord and E. A. Stowe know they need starters.

The Dime Savings Bank has opened a branch bank at Broadway and Witherell street, the eighth opened by it in Detroit.

Charles Kirsten, department manager for Burnham, Stoepel & Co., is in New York on a business trip.

If cotton continues to advance, Santa Claus will keep his whiskers away from the gas and lamp lights as a matter of economics next Christmas eve.

Harry G. Pullman, for a number of years one of the best known tobacco salesmen in the State and State sales manager for the American Tobacco Co., has joined the sales force of the Hannan Real Estate Exchange.

Frank Edwards, manager of the general mercantile business of John Strong & Son, South Rockwood, was a business visitor in Detroit last week.

Nicholas Smith will open a restaurant at 305 Michigan avenue about Oct. 25.

H. Hines has succeeded Herman Leschner in the meat business on Krupp street.

Detroit's claims as to population were not based on the recent primary registrations.

S. S. Hance has opened a modern drug store at the corner of Jefferson and Coplin avenues.

Francis & Dodge, have succeeded M. Bartlett in the grocery business at 1676 Fort street.

Louis Oppenheim, general merchant of Elkton, was a Detroit business visitor last week.

B. L. Barnett, has opened a women's and men's furnishing goods store at 3060 Jefferson avenue, East.

Two robbers held up Joseph Perischino in his meat market, 672 Russell street, and secured \$100 from the cash drawer.

Those traveling men who "hit the trail" in Billy Sunday's temporary tabernacle are deserving of more credit than appears on the surface. Think of the high cost of living and again, think dear reader, of a Christian's expense account.

Perry M. Wolford, formerly engaged in the mercantile business at

Piqua, Ohio, and W. C. Drake, formerly a member of the firm of Drake & Jackson, landscape gardeners, have engaged in the real estate business, with offices at 1125 Chamber of Commerce building.

E. J. Kilborn, pioneer in the automobile field of salesmen, has been appointed general sales manager of the Liberty Motor Car Co.

John L. Wierengo, formerly general manager of the Continental Motors Co., has been made general manager of the Detroit Truck Co., manufacturer of the Tonford trucks.

We'll say this for Percy English, up the Rapids way, he is one of the few restaurant proprietors, especially the depot brand, who, in spite of the high cost of living, manages to make both ends meet when making sandwiches.

Not that we wish to brag of having a ford car, but we can't help but think how fortunate for the navy that Henry Ford never went through with that jitney submarine proposal.

By the time we have our cranking arm developed we hope to own an automobile so we won't need it for that purpose. James M. Goldstein.

Condition of the California Bean Crop.

San Francisco, Oct. 14.—During the past two weeks we have had intermittent and unseasonable rainfalls in California. This rain has been largely in the Southern part of the State where small whites and limas are grown. In the Central and Northern sections where pinks, bayos, cranberry, large whites and some black-eyes are raised the rains have, to date, been less serious. In all sections the rainfall has delayed the gathering of the already late crop.

Practically the entire crop of beans with the exception of limas and black-eyes is still in the fields. Of limas we estimate 45 per cent. has been harvested, and of blackeyes 65 per cent. and only a very small percentage of any of the other varieties. At the present time it is impossible to estimate what the actual damage will be, as such damage will depend entirely on weather conditions in California during the next four weeks. It is raining to-day in many of the bean districts.

The California Bean Dealers' Association will, after full and careful investigation, estimate and establish the extent of damage and will establish grades, which shall apply upon contracts for future sales, in accordance with the clause relating thereto under the heading "Future Sales," in the uniform contract of the California Bean Dealers' Association. Buyers who have contracts with members of this Association, may therefore, rest assured that such standards will fairly represent the average quality of the season of all different varieties.

Owing to the above conditions shipments have been delayed because of the impossibility of securing deliveries of beans from growers.

Obviously these conditions are beyond the control of California shippers and we, therefore, ask for earnest consideration and co-operation by the trade.

California Bean Dealers' Association.

The Lee Tire & Supply Co. has been organized to deal in automobile supplies and repairs at wholesale and retail with an authorized capital stock of \$20,000, of which \$10,000 is in common stock and \$10,000 is in preferred stock. Of this \$16,000 has been subscribed, \$10,200 paid in in cash and \$5,800 paid in in property.

When you find yourself inclined to tell customers your personal troubles, it is time for you to take a vacation and learn to forget yourself.

NO STRIKE FOR HER.

Our daddy left his job to-day,
Up where the masons climb.
The men are out for higher pay
And shorter working time,
They've sworn to stick,
Nor lift a brick
That comes from off a truck,
But mother, patient mother, hasn't struck.

Our sister Kate is home from her
Nice stenographic place.
The striking typist girls concur
That wages need a brace.
She does not please
To pound the keys
For pay she doesn't like,
But mother in the kitchen doesn't strike!

And brother Bill has left his job
At motoring a car.
He says the managerial nob
Pushed tyranny too far,
No move he'll make
To turn a brake.
He thinks he's showing pluck,
But mother, weary mother, hasn't struck!

And Uncle Bill, who up to date
Has been a dry goods clerk,
This morning at the hour of eight
Refused to go to work.
He said, "It's wrong
To toil so long
Where women shoppers hike."
But mother in the kitchen doesn't strike!

Her working day has hours sixteen,
Outside the union ranks.
No salary she's ever seen;
Her pay's a careless "Thanks."
Yet night and day
She slaves away
For Ned and Mame and Mike,
And mother in the kitchen doesn't strike!
John O'Keefe.

Flakes From the Food City.

Battle Creek, Oct. 16.—From the ox team to the most modern automobile; from reproductions of the old water cure sanitariums of fifty years ago to the present massive guarantee cure institution; from illustrations of the old style medical method to the new, modern surgery and minor medical progressions and many other marks of progress from fifty years until now. So passed in review before a larger crowd even than was here Roosevelt Day. A gigantic parade portraying the above themes in accurate detail was given as a portion of the Sanitarium golden jubilee entertainment a few days ago. Battle Creek had never before witnessed anything so wonderful and it will be many moons before we ever will again. It is, indeed, a credit to a city like Battle Creek to have among its enterprises institutions like the Battle Creek sanitarium, with its philanthropic public spirited ways, its entertaining manners which make its visitors annually return after their first visit and, better still, its ever evident outlook for modern, improved methods in which they are leaders. We citizens of Battle Creek never realized what the institution really was until after the parade and now most of us are so dumbfounded we cannot bring ourselves to go up and be shown through the buildings, for there is not over one out of every 100 here who had ever visited it previously. Again we say, "See America first."

Other interesting features were given in connection with the jubilee, but space will not permit a more complete account of same. However, we hope we're all alive when they have their One Hundredth anniversary!

Ray E. Lancaster, formerly a baker for Youells & Hopkins, of Marcellus, has purchased a bakery in Schoolcraft. Mr. Lancaster is an old hand at this business and we feel sure of a successful business career for him as a proprietor.

The firm of Youells & Hopkins, of Marcellus, has been dissolved and Mr. Hopkins' interest has been purchased by H. Brody. The firm will continue business as Youells & Brody. Mr. Brody is known as a well respected and widely acquainted man and will, no doubt, continue in the same aggressive manner as his predecessor.

The State Optometrists Association held a convention here the past week, about 100 of the members being present. Several important matters were discussed in the convention and put-

ting the matter briefly, everything was lovely.

The Commonwealth Power Co. is beginning building operations on a large addition to its power plant here. The old plant is equipped with turbine generators and it is generally understood that the new one will be likewise equipped. The company is generating 140,000 volts now.

Anybody know where we can secure 300 or 400 men? We have that many jobs here which need men. Did somebody say hard times?

W. J. Donald, better known locally as "Bill the Baker," has incorporated a meat market along with his bakery and grocery. Starting about eight years ago in a small store, Mr. Donald, by honest business dealing and a careful study of aggressive methods has built his business so that he now occupies two large downtown stores and also has a large, modern bakery in connection. Mr. Donald never finds time to discuss the other fellow's business. Moral?

Graves & Evans, local wholesale confectioners, have added a large new Reo truck to their equipment. It has been busy ever since it came and the boys are worrying and wondering when they will be able to get the firm name painted on it. Some busy!

All the members of the local Council of the U. C. T.'s are tightening up their belts and starting in a fast, preparatory to the first feed and entertainment of the season, to be given next Saturday evening. There is a good reason why, too, because they all know beforehand who the feed committee is.

Battle Creek's Boy Scout campaign, inaugurated to secure \$10,000 for local scout work, is reported to have been a tremendous success, the people responding more generously than was anticipated. But then we can not do too much for those coming young men of the country. A good start often wins the race!

A. E. Alexander, who for several years has been a senior partner of the firm of Alexander & Whalen, owners and managers of Ye Old Mission billiard parlors, has opened a fine new cigar and refreshment store in the Ward building. The place will be known as The Period and with Mr. Alexander's long list of friends, accrued while in business in the Old Mission, he is sure of a tremendous success in his new venture. Mr. Alexander will not sever his connection with the old firm, however.

Local schools and colleges have been closed for a short period to allow the slight epidemic of infantile paralysis to wear itself out. Battle Creek has been extremely fortunate in escaping with but a few cases and it is only a "safety first" matter that such precautions are now being taken.

Wilbur & VanSycle is the name of the new grocery firm located on West Main street. Their up-to-date store was opened to-day. Both men are well known and are highly respected citizens and we heartily wish them a prosperous future.

V. E. Parrott, of the Parrott Grocery Co., has finished a large addition to his store and will be able to handle his ever increasing patronage with much more ease.

The Brownell Hardware Co. has closed out its entire stock of goods and the store is now awaiting a renter. The merchants of Battle Creek sincerely regret Mr. Brownell's departure from their midst.

We noticed a decided increase in the price of Red Sox about Thursday. Guess they found the water in the Brook (lyn) wouldn't hurt the dye any!

Those who read the Battle Creek items in the Tradesman next week are going to take a trip! Watch for it!
Otto L. Cook.

There is a lot of sentiment in the squeeze of the hand by the right person.

OLIVE OIL.

Facts About the Staple Not Generally Known.

Time was when the American housewife knew little or nothing about olive oil. She did not use it in her own cooking and only tasted it when she visited a foreign restaurant established in New York City, Chicago, New Orleans or some other American city. Thousands of American housewives have lived and have died and never known the taste of the oil that has since become so popular.

But travelers went to France, Italy and Spain and came home with a taste cultivated for olives and olive oil. Foreign cooks and chefs came to this country armed with olive oil bottles, foreign colonies settling in our American cities would not and could not keep house without their bottle or can of olive oil. So, every agency of passing from hand to hand has combined to introduce olive oil to the favor of the American housewife. To-day the olive oil can sits on the shelf of practically every pantry in an up-to-date American home. The housewife who cannot make an excellent French or a mayonnaise dressing for salad, with the aid of her olive oil can, is one who has not given herself to trying to accomplish this feat.

Olive oil has been and is the subject of much controversy. The housewife, probably, has read much of this controversy and she is destined to read much more. There is only one real trick about learning how to detect pure, safe olive oil. This is to learn its real taste. To do this, naturally, one must buy only the best brands from established firms. One can never learn how real olive oil should taste by buying and using cheap brands. She could no more do this than she could tell how a perfect tomato should taste, if she had always eaten either green ones or rotten ones. Just as delicately balanced between the under-ripe and the over-ripe taste as the tomato, is the olive oil. Once one acquires the taste for pure oil, one can at once detect the wrong kinds. Therefore, my advice to my housewife readers is, to educate your olive oil taste on the best and the genuine article, not on rancid, cheap kind. In passing, many have complained of the queer, unpleasant taste of certain cheap salad dressings in the market. The major cause for this unpleasant taste is the rancid substitutes for pure olive oil.

The Bureau of Chemistry of the United States Department of Agriculture, boards of health and state pure food officials are at present in the midst of exhaustive investigation of rancid olive oil sold for human consumption. It is stated that the market to-day is flooded with poor olive oil.

Expert investigators, connected with olive oil companies at the head of the genuine trade in this product, state that "even some of the largest importers are not aware that foreign packers are palming off on them large quantities of third or fourth pressing oils or oils pressed from bad, rotten or wormy olives, made colorless and tasteless by chemical treatment.

Knowingly and unknowingly, importers, jobbers and retailers are selling this chemically refined olive oil either by itself or mixed in various proportions with natural olive oil as fresh extra, 'superfine,' 'fine,' 'select,' etc., olive oil."

To show just what the properties of a genuine, pure olive oil should be, I quote from the sworn statement made by one of America's leading olive oil companies, to the Bureau of Chemistry, United States Department of Agriculture. This company makes the following guarantee:

That its oil is the first pressing of choice olives only.

That it is not in any way treated with chemicals and does not contain any refined oil whatsoever.

That the fine flavor, the body and color, are natural; that no artificial methods of any kind are used to improve the flavor, body or color.

That only choice quality olive oil, purchased by our buyers abroad, direct from the producers, is packed under the—label.

That oil is stored under vacuum, in sanitary, glass-lined storage tanks where a uniform temperature is always maintained.

That oil is packed in sanitary tins in a sanitary plant, equipped with sanitary glass filling machines.

That its distributors are being continually cautioned to maintain its "always fresh" policy, and it endeavors to regulate shipments to jobbers so that they turn over their stocks at least once every sixty days.

That the rights of the consumer are protected from the moment the olives are packed, until the olive oil from the tins reaches the consumer.

Reading this guarantee, the consumer will learn what constitutes a perfect olive oil—it is the first pressing of choice olives only, with no artificial methods of any kind being used to improve the flavor, body or color. All olive oil, native or that comes to this country from Italy, France or Spain, is not first-pressing oil, by any means. Lately the refining of third, fourth or fifth pressing olive oil has become a large industry, and the first two countries named are said to be shipping very large quantities of refined oils.

To explain this refining process: It consists of various chemical treatments which make it possible to take third, fourth or fifth pressing olive oil that was extracted with sulphur, and produce a colorless tasteless oil which will chemically test as olive oil but with all of the enzymes placed there by nature and so necessary to digestion and nutrition entirely taken out. Physiological chemistry to-day is proving convincingly that the refining of some foods is detrimental to nutrition, and the Italian and French governments are considering laws that will prohibit the sale of refined olive oil for consumption in Italy and France. Naturally, unless similar laws are enacted here, the exportation of refined oils to this country will continue.

This question of the exportation of olive oil from Italy to the United States has been the subject of a recent controversy between the Italian

Chamber of Commerce of New York and a big American olive oil company. Fortunately for the consumer, this controversy which hung upon the embargo placed on the exporting of Italian oil has been given publicity and incidentally we have learned much which we did not know concerning this valuable table oil.

According to published accounts of the controversy, it is explained that the Italian government regulation is that no olive oil produced in Italy from Italian grown olives is to be exported unless it has been stored at Porto France (equivalent to the United States bonded warehouses) before the date of embargo. The advertisement of the Italian Chamber of Commerce, the report states, announced that "the exportation of olive oil from Italy to the United States continues as heretofore, subject to the government regulation." It goes on to say the "greater part of the 'Italian Olive Oil' exported to the United States from Italy before and after the embargo decree has been olive oil produced outside of Italy or olive oil from other countries mixed with some Italian oil." Both France and Italy have always exported olive oil produced and imported from other countries for rectifying, blending and packing purposes. The worth of olive oil does not depend upon its being French, Italian, Lucca or Spanish. Neither will the same districts and the same trees produce from year to year the same quality of fruit. No one can boast that a brand of olive oil is dependable because it comes from the same country, district or grove each year. So much does each year's crop vary in flavor, freshness and keeping qualities, that buyers must search in all the producing countries to find the grades and flavors they require to make up their particular tasting oil.

Freshness is an all important point in determining the quality of the oil. Of this quality, it depends not on the country from which the oil comes. It depends, for one thing, on the proper storing of the oil. Packed in small tins or bottles of half-pint and up, it will probably become rancid and deteriorate after being packed six months. Stored in large subterranean tanks at a uniform cool temperature it will retain its freshness for a long period anywhere from one to two years, how long, of course depends on the quality of the oil. The consumer should receive the olive oil at the utmost within six months from the date of packing. No matter how much care is taken in the selection and packing of olive oil, it will not taste good when it is old.

The Meaning of Service.

W. L. Wilkinson, President of Scruggs, Vandervoort & Barney Dry Goods Co., of St. Louis, tells how he convinced himself that the following three merchandising principles are sound: (1) That customers have standards of value but no fixed standards of price. (2) That value cannot be separated from service. (3) That when the public goes beyond the line of fairness, the store must call a halt.

Activities in Michigan Cities.

Written for the Tradesman.

Enrollment at the night schools of Jackson show a 40 per cent. increase over last year.

Boyer City will hold its third annual Harvest Festival Oct. 25-27 and the farm and orchard display is expected to out rival the exhibits made at the county fair earlier in the season. There will be a Harvest Queen, speakers from outside and something doing all the time.

Monroe is organizing a Chamber of Commerce.

The University of Michigan, Ann Arbor, has twenty-six Chinese students this year, as against forty last year, more of the students going to Eastern schools because of a change of policy adopted by the Chinese government. Formerly each student was given a sum of money, approximately \$75 a month, and out of this he had to pay his tuition, board and other expenses, so he chose the less expensive school. Now the government pays all educational expenses, plus a stated sum for personal use, and the student picks out the older Eastern school because he loves tradition.

Hastings will have boulevard lights within a month.

Football is crowding baseball as the National sport. Last week the Pere Marquette Railroad held its regular passenger train at Holland for an hour to accommodate football fans who wanted to go over to Grand Haven for the annual game.

Receipts at the Bay City postoffice for the first nine months of the year show an increase of 10 per cent. over the corresponding period a year ago.

Saginaw's two crying needs, as shown at the recent meeting of the West Side Business Men's Association, are a better water supply and street car extensions.

Muskegon reports a large enrollment in its night schools. More than half of the number wanting to take up machine shop courses were turned away because of limited accommodations.

The Saginaw Valley Transportation Club has been formed at Saginaw, with close to seventy-five members on opening night. A. W. Billington is President.

The new Adrian Chamber of Commerce will entertain Adrian traveling men at a dinner soon.

Business men of Saginaw have been making factory visits and will now make a rural trip to inspect dairy herds and large farms of the county. The trip is made Oct. 18 by automobiles.

The State Capitol library, at Lansing, is a fire trap, a standing menace to life and property, including the priceless collection of State historical books, and a disgrace to Michigan. At least this is what the Michigan Historical Society finds at its annual convention held in Lansing last week. Two preceding Legislatures have been appealed to for a clean-up of the fire trap, but in vain. Now the Association will redouble its efforts, with S. H. Ranck, of Grand Rapids, chairman of the investigating committee, as leader. Almond Griffen.

MICHIGAN TRADESMAN

(Unlike any other paper.)

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E. A. STOWE, Editor.

October 18, 1916

WHERE DOES SWEET STAND?

Gubernatorial candidate Sweet stated to a reporter of the Associated Press in Washington that he did not believe in and was opposed to State-wide prohibition; that he believed in local option and would under no circumstances support any other angle of the temperance cause. The same statement was made to the Washington correspondent of the Chicago Tribune on Sept. 16 and published in the Tribune the day following.

Now Mr. Sweet, in reply to a letter of enquiry from Hon. Charles W. Garfield, states that he will VOTE for State-wide prohibition. He does not say he BELIEVES in State-wide prohibition, nor does he intimate that he has experienced any change of heart or revision of opinion since he deliberately made the two statements above referred to in Washington.

As the Tradesman stated a few weeks ago, Mr. Sweet had an opportunity to be elected Governor this fall by being carried along on the temperance wave which will, apparently, roll up a round majority for the cause of prohibition. So anxious was the editor of the Tradesman to see Mr. Sweet array himself on the side of prohibition that he pledged himself personally to secure the signatures of 500 Republicans who would agree to vote for the Democratic candidate if he would come out unequivocally for the prohibition cause. Instead of doing so, he voluntarily gave out the two interviews above described and made no statement to the contrary until he later on came to Michigan and ascertained how strong the temperance sentiment is and evidently concluded that the adroit and crooked campaign now being conducted by the liquor men is doomed to defeat.

In view of the fact that the Republican candidate for Governor is at least in passive accord with the liquor cause and will receive practically every liquor vote in the State, it is exceedingly unfortunate that Mr. Sweet should have voluntarily placed himself in an equivocal position where he can not expect to receive the hearty support of every friend of temperance and good govern-

ment in the State. His recent and belated espousal of the prohibition cause will cause him to be regarded with a feeling akin to suspicion and distrust by thousands of voters who were necessarily prejudiced against him by reason of his original utterances in Washington before he had begun his campaign and learned how strong the prohibition sentiment is among the voters of Michigan.

It is also a matter of regret that Mr. Sweet himself conducted a saloon in his hotel while he was Mayor of Grand Rapids some years ago, which, of course, allied him more or less with the liquor interest.

BEGIN AT HOME.

We talk strenuously nowadays about efficiency and prate long and loudly of the things we must do to protect our country from the hostile invasion planned in detail by the German General Staff before the Kaiser precipitated the present war. We agree upon the necessity of inaugurating a crusade to increase the productiveness of the soil, to enlarge the acreage of tillable land, to change the rank and file of our working classes from slovens and drones into efficient mechanics and artisans and to utilize by-products which are now permitted to rot in the sewers and dump piles. Despite this agitation, we have made a very poor beginning in Grand Rapids during the past fortnight by burning the leaves which have fallen from the trees, instead of carefully preserving them to enrich the lawn and gardens next spring, when we will buy thousands of dollars' worth of artificial fertilizer to replace the natural fertilizer we are now ruthlessly destroying, without a thought as to the wastefulness we indulge in when we rake up and consume the winter blanket which Nature provides so prodigally for enriching the soil and keeping up its productivity. What is true of Grand Rapids is probably true of every city and town in the country. The wanton destruction of leaves in this manner probably amounts, in the country at large, to a hundred million dollars per year—all wasted because we are more thoughtless than efficient.

The ease with which the German submarine came over to this country, reported, sent a few dispatches and dove off again to sink several ships some other day, constitutes a very pointed warning to the United States. The idea has always been that this country has what has been referred to as splendid isolation. The old-fashioned gunboats could not come without being seen some distance, and plans could be made to put up a fight in defense. It has been demonstrated that a flotilla of submarines could come over here unannounced and do a deal of damage and get away. This new craft has revolutionized fighting means and methods, and modern warfare is a very different thing from what it was even a few years ago. An immense amount of damage could be done if these craft were really out seeking to do it against the United States. The incident constitutes an object lesson in preparedness.

CRUDE OIL CONDITIONS.

It is the opinion of one of the highest authorities in the oil trade that the price of crude oil will continue to advance in the immediate future. Gasoline and other refined products may, of course, be expected to advance with it. The new uses to which the products of crude oil are being put and the tremendous present rate of consumption are continually depleting this country's supply. This man looks to Mexico as the future great source of supply, as, perhaps, the one field in the world where great potential oil properties still remain undeveloped. There are individual wells in that country whose annual production alone is often as great as that of the entire State of Oklahoma. The recent declining tendency in the price of crude oil was in some respects a mere repetition of an old story. At intervals of every two, three, or four years a new pool has been discovered, in Oklahoma or elsewhere, and independent producers flock to it and begin drilling. They always drill too much. Wells are dug as close to each other as they possibly can be. The result is that there is enormous over-production, and the pool is sucked dry in two years or less.

In the meantime producers have put out about twice as much as the Standard Oil refiners can handle; the price goes tumbling down and there are loud protests that the Standard Oil Company is "throttling production." Finally the crude oil thus dumped on the market gets itself consumed, and, with no new pools discovered, a relative scarcity sets in, and the price slowly comes back. It is a question how long it will be before a large new pool is discovered. The chances of finding one becomes less each year. Prospectors are continually going over Oklahoma and other oil-producing states with a fine-tooth comb, and there would appear to be few pools left to discover. It is a curious paradox that when crude oil is high the Standard Oil refiners usually make money, while when it is low they are not so well off. One reason is that when crude oil is high a lot of weak independent refiners are forced out of business, and thus reduce the competition.

THE CALL OF HUMANITY.

The latest reminder of how great a duty rests on this country in the relief of suffering in Europe is contained in a cable dispatch to the New York Times telling of the injury which impends upon 1,500,000 children of school age in Belgium and the subjugated portion of Northern France who are suffering from inadequate nutrition. As the case is put by George Barr Baker, of New York, a member of the Commission for Relief in Belgium, who is conferring with committees at Rome on the subject, "the question is either to have a generation of partially deficient citizens or for America to come forward with immediate and steady help." It cannot be too often stated that, generous as many individuals have been, and incalculable as has been the good done by the men and women who have been giving their personal serv-

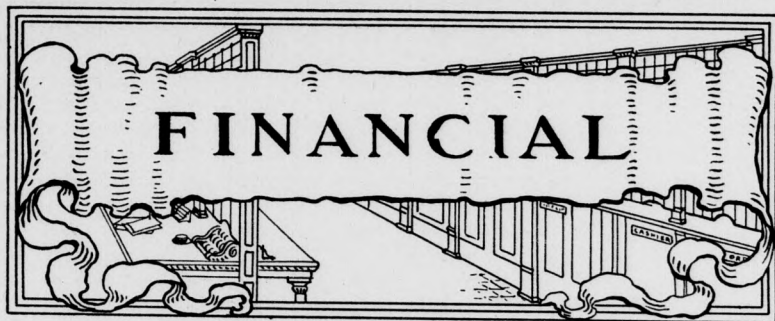
ices, our aid has not come anywhere near either the needs of this time of unparalleled calamity or the potentialities of our overflowing abundance. And we shall never come up to what our duty and our opportunity alike direct until there has been somehow organized a systematic collection of funds. There are thousands of Americans who have been prosperous beyond all expectation who would be glad to give in generous measure out of their superfluity if their duty and opportunity were effectively brought home to them, but who will not until it is made plain that there is a clear prospect of accomplishing a grand result by well-concerted action. What is needed above all is a strong and energetic organization directed towards the raising of money from those in a position to give large sums.

SHARING THE EXPENSE.

The Tradesman regrets exceedingly the necessity of announcing an enforced increase in its subscription price, due to the unprecedented advance in the price of paper. A carload of super-calendered paper, such as the Tradesman is printed on, formerly cost \$2,100. Under existing conditions it now costs \$6,600. As the Tradesman consumes three carloads per year, it will readily be seen that summary action is necessary to recoup at least a portion of the loss which the Tradesman is now forced to assume through circumstances over which it has no control. The Tradesman believes its patrons will bear with it in this crisis and do their part in minimizing the loss, especially as the advance in subscription price is only half as much as the actual advance in paper.

Mayor Tilma's fight against the transfer of the lighting franchise from the Grand Rapids-Muskegon Power Co. to the Consumers Power Co. is one of the most disgraceful affairs in the history of the municipality. In no case has Tilma given any valid reason for the stand he has taken. In his blind and ignorant stubbornness, he has violated every parliamentary authority, the rules of the Common Council, the rights of individuals and the courtesy due his associates. A naked savage from the depths of the African jungle could not have conducted himself more indecently than Tilma has done in this case. "Whom the Gods would destroy they first make mad."

When Federal officers went to a house in Atlanta, Ga., to search for a moon-shine still, they were informed that they could not enter one room for awhile, as two girls were in it taking a bath. The officers waited a long while and when one of them strolled around the side of the house he surmised that the girls were engaged in some other occupation than bathing. A stream of liquor issued from a crack in the house. While the officers were waiting, the girls had poured out several gallons of whisky through cracks in the floor of the room. But the "bath" had not been thorough enough and the officers secured part of the still and some of the whisky.



Mutual and Reciprocal Relations of Community and Utility.

Part II.

The right to exist as a corporation, as an artificial citizen, which right is conferred solely by the State, is distinct from the franchise to do: i. e. the privilege to function in a given community.

The right to be, and at times it is linked, with the franchise to do, springs from the contract between the State and the utility corporation, made upon valuable considerations for purposes of corporate profit as well as public benefit.

The franchise thus clearly partakes of a dual nature and character. So far as it affects the public it is subject to governmental control and regulation and the Legislature or Constitution prescribes the manner of granting, to whom it may be granted, the terms upon which it may be held and the duty of the grantee to the public in exercising it.

The right to generate, transmit and distribute electric light, power and heat in a given community may be granted by the State or its agency to whomsoever and upon what terms it pleases. The business is of a public nature and meets a public necessity for which the State may make provision.

A franchise is essentially in all respects, property and is governed by the same rules as to enjoyment and protection, and is regarded by law precisely as other property. It is the property character of franchises only which imparts value to them.

When granted, the franchise becomes the property of the corporation; it is a private right, subject to regulation and control, growing out of its other nature as of public right.

The important characteristic of a privately owned utility property which is employed in the public service is the franchise, from which the right to so employ it is derived and which envelopes the property itself.

A grant of a franchise to engage in public service, offered by the State to private persons or corporations, becomes, upon acceptance, a contract between the State and the acceptor of the franchise, and this contract has the same status as any other contract recognized by the law. It is binding upon both parties and enforceable according to its terms.

This acceptance may be in express terms or by implication through the installation of property to be devoted to the public service described in the offer.

We have, then, upon acceptance, a contract imposing upon the State an obligation not to impair the property

right, and upon the acceptor an obligation to do the things contemplated by the grant.

The principal things contemplated by a grant by the State of a franchise to engage in a business of public necessity are the installation of a property fully competent to perform the service described in the grant, the maintenance of the property in condition such that at all times during the life of the grant, it will be adequate for the performance of the service described in the grant, and the operation of the property at all times in such a manner as will furnish that service and—ipso facto—the assumption of the obligation to do all these things is the consideration which the acceptor of a franchise gives for the grant.

Hydro—Electric Utilities.

A word in passing regarding water powers as prime movers for utilities may be of interest.

In this State, generally speaking, the common law of riparian rights persists. The right to the beneficial use of the water power adjacent to riparian land is a part and parcel of the land and belongs to the riparian owner.

The State has no right of ownership or control in a proprietary sense. Its rights are confined to that of a sovereign power of control for the public use of navigation. All proprietary interests belong to the riparian owner and extend to beneficial uses of the water power, including the revenues therefrom.

The property rights of beneficial use fixed by the law of the State in the riparian owner are subject only to the paramount control of the Government for the definite and specific purposes of protecting navigation; that is, the prevention of any unreasonable interference with navigation.

It will be noted that the interests of navigation are paramount and the right of the Government or State to control or protect, while a conflicting interest is not inconsistent with the exercise of the private right. The private right persists up to the point where its exercise becomes an unreasonable interference with the public right.

The State, subject again to the exercise of the Federal power of control, has all rights of control over all the streams which are located within the State and over the water powers thereon. The State, cannot, however, by legislation, make water powers within its borders the source of direct revenue to itself. The State and Legislature are bound by the law of property rights with respect to water powers which have become establish-

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ed in the State and under which vested property rights have been acquired.

It will be remembered, perhaps, that the Legislature of Wisconsin passed a statute two or three years ago which was based upon the theory of State ownership and control of water powers. The statute in substance attempted to repudiate the law of riparian ownership. The Supreme Court of Wisconsin declared that statute invalid because it infringed upon the established private property rights incident to riparian land.

As a general proposition, however, the State is anxious to have its water power resources developed and used, and legislation so far has been such as not to unduly prevent such development and use. The hydro-electric developments in Michigan have done much to accelerate the industrial progress of the State and the policy of enlisting foreign capital for such development is of distinct economic value to all of us who reside here and earn our living here. H. H. Crowell.

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

Example of German Efficiency.

The widow of a German officer presented herself at the office for the purpose of drawing the pension due to her. She handed in the necessary certificate from the mayor of the town in which she lived to the effect that she was still alive. "This certificate is not correct," said the official in charge. "What's the matter with it?" asked the lady. "It bears the date of October 21," was the stern reply, "and your pension was due on October 15." "Well, what kind of a certificate do you wish?" asked the disappointed applicant. "We must have a certificate stating that you were alive on the 15th of October," said the official with great firmness.

Move to Abolish Cash Discounts.

There is a strong sentiment among credit men looking to the abolition of cash discounts. Retailers must be up in arms against any such movements and must demand that in any matters so gravely affecting their interests, their rights must be respected. With the possibility before him of discounts taken away, the control of price fixing given to the manufacturers, and wage regulation by commissions, it would appear that the merchant must fight vigorously for his rights or else seek other fields for the investment of his money.

The chap who is spoiling for a fight is apt to get his face spoiled sooner or later.

A "tickler file" is very handy to bring future matters to the attention at the right time.

CHALLENGE OUR CAPACITY.

Proper Use and Development of Our Natural Resources.

Written for the Tradesman.

Two years ago I presented in my report what might be termed a programme of internal development with respect to land—a railroad into the interior of Alaska; a coal-leasing law for Alaska; a new reclamation act extending the time within which payments were to be made by water-users, and under which land would be forced into use; a water-power bill governing the use of public lands for hydro-electric development; a general development bill providing for a practicable method of disposing of our oil, gas, coal, phosphate, and potash without danger of monopoly or non-use.

The plan is to make the West help in its own development. The royalties from oil, gas, coal, and phosphate lands and from water-power developed on public lands should be used for the reclaiming of the arid country, and then divided with the states.

The Alaskan railroad is being built. The Alaskan Coal Leasing bill has already been put into effect in a small way by the granting of permits for the operation of small and isolated tracts for industrial and local use. The lease under which the larger fields which have been reserved may be taken up has been drafted in co-operation with some of the most eminent mine operators of the country. Its utilization must, of course, await the opening of means of transportation. The new Reclamation Act has brought courage to the water-users, who found their difficulties almost overwhelming, so new and strange to the people of our Northern blood are the problems of irrigation.

The need for the general development bill is not difficult to present. The lands of the Pacific Coast are being used intensively in some parts, and these lands call for fertilization. One of the elements which must be restored to the soil is phosphorus. This is native in most soils, but is needed by all after long use. The orange orchards of California and the apple orchards of Oregon and Washington, not to speak of others, draw heavily upon the soil. And for its replenishing the orchardists are buying phosphate rock in Florida, which is carried 5,000 miles by water, and then inland. Yet in Idaho, Montana, and Wyoming we have under withdrawal nearly 3,000,000 acres of land underlaid with phosphate rock. There is no law to-day under which this can be utilized. In Montana and elsewhere throughout the West are smelters which produce the sulphuric acid necessary for the conversion of this rock into practicable fertilizer.

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So that the development of this industry waits only upon the passage of a law which will put this mineral at the command of those who need it.

Our coal lands are now subject to sale at appraised values based upon an estimate of the content of the land. This is at best an expert's guess, and converts each purchase into a gamble, on the part both of the Government and of the purchaser. The bill does not exclude this method, but supplements it with a simple provision by which the purchaser, instead of buying at hazard, may pay a royalty upon what he produces. It gives the man of moderate means an opportunity to secure a mine.

As to oil and gas, the House Committee had extensive hearings at which no practical man engaged in the industry offered any objection to the plan proposed. The existing law, under which such lands have been taken up, is to be characterized by no politer word than as a plain misfit. Oil is found hundreds and sometimes thousands of feet below the surface of the earth, yet the law applicable to its acquisition is the placer law, intended to apply to the recovery of superficial minerals.

This law is a romantic origin, for it is the outgrowth of the experience of the Argonauts who went to California in the days of '49. The measures adopted by these men for the government of their claims along the mountain streams, where they did no more than lift the river sands to the pan or rocker, finally were incorporated into law. And the governing principle of this law was, that before a man could claim ownership in a placer claim he must have found gold there; and until he did, others might, at their bodily risk to be sure, attempt to make prior discovery!

The utter inapplicability of such a principle to a mineral found perhaps 2,000 feet below the surface, and where the discovery must be made at a cost of twenty, fifty or a hundred thousand dollars, is clear beyond comment. Now, under this impossible law a large amount of public land was "taken up," and by that is meant that it was located on and thereafter became a general basis for speculation, and sometimes was developed. That the law is as hazardous to the investor as it is unsatisfactory to the Government is universally conceded; in its stead should come a measure under which the Government would give a permit at first, an exclusive permit for drilling, and upon discovery within a given time an area to be given as a reward for proving the ground, and adjacent lands leased upon a royalty basis.

There is another charge to be made against the existing law more serious than its unworkability. It is supremely wasteful. If the land is leased, some control can be exercised over the manner of development. Millions of barrels of oil have been wasted by being allowed to flow into the streams, by being mixed with water, or by evaporation. There has been not so much waste, I am told, in any other mining. And petroleum is a

priceless resource, for it can never be replaced.

Accompanying the General Development bill in its passage through the House was a measure intended to promote hydro-electric development on public lands, named after the chairman of the Public Lands Committee of the House, Mr. Ferris. This bill was called for by the fact that existing legislation permitted only a revocable permit to be granted for such use, and this was regarded by engineers and financiers as too tentative and hazardous a tenure where millions of money were needed for the installation of the necessary plant.

The Ferris bill meets this difficulty by proposing a lease of these lands for a definite term of fifty years. The objection is made that the lands should be given outright. To this there are several answers of substance: No enlightened government gives such a franchise. There is danger, too, of a complete monopolization of such power sites if the lands go forever from the people. The value of water-power is not yet fully realized, and its full value cannot be known at this stage in our industrial life. The purpose of the Government in transferring these lands is to secure their use, because it does not choose to use them itself, but the time may come when it may be most desirable to the full development of our life that they shall be operated by the Nation or the states or the municipalities in the states, and to transfer them forever would cast a burden upon the future which would be unforgivable, and is, moreover, unnecessary. The people desire these lands used, not held as a mere basis for speculation in stocks or bonds. Where there is need for such a plant, the lands should be available on most generous terms.

At the end of the fifty-year period what becomes of the plant? If it has been so managed as to best serve the country, there would be no reason why the holding company should not have a new lease. If it had not been so managed, the plant should be bought at its value by whoever the new lessee might be, or by those who took over the lands on which it was situated, the state, for instance.

As already said, with the passage of these two measures there will be no land or resource that will not be at the full service of the people. And yet the romantic enterprise of revealing America will not be done. To get from our resources their fullest use—this is our goal. And this is nothing less than a challenge to the capacity of a democracy. Franklin K. Lane,

Secretary of Interior.

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AUTOMOBILES AND ACCESSORIES

Points to Consider in Selecting an Automobile.

What car shall I buy? This question is, to-day, one of the most perplexing that the man of average means has to answer. If the millionaire buys a motor and finds he has made a mistake, the discovery is not likely to prostrate him. He can readily buy another. The poor man's choice is limited to two or three makes. But the man of average means, who is able to spend from \$600 to \$1800 for a car, is confronted by about a hundred makes selling between these price limits; and if he were to judge them solely on their makers' claims he would be still further at sea regarding their relative merits. The advice of friends is seldom of much assistance, because it is seldom without bias. So what is a man to do?

A little arithmetic will tell the average man a great deal more about the real worth of motor cars than you would imagine. In order to understand this, consider for a moment the most important phase of motor progress, namely, the general reduction in the prices of American cars which has taken place during the past few years. Manufacturers who, before the war, were selling their automobiles for approximately \$1,000, are now selling them nearer the \$600 mark. Makers who sold cars at \$2,000 and over are now quoting them at from \$1,200 to \$1,500, or only little more than that. Many of them are offering at the lower price a machine far superior to their former, more expensive product—superior mechanically and in point of equipment. Other manufacturers, however, while they succeed in meeting the prevailing low prices, and in making a car which is superficially the equal of those just mentioned, are also succeeding in teaching the public several new meanings for the word "trouble." Their cars fail to stand up. What is the reason? How can you tell the difference between two cars that cost the same, before you buy? This is where arithmetic steps in.

Before proceeding to explain this in closer detail I should like it to be definitely understood that what I am about to say does not apply to cars in the high-price class. There are a few factories in this country wherein is made a limited number of machines each year. These cars are virtually hand made; they are built slowly, finished to order and sold at a figure commensurate with the high cost of producing them. Since their makers desire the admiration of the populace, rather than its patronage, they have not been influenced by the

widespread demand for motor cars of small cost. In fact, they have of late shown a tendency to raise their prices, instead of lowering them.

Knowing something of modern manufacturing practise, you might say, off-hand, that the production of a good, moderately priced car is made possible by improved factory methods which enable the maker to turn out cars quicker and therefore more cheaply. In this you would be right, but you would only be telling part of the story.

In order to produce great numbers of cars—a thousand a week, say, or a thousand a day—the manufacturer must have machines, hundreds of them, some costing thousands of dollars apiece. He must have buildings. He must have men. He must be able to buy raw materials, parts and accessories in vast quantities. For all these he needs money. And it must be cash, or he will be forced to buy at a disadvantage.

The manufacturer's money—once he has passed the first stages—comes from sales. It isn't the number of cars he produces that brings him a revenue. It's the number of cars he sells. By making thousands of cars, his overhead cost per car is reduced. By selling thousands of cars, he is able to take a smaller profit per car and still make a great deal of money. Reducing the manufacturing and selling costs and taking smaller profits on individual cars are the only features of modern manufacturing that make good low-priced cars possible.

The man who makes and sells a small number of low-priced cars and claims to give you a car equal to that put out by the quantity producer at the same price is either fooling himself or fooling you. Take an imaginary case:

Brown makes 60,000 cars a year, selling at \$600 apiece. If he contents himself with a net profit per car of \$50, his total net profit will be \$3,000,000.

Green makes 6,000 cars a year, and to compete with Brown he sells them also at \$600 apiece. If he were to take a net profit of \$50 on his car he would make only \$300,000—a negligible sum when you are in the market for raw materials at their present prices. Obviously Green has to make a bigger profit on each car. And since his overhead costs on each car are higher than those on Brown's the extra profit has to come out of the car itself. Consequently Green uses poor material, cheap accessories and skimps on workmanship.

This is all painfully true. If, in order to avoid raising their prices,

many of the biggest and most powerful manufacturers in the industry have found it necessary to join forces so as to increase their buying power and control accessory markets, what chance has the small manufacturer of competing with them on a price basis?

Before you buy a car find out a few things regarding the company which produces it. Enquire as to the completeness of the plant, the number of employees, the number of cars built per day, the number sold last year, the output planned for next year. Find out the company's financial status. Get the stockholders' annual report if you can, and study the figures.

You can learn more about the probable serviceability of a car through this investigation, than you can by riding in it. For nowadays all cars run, and there is not much difference between any two of a class during the first few hundred miles.

John Chapman Hilder.

Not Time For Developments.

Tommy had been playing truant from school, and had spent a long, beautiful day fishing. On his way back he met one of his young cronies, who accosted him with the usual question, "Catch anything?"

At this, Tommy, in all the consciousness of guilt, quickly responded: "Ain't been home yet."

A very handy tool is a portable vulcanizer. With it the tube may be patched and the expense of having it done outside may be saved. It may also be used to close up small cuts in the tread of the outer shoe, thus prolonging its life. The method of using it may be easily mastered after a few attempts. Use an old tube to practice on and you will never use applied patches after you learn to vulcanize.

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Another Chain System of Retail Store-keeping.

It looks very strongly as though another attempt to establish a great system of chain stores is making headway at a rate which promises success. The "All-Package" system, which opened its first store in New York City only a little more than a year ago, now has 102 stores in New York City, of which ninety-five are in Brooklyn; all backed by a big warehouse and packing plant at the Bush Terminal, and new stores are being opened at the rate of two or three a week.

The same company opened its first store in Chicago on June 5 and since then has opened and has in operation thirty. Its thirty-first was opened last Saturday and seven more are reported to be in process of completion. It is said to be the company's idea to place each unit on the basis of one wholesale plant for 125 retail stores and to make the wholesale house not only a warehouse but also a factory and a packaging and weighing plant for the whole chain. In the Brooklyn plant the company has a five-oven bakery, turning out over 90,000 loaves a week and doing the wrapping and packaging of all goods for the system.

Here is an interesting exemplification. It appears as in no wise eliminating any factor in the distributive chain, but frankly admits the necessity of a wholesale house and goes so far as to designate how many retail stores it shall serve. But it does apparently readjust and revolutionize the processes of wholesaling and retailing, simplifying the latter to an efficiency basis, saving several minor processes in order that the clerk's services to the customer may be availed of to the utmost and relegating to the machine and the factory the things generally done by hand in the several stores. If the plan brings about the economies the management claims, why is there not a pattern after which the evolutionist of the old-line classes may work about a transition?

Such a lesson in evolution and an intelligent adaptation looks very large in contrast with the latest suggestion of some of the New York retailers to suppress the chain stores by a system of impossible taxation. In the last issue of the Retail Grocers' Advocate, the official organ of the New York and Brooklyn retailers' organizations, appears a serious suggestion that legislation be sought to place a prohibitive tax on any grocer who owned more than one store, the hope being that thereby—like the trading stamp companies in certain states—the chains would be saddled with a burden which would end their existence. In commenting on it, the editor says:

"This is by no means a new idea, for a good many of the old timers will remember that when the department store was first started and which threatened to put the retail grocer out of business, it was agitated and a bill was framed to tax each department store so much each year. A few meetings were held to advocate this method of curtailing the growth of the

department store, but that was about as far as it went.

"Time has changed conditions to the extent that we have no doubt but what the taxing of the chain store proprietor for more stores than one would be hailed by a good many as the solution of stopping the growth of the chain store, while some we know believe that a good-sized tax is the only means of solving the problem.

"While we favor the trying out of the suggestion, we believe there are not a few of the grocers who could 'help themselves' to meet the problem. As was stated not long ago by one well-known chain store proprietor, 'if the retail grocer only knew and realized his strength and used it we would soon be put out of business.'

"Taxing the chain store will not amount to anything unless the individual retail grocer is willing to do something himself to solve the problem. The passing of laws unless backed up with something else on the part of those the law is to benefit will not relieve the problem."

The whole idea does the retail grocer no credit whatever, and only shows how lacking some grocers are in distinguishing the difference between economic efficiency and fanciful legislation as factors in permanence. Any scheme to shut out chain stores would have about as much effect as it had in the case of the department store. Besides, there is still, kicking around Washington somewhere, a musty old document known as the Constitution of the United States although a good many people appear to have forgotten it of late.

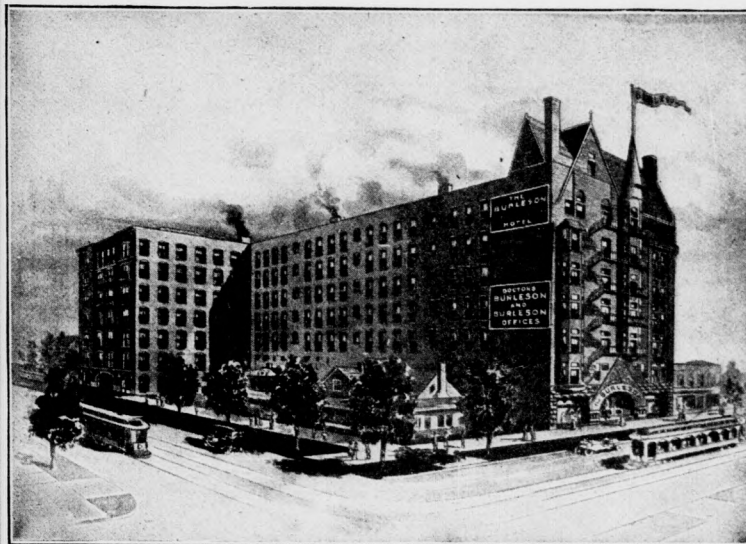
Prophetic Words by Germany's Greatest Poet.

Germany's greatest poet, Goethe, did not write any hymns of hatred against Napoleon, and he said clearly and fearlessly why he did not: "I am in the sixties and hatred is not in my nature. The only things which really matter to me are culture and barbarism. How could I hate a nation like the French, to which I owe all I am and all I have achieved in this world? All my ideals and ethical standards are drawn from France. I realize that, as compared with a cultured and artistic people like the French, my German brethren are barbarians and will continue to increase in barbarity as long as they seek to subdue the world by the sword, instead of with the pen and the brush, as France has done."

The manner in which the Germans are conducting the war precipitated by the Kaiser shows that Goethe's words were prophetic. They are just as true in 1916 as they were when uttered by the greatest poetic apostle of the Germans in 1823.

Very careful study should be given to color harmony in window display. In the show windows of a prominent store the Tradesman recently observed a "riot of color." There were too many colors and too many color clashes. Much really beautiful merchandise failed to create the best possible impression.

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Story of a Dry Goods Dealer's Romance.

Chapter XII.

Written for the Tradesman.

It was fully an hour before the brunt of the storm had passed, making it possible for Elsworth Seaton Moore and his party to continue on their way, and even then the going was slow, difficult and not without peril. At places in the road yellow streams of earth-in-solution were racing across the road, licking up the screenings and rolling larger or smaller pebbles and stones out into their place. Washes appeared where none had been before the storm, and limbs from trees littered the way. Culverts were choked and overflowing, for every stream was at flood-stage, and wet-weather ravines were now booming rivulets. And still it rained, but by now it had settled down to a more moderate, but persistent, downpour. And yet, by virtue of cautious driving and good judgment, Mr. Moore finally got his car out of the valley without mishap of any kind; and, a few minutes before 12 o'clock, they saw the street lights of the little city of Bloomfield faintly gleaming through the liquified mantle of night.

Miss Merkle directed him to a house in the outskirts of the village—the home of an aunt, she informed him, and there the party alighted. Mr. Moore assisted the wounded man to the door, and the girl vigorously rang the bell. It was some time before a noise was heard in the upper part of the house, followed by lights, and still longer before the door opened, and the bedraggled and now chilled party were admitted. The aunt, a Mrs. Kingsley—a sweet, white-haired old lady, with a perfectly charming way about her of mothering younger people—was visibly amazed and delighted and deeply worried, all in one, to see her nephew and niece thus unexpectedly and under such circumstances; but the presence of Mr. Moore, his open countenance, and his apparent interest in her kinsfolk reassured her. From the way the old lady skillfully refrained from enquiring into the cause of the wounded man's hurt, it occurred to Elsworth Moore that she was a person of delightful tact and poise.

Acting upon the thought that he had perhaps done all that was expected of him, and thinking maybe his further presence might be a bit embarrassing to the trio, Mr. Moore murmured something about going to the hotel for the rest of the night. But Annette Merkle and her aunt would not hear to it. The aunt assured him that she had plenty of room to put him up, and wouldn't like it a

bit if he refused, while they both suggested the absolute and imperative need of sandwiches, custard pie and hot coffee. And something in the interior anatomy of Elsworth Seaton Moore seemed to second the motion most heartily. He wondered if the old lady possessed clairvoyant power. If not, how did she happen to pronounce that magic phrase, "custard pie?" Truly it would be hard to resist such an appeal. "And besides," urged Annette Merkle, removing her veil, "we will depend on you to rouse up the doctor and get him here in your car and help him attend to Frank." And then, as Annette Merkle stood in the soft radiance of combined lamplight and firelight—for a grate fire was now crackling cozily—for the first time he looked upon the rare and glowing beauty of the girl. Elsworth Seaton Moore was astonished, overwhelmed, and visibly got by the sheer suddenness of the revelation. All the sweet winsomeness that he had observed and admired in Mrs. Richardson was present in Annette Merkle—only accentuated, multiplied many times. The contour of her face, the curve of her lips, the taper of her neck and the mould of her brow were flawless, and instantly and eloquently proclaimed her artistic temperament. And such eyes! Blue eyes? Yes, but wait; blue eyes of a strangely deep, haunting, wonder-lit, just and mischievous quality; eyes that are really and truly soul-windows, through which the evanescent light and sparkle of glorified womanhood shines—that is the sort of eyes Elsworth Moore looked into when he looked upon Annette Merkle; and the rich, auburn hair—so like her sister's, only heavier—was precisely of that rare and glorious shade that princesses covet. Do you wonder that Elsworth Seaton Moore was completely bowled over at the sight of her? Not another word did he say about going to the hotel that night.

Elsworth Moore afterwards wondered if it appeared rude in him thus to gaze literally, in a sort of speechless hypnosis as of a bashful youth in the presence of the idol of his heart, but he could not recall that Annette Merkle seemed to mind. But a groan from Vaughn quickly brought him to solid earth, and suggested to him the importance of getting a doctor into the house as quickly as possible. Annette gave him the name and address of a local physician and the best route to take to cut down turns and make sure of not losing his way, and Moore ran out to his car and was off in a trice. Although the doctor was in bed asleep, he immediately came to consciousness and jumped up at the

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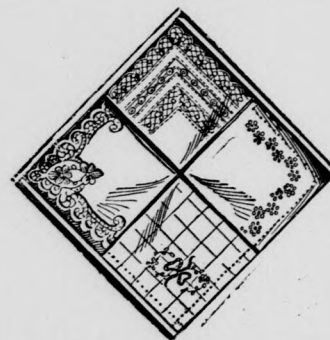
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clangor of his bell. In a big, booming voice he announced that he would be down shortly. And it certainly didn't take him long to hustle into his clothes and get down to the door. Within half an hour of the time he had left, Moore was back at the house with the doctor in tow.

In the meantime, Vaughn had been able, with the help of his sister and aunt, to get upstairs to his room; but he was faint and sick from the loss of blood and the rigors of the long night-ride. The men stripped him and put him to bed, and the doctor made a careful examination. The wound was ugly and painful, but not likely to be serious unless infection set in; and, thanks to the excellent first aid applied by Annette Merkle, that wasn't apt to occur. No bone was broken, and no vital part touched. The doctor advised against probing for the bullet until a picture should have revealed its exact location, and this couldn't be done until morning. In the meantime he must have some nourishment; so while Mrs. Kingsley was preparing a light broth for her nephew, the doctor carefully dressed the wound. He gave him something to quiet his nerves, and left other powders to be administered in the night if the pain should become acute.

After the doctor had finished with his patient for the night, and Mrs. Kingsley had gone on nurse-duty to her undutiful nephew, Annette Merkle brightly announced that luncheon was served in the dining room. But Dr. Kilgour declined with thanks, facetiously observing that young people who ate at such hours of the night should be refused Christian burial when they died from indigestion. He also stoutly refused to let Mr. Moore take him home in the automobile, protesting that he didn't mind the walk; also suggesting with a roguish twinkle in his eyes, that it would be extremely ungallant for both of them to leave Annette to lunch by herself. So, promising to be back bright and early the next morning to see how it fared with his patient, he left. Whereupon Annette Merkle led the way to the dining room.

To his last expiring breath, Elsworth Seaton Moore protests he will carry the memory of that luncheon, served by the fair hands of Annette Merkle in the home of her Aunt Catherine Kingsley, at 2 a. m., of a certain morning in late September. It wasn't merely that he was ravenously hungry after the long drive through the rain; nor yet that the aroma of the coffee was of a fortifying quality that the gods might fairly yearn to enjoy. It was not that the sandwiches were poems in terms of cold baked chicken, home-made light bread and crisp lettuce-leaves; nor yet that the thick, creamy custard pie and the cold, rich milk were of the kind that puts a hungry man in harmony with the universe and everything therein. These delectables abetted, as a matter of course; but there were other considerations. It was partly the sharply-defined contrast of a dark, stormy night out-of-doors with the warmth and cheer and brilliancy of Mrs. Kingsley's immaculate dining room.

But most of all and chiefly—let us once for all confess it, even as Elsworth Seaton Moore then acknowledged it to himself, and now proclaims it to all the world—it was the witchery of Annette Merkle's glorious presence that metamorphosed this homely feast into a banquet supernal. For the first time in his life Elsworth Seaton Moore realized that he was really and truly in love.

Charles L. Garrison.

New Coins Will Be Ready by Christmas.

Treasury officials, while declining to name any definite day, recently stated they believed that the series of newly designed coins—half dollars, quarters and dimes—would be in circulation by Christmas. Some trouble is being experienced in getting the coins mechanically perfect so they can be stacked properly and so they will fit all the various coin machines, such as pay station telephones, which are in use throughout the country. These were devised to hold the old coins which have been in use for the last twenty-five years.

The design of the new half dollar bears a full length figure of Liberty, the folds of the Stars and Stripes flying to the breezes as a background, progressing in full stride toward the dawn of a new day and carrying branches of laurel and oak, which are symbolic of civic and military glory. The hand of the figure is outstretched in bestowal of the spirit of liberty. The reverse side shows an eagle perched on a mountain crag, wings unfolded. From a rift in the rock is a sapling of mountain pine, symbolical of America.

The design of the 25-cent piece is intended to typify preparedness. There is a new figure of Liberty, full length, front view, head to the left, stepping forward to the gateway of the country, and on the wall are the words "In God We Trust." The left arm of Liberty is raised, bearing a shield in the attitude of protection. The right hand carries the olive branch of peace. Above the head is the word "Liberty," and on the step under her feet "1916." The reverse shows an American eagle with wings extended.

The design of the new dime is more simple, necessarily, because it is smaller. The obverse shows a head of Liberty with winged cap. The reverse shows a bundle of rods, with battle ax, symbolical of unity. About this is a full foliage branch of olive, to typify peace.

The designs, for the half dollar and dime, were executed by Adolph A. Weinman, and, for the quarter-dollar, Herman A. Macneil, both of whom are sculptors of prominence.

Knew What He Would Have.

"Now, Robert," said his teacher, "if your mother gave you two apples and your brother gave you three more, how many would you have?"

"I'd have two good apples and three wormy ones," was Robert's prompt reply.

Some men act as though they were proud of their faults.



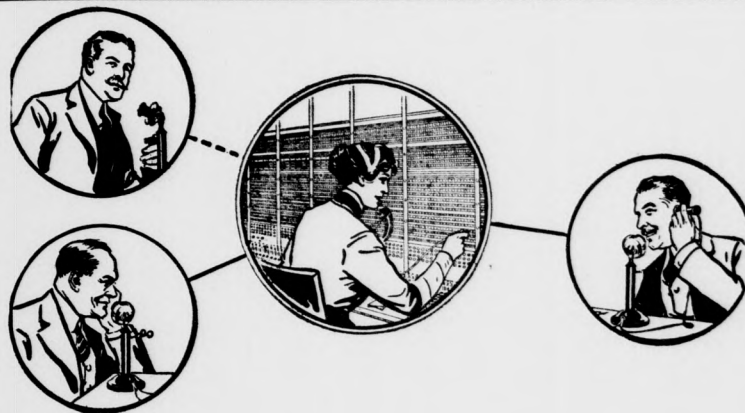
The Mary Jane Bandeaux

Has proven to be very popular where ever it has been offered. It is made of beads in various combinations of colors, and when ribbons are run through, forming a rosette on one or both sides, makes a very attractive hair ornament for children's wear. Ribbons of every description can be utilized which enables the merchant to sell trimmed at 50 cents and upward according to the grade and quality of ribbon used. Without ribbon it can be sold at 25 cents. Our salesmen are showing samples that are trimmed and will be pleased to book a trial order.

Grand Rapids Dry Goods Co.

Distributors for Western Michigan

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



"The Line Is Busy"

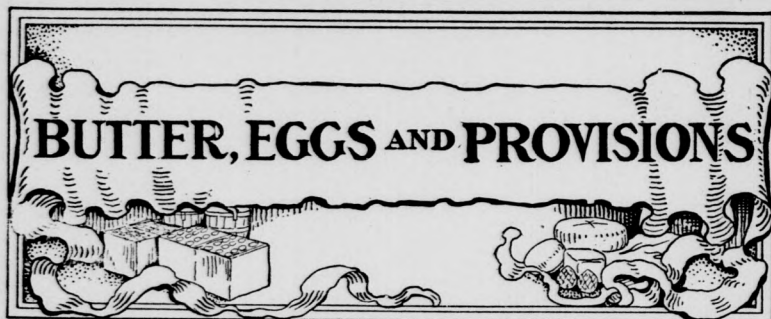
EIGHT billion and a half telephone calls were answered last year in the Bell System. It is not surprising that some telephones were found to be busy.

It's a mistake to think that, to save herself work, the operator reports the line busy when it is not; it's more work for her to notify you that the line is busy than it is to give you the number.

Busy men have busy telephones. It is unavoidable that you may sometimes have to knock more than once at their telephone door.



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.

Movement of Eggs From Producer To Consumer.

We have no accurate statistics of egg production in the United States. Estimates made for the National census do not include a very large quantity produced at suburban homes. New York City receipts for the past four years have averaged about 4,750,000 cases per year and it may be estimated that this quantity has been consumed by approximately six millions of population, although the estimate is little more than a guess. This would make the consumption nearly .8 case per capita per year and if the consumption were equal in the total population, a total of approximately 80,000,000 cases would be required. The quantity when expressed in individual egg numbers seems almost fabulous. Placed end to end a year's production would extend some nine hundred thousand miles, or pave a strip four and a half feet wide around the earth at its greatest circumference. At an average farm value of 18 cents per dozen it would represent a value of \$432,000,000.

The greater part of the egg production takes place on the general farms and is from flocks ranging from a few dozen to a few hundred, whose care is considered a chore for the women and children. Probably a great majority of the product comes from flocks that are poorly housed, with no restriction against stolen nests, lacking in systematic feeding, and without any adequate provision for proper care of the product. A small but gradually increasing proportion comes from poultry farmers who specialize in the industry with flocks ranging from a few hundred to many thousand and who provide more or less adequate facilities for the conduct of their business.

The movement of eggs from producer to consumer is more or less direct according to their distance apart, the conditions surrounding production and grading and the local relation of production to consumptive needs. In country towns and even in the suburbs of some of the larger cities there is more or less direct trading. But in most country districts, especially where population is scattered and largely agricultural, egg production more or less largely exceeds nearby consumptive needs and must find its final market at more distant points.

Poultry specialists—those who make a business of poultry and egg production on a large scale—are usually located near large centers of consumption, and market the greater part of their product through the distributive channels of the cities in which it is consumed. But the surplus egg product of the country's general farms drifts from place to place toward the more and more distant markets, leaving its quota here and there according to trade needs and under the general influence of varying values.

The factors involved in egg distribution apart from the comparatively small quantity sold directly from farmers to nearby consumers, are first the village or town merchant who takes the farmer's eggs in trade or for cash (usually the former); second the huckster, who goes from farm to farm buying eggs; third the egg merchant in larger towns or cities who draws supplies from hucksters, from his own collectors, or from the merchants in smaller places or from other cities, and who assembles the surplus goods in larger quantity for shipment to other cities; fourth the wholesale receivers in the large cities whose needs exceed the amount of local or nearby production; fifth the jobber in the larger cities who, ordinarily, buys in the wholesale market and prepares the eggs for retail distribution; and sixth the retailer who caters directly to the consumer.

Of course all the eggs do not pass through all of these agencies of distribution. Some are consumed by the producers; some are marketed directly from producer to nearby consumers where direct delivery is possible; some of the eggs sold by the farmer to the country merchant are sold by the latter to consumers in the town or village where he is located. Of the surplus sent to the larger interior cities some are there used for local consumption, these usually passing from the receiving merchant directly to retailers. It is the surplus beyond local needs that flows forward to the larger consuming centers and the functions of the factors in distribution thus far named seem obvious, although at all points of collection there is more or less opportunity for more direct distribution than attends the movement of the surplus supply.

In a great consuming center like New York, the egg supply comes from a vast territory—a territory as broad as the Nation itself and sometimes even from foreign countries. If all the eggs were alike they could be distributed by, at most, two classes of trade, the wholesale receiver and the retailer, and even the larger retailers could more generally obtain their sup-

plies from interior places of aggregation directly, but the eggs are not alike. There is a vast difference between a rotten egg and a full, strong bodied, newly laid one, and the eggs of commerce, coming from a vast number of producers, over a vast area, and subjected to an infinite variety of conditions, comprise every possible gradation of quality between the two extremes. Not only do the different consignments coming from interior cities and towns vary greatly in average quality, but the eggs in individual cases vary widely and often show every possible degree of goodness or badness. Different qualities of eggs must seek different and appropriate outlets of consumption. In a large city retailers must cater to the desires of consumers who sur-



Watson-Higgins Milling Co.

Merchant Millers
 Grand Rapids, Michigan

Owned by Merchants

Products Sold Only
 by Merchants

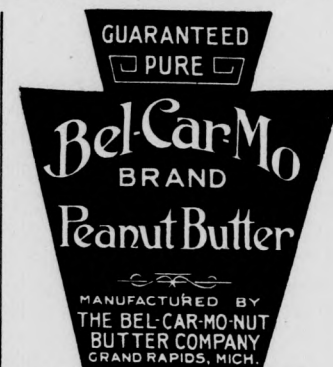
Brands Recommended
 by Merchants

HART BRAND CANNED GOODS

Packed by

W. R. Roach & Co., Hart, Mich.

Michigan People Want Michigan Products



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.

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.

round them, and in any given locality these do not vary much. Uniformity of quality, in the final channels of trade, is not only the great desideratum, but a prime essential to a satisfied clientele. It is this necessity that, in a large city, gives rise to the egg jobber whose function it is to candle the egg supply, separate the different qualities to uniformity and direct each to its appropriate channel of outlet.

It is my belief that there are no more classes of middlemen concerned in the distribution of eggs than are necessary. To the best of my knowledge and belief, based upon many years of observation and personal contact with the trade, the business of egg distribution is entirely free from monopolistic combinations, and every department of it is free and open to the energies of any person who wishes to engage in it. Under these circumstances, with a normal competition in all departments, it is difficult to conceive of the maintenance of unnecessary agencies, for such would soon be driven to the wall. The necessity of some agency to buy surplus production of the farms—such as the huckster or country merchant—is obvious, as are also the wholesale and retail merchants in cities and larger towns. The necessity for the jobber, in addition to the wholesaler in large cities, arises from the irregular quality of the eggs and so long as egg qualities are irregular and mixed together in the supply as it comes from primary points the jobber's place in the economy of distribution is equally obvious.

In some instances, however, the various functions of distribution are combined in large individual or corporate establishments. Thus the wholesale receiving houses sometimes have jobbing departments and some proprietors of the large chains of retail stores have receiving and jobbing departments for the wholesale purchase and classification of goods for their own outlets. But whether these various departments are combined under one general head or conducted individually as separate business enterprises, the various functions performed are inevitable and involve a certain amount of expense in the distribution. As a general rule the number of agencies in distribution and the spread between prices paid by consumers and those received by producers, depends largely upon the uniformity of quality and dependability of grading of any product, and short cut distribution can always be secured by producers who engage in production on a scale large enough to make it worth while if they are able to classify and pack their product according to the exacting requirements of final channels of outlet. As a rule, however, the business of distribution, while inherently a real part of production, requires especial qualifications and experience, and it is seriously to be doubted that poultry farmers except under occasional and unusual conditions, can distribute their own goods to consumers at any considerable distance, as cheaply as the service can be performed for them by specialists in this department of the industry.

F. G. Urner.

Oleo Oil and Oleo Stearin.

Oleo oil and oleo stearin are made from beef fat processed according to the following method. There are many small variations from this method used in different establishments, but they all use this same process in general.

No. 1 oleo oil and stearin are made from caul fat, ruffle fat and No. 1 suet; No. 2, from gut fat, paunch fat and ruffle fat. This fat is first thoroughly washed and cleaned in the offal department and is then conveyed to chilling vats, where it remains over night in chilled water. This is a very important part of the process.

After the chilling is completed the fat is run through a hasher, which feeds directly into the melting kettles. These are provided with open jackets which contain water heated by perforated steam pipes which run from top to bottom, and provided with agitators. The kettle is heated before the fat is hashed into it and the agitator started at the rate of twelve or thirteen revolutions a minute. Each kettle holds between 5,500 and 6,000 pounds of fat.

While the kettle is being filled use 320 pounds of Michigan fine or 200 pounds of crushed rock salt. This is scattered in when the kettle is one-fourth, one-half, three-fourths and entirely full. When the rendering is completed and the agitator has stopped, about twenty-five to thirty pounds of salt is used to each kettle to settle it.

The rendering is usually completed at the end of the second hour, the following temperatures being reached: No. 1 oil, 150 degrees F.; No. 2 oil and mutton oil, 160 degrees F.; No. 3 oil, as high as 175 degrees F. During the entire melting period the mass should be heated slowly and well agitated. At the end of the melting the steam is turned off and an hour allowed for settling, during which the scum which rises to the surface of the oil due to the action of the salt is frequently skimmed off.

After the settling the oil is drawn off from the kettle by means of a swinging pipe that is introduced from the top so as not to disturb the settlings, and allowed to run off into clarifiers. The bottoms are skimmed of the oil, which is dumped into the next kettle of fat and sent to the tank house.

The oil remains in the clarifiers at a temperature of 140 degrees F. for two or three hours, during which time it is again skimmed and the bottoms are again drawn off.

The oil now goes to the seeding trucks, where it is allowed to remain with the least disturbance for from seventy-two to ninety-six hours at a temperature of 87 to 93 degrees F. Here the stearin separates out in crystals, while the oleo oil itself remains fluid.

On the fourth day the contents of these trucks are mixed up into a soft, grainy mush without disturbing the bottoms, as the latter cannot be pressed because of their excess of moisture. Bottoms are classed as good and poor, and, if sweet and wholesome, are remelted with the next rendering; but sometimes they are sour, in which case they go to the tank house for an inedible product.

The mixed stock is now placed in canvas cloths or wrappers, four to six pounds each, and placed in the press side by side to make a layer of ten cakes. When the press is full the power is turned on and the oleo oil squeezed out through the canvas wrappers. This is done at a temperature of about 88 to 90 degrees. The oil is run into a receiving tank, where it is held at 105 to 114 degrees F. to settle, after which it is tierced at the same temperature.

The wax or residue remaining in the canvas cloths after the oleo oil is pressed out is known as oleo stearin. It is allowed to stand twenty-four hours, and is then packed in slack barrels or tierces and graded as No. 1, 2 and 3.

Mold in Ice Box.

The usual cause of mold is dampness. All air contains a certain percentage of moisture, which it gives off as the temperature becomes lower. If plenty of good absorbent like sawdust is placed upon the floor, it will aid greatly in preventing this moisture from settling upon the walls. But the principal preventive is to see that ice box is properly built at the start. To remove mold, first scrub and scrape the walls thoroughly. Dry well and leave the door open for a free circulation of air. White-wash the walls if necessary. Air the box as often as it is possible.

Large hopes grow from small seed.

Peach Men Experimenting With Peeled Product.

The California Peach Growers, Inc., of Fresno is doing some considerable experimentation with peeled peaches. It has been thought for some time that the quality of dried peaches could, if a satisfactory method of removing the skin were found, be, as a whole, materially improved. The peach association believes that there is a big opportunity for improvement in dried peach demand if the quality can be improved and will devote considerable of its time and thought to experimenting along these lines. Manager Niswander expects to be able to turn out a satisfactory article in this line and thereby attract additional attention to the dried peach as a means for increasing popular consumption.

An eccentric woman is one who prefers comfort to style.

Even a deaf person is able to hear money when it talks.

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

Henry Smith
FLORIST
139-141 Monroe St.
Both Phones
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

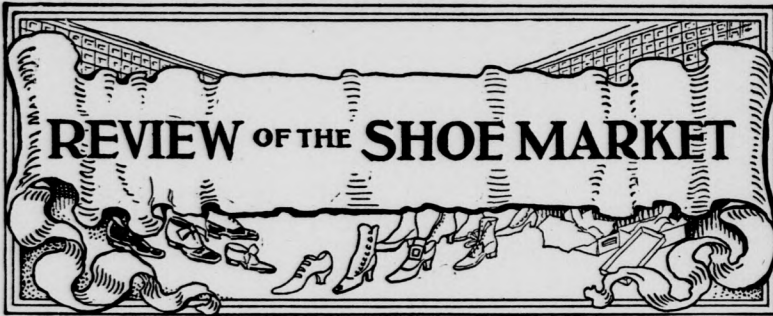


MONEYWEIGHT Scale Co.
GENERAL DISTRIBUTORS FOR
The Computing Scale Co.
Dayton, Ohio.

THE FIRST AND FOREMOST
BUILDERS OF COMPUTING SCALES

326 W. MADISON ST. CHICAGO

ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN



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

Getting Ideas From Other People.

Written for the Tradesman.

Nobody has a monopoly on the good ideas in the field of shoe retailing. This statement would have been just as true, and a whole lot more general, if I had not limited it by the insertion of the word "shoe." But I am especially interested in sources of new ideas for adaption and application by the shoe dealer.

The shoe dealer, as a matter of course, has his own ideas of what a shoe store ought to be, and the lines along which it should be run; and, if he has in him the elements of success, we must assume that these ideas are in the main feasible and correct. And such of them as are not feasible, will be modified or discarded, as the case may require.

At the same time it is not a bad idea to try to get other people's ideas concerning the kind of a shoe store they like to visit, the kind of shoe store service that measures up to their ideals, and the qualities one should possess in order to qualify as the ideal shoe merchant. There are obvious advantages to a shoe dealer to get the people of his community thinking along these lines. And there are perfectly practical ways of calling them out and inducing them to express themselves.

Now that school has opened and there is a strong demand for school shoes, and all enterprising shoe dealers everywhere are interested in rounding up the trade of little folks and inducing them to buy shoes in proportion to their footwear requirements, it would not be a bad idea to conduct a sort of symposium among the children of one's community, with a view to calling them out and getting expressions from them along the lines indicated. One could offer a first, second and third prize, consisting of cash or merchandise, for the best brief essay—not to exceed say fifty or sixty words—on such subjects as: The Ideal Shoe Store, The Ideal Shoe Dealing, The Kind of a Shoe Store I Like Best, The Kind of a Shoe Merchant I Prefer etc. etc. It should be specified that the essay must be written by some boy or girl of school age, living in the community and attending school; that the essay should be neatly written on one side of a single sheet of paper—and it wouldn't be a bad idea to stipulate that this sheet must be one secured at the shoe store, bearing the store's letterhead. This stipulation will require an additional

call at the store—and calls mean something, always.

In addition to the main benefit of having the child or its mother or father make this call, there is the incidental advantage of having all essays written on paper uniform in size and texture. And the prize ought to be sufficient to make a real appeal—something really worth their going after. A handsome pair of high grade boots for a boy, in the event that the first prize should be won by a boy, or a handsome pair of boots for a girl, if a girl should be the winner; and, if it is decided to offer merchandise, a suitable second and third prize can easily be selected. All of which should be displayed in the window before and during the contest. The contest should be thoroughly advertised in the newspapers. A window card or poster should appear in the window. And the contest ought to last not less than two weeks.

One shoe dealer of my acquaintance that tried this on found that it worked splendidly. Scores of children in his community entered the contest. All essays were written on letterheads which he furnished; and they had to call at the office to secure them. He offered cash prizes as follows: \$5 for the best original essay on the Ideal Shoe Store, \$3 for second, \$2 for the third, and \$1 each for the two next best—five prizes in all.

To illustrate the idea of how good ideas may be acquired in such a contest, I reproduce the original essay of the little girl who won the five dollar prize.

"I think a shoe dealer should have a neat, comfortably arranged store with plenty of light. He ought to keep new, up-to-date stock, and be accommodating. He should be very polite to children, and, if he's too busy to wait on them right away, he should have some comic books or papers for them to look over. I think parents don't mind waiting if the children are comfortable."

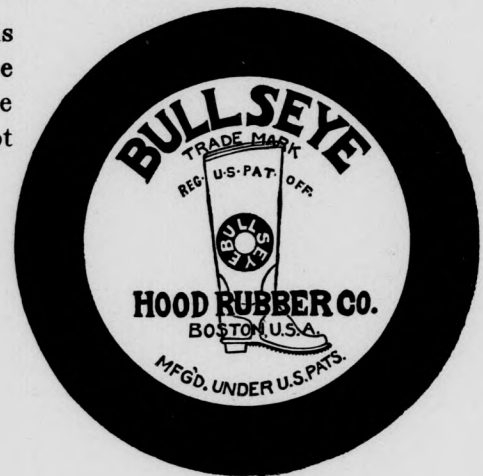
The idea of making the little folks comfortable and contented while they were waiting, was to that dealer worth many times the price of the contest. He saw at a glance that the little girl had the right idea—parents don't mind waiting if the children are contented; and they are usually contented if they have something to occupy their attention. All children (and most grown up folks) like pictures—

Our Specialty: "Royal Oak"
FOR SHOEMAKERS
Bends, Blocks and Strips
Shoe Store Supplies
Wool Soles, Socks, Insoles, Etc.
THE BOSS LEATHER CO.
744 Wealthy St. Grand Rapids, Michigan

The Boot of Boots

The Original Pressure Cured Boot

Without a doubt this boot represents more service and value than any rubber boot ever made.



Costs \$2.95 Net

Is the above statement strong?
Try us out and see what you think after a thorough test.

Grand Rapids Shoe & Rubber Co.

Largest Rubber Dealers in Michigan

The Michigan People

Grand Rapids

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.

especially comic pictures. That's the reason our comic supplements are so popular.

So this shoe merchant elaborated the little girl's idea. He had a single salesroom and carried lines for men, women and children—and couldn't afford to furnish and equip a separate room just for little people who had to wait; but created a "waiting room" within a room. Parallel with the wall, to the right of the door as one entered, and just back of the window, he ran a low railing. To complete the enclosure, he placed a couple of leather upholstered settees end to end, the seats facing the enclosure, and reaching almost to the wall, leaving just room enough for clerks to pass back and forth when necessary. This made a space approximately 12 x 16 feet. In the center of this he placed a 9 x 12 Axminster rug of Oriental design. In the center of the rug he placed a table, and upon the table a portable light. Near by stood a magazine stand; and disposed about the apartment (if one may so call it) were a number of chairs—most of them small chairs for little folks. Instead of magazines in the stand and on the table, there were bound volumes of comic pictures—universal favorites, such as Mutt and Jeff, Foxie Grandpa, The Katzenjammer Kids etc. This little innovation, the cost of which was slight compared with its benefits, made an instantaneous and decided hit. And it grew out of a simple suggestion offered by a little girl in her essay on the Ideal Shoe Merchant.

Or you can get up an advertisement-writing contest. I have known dealers who conducted contests of this sort with interest and profit. Offer a first, second and third prize—more if you like—for the best original advertisements submitted by the little folks of your community. Announce the contest in the newspapers. Feature it in your windows. Exhibit the prizes to be given the winners. And you'll get a whole batch of "copy." Some of it will be positively funny, much of it will be utterly impossible—but you may get a few really good ideas. At any rate the effort will be worth while, for you'll have them thinking and talking about your store, discussing shoe styles, prices, shoemaking etc., and you'll have them watching your windows and newspaper announcements in an effort to produce something that will fairly bowl you over and secure for them the coveted prize.

After all, isn't it true that the kind of a store you want to conduct is the kind of a store the people in your community would like best to patronize? If this is true, how can you know that you are building a store along the line of their ideals? You may say that you will find this out by the sort of patronage they give, and that of course is true; but it surely doesn't do any harm to have them definitely express themselves in writing. Big business concerns are using various plans and schemes for calling out expressions from their employees. They want to get these business associates to thinking for themselves, and to put their thoughts

into writing. To make the matter interesting and worth while, they offer cash prizes. I recommend the general idea to the local shoe dealer, wherever he is. Cid McKay.

Live Notes From a Live Town.

Owosso, Oct. 16—Senator A. B. Cook, from the Pie Belt, went over to Bancroft last Friday with the Maple River ball team and umpired the game. The score stood 13 to 1 in favor of the Pie Belt. Evidently the Senator is not at all superstitious, as 13 on Friday is his lucky number.

Fred Hanifin says the raise in the price of milk is caused by the large number of pool rooms in town. Fred has just been reading an article on manufacturing composition billiard balls out of milk.

George Lulu says that if potatoes go much higher, it will necessitate the use of an air ship to dig 'em.

Miles C. Newman, of Byron, has closed out his stock of groceries and Lloyd Tower, Byron's hustling grocer, now occupies the store with a fine stock of groceries.

L. H. Thompson, of Owosso, has sold his stock of groceries to George Dickson, of Mt. Pleasant, who will continue the business. Welcome to our city, George, and good luck!

C. M. Willis has sold his grocery stock to Niles Wiggin, who has taken possession and will continue the business under the name of the Willis Grocery Co.

Clem Page met with an accident last week by slipping off a door step and fracturing his knee. We are glad to know that he is on the mend and able to be out again and trust that his knees will be in condition to attend prayer meeting by another week. Honest Groceryman.

Manufacturing Autumn Decorations.

Hartford, Oct. 17—Autumn leaves are made here, and from the best of information this place boasts of the only place in Michigan where the artificial product is turned out. In an isolated part of the town is a small building employing eleven men, who are daily engaged in preparing for Chicago and New York markets a supply of autumn decorations. The process by which the natural leaves are treated, turning them into real autumn colors is a deep secret, and efforts to get inside the small factory meet with failure. Several years ago two Hartford residents conceived the idea that the large city merchants would be interested in securing for their trade a supply of autumn leaves, and steps were taken in making experiments. After several months of study a formula was discovered by which the leaves collected from the woods were made into colors representing the real autumn tinge, and these are shipped in large quantities to the large cities, where a ready market is found. Coloring is used and a bleaching process is given the leaves, and when these and several other treatments are completed the leaf is ready for market. The leaves are gathered from nearby woods at no expense except for the work of gathering them, and it is said that a large profit is made.

Be sure you are right—then sit down and enjoy the fruits of your wisdom.

But contentment and ambition have nothing in common.



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

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.

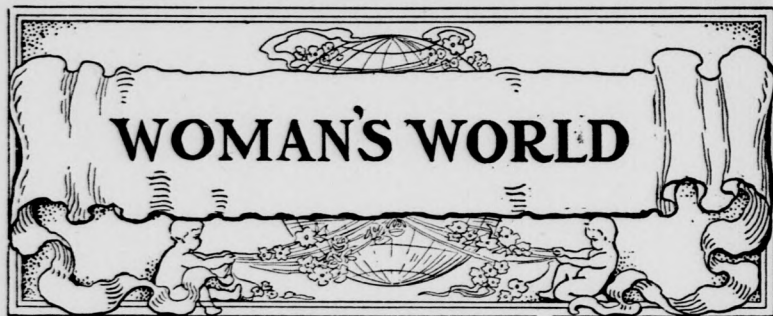
They will at once see the style and serving-giving qualities.

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 She Has Learned While Earning \$50.

Written for the Tradesman.

"Dad and I didn't have any real quarrel—just a little tiff," Lois Reed told me Sunday when we happened to walk along together, coming from church. "But Dad thought I ought to keep within my allowance, and I always was asking for extra money. There was a hat at the Bon Ton that I wanted very badly—it was the most becoming thing I ever put on my head. The price was \$25. I had only \$3, and it would be two weeks before time to draw again. I asked Dad to advance \$22, and he didn't—he gave me a little talk on economy instead. Well, I flared up and said that I'd really like to earn my own money and not be compelled to ask him when I wanted something a little nicer than usual. And he, not to be outdone, said he believed that for me to go to work and make some money by my own efforts would be about the best thing that could happen. After that I simply couldn't back down.

"What I would have liked to do was to go to some big city and establish myself in something—I didn't know exactly what—and make a lot of money and just show Dad! But I didn't dare make the attempt. I decided I'd better get something to do here for a while and go on living at home.

"I thought and thought before I made up my mind what kind of a job I'd better try for. Of course Dad and Mother have aimed to give me all the advantages they could. I graduated from high school two years ago, and it seems to me I've had piano lessons all my life. Besides, I've taken elocution and violin and dancing, to say nothing of my course in china painting. It's nice to know all these things, but haven't you noticed that unless you are a professional there isn't much in any of them that you can turn to account in making money? It seems to me that a girl almost 20 years old, who has been learning all her life, ought to be able to earn at least her own living; but it's some proposition when you tackle it. I've made a start and I honestly believe I am getting all I really earn, but I'm not yet where I can make the whole of my living—Dad and Mother board me.

"More than a year ago Dad wanted me to take a course in a business college and learn shorthand, typewriting and book-keeping. He thought it would be fine training and something to fall back on if ever I should need it. But I didn't like the idea of more school. Couldn't see any fun in it. I wish now I had taken it. One thing

I've learned is that if a girl wants to make her own way, it's very much worth her while to be really proficient in something, so she can command good pay.

"Of course after what I had said and what Dad had said, I was bound to get to work at once. The only thing I could think of that I could do without a course of training was working in a store. I thought I could be a salesgirl. So I went to the three best dry goods stores down town, applying for a place. I was politely treated but I found only one manager who needed any more help. He soon would want two saleswomen for his cloak and suit department, but they must be experienced.

"I was feeling pretty blue when I ran across a girl I used to know in school. She has worked in a racket store for quite a while and was out on an errand. I told her I was looking for a place.

"Of course it's the dull season now," she said. "But maybe you could get in at our store. Two of the girls who go on their vacations next week are not coming back to us. I don't know whether the pay is enough to suit you—no one gets more than \$5 a week to start with—but if you care to try I'll take you in and introduce you to Mr. Dexter."

"By this time I knew I wasn't likely to do any better until I'd had some experience. I knew too that Mr. and Mrs. Dexter are considered very good people and the girls who work there are nice, respectable girls, so I wasn't long in making up my mind. We went in and I've been there now ten weeks.

"I've found that it takes some know-how and a lot of tact and patience just to sell tablets and shoe-strings and hairpins and cheap laces and 10-cent jewelry. And one has to be so careful not to make mistakes! I gave the wrong change three times before I'd been in the store half a day.

"Money never will look the same to me again. Five dollars used to seem to me a very insignificant sum. I couldn't see why Dad ever should hesitate about handing me an extra V whenever I asked for it. Now, if I should get to be a millionaire—which isn't at all likely—I always shall keep in my mind as the real measure of the worth of five dollars the amount of work and worry and anxiety that went into my first week in the store.

"I know that lots of girls who earn their own money spend it very freely, but I'm getting so I don't let a nickel slip through my fingers without thinking twice. I used to wonder why Mother always was so econom-

ical. Now when I see a wife spending her husband's wages foolishly and extravagantly, it seems fairly wicked to me. Don't you know there is something almost sacred about money, when honest human effort has gone into the earning of it?

"I never again could spend Dad's money thoughtlessly—as I used to. He has a very good position—draws a rather large salary. He and Mother own the home and he carries quite heavy insurance. But he hasn't laid up as much as he ought—he's been too liberal with all of us. As I see things now, so long as I'm strong and well I couldn't think of just having a good time and grafting on Dad.

"Home never looked so good to me as it has since I began work. I never before even faintly realized or appreciated what Dad and Mother were doing for us.

"Of course I have become acquainted with the other girls in the store. Not many of them have all their earnings for themselves as I do. Most have to help out with the family expenses. I know one who every Saturday night hands her pay envelope to her mother who is a widow. Perhaps the daughter has two dollars out of the five for her own clothes and incidentals. Just imagine getting along on that! But I don't know how they'd manage if Belle didn't have the place at Mr. Dexter's. It really is a great help to her mother to have her earning even \$5 a week.

"My work at the 5- and 10-cent store is not heavy, and we do not have long hours, but sometimes I get tired.

And do you know I sympathize with all other workers—I've gotten what I guess you'd call a fellow feeling for them. I look at Mary, our maid. How many meals she cooks, how many dishes she washes, how many hours she puts in sweeping and dusting and scrubbing, for her five dollars a week! And Mary's brother, I wonder how he ever manages to earn enough to feed his wife and five children. Of course I always felt sorry for those who were needy, but now I realize something of the effort poor people have to make to get something to eat and to wear and to keep a roof over their heads."

A few weeks' work in a store has been an awakening to Lois Reed—has given her a wider outlook upon life. Most parents believe that in order to give their sons and daughters what are called better opportunities, they must spend more money on them. Isn't being thrown on one's own resources and being obliged to earn for one's self one of the greatest of all opportunities? And even if her lot is to be wealth and luxury, isn't at least a brief experience in working for pay an essential part of every girl's education? Quillo.

Only those who don't need your advice are willing to take it.

ECZEMA also EXTERNAL CANCER

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

WHITE HOUSE

DWINELL-WRIGHT CO.
BOSTON—Principal Coffee Roasters—CHICAGO

COFFEE

BOSTON ROASTED BEST GROCERS

In 1, 2, and 3-lb.
sealed tin cans only.
Never sold in bulk.

SUITS WHEN OTHERS DISAPPOINT

"Once a User Always a User"

That fact makes "White House" a staple article for the grocer—a "sure-thing" proposition that helps to make the dealer glad there's one item he can swear by—not AT.

Distributed at Wholesale by
JUDSON GROCER CO.
GRAND RAPIDS, MICHIGAN

USE AND ABUSE OF TREES.

Friends of Trees Are Benefactors of Humanity.*

Contemplation of such a topic as the use and abuse of trees, considering that trees were ages old before mankind existed to use and abuse them, is simply overwhelming. As I pondered over the matter, there appeared constantly before my eyes and in spite of all lines of discussion I took up, an old fashioned, poorly drawn, roughly engraved wood-cut which, as a child, I had seen in an old New England Primer—the real old blue-board covered New England Primer. The picture showed portions of the figure of a man located amid the boughs of a very prolific tree and underneath the picture I read:

"Zaccheus he
Did climb the tree
Our Lord to see."

Finally, with this bold rhyme forced out of my mind, I took up the consideration of Christ's journey on his way to Jerusalem and of His passage through Jericho, in the hope of proving cases, both of the use and the abuse of a sycamore tree. I proved the first, but failed as to the abuse. Zaccheus put the tree to good use and to his own profit, but I found no record that he abused the tree.

Shelter and fuel were, probably, the first uses to which trees were put—I say this with apologies to the serpent in the Garden of Eden, because I am not prepared at this point in my discussion to take up the abuse of trees.

In the utilization of trees, comes the harvesting of fruits and other foods therefrom and next, probably, was the fashioning of trees into boats and rafts. From these four beginnings have developed unnumbered legitimate uses of trees. That lumber barons existed and were just as unpopular ages ago as they are to-day is shown in the Fifth Book of Moses where this law is proclaimed: "Thou shalt not destroy the trees thereof by forcing an axe against them."

These stray fragments of history are here referred to to show you that the subject we are now considering has been threshed out thousands and thousands of times before and that judging from present conditions, they are not much nearer settlement than of old.

I recollect a little red school house down in Lenawee county, located about forty rods from the birch lined banks of the Tiffin River, and I also recall how our schoolmaster—later on he became a member of Congress—used to abuse those beautiful birchen bushes by cutting switches from them indiscriminately, to use—indiscriminately. It hurt the boys in that schoolhouse to see the teacher abuse those birches in such a manner and it was purely a case of ignorance. The teacher did not know he was abusing Nature.

And so, we will find, it is almost invariably because of ignorance that trees are abused. Haphazard planting of trees is abuse of trees caused by ignorance; shiftless cultivation, careless trimming, negligence in times of

stress, failure to protect them against the elements and their other natural enemies, clumsy, cruel transplanting, brutal trimming, deliberate starvation—all of these assaults upon trees are the results of ignorance. The great crime of Michigan—the utter devastation of the most magnificent forests of white pine and hardwood on this continent—is the result of ignorance; because if it had not been for the ignorance of those who caused this awful ruin, they would not have permitted their avarice, their selfishness and their atomic moral sense to dominate in so complete a destruction of resources intended by Nature to continue perpetually. The men who so ruthlessly ravished Nature that they might gain their millions of dollars were so ignorant that they could not foresee that two or three generations further on their crime would become a stench and their very names an everlasting reproach on good citizenship.

Returning to the use of trees and without referring to the universally known uses to which trees are applied for purely material gain, I do not hesitate in declaring my opinion that no less important in value are the aesthetic, the sanitary and the moral uses to which trees may be dedicated. Show me the man or woman who can look affectionately and tenderly upon a beautiful young seedling tree or who can speak lovingly and sincerely to a great dignified, honorable old tree, and I will show you a good man and a good woman. Set me down, blindfolded, in a dooryard where I can hear the rustle of healthy foliage and smell the bouquet of many blossoms and, without any other guaranty, I will know that I am within precincts made sacred not only by industry and thrift, but by domestic harmony and good citizenship. There's no misjudging such signs. On the other hand, show me the man who can stand listless and unnoticing in the presence of a great elm, fairly bursting with the joy of living, and I will show you a man who misses half the good things of earth without knowing it, because of his ignorance.

The world's best placards as to human character are the trees of a city and village and the shrubs, foliage, plants, vines and flowers of the city and village homes; the orchards, the shade trees and the woodlots of the farms. You may build your houses, your public structures—city halls, public libraries, postoffices, school houses, churches and so on—ever so grandly and correctly as to architecture, but they will not give out their full values except by aid of Nature's accessories—trees, shrubbery, grasses, plants and flowers. In a most general way this constitutes a summary as to the spiritual uses to which trees and all their kin may be applied.

And these are spiritual services in all truth. They are services inspiring purity of thought and most sincere action. The best gardener, the best forester, the best florist, the best farmer is he who is thoroughly proud of his efforts in his chosen field and who is absolutely free from vanity in following that calling. Such a man is proud that he is able to demon-

strate, without selfishness or avarice, his absolute fealty to Nature; proud over his success in providing, without money or price, untold happiness and delight to thousands who enjoy the results of his efforts. Such a man is a king among the benefactors of humanity. Sturdy trees are monuments to the men who planted them, greater than anything which can be created in marble or bronze, because they whose memories are thus perpetuated performed those devotions themselves and voluntarily, knowing that generations to come would receive individual and personal inspiration and pleasure therefrom.

Such thoughts as these, it seems to me, suggest their foils—the abuse of trees, the outraging of Nature and offenses against humanity. Why was it that the late and most honored John Ball did not strip his holdings of timber, saplings and undergrowth years ago? Why was it that the man who had visited the Sandwich Islands before Grand Rapids was born; who had made the journey overland from Puget Sound to the Atlantic Coast before there was a railway operating in Michigan—why did not this man reap the harvest he had and join with the others in contributing to the Michigan Bad Lands of to-day? Because he was not ignorant. He was educated, mentally and morally. And such a man is, perforce, a lover of Nature. He knew that mere dollars are as vapor when relied upon as tributes to a man's good character. He loved the Rapids of the Grand; he knew when he first viewed the valley at that point that he had found his resting place for all time and he also knew that the glorious hillside over on the West, with its beautiful vistas and ravines, its brooklets, trees, vines and flowers, all commanding a view of the ultimate great city, would become a splendid and everlasting monument to his memory as a man in its truest and best sense.

When you see a man or woman, who, strangers though they may be to you, are known to you as the guardians, helpers and friends of a pretty

little dooryard, a neat thrifty little garden, take your hat off to them and, if you can make the opportunity, congratulate them. This will not only cost you nothing, but it will do good to yourself and to them. When you see children pulling and hauling away at a young tree, keep your temper and get them interested in your story as to why such cruelty should be forever stopped by them. When you see a gang of telephone or telegraph linemen abusing shade trees make complaint against them and ask for an injunction against their continuing such abuse. If you see a man or woman whose efforts demonstrate that they are novices in tree planting, training or culture, make friends with them and, without seeming to butt in, give them the benefit of your experience and knowledge. So far it is within your power to do, never fail to impress upon every child you know or may know the brutality of abusing trees, shrubs, vines, plants, flowers and grasses, by teaching them how to contribute to the life, strength and beauty of such growths.

Do these things generously, diplomatically and patiently, realizing that you will thereby secure an approving conscience and that generations yet unborn will live to bless you and enjoy the fruits of your efforts.

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

Anyone Can CLAIM Safety—
But Can They PROVE It?

Some time ago a company of prominent engineers interested in fire prevention conducted an experiment at the Barberton factory of The Diamond Match Co.



THE SEAMAN MEDAL

"They built a large wood bonfire of wood soaked with paraffine and oil until the flames reached 10 or 12 feet above the top of the flaming wood. Into this fire, by means of a derrick, they swung a case of 100 boxes of 'SAFE HOME' labelled matches.

"From the time this case of matches rested on the burning, oil-impregnated wood to the time the first box of matches ignited within the case was over five minutes.

"When the case was removed the outside was burned through and even some of the cardboard inner boxes were charred and burned; but when the matches were cooled off and opened, only one-half the matches in one box were found to have ignited, during this most extreme, abusive test."



THE SEAMAN MEDAL

Diamond matches have been found pretty safe goods for the grocer to carry; whether in the fires of flame or of hot competition, they meet EVERY test successfully.

THE DIAMOND MATCH COMPANY

*From the Special Bulletin of the American Museum of Safety awarding the Louis Livingston Seaman Medal to The Diamond Match Co. for its advancement of safety.

*Address by E. A. Stowe at Fall Festival held at Sparta, October 11.



Personal Solicitation a Factor in Business Building.

Written for the Tradesman.

When Brand sold his hardware business at Crampton, he kept the reason to himself. As he saw things, there wasn't a living in a town of 4,000 people within twenty miles of a big city. Two ideas obsessed him. One was, that it was impossible to compete with the big city stores. The other was, that in a town of that size there wasn't enough business, anyway, to make a decent living for one man, no matter how hard he worked.

So, at the first opportunity, he sold the business to two men, without telling them what conclusions he had come to; and left them to solve the problem of how to make two livings out of a business where he couldn't find one.

Neither of the purchasers was a juvenile. Grant had more than twenty years' experience in hardware before coming to Crampton. More than that he was a practical plumber and tinsmith. Hayward had spent ten years in the hardware business. He had been advised by several friends not to tackle the Crampton proposition on any terms. As for old Grant, he did not trouble to ask anybody's advice. He was a little, jolly man, verging on to 45, who had a habit of telling folks what he was going to do shortly after he had done it.

"You'd better not bother much with plumbing," advised Brand, kindly, after the deal was put through. "The city firms get all the real good jobs, and the figuring's so close on the small jobs, I've never thought it worth while to push the business."

"Seems to me," remarked Grant dryly, after a couple of days, "that Friend Brand has burned us badly. The way things are breaking, we'd better draw cuts to see which will eat and which will fast." Then he grinned.

Said Hayward: "I'm going to do one or two things first."

"What?"

"For instance, I'm going to make your blessed plumbing department that you insist on keeping pay its own board instead of living off the hardware end. My proposition is to separate the departments absolutely—run them as distinct businesses—and have a separate bank account for each."

"Good," agreed Grant, simply.

"And I'm going to brighten up this hole if it takes every drop of paint we have in stock."

"Good," again agreed Grant.

These were cardinal principles of Hayward's store policy: to make the

store in every way attractive, and to put every detail of the business on a sound business basis. He had in a certain degree that valuable asset, an organizing mind. For instance, he planned a systematic series of seasonable window displays. A month ahead he knew the fifteen topics he might handle in his windows. With him a display was never a mere showing of goods; it was an intelligent talk on a timely theme. His displays, for instance, not merely showed heaters, but talked winter comfort; not merely paraded paint, but discussed selling value, weather insurance, civic beautification and all the really vital aspects of the paint proposition from the customer's point of view.

Simultaneously, Hayward planned his newspaper advertising ahead. Systematically he set about accumulating material and ideas from trade papers, from other stores and original kinks, suitable for his purposes. If he had a paint display, simultaneously he advertised paint; and simultaneously, too, the clerks were instructed to call paint to the attention of every customer.

Not merely did Hayward plan these things ahead, but he worked his plan—which is often a very different thing.

Meanwhile, little, jolly Grant merely said that it was a fine day—and "sawed wood."

In the early days most any day in the Grant & Hayward store was quiet. The only difference between some days and others was that some were quieter than others. Grant selected the two quietest days of the week—in Crampton Tuesdays and Fridays—and on those days instead of waiting for the business to come to him, he went out after the business.

First, he called on factory owners and contractors. Then he introduced himself to house owners. Incidentally, he got acquainted with a lot of truck farmers and greenhouse men—for, in Crampton, as in many small towns contiguous to large cities, this business is extensively carried on.

"That carload of nails is due here on the 25th," announced Hayward, who looked after the office. "I'd just as soon we hadn't loaded up with them."

"They'll sell all right," opined Grant, cheerily.

The day the car arrived, more than 150 kegs of nails were delivered direct from the car to purchasers. Grant had said nothing, but had spent a good part of the interval systematically canvassing the builders. Not merely was the "overloading" problem solved, but the business was saved a lot of extra haulage and handling which would have been necessary

had the nails gone first to the warehouse and then to the customers.

That was among the first fruits of that end of the store policy which Grant originated. His policy simply was: "The man in business must get out and hustle."

We offer this Surplus Stock Below Regular Market. For Instant Shipment.

10 80 lb. drums Sweeping Compound	1 1/2c
40 rolls 10-14 1-32 and 1-16 Asbestos Paper	3 1/2c
60 dozen 4 lb. Black Asbestos Roof Putty, doz.	\$3.00
10 dozen 2 lb. Same	1.75
16 dozen 4 lb. Auto Hard Oil doz.	3.00
36 dozen 2 lb. Black Axle Grease doz.	1.00
12 dozen 2 lb. Yellow Axle Grease, doz.	75c
100 gallon Cans Black Roof Paint	23c
40 gallon No. 1 Interior Varnish	95c
30 dozen 6 in. Corrugated Elbows	72c
500 joints 27 Gage 6 in. Stove Pipe	9 3/4c
This is Extra Heavy Blue Steel	
40 dozen 6 in. Stove Pipe Dampers	72c
10 10-gallon Cream Coolers	\$2.00
5 barrels Red Mineral Paint lb.	1c

VAN DERVOORT HARDWARE CO.,
Lansing, Michigan.

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.

EVEREADY FLASHLIGHTS

Last year dealers sold 18,000,000 EVEREADY Flashlights, Tungsten Batteries and Mazda lamps. This year sales are even better.

The reason for this phenomenal showing is the quality and reasonable price of the goods backed up by extensive national advertising.

EVEREADY sales come easy. Are you getting your share? We are EVEREADY Headquarters; drop us a postal for full information.



C. J. LITSCHER ELECTRIC COMPANY

Wholesale Distributors

41-43 S. Market St. Grand Rapids, Michigan

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 FIRE SAFE 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.

According to Grant, a man was in business, not to keep store, not to wait on customers, but to sell things. Grant rather laughed at the much belauded "gospel of service." Yet in his actual practice he adhered rigidly to that gospel in a practical, common sense form.

Thus, in the plumbing department, of which he had particular supervision, when an order for bathroom fittings was placed, Grant invariably made it a point to deliver within twenty-four hours, and if possible, the same day. Customers were informed when the men would start work on any job, and, so far as was humanly possible, the men were there at the moment specified. No plumber (except on paper) can keep his every promise; but Grant enjoyed high repute in Crampton for the simple reason that he was mighty careful about his promises. His misfires in that matter were brought down to what was pretty nearly an irreducible minimum.

He was there to sell things to customers, and he went after the customers and kept after them. If he didn't land a prospect to-day, he tackled him again. He was all things to all men. "You old son of a gun," I've heard him say to one customer, "I'm going to sell you some decent bathroom fixtures if it takes all summer." If Hayward, the serious, gray-eyed organizer had said such a thing, the customer would have taken mortal offence. But Grant was a known jollier, and the customer merely said: "I'll hold up my hands. Go through my pockets right away." He went down with Grant to the store, looked over the model bathroom which Grant had installed there, for display purposes, and selected a first class outfit.

Yet Grant, the jollier, with other folks was argumentative and logical as a skilled lawyer, and serious and sober as a judge.

Brand, the man who had sold them the business, didn't come back to enquire into results. If he had, he'd probably have got the shock of his life. At the end of the first year Grant & Hayward had a business in Crampton that would have done credit to a good sized city. The payroll in the hardware end of the business listed five employes, and there were an even dozen in the plumbing and tinsmithing department. Hayward, who had separated the departments to find out which was making money found that both, properly handled, paid decent dividends. Where Brand had booked perhaps half a dozen furnace orders in a year, Grant had put in more than five dozen furnaces. In most instances, hardware, heating, plumbing and tinsmithing were all secured in the one order where new building was concerned, and paint followed logically. The new firm was making a better living for two than Brand had ever made for one; and all through putting into practice plain, common-sense, everyday business principles—not theories—and particularly through getting after the individual customer (as Grant put it) "like a cat after a canary."

Victor Lauriston.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Oct. 16—The third annual round-up of the Grand Rapids traveling men was held Saturday evening in the U. C. T. Council chambers, with a large and enthusiastic gathering. The meeting was presided over by W. E. Mellinger, who said the theme for the meeting was "Co-operation, one for all—all for one," and short addresses were made by the following, treating upon the theme: Senior Counselor A. N. Borden, Homer Bradfield, Dr. G. W. Ferguson and the Hon. Walter Lawton. Harry Harwood, in his eloquent way, read Editor Stowe's "reminiscences" published in a late issue of the Tradesman and, judging from the applause, it was enjoyably received. We are also indebted to the Thompson Jewellery Co., the Crathmore Hotel and the Michigan Tradesman for very useful souvenirs. A number of out-of-town travelers were in attendance and gave delightful little talks. Debonair John Martin also added to the festivities with his twenty centimeter applause. Getting down to the results of these annual gatherings, a closer fellowship among the traveling fraternity of our city is evidenced and in many ways we reap benefits that only those in attendance can appreciate. We commend the gentlemen who made this a success—W. E. Mellinger, Dr. Ferguson, "Ras." Stark and John D. Martin.

Swank Bros., hardware dealers and plumbers of Galien, have added the fourth salesman to their growing business. They have also acquired the garage next door to their business and things are generally looking up for them.

C. F. Hart has returned to Grand Rapids from Traverse City, where he attended the U. C. T. convention in June. He sure likes Traverse City. "I am too busy to talk," remarked a well-known traveler when accosted on the street the other day. "I am looking for a man I grossly insulted at my own home a few days ago. He called to collect a bill which I owed and ought to have paid like a man without waiting for the house to go to the expense of sending a man to my home. Instead of treating the man like a gentleman—which he was—I deliberately slammed the door in his face. I realized how rude I had been before the man was out of sight, but the lack of early training I have attempted to overcome all my life precluded my running after him and apologizing to him as I should have done. Since then I have been ashamed to look at myself in the glass, and this feeling will be uppermost in my mind until I can find the man I needlessly insulted and square myself with him. I realized afterward that the bill collector was pursuing a legitimate calling and that by going out of my way to insult him I had caused him to feel toward me exactly as I would feel toward a merchant if he whirled on his heel and left me after I had handed him my card. Of course, I realize that I can never stand in the same position in the estimation of the young man's employer again, because I have voluntarily written myself down as a person who does not appreciate the generous treatment the house has always accorded me. The incident taught me a good lesson—that it always pays to be a gentleman and that every time a man descends to the level of the boor he suffers in mind as well as reputation for his ungentlemanly action."

Through an oversight the names of John J. Dooley and wife were omitted from the list of guests at the Francke party, described in last week's paper. A Francke dinner without the presence of the Dooley family would be like the play Hamlet with Hamlet left out.

The East End Fuel & Feed Co.,

Robinson road and Cherry street, Grand Rapids, has moved three doors East into larger quarters to facilitate the handling of its growing business.

"He profits most who serves best."—Mellinger.

"Nemo" Mann has joined the sales force of the Grand Rapids Ford agency and Henry is four cars behind in Grand Rapids orders, as a result.

Howard Wilkinson, formerly of the Conrad Hardware Co., of Hartford, and Oscar Martin, formerly with Mortimer & Hickey, of the same place, have engaged in the heating, plumbing and tinning business in Hartford and we suspect business is good, as they are never in their respective shops to specify that next job.

The Hartford Engine & Spray Pump Co., at Hartford, has re-organized under the name of the Hartford Manufacturing Co. under the very able management of Mr. Van Camp.

A. H. Behrman, the Liggett & Myers Tobacco Co.'s manager, was a welcome visitor Saturday evening and it will be Brother Behrman after the next meeting.

"Register" E. Stott, with the aid of ten co-criminals, held a house warming and surprise party for Mrs. Stott at their home on Warren avenue after Saturday night's meeting. A dandy lunch was served, after which Mrs. Stott was elected a member of the "Good Fellows' Club."

With potatoes at \$2 a bushel we suppose that even "small potatoes" will no longer be a term of contempt.

Charles Watson, of the Michigan Hardware Co., makes Lake Odessa every two weeks and stops at the Lake Resort Hotel. On the occasion of his last trip to that town Charlie arrived early and deposited his grip in the room regularly assigned to him, but on retiring found some one occupying the bed and fled in terror to the proprietor, who told Charlie to

take the next room. He returned for his grip and entered the room on hands and knees, then sought the sandy beach for the night, returning to the hotel in the morning to find a dummy still reposing peacefully in his bed. Mr. Watson is still buying the cigars.

We learn with regret of the death of our esteemed brother, Barton Hunting, who was killed in an auto accident near Bath. The details are not at hand at this writing.

Cutler & Downing, of Benton Harbor, have opened a branch store in Watervliet under the management of Mr. Cutler's brother, Phil. They will carry a full line of fruit growers' supplies and farming machinery.

John Langdon, clerk at the Dyckman Hotel, Paw Paw, visited Grand Rapids last week, having driven here in his new Winton six roadster, en route North on a two weeks' hunting trip.

Miss Ann Smith, of the Benton Hotel, Benton Harbor, together with Ed. Lynch, are taking over the management of the leading hotel in Olean, N. Y. We are sorry to lose Miss Smith, who has made the Benton one of the most attractive hotels in Southern Michigan. Mine Host Richardson and his able assistant, "Dick" Murray, and clerk, Alex. Wendt, will conduct the Benton on the same high scale.

We have the promise of our telephone connection this week and hope to get some notes next week and will thank the brothers to call Citiz. phone 39531 or write us at 1514 Logan street or bring them personally and stay awhile. Earl R. Haight.

Most of the so-called golden opportunities that come our way are only plated.

Other people may have good taste, but, of course, yours is a little better.

Enforced Increase In Subscription Price

ON account of an increase of over 200 per cent. in the price of super calendered paper, on which the Tradesman is printed, the Tradesman will be obliged to increase its subscription price 100 per cent Jan. 1, 1917. As the advance in subscription represents only half the advance in the price of paper, it will readily be noted that the subscriber is still the gainer.

Desiring to show its appreciation of the generous patronage accorded it by its patrons during the past third of a century, an opportunity will be given all now in good and regular standing on our books (in other words paid in advance) to extend their subscriptions as far in advance as desired at the \$1 rate.

The Tradesman believes that this opportunity will receive generous appreciation and hearty acceptance on the part of its patrons.



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.

Pickings Picked Up In the Windy City.

Chicago, Oct. 16—Chicago is now having one of the biggest all-round times in its history. A cleaning up process between the State's Attorney and the city administration. Both are at outs with each other, the State's Attorney going so far as to raid the city hall of all important papers bearing on complaints of slot machines, vice and all kinds of gambling. Each one claims the other is playing politics. If so, it looks to the writer as though it was poor policy when city and State officials get to the point where they are fighting between themselves. It is time to call a halt. The public gets but little good from either side. Mayor William Hale Thompson makes the statement that the State's Attorney's system of getting evidence is an insult to every man, woman and child in Chicago. The State's Attorney comes back with the reply that the city administration is full of grafters. After carefully considering both sides, it looks very much as though commission form of government would be the proper thing for Chicago.

The South Water Street commission merchants have come out with the following advice to the housewives of Chicago: "Buy sweet potatoes. By so doing you can force down the price of the old Irish spuds. White potatoes to-day in Chicago are selling at \$1.40@1.50 per bushel. Sweet potatoes are selling at from 80 @90c per basket and at the rate of what both are selling for, and considering what it takes of each to make a meal, sweet potatoes are recommended." This seems to be good advice for the entire country.

Some of the returning soldiers are finding it rather hard to get positions of any account and the best that some of them are offered are jobs as waiters. The writer has talked with a few and these few claim that some of the people they have gone to asking for work have turned them down cold, telling them to look elsewhere. It seems that this is a condition which ought to be righted, if possible, in the future.

It is reported that the G. J. Johnson Cigar Co., of Grand Rapids, has about decided to build and equip a branch to its Grand Rapids plant and it is rumored that Newaygo will be the fortunate little city to get this branch. This will place the G. J. Johnson Cigar Co. in a position to take care of all future wants. Newaygo should be highly complimented.

This is the time of the year that

Chicago shows itself to be the biggest village in the country by allowing local carnivals and street fairs to occupy its beautiful streets. In the last week there has been over twenty streets in Chicago, in different sections of the city, catering to these affairs. Each section designates itself by the name of Blank Booster Club. A few who are the head of it seem to feel as though it is a wonderful thing. Perhaps it is, or would be if they would keep concessionists away, but at most of them one finds considerable chance gambling games, such as roulette wheels, spinning jinneys and a few other things to get the money.

Just a reminder! We all read of the special day to put before the people a certain article or food, such as apple day, orange day, peach day, candy day. Why can not the many friends of the Tradesman get up a Tradesman Day and on that day talk Tradesman and convince non-subscribers what a wonderful paper it is, what a lot of information it gives out for every day and that this wonderful magazine can be had for the small sum of \$1 per year, for fifty-two copies? NOW, ALTOGETHER, TRADESMAN DAY!

A little note in last week's issue pertaining to elevator service in some of the stores was read with interest by the writer. It seems that this is a problem that is hard to overcome. Take, for instance, a majority of the stores in Chicago, where the people are forced to use elevator service. On entering the elevator the first thing one hears is "step back, please, face the front," but on arrival at the first landing most of the elevator conductors call the different merchandise. It reminds one of when they were boys talking what was known then as boothblack talk and the understanding is so good of this language that if a person wants the dress goods department, they find themselves on the top floor among the toys, whereas, if the calling had been distinct, the first landing would have been the proper floor. By the time one gets back the time he can spare for shopping has been consumed. Let us hope this condition will right itself, so that the merchant will get the benefit of that which is due him from the public in dollars and cents and not be the loser through unreliable tongue-tied unqualified elevator men.

The Coliseum is now running the Annual Style Show, which is making quite a hit with the public in Chicago.

Business conditions in Chicago are improving each day and, no doubt, will become more so after election.

Two of the recent visitors to Grand Rapids from Chicago were David Zolla of the David Zolla Tobacco Co., and A. Zolla, of the Standard Tobacco Co. Their time was spent while in Grand Rapids talking over business with the G. J. Johnson Cigar Co., whose goods they handle in Chicago.

On the writer's recent visit to Grand Rapids he was very much surprised to find that Grand Rapids people not only know how to entertain its out of town guests, but that they are boosters to such an extent that the city is growing by leaps and

bounds and richly deserves the term applied to it as the City Beautiful.

Chicago is a great and growing city; it is attracting more people in more ways and for more reasons than any other city west of New York; in fact, it may be true that more people are coming to Chicago than are going to New York. It is not for the purpose of boasting that the matter is expressed in this way. It is the conclusion of the most experienced travelers and best judges of conditions that there are always more opportunities, there are always more situations and more jobs to be had in Chicago for people who desire to go into business or who desire employment than in any other city in the country. It may not be so attractive to the idle rich but it does afford as good, if not better, opportunities for business, for investment in real estate and in building and in growing utilities than any other city in this country. There may be spots in this country which for a time may shine more brightly but, taking it all in all, there are more opportunities and more lasting reasons for locating in Chicago than almost any other city. Taking a glance at Detroit, one is amazed at the tremendous activity in that city and the remarkable growth both in opportunity and occupation. Cleveland is busier than ever before; Toledo has never known anything like her present prosperity; Cincinnati and Indianapolis are also great centers of industrial activity, while to the north and northwest, including Milwaukee, St. Paul and Minneapolis, the growth and prosperity of these cities is upon a remarkable scale. The business in all of these cities is so much greater than ever before that one stands aghast when it comes to absorbing and analyzing the facts. Compare any of these cities with Chicago and its opportunities and one will find that not only is opportunity multiplied here but values are low in comparison with those places. It may be said in a sense that those cities are rich in brains and ambition. In this they may excel Chicago, but the opportunity is multiplied in this city and the people who are here should be doing more and greater things to maintain and deserve the position which the city occupies geographically and otherwise in the estimation of the world. Chicago is not lacking in brains or ambition, but many of her people are sadly in need of an awakening to the wonderful opportunities in every way which this city presents.

While the Chicago Association of Commerce may be depended on to do all it should do to persuade the Navy Board that Chicago is the logical site for the \$11,000,000 armor plant, it must not be overlooked that the Association's work is handicapped by the fact that other steel-producing cities are tempting the Government with offers of free sites. Chicago should meet this competition and can if it will. Chicago has over 2,000 acres of waste land on Lake Calumet. Of these it can well spare the hundred acres needed for the armor plant. As an official invitation by the State and city such a tract should be offered the Nation. If located at the south end of Lake Calumet the site would be adjacent to the Federal channel in the Calumet river. It would have not only water transportation from the Superior ore district but, also, barge service from the steel mills at South Chicago and Gary. Its rail facilities would be the unequalled Chicago service. The matter is a simple one. From a late report to the city harbor committee by its real estate expert Arend Van Vlissingen, it appears that in digging a 536-acre harbor basin in Lake Calumet, the city would acquire, as a by-product, some 1,608 acres of reclaimed land suitable for industrial uses. The armor plate plant would be a splendid first unit in this develop-

ment. Possibly the Government would prefer the site unfilled, so as to permit of filling by plant waste. Possibly it would want the land brought to dock grade. But, either way, according to the report, the city need not here undertake a harbor development costing over \$150,000. Such an offer by the State and city, would show their earnest desire to secure this plant. It would be in line with the civic spirit shown in our granting free sites for Fort Sheridan and the Naval Training Station. And it would meet the keen competition of other steel centers. Here is an opportunity for efficient co-operation between our State and city officials and our National representatives.

Charles W. Reattoir.

A Friendly Tip.

A part of your friends condemn you, others praise you; approach the condemning and keep aloof from the admirers.—Talmud.

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.

GRAND RAPIDS

MERTENS

Rates \$1.00
 With Shower \$1.50
 Fire Proof Meals 50c

WIRE FOR RESERVATION
 A Hotel to which a man may send his family

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

The Hotel Geib

Eaton Rapids, Mich.

L. F. GEIB, Propr.

AMERICAN PLAN

Artesian Water Steam Heat

\$2 Per Day

Sample Room in Connection

LOOK OUT FOR THE SHERIFF.

Strange as it may seem there are some merchants who take their prices from their competitors. In other words, instead of understanding how to put selling figures on the merchandise they have to dispose of, they watch to see what the other merchant charges for the same goods, and then act accordingly, either naming the same price or cutting it.

There are many roads which lead direct to failure, but there are none so straight as this. The storekeeper who sets the price may have some special reason for offering at the figures he names. Perhaps he bought advantageously, and can undersell. On the other hand, he may be foolish, and not know how to calculate profits by percentages. Or he may be hard up and want to make a quick turn, for which he is willing to sacrifice. In any of these events he misleads the imitator. Furthermore, if he is shrewd and tricky, and knows he is being copied, he may, for a time, name a ruinous price just to catch his competitor.

The man who does not know how to figure profits for himself has no business to own a store. He should be laboring in a ditch where brains are not expected. In these days of trade papers, and other sources of information, it is inexcusable that the rudiments of business are not known by every tradesman.

Laziness is often at the bottom of ignorance. When you see a merchant who does not read his trade paper, look out for the sheriff. He is coming as sure as a gun's iron, and when he comes he will not spare.

Just put this into your system of operation and try it out. You may never have a fire, anyhow, but you are sure of the profit from your waste paper.

A good deal of attention has been directed to the conference between American and Mexican representatives with the idea of bringing about some peaceful and honorable settlement of the difficulties between the two countries. Carranza seems rather to have the whip hand, and is manifestly willing to wield it. He has instructed his delegates to declare emphatically that there will be nothing doing until the United States troops are withdrawn from his country. They were sent there by the order of the President, and while they have not accomplished their purpose and Villa is still rambling about destructively, they have acquitted themselves creditably. The Mexican President gives warning that these troops must be withdrawn if there is to be any agreement, and that if the United States Government does not accede to his demand, then the conference will be futile. Mr. Wilson told Huerta that he must salute the Stars and Stripes, but he neglected to do it, and the United States representatives, after losing a score of men, retreated. Then the troops were sent in to Mexico to capture Villa as a penalty for depredations committed, but that has not been done, and now the United States is told it must send Gen. Pershing and his soldiers home. For a

weak and wobbling country, Mexico seems to have its own way in a good many respects when dealing these days with the United States.

The rapidly increasing number of automobiles in constant daily and nightly use requires the institution of several new rules and regulations, and there are some others which might be very properly added and enforced. Motor cars have always been required to have front and rear lights. This is for their convenience at night, and particularly for the safety of all who are on the highway. Soon it became apparent that it was advisable and even necessary for all vehicles to have lights burning after dark. That is a law which unfortunately is more honored in the breach than the observance. Anyone who is on the streets or highways at night can not fail to be impressed by the fact that comparatively few of the horse-drawn vehicles display the lights made mandatory by law. It is for the protection of the occupants of such vehicles as well as for that of those who are in automobiles. It is more difficult, of course, to enforce this on the highways of the country than it is on the streets of the city. In municipalities there are always plenty of policemen, and if they were instructed to arrest everybody proceeding without the requisite light, a few examples would prove sufficient warning and there would be no further cause for complaint. By all means it is up to the city authorities to see to it that this law is better observed.

Why not look about and see how well your business is organized? Supposing you want to take a long and well earned vacation, or are laid up with a long illness, or in any other way should be removed from the business for a considerable period of time, is the store so organized that it can continue without serious loss throughout your absence? Is your office in capable hands? Have you a competent superintendent? Are your assistants in close touch with your work, ready and willing to shoulder the responsibility? Many merchants have been held good merchants until they passed away and left no efficient organization. Thereby the good-will was depreciated and the business passed into other hands. Is yours a "one man business?"

The dictionary would say that a knocker is one who knocks, but there are other definitions, for there are several kinds of knockers. A Southern paper, the Musket Ridge Philosopher, describes human knockers as "two-legged 'varmints' which were created out of the refuse that was left after the great Creator had made frogs, vampires, bats and buzzards. Where their heart should be you will find a tumor of discontent. Where their brain should be there is stump water, and their spines are made of jelly and glue. There are several here, and the sooner they die or move away, the sooner the town will come out of the dumps." After that blast the "knockers" of Musket Ridge ought to keep quiet for a few days.

THOSE PRICE TICKETS.

Upon more than one occasion the Tradesman has emphasized the value of price tickets on all displayed goods, whether in the window or inside the store. They have helped to sell thousands of dollars' worth of merchandise.

But along comes one storekeeper, we cannot call him a merchant, who takes exception to the argument by stating that if he marks his goods his competitor will know what prices he is asking. Well, let him know. He can find out anyhow, if he wants to go to that trouble.

In the meantime, for every bit of harm that comes from such publicity there comes a mint of profit. The price often makes the sale. To know what it is going to cost is an incentive to buy. A price ticket is an invitation, and a most appealing one.

People have been known to gaze longingly into a window at some article which was wanted very much, but was not purchased because they feared it was beyond their means. Then they would walk down street, see the same thing plainly ticketed in another window, find it was within their reach and promptly go in and buy it.

The Tradesman hesitates to resort to that much-abused word psychology, but here is where it seems to apply. There is something in the price which gets under the skin and prompts the purchase. The store which marks prices so they can be read will sell a much larger quantity of merchandise than the one which does not, all other things being equal.

Another of Germany's organizers of the great war precipitated by the Kaiser is no longer at his post. This is Dr. Walther von Rathenau, who was in charge of the industrial mobilization of German resources and whom the enthusiastic foreign correspondent was inclined to endow with miracle-working powers. Under Rathenau's magic wand the synthetic rubber tree burst into sudden bloom and from his silk hat he drew a substitute for cotton and nitrogen and copper at the order of the War Office. Yet the Deutschland did not disdain to carry back rubber and copper in her limited cargo. We have no facts to account for Rathenau's leaving his post; personal reasons may explain it. The one improbable reason is that he had so well done his work that there was no need of his services for the rest of the war. The magic of Rathenau was the magic of hard work and special training, and of that kind of miracle worker the Kaiser has unlimited resources at his disposal, in every field. The Germans are not infallible, but they try. When the military plans of von Moltke broke down there were others to take his place. When the organization of the Empire's food broke down, a Batoeki was soon found. For Rathenau there must be plenty of successors. Germany's preparedness does not consist in her control of miraculous secrets of efficiency, but in her reservoir of efficient men.

There is a rather peculiar tendency among men who write of the crops to

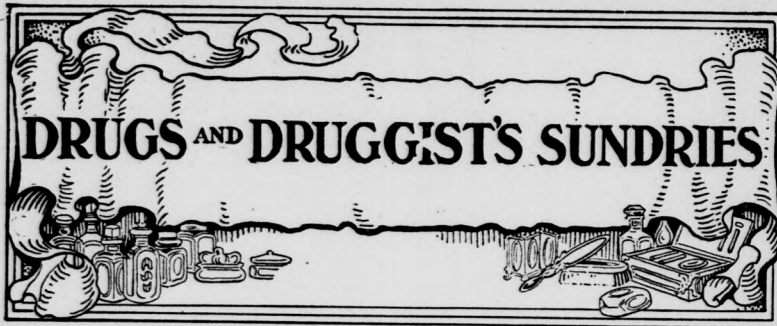
discuss them as if they were something outside the realm of ordinary commodities and subject to different laws. We frequently hear it said, for instance, in regard to wheat, that there are only 607 million bushels, and that "we must have 625 million to satisfy our own wants." The carry-over of 160 million from last year's crop is counted, and then the conclusion is arrived at that "this permits the exportation of about 100 million bushels during the current crop year." Now, how much we will export doesn't depend upon our own wants or needs at all—or at least they do not decide the whole question. Our statisticians treat the wheat crop as if Europe had nothing to say. But she has. If she wants more than 100 million bushels of our wheat, she will bid for more. Her desperation will make her bid high. It was possible for Europe to contract in one order for more than a quarter of our annual copper production. She did not ask American consumers how much they would have over to let her have after their own requirements were fulfilled. They had to look out for themselves, and the only way they could keep all our copper production from going abroad was by bidding higher for it themselves. The only way we can keep Europe from getting more than 100 million bushels of wheat is to bid high enough to hold 625 million bushels here. It is not unlikely that Europe will outbid us.

A half hundred cow owners arraigned in a Chicago court for keeping dirty cows were discharged by the judge because the latter was raised on a farm. The judge said he had seen hundreds of cows and had never seen one without a dirty tail. He believes a cow without a dirty tail is not a cow, and he scored fastidious investigators for the Health Department for arresting farmers because they had not cleansed, massaged and curled the tails of their cows. Perhaps the investigators will retaliate by securing the enactment of a law requiring farmers to either keep the tails of their cows well barbered or have the bushy end cut off.

It is the fault of the American people that meat costs so much. That is what the meat packers said at their annual convention in Cincinnati recently. They say they are guiltless and that packing industry profits are much lower than those of many other industries. The American manner of living is responsible for the high price of meats. Housewives demand the best and do not pay proper attention to the value of different "cuts" of meats. Americans are too wasteful. They must blame themselves for high prices asked for meat, for the packers are as innocent as lambs.

You don't need to do everything in an old-fashioned way in your store in order to get the reputation for being old-fashioned. Just one or two old habits are enough.

No matter how wise you are in your own business, you are not wise enough to know more than customers about what they want.



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.

Reaping a Big Holiday Season Harvest.

Practically every druggist in the country handles more or less holiday goods, but only a very few make this big natural selling season produce them the maximum profit.

Most druggists figure that, simply because sales are easily made at this time, it is unnecessary to make any special efforts to increase their sales on gift goods. But this in itself is proof that a little extra effort will pay a big profit. If sales come easy, without special effort on the part of the druggist, it stands to reason that these sales could be greatly increased by a little extra hustling on the part of the druggist.

Every sale pays a profit. Every sale made on account of extra effort means just so much more profit for the druggist.

The season of holiday gift-selling is not very long. The big business is usually done during three or four weeks before Christmas. But there is absolutely no reason why this season should not be lengthened, by the use of the proper methods. Instead of waiting until the actual holiday demand for gift goods begins, the druggist should display his stock a month ahead of the season. This fact alone means additional sales, because people will see articles that are just what they can use, and they buy right then and there. But if the druggist waits until late in the season, other stores have their holiday displays, and it is harder to capture these early sales.

Right now is the time to stock up and display your holiday goods. By doing this the druggist will get considerable advertising from his early displays. The people in the neighborhood will see his display first, and even if purchases are not immediately made, customers will receive favorable impressions and will come to the store later on for the goods they first saw displayed. First impressions

count, and count big with the average purchaser. Then, too, the person who buys Xmas gifts early usually buys higher priced gifts than the one who waits until the last minute.

To induce early buying, it might be a good idea to place a display advertising card in the window or on the walls of the store, telling customers that an extra 5 per cent. discount will be allowed on all holiday purchases made before December 1. The druggist can go still further by putting all holiday goods on tables or in show cases, with a sign on the table or in the show case reading "5 per cent. discount on all goods in this show case or on this table, if bought before December 1."

Five per cent. is not much, but it is a whole lot to some people, and the druggist can well afford to allow this discount if by doing so he can induce his customers to buy before the rush season.

Another method that has in the past been used with good results, is to offer to deliver on December 24 all Xmas purchases made. Suppose a husband wants to buy a present for his wife, but has no place to keep it; the chances are he waits until the last minute and then buys anything he can get. But if you offer to keep such purchases and deliver them at the right moment, then the chances are in favor of his buying at an earlier date—and the store offering him this advantage is pretty apt to get his business.

Then there is the question of what to buy that worries many Xmas shoppers. The druggist can help such buyers by the liberal use of signs. The more expensive articles can be grouped under the signs: "For Your Wife," "For Husband," "For Father, Brother, Mother, Sister," etc.

It is a little harder to suggest presents for young men and women to be presented to their sweethearts, but even here the right suggestion will produce results. It would not be good policy to tell a young man or woman, "this is just the thing for your sweetheart," but it would be decidedly profitable to place a sign on an article saying, "Any young man would be proud to receive this for Xmas."

All holiday advertising should suggest gifts of some kind. At a very small cost a small card could be printed offering suggestions, telling exactly what you have in stock that will make desirable gifts for the different members of the family. Simply take half a dozen sheets of paper, label them, "For father, mother, brother, sister, baby, young men, young women," etc. Then you can go through your stock, from show case to show case,

from counter to counter and from shelf to shelf, putting down every item in stock available for one or more of the lists. After you have done this you can have the different lists printed on a small card, the cards to be placed in your store, on the counter, or some other place where customers can take the lists themselves.

Another good method of making use of these suggestions would be to have a sign-painter put the entire list on an oil cloth or muslin sign. This could be placed in the window or in the store where every person can see it.

The most important part of such a sign is that it suggests the goods you have in stock. It helps your customers to find proper presents—and those presents are the ones you have for sale. The average druggist does not realize the importance of such a sign, or the printed cards.

Then there is the matter of store decorations. Many druggists do not think it necessary to decorate their store for the holiday season. Perhaps it is not necessary, but the decorations give the store somewhat of a holiday spirit. And the Xmas spirit goes a great way toward liberal buying. There is a certain something about a store decorated for Xmas that tends to radiate a Christmas spirit, that more or less influences the holiday purchaser. It may even go as far as to induce a buyer to purchase a more expensive article than he would have bought under ordinary conditions.

Early displays, special early buying

inducements and proper suggestions will go a great way toward increasing your profits from the sale of holiday goods.
 J. S. Vogel.

Strangers All Round.

Edward had developed an interest in family trees.

"Father," he said, "have we any poor relatives?"

"None that I know."

"Well, have we any rich ones?"

"None that know us."

Malt and Hop Tonic

"Should quickly be found
 When the stork comes around."



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

Your Citizens Phone



Places you in touch with 200,000 telephones in Michigan; also with points outside the state.

95,000 telephones in Detroit.

15,321 telephones in Grand Rapids.

DIRECT COPPER METALLIC
 LONG DISTANCE LINES

Citizens Telephone Company

Holiday Goods AND Staple Sundries

Now on display in our sundry room, viz:

White Ivory Goods
Leather Goods in Gents' Sets
Hand Bags, Writing Sets,
Collar Bags, etc., Toilet, Manicure and
Military Sets
Smoker's Articles, General Novelties
Cut Glass
Stationery, Books, Bibles, Games

Hazeltine & Perkins Drug Co.

Wholesale Druggists

Grand Rapids, Michigan

LITTLE DUTCH MASTERS CIGARS

Made in a Model Factory

Handled by All Jobbers

Sold by All Dealers

Enjoyed by Discriminating Smokers



They are so good we are compelled to work full capacity
to supply the demand

G. J. JOHNSON CIGAR CO., Makers
GRAND RAPIDS

WHOLESALE DRUG PRICE CURRENT

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

Acids		Mustard, true, oz.	@1 80	Ipecac	@ 75
Boric (Powd.) ..	17@ 25	Mustard, artifl. oz.	@1 65	Iron, clo.	@ 60
Boric (Xtal)	17@ 25	Neatsfoot	85@ 95	Kino	@ 80
Carbolic	72@ 76	Olive, pure	2 50@3 50	Myrrh	@1 05
Citric	81@ 85	Olive, Malaga,		Nux Vomica	@ 70
Muriatic	2 1/2@ 5	yellow	1 60@1 75	Opium	@3 50
Nitric	8 1/2@ 15	Olive, Malaga,		Opium, Capmh.	@ 90
Oxalic	80@ 90	green	1 60@1 75	Opium, Deodora'd	@2 75
Sulphuric	2 1/2@ 5	Orange, Sweet ..	4 00@4 20	Rhubarb	@ 70
Tartaric	82@ 85	Organum, pure ..	@2 50		
		Organum, com'l ..	@ 75		
Ammonia		Pennyroyal	2 25@2 50		
Water, 26 deg. ..	8 @ 12	Peppermint	3 25@3 50	Paints	
Water, 18 deg. ..	5 1/2@ 8	Rose, pure	18 00@20 00	Lead, red dry ..	10 @10 1/2
Water, 14 deg. ..	4 1/2@ 8	Rosemary Flows	1 50@1 75	Lead, white dry	10 @10 1/2
Carbonate	13 @ 16	Sandalwood, E.		Lead, white oil	10 @10 1/2
Chloride	10 @ 25	I.	9 50@9 75	Ochre, yellow bbl.	1 @ 1 1/2
		Sassafras, true	1 25@1 45	Ochre, yellow less	2 @ 5
Balsams		Sassafras, artifl.	50@ 60	Putty	2 1/2@ 5
Copaiba	1 00@1 40	Spearment	2 75@3 00	Red Venet'n bbl.	1 1/2@ 4
Fir (Canada) ..	1 25@1 50	Sperm	95@1 05	Red Venet'n less	1 1/2@ 5
Fir (Oregon) ..	40@ 50	Tansy	3 50@3 75	Vermillion, Amer.	25@ 30
Peru	4 50@4 75	Tar, USP	30@ 40	Whiting, bbl.	@1 45
Tolu	60@ 80	Turpentine, bbls.	@ 53	Whiting	2 @ 5
		Turpentine, less	58@ 63	L. H. P. Prep'd.	1 60@1 70
Berries		Wintergreen, tr.	5 50@5 75		
Cubeb	70 @ 75	Wintergreen, sweet			
Fish	15 @ 20	birch	4 00@4 25	Insecticides	
Juniper	8 @ 15	Wintergreen, art	2 60@2 80	Arsenic	9 @ 15
Prickley Ash	@ 30	Wormseed	3 50@4 00	Blue Vitriol, bbl.	@ 13
		Wormwood	3 75@4 00	Blue Vitriol, less	14@ 20
				Bordeaux Mix Pst	8@ 10
Barks				Hellebore, White	
Cassia (ordinary)	25@ 30	Potassium		powdered	35@ 40
Cassia (Saigon) ..	90@1 00	Bicarbonate	1 90@2 00	Insect Powder ..	30@ 50
Elm (powd. 35c)	30@ 35	Bichromate	60@ 65	Lead, Arsenate ..	10 1/2@ 16
Sassafras (pow. 35c)	@ 30	Bromide	1 80@2 00	Lime and Sulphur	
Soap Cut (powd.)		Carbonate	1 60@1 75	Solution, gal.	15@ 25
35c	23@ 25	powdered	60@ 65	Paris Green	3 7 1/2@ 43
		Chlorate, gran'r	70@ 75		
Extracts		Chlorate, xtal or		Miscellaneous	
Licorice	38@ 40	powd.	65@ 70	Acetanilid	85@ 95
Licorice powdered	50@ 55	Cyanide	50@ 60	Alum	9 @ 12
		Iodide	30@ 40	Alum, powdered and	
Flowers		Permanganate ..	2 35@2 50	ground	11@ 15
Arnica	85@ 90	Prussiate, yellow	@1 50	Bismuth, Subni-	
Chamomile (Ger.)	80@ 85	Prussiate, red	@3 50	trate	3 80@4 00
Chamomile (Rom)	55@ 60	Sulphate	@1 10	Borax xtal or	
				powdered	10@ 15
Gums		Roots		Cantharides po	2 00@12 00
Acacia, 1st	50@ 60	Alkanet	90@1 00	Calomel	1 95@2 00
Acacia, 2nd	45@ 50	Blood, powdered	20@ 25	Capsicum	30@ 35
Acacia, 3rd	45@ 50	Calamus	50@3 50	Carmine	6 50@7 00
Acacia, Sorts	25@ 30	Elecampane, pwd.	15@ 20	Cassia Buds	@ 40
Acacia, powdered	40@ 50	Gentian, pwd.	38@ 45	Cloves	30@ 35
Aloes (Barb. Pow)	30@ 40	Ginger, African,		Chalk Prepared ..	6 @ 8 1/2
Aloes (Cape Pow)	20@ 25	powdered	20@ 25	Chalk Precipitated	7 @ 10
Aloes (Soc. Pow.)	40@ 50	Ginger, Jamaica	30@ 35	Chloral Hydrate ..	65@ 70
Asafoetida	1 00@1 10	powdered	30@ 35	Chloral Form.	65@ 70
Asafoetida, Powd.		Golden seal pow.	7 50@7 70	Cocaine	1 92@2 12
Pure	1 15@1 25	Ipecac, powd.	3 25@3 50	Cocaine Butter ..	5 40@5 60
U. S. P. Powd. ..	1 30@1 50	Licorice	32 1/2@ 35	Corks, list, less	70% @ 2
Camphor	89@ 92	Licorice, powd.	28@ 35	Copperas, bbls.	@ 70
Guaiaac	40@ 45	Orris, powdered	30@ 35	Copperas, less ..	2 1/2@ 5
Guaiaac, powdered	50@ 55	Poke, powdered	20@ 25	Copperas, powd.	4 @ 10
Kino	70@ 75	Rhubarb	75@1 00	Corrosive Sublim.	1 85@1 90
Kino, powdered ..	75@ 80	Rhubarb, powd.	75@1 25	Cream Tartar	50@ 55
Myrrh	@ 40	Rosinweed, powd.	25@ 30	Cuttlebone	45@ 50
Myrrh, powdered	@ 50	Sarsaparilla, Hond.		Dextrine	7 @ 10
Opium	12 75@13 00	ground	55@ 60	Dover's Powder ..	@2 50
Opium, powd.	14 25@14 60	Sarsaparilla Mexican,		Emery, all Nos.	6 @ 10
Opium, gran.	14 25@14 60	ground	25@ 30	Emery, powdered	5 @ 8
Shellac	45@ 50	Squills	35@ 40	Epsom Salts, bbls.	@ 2 1/2
Shellac, Bleached	45@ 50	Squills, powdered	40@ 60	Epsom Salts, less	3 @ 7
Tragacanth		Tumeric, powd.	13@ 20	Ergot	1 25@1 50
No. 1	@3 50	Valerian, powd.	70@ 75	Ergot, powdered	2 75@3 00
Tragacanth powder	2 25			Flake White	15@ 20
Turpentine	10@ 15			Formaldehyde lb.	15@ 20
				Gelatin	1 10@1 15
Leaves		Seeds		Glassware, full cases	30%
Buchu	1 75@1 85	Anise	20@ 25	Glassware, less	70%
Buchu, powdered	1 85@2 00	Anise, powdered	@ 25	Glauber Salts bbl.	@ 1 1/2
Sage, bulk	67@ 70	Bird, ls	@ 10	Glauber Salts less	2 @ 5
Sage, 1/2s loose ..	72@ 78	Canary	8@ 12	Glue, brown	13@ 18
Sage, powdered ..	55@ 60	Caraway	38@ 45	Glue, brown grd.	12@ 17
Senna, Alex	70@ 75	Cardamon	1 80@2 00	Glue, white	15@ 25
Senna, Tinn.	42@ 50	Celery (Powd. 40)	35@ 35	Glue, white grd.	15@ 20
Senna, Tinn. pow.	50@ 55	Coriander	10@ 13	Glycerine	55@ 68
Uva Ursi	18@ 20	Dill	25@ 30	Hops	45@ 60
		Fennel	@ 75	Iodine	5 68@5 91
Oils		Flax	5 1/4@ 10	Iodoform	6 78@6 94
Almonds, Bitter,		Flax, ground ..	5 1/4@ 10	Lead Acetate	20@ 25
true	15 00@15 25	Foenugreek, pow.	10@ 15	Lycopodium	@2 25
Almonds, Bitter,		Hemp	40@ 50	Mace	85@ 90
artificial	7 00@7 25	Lobelia	15@ 25	Mace, powdered	95@1 00
Almonds, Sweet,		Mustard, black ..	19@ 25	Menthol	4 50@4 75
true	1 25@1 50	Mustard, powd.	22@ 30	Morphine	6 30@6 55
Almonds, Sweet,		Poppy	@ 40	Nux Vomica	20@ 25
imitation	65@ 75	Quince	1 00@1 25	Nux Vomica pow.	@ 20
Amber, crude ..	2 00@2 20	Rape	10@ 15	Pepper, black pow.	@ 35
Amber, rectified	3 00@3 20	Sabadilla	40@ 50	Pepper, white	@ 40
Anise	2 00@2 25	Sabadilla, powd.	@ 40	Pitch, Burgundy ..	@ 15
Bergamont	8 00@8 20	Sunflower	7@ 10	Quassia	12@ 15
Cajeput	1 35@1 60	Worm American ..	@ 25	Quinine	55@ 65
Cassia	2 25@2 50	Worm Levant ..	1 50@1 75	Rochelle Salts ..	43@ 50
Castor	1 40@1 55			Saccharine oz.	@1 60
Cedar Leaf	1 25@1 40	Tinctures		Salt Tart	37 1/2@ 40
Citronella	90@1 20	Aconite	@ 75	Seidlitz Mixture ..	35@ 40
Cloves	1 85@2 00	Aloes	@ 65	Soap, green	20@ 25
Cocacut	20@ 25	Arnica	@ 75	Soap, mott castile	12@ 15
Cod Liver	5 90@6 00	Asafoetida	@1 35	Soap, white castile	@8 00
Cotton Seed	1 15@1 25	Belladonna	@1 65	less, per bar ..	@ 85
Croton	1 50@1 80	Benzoin	@1 00	Soda Ash	4 1/4@ 10
Cuphebs	1 25@1 50	Benzoin Compo'd	@1 00	Soda Bicarbonate	2 1/4@ 6
Eigeron	1 75@2 00	Buchu	@1 50	Soda, Sal	1 1/4@ 5
Eucalyptus	1 00@1 25	Cantharides	@1 80	Spirits Camphor ..	@ 75
Hemlock, pure ..	@1 00	Capsicum	@1 50	Sulphur roll	2 1/2@ 6
Juniper Berries	10 50@10 75	Cardamon	@2 00	Sulphur Subl.	3 @ 7
Juniper Wood ..	2 00@2 20	Cardamon, Comp.	@2 00	Tamarinds	15@ 20
Lard, extra	95@1 05	Catechu	@2 00	Tartar Emetic	@ 80
Lard, No. 1	85@ 95	Cinchona	@1 05	Turpentine Ven.	3 00@3 25
Lavender Flow.	5 00@5 20	Colchicum	@1 75	Vanilla Ex. pure	1 00@1 50
Lavender, Gar'n	1 25@1 40	Cubeb	@1 20	Witch Hazel	65@1 00
Lemon	2 00@2 25	Digitalis	@ 80	Zinc Sulphate	10@ 15
Linseed, boiled bbl.	@ 87	Gentian	@ 75		
Linseed, bld. less	92@ 97	Ginger	@ 95		
Linseed, raw, bbl.	@ 88	Gualac	@1 05		
Linseed, raw, less	91@ 96	Gualac, Ammon.	@ 80		
		Iodine	@2 00		
		Iodine, Colorless	@2 00		

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

Brooms	Caraway Seed
Canned Tomatoes	Codfish
Catsup	Salad Dressing
Cheese	
Canned Sauer Kraut	
Currants	
Raisins	
Evaporated Milk	

DECLINED

Index to Markets

By Columns

Col	1	2
A	AMMONIA	AXLE GREASE
Ammonia	12 oz. ovals, 2 doz. box 1 60	1 lb. wood boxes, 3 doz. 3 00
Axle Grease	1 lb. tin boxes, 3 doz. 2 35	3 1/2 lb. tin boxes, 2 doz. 4 25
B	BAKED BEANS	BATH BRICK
Baked Beans	1 10 lb. pails, per doz. 6 00	No. 1, per doz. 45@ 90
Bath Brick	1 15 lb. pails, per doz. 7 20	No. 2, per doz. 95@1 40
Bluing	1 25 lb. pails, per doz. 12 00	No. 3, per doz. 1 35@1 75
Breakfast Food		BATH BRICK
Brooms		English 95
Brushes		BLUING
Butter Color		Jennings'
C	CANDLES	CONDENSED PEARL BLUING
Candles	1-2	Small, 3 doz. box 1 95
Canned Goods	2	Large, 2 doz. box 2 40
Catsup	3	FOLGER'S
Cheese	3	Summer Sky, 3 dz. cs. 1 40
Chewing Gum	3	Summer Sky 10 dz bbl 4 50
Chocolate	3	BREAKFAST FOODS
Clothes Lines	3	Apetizo, Biscuits 3 00
Cocoa	3	Bear Food, Pettijohns 2 13
Cocoonut	3	Cracked Wheat 24-2 2 90
Coffee	3	Cream of Wheat 5 40
Confections	4	Cream of Rye, 24-2 3 00
Crackers	5, 6	Quaker Puffed Rice 4 25
Cream Tartar	6	Quaker Puffed Wheat 3 45
D	DRIED FRUITS	Quaker Brkfst Biscuit 1 90
Dried Fruits	6	Quaker Corn Flakes 1 75
E	EVAPORATED MILK	7 Washington Crisps 1 85
Evaporated Milk	6	7 Wheatena 4 50
F	FARINACEOUS GOODS	7 Evaporated Sugar Corn 90
Farinaceous Goods	6	Grape Nuts 2 70
Fishing Tackle	6	Sugar Corn Flakes 2 50
Flavoring Extracts	6	Holland Rusk 3 80
Flour and Feed	7	Krinkle Corn Flakes 1 75
Fruit Jars	7	Maple-Flake, Whole 3 60
G	GELATINE	8 Minn. Wheat Meal 4 50
Gelatine	7	8 Ralston Wheat Food 2 25
Grain Bags	7	8 Large 18s 2 25
H	HERBS AND PEELS	8 Ralston Wht Food 18s 1 45
Herbs and Peels	8	8 Ross's Whole Wheat 2 70
Horse Radish	8	8 Saxon Wheat Food 2 80
I	ICE CREAM	8 Shred Wheat Biscuit 3 60
Ice Cream	8	8 Triscuit, 18 1 80
J	JELLY	8 Pillsbury's Best Cer'l 1 50
Jelly	8	8 Post Toasties, T-2 2 60
Jelly Glasses	8	8 Post Toasties, T-3 2 70
M	MACARONI	8 Post Tavern Porridge 2 80
Macaroni	8	BROOMS
Mapleline	8	Fancy Parlor, 25 lb. 5 25
Meats, Canned	8	Parlor, 5 String, 25 lb. 5 00
Mince Meat	8	Standard Parlor, 23 lb. 4 25
Molasses	8	Common, 23 lb. 4 00
Mustard	8	Special, 23 lb. 3 50
N	NUTS	8 Warehouse, 23 lb. 5 50
Nuts	4	Common, Whisk 1 10
O	OLIVES	8 Fancy, Whisk 1 40
Olives	8	BRUSHES
P	PEANUT BUTTER	SCRUB
Peanut Butter	8	Solid Back, 8 in. 75
Petroleum Products	8	Solid Back, 11 in. 95
Pickles	8	Pointed Ends 85
Pipes	8	STOVE
Playing Cards	8	No. 3 90
Potash	8	No. 2 1 25
Provisions	8	No. 1 1 75
R	RICE	SHOE
Rice	9	No. 3 1 00
Rolled Oats	9	No. 7 1 30
S	SALAD DRESSING	No. 4 1 70
Salad Dressing	9	No. 3 1 90
Saleratus	9	BUTTER COLOR
Salt Soda	9	Dandelion, 25c size 2 00
Salt	9	CANDLES
Salt Fish	9	Paraffine, 6s 7
Seeds	10	Paraffine, 12s 7 1/2
Shoe Blacking	10	Wicking 20
Snuff	10	CANNED GOODS
Soda	10	Apples
Spices	10	3 lb. Standards @ 90
Starch	10	No. 10 @ 2 75
Syrups	10	BLACKBERRIES
T	TABLE SAUCES	2 lb. 1 50@1 90
Table Sauces	10	Standard No. 10 @ 5 25
Tea	10	BEANS
Tobacco	11, 12, 13	Baked 1 00@1 30
Twine	13	Red Kidney 95@1 00
V	VINEGAR	String 1 00@1 75
Vinegar	13	Wax 75@1 25
W	WICKING	BLUEBERRIES
Wicking	13	Standard 1 40
Woodenware	13	No. 10 6 50
Wrapping Paper	14	CHEESE
Y	YEAST CAKE	Acme @ 23
Yeast Cake	14	Carson City @ 23
		Brick @ 25
		Lelden @ 15
		Limburger @ 25
		Pineapple 40@60
		Edam @ 85
		Sap Sago @ 30
		Swiss, Domestic @ 30

3

CHEWING GUM

Adams Black Jack	62
Adams Sappota	65
Beeman's Pepsin	62
Beechnut	62
Chiclets	1 33
Colgan Violet Chips	65
Colgan Mint Chips	65
Dentyne	62
Doublemint	64
Flag Spruce	62
Heshey Gum	45
Juicy Fruit	64
Red Robin	62
Sterling Gum Pep.	62
Sterling 7-Point	62
Spearmin, Wrigleys	64
Spearmin, 5 box jars	3 20
Spearmin, 6 box jars	85
Trunk Spruce	62
Yucatan	62
Zeno	64
Smith Bros. Gum	62

CHOCOLATE

Walter Baker & Co.	24
German's Sweet	24
Premium	35
Caracas	28
Walter M. Lowney Co.	35
Premium, 1/4s	35
Premium, 1/2s	35

CLOTHES LINE

No. 40 Twisted Cotton	1 00
No. 50 Twisted Cotton	1 40
No. 60 Twisted Cotton	1 75
No. 80 Twisted Cotton	2 00
No. 50 Braided Cotton	1 45
No. 60 Braided Cotton	1 85
No. 80 Braided Cotton	2 25
No. 50 Sash Cord	2 25
No. 60 Sash Cord	2 75
No. 60 Jute	90
No. 72 Jute	1 10
No. 60 Sisal	1 00

GALVANIZED WIRE

No. 20, each 100ft. long	1 90
No. 19, each 100ft. long	2 10
No. 20, each 100ft. long	1 00
No. 19, each 100ft. long	2 10

COCOA

Baker's	39
Cleveland	41
Colonial, 1/4s	35
Colonial, 1/2s	42
Epps	32
Hershey's, 1/4s	32
Hershey's, 1/2s	32
Huyler	36
Lowney, 1/4s	37
Lowney, 1/2s	37
Lowney, 1/4s	37
Lowney, 1/2s	37
Van Houten, 1/4s	18
Van Houten, 1/2s	18
Van Houten, 1s	65
Wan-Eta	36
Webb	33
Wilber, 1/4s	33
Wilber, 1/2s	32

COCOANUT

Dunham's per lb.	30
1/4s, 5 lb. case	29
1/4s, 15 lb. case	29
1/4s, 15 lb. case	27
1s, 15 lb. case	28
1/4s & 1/2s, 15 lb. case	28
Scalloped Gems	10
1/4s & 1/2s pails	16
Bulk, pails	16
Bulk, barrels	15
Baker's Brazil Shredded	15
70 5c pkgs., per case	2 60
36 10c pkgs., per case	2 60
16 10c and 33 5c pkgs., per case	2 60
Bakers Canned, doz.	90

COFFEES ROASTED

Common	19
Fair	19 1/2
Choice	20
Fancy	21
Peaberry	23

SANTOS

Common	20
Fair	20 1/2
Choice	21
Fancy	23
Peaberry	23

MARACAIBO

Fair	24
Choice	25

MEXICAN

Choice	25
Fancy	26

GUATEMALA

Fair	25
Fancy	28

JAVA

Private Growth	26@30
Mandling	31@35
Aukola	30@32

MOCHA

Short Bean	25@27
Long Bean	24@25
H. L. O. G.	26@28

BOGOTA

Fair	24
Fancy	26
Exchange Market, Steady	26
Spot Market, Strong	26

NEW YORK BASIS

Arbuckle	19 00
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4

McLaughlin's XXXX

McLaughlin's XXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.

EXTRACTS

Holland, 1/2 gro. bxs.	95
Felix, 1/2 gross	1 15
Hummel's foil, 1/2 gro.	85
Hummel's tin, 1/2 gro.	1 43

CONFECTIONERY

Stick Candy	Pails
Horehound	12
Standard	12
Standard, small	13
Twist, small	13

MIXED CANDY

Jumbo	12 1/2
Jumbo, small	13
Big Stick	12 1/2
Boston Sugar Stick	16

PAILS

Broken	12
Cut Loaf	12
French Cream	13
Fancy	13
Grocers	8
Kindergarten	12 1/2
Leader	12
Monarch	11 1/2
Novelty	12
Paris Creams	14
Premio Creams	16
Royal	16
Special	10 1/2
Valley Creams	15
X L O	8

SPECIALTIES

Auto Kisses (baskets)	13
Bonnie Butter Bites	17
Butter Cream Corn	15
Caramel Bon Bons	15
Caramel Dice	13
Caramel Croquettes	14
Cocoonut Waffles	14
Coffy Toffy	15
National Mints 7 lb tin	20
Empire Fudge	15
Fudge, Walnut	16
Fudge, Filbert	15
Fudge, Choco. Peanut	14
Fudge, Honey Moon	15
Fudge, White Center	15
Fudge, Cherry	15
Fudge, Cocoonut	15
Honeysuckle Candy	16
Iced Maroons	15
Iced Gems	15
Iced Orange Jellies	13
Italian Bon Bons	13
Jelly Mello	13
AA Licorice Drops	15
5 lb. box	1 25
Lozenges, Pep	14
Lozenges, Pink	14
Manchus	14
Molasses Kisses, 10	14
1 lb. box	14
Nut Butter Puffs	14
Star Patties, Asst.	14
Molasses Coco Balls	18
30 lb.	18

CHOCOLATES

Assorted Choc.	16
Amazon Caramels	16
Champion	15
Choc. Chips, Eureka	20
Climax	15
Eclipse, Assorted	15
Ideal Chocolates	15
Klondike Chocolates	21
Nabobs	21
Nibble Sticks	25
Nut Wafers	21
Ocoro Choc Caramels	18
Peanut Clusters	24
Quintette	14
Regina	15
Star Chocolates	15
Superior Choc. (light)	18

POP CORN GOODS

Cracker Jack with coupon	3 25
Oh My 100s	3 50
Cracker Jack, with Prize	3 50
Hurrah, 100s	3 50
Hurrah, 50s	1 75
Hurrah, 24s	85
Balloon Corn, 50s	1 75

COUGH DROPS

Putnam Menthol	1 15
Smith Bros.	1 25

NUTS—Whole

Almonds, Tarragona	20
Almonds, California	20
soft shell Drake	@20
Brazils	14@18
Filberts	@18
Cal. No. 1 S. S.	@20
Walnuts, Naples 16 1/2	@18 1/2
Walnuts, Grenoble	14
Table nuts, fancy	13@14
Pecans, Large	@15
Pecans, Ex. Large	@17

SHELLED

No. 1 Spanish Shelled	7 1/2@ 8
Peanuts	7 1/2@ 8
Ex. Lg. Va. Shelled	11 1/2@12
Peanuts	11 1/2@12
Pecan Halves	@65
Walnut Halves	@42
Filbert Meats	@38
Almonds	@45

JORDON ALMONDS

Baronet Biscuit	1 00
Flake Wafers	1 00
Cameo Biscuit	1 50
Cheese Sandwich	1 00
Chocolate Wafers	1 00
Fig Newton	1 00
Five O'Clock Tea Bct	1 00
Ginger Snaps NBC	1 00
Graham Crackers	1 00
Lemon Snaps	50
M. M. Dainties	1 00
Oysterettes	50
Pretzels	50
Kindergarten	1 00
Social Tea Biscuit	1 00
Saltine Biscuit	1 00
Saratoga Flakes	1 50
Soda Crackers, NBC	1 00
Soda Crackers Prem.	1 00
Tokens	1 00
Unedda Biscuit	50
Unedda Jinjer Wayfer	1 00
Vanilla Wafers	1 00
Water Thin Biscuit	1 00
Zu Zu Ginger Snaps	50
Zwieback	1 00

OTHER PACKAGE GOODS

Barnum's Animals	50
Soda Crackers NBC	2 50

BULK GOODS

Peanuts	7½ @ 8
Ex. Lg. Va. Shelled	
Peanuts	11½ @ 12
Pecan Halves	@ 65
Walnut Halves	@ 42
Filbert Meats	@ 38
Almonds	@ 45
Jordon Almonds ..	

6		7		8		9		10		11	
Sugar Fingers 13		FLAVORING EXTRACTS		Tallow		Smoked Meats		Mackerel		Oolong	
Sugar Crimp 12		Jennings D C Brand		No. 1 @ 6		Hams, 14-16 lb. 18½ @19		Mess, 100 lbs. 16 50		Formosa, Medium .. 25@28	
Vanilla Wafers 22		Pure Vanilla		No. 2 @ 5		Hams, 16-18 lb. 18 @18½		Mess, 40 lbs. 7 00		Formosa, Choice .. 32@35	
Butter		No. 1, ¼ oz. 90		Unwashed, med. @32		Hams, 18-20 lb. 17 @18		Mess, 10 lbs. 1 85		Formosa, Fancy .. 50@60	
N B C, Square 8		No. 2, 1½ oz. 1 25		Unwashed, fine .. @27		Ham, dried beef		No. 1, 100 lbs. 15 50		English Breakfast	
N B C, Round 8		No. 3, 2¼ oz. Taper 2 00		HORSE RADISH		sets 29 @30		No. 1, 40 lbs. 6 70		Congou, Medium .. 25@30	
Soda		2 oz. Flat 2 00		Per doz. 90		California Hams 14 @14½		No. 1, 10 lbs. 1 75		Congou, Choice 30@35	
N B C Soda Crackers 8		Terpeness		ICE CREAM		Picnic Boiled		Lake Herring		Congou, Fancy 40@60	
Premium Sodas 9		Pure Lemon		Piper Ice Cream Co. Brands		Hams 19½ @20		100 lbs. 4 00		Congou, Ex. Fancy 60@80	
Saratoga Flakes 15		No. 1, ¼ oz. Panel .. 75		Bulk, Vanilla 70		Boiled Hams .. 29½ @30		40 lbs. 2 35		Ceylon	
Oyster		No. 2, 1½ oz. Panel 1 13		Bulk, Fancy, any flavor 75		Minced Ham .. 14½ @15		10 lbs. 58		Pekoe, Medium 28@30	
Dandy, Oysters 8		No. 3, 2¼ oz. Taper 1 75		Brick, Plain 1 00		Bacon 20 @ 25		8 lbs. 54		Dr. Pekoe, Choice .. 30@35	
N B C Oysters Square 8		2 oz. Flat 1 75		Brick, Fancy 1 20		Sausages		SEEDS		Flowery O. P. Fancy 40@50	
Shell 8½		FLOUR AND FEED		JELLY		Bologna 12 @12½		Canary, Smyrna 6		TOBACCO	
Specialties		Grand Rapids Grain & Milling Co.		5 lb. pails, per doz. .. 2 50		Liver 9½ @10		Caraway 35		Fine Cut	
Adora 1 00		Winter Wheat		15 lb. pails, per pail .. 1 20		Frankfort 13 @14		Cardamon, Malabar 1 20		Blot 1 45	
Nabisco (10 cent tins) 1 00		Purity Patent 8 50		JELLY GLASSES		Pork 11 @12		Celery 45		Bugle, 16 oz. 3 84	
Nabisco (No. 204 Tin) 1 75		Wizard Graham 8 00		½ pt. in bbls., per doz. 19		Veal 11		Hemp, Russian 7		Bugle, 10c 11 00	
Festino (No. 202 Tin) 1 50		Wizard, Gran. Meal 5 40		½ pt. in bbls., per doz. 19		Tongue 11		Mixed Bird 9		Dan Patch, 8 and 16 oz. 33	
Festino (25c tins) 2 50		Wizard Buckw't cwt. 4 00		8 oz. capped in bbls.,		Headcheese 10		Mustard, white 20		Dan Patch, 4 oz. 11 52	
Lorna Doone 1 00		Rye 7 00		per doz. 20		Beef		Poppy 36		Fast Mail, 16 oz. 7 76	
Anola 1 00		Valley City Milling Co.		MAPLEINE		Boneless 20 00@20 50		Rape 10		Hiawatha, 16 oz. 60	
Minerva Fruit Cake 3 00		Lily White 8 90		2 oz. bottles, per doz. 3 00		Rump, new .. 24 50@25 00		SHOE BLACKING		Hiawatha, 5c 5 40	
Above quotations of National Biscuit Co., subject to change without notice.		Light Loaf 8 50		1 oz. bottles, per doz. 1 75		Pig's Feet		Handy Box, large 3 dz. 3 50		May Flower, 16 oz. 9 36	
CREAM TARTAR		Graham 3 80		16 oz. bottles, per dz. 18 00		¾ bbls., 40 lbs. 2 25		Handy Box, small .. 1 25		No Limit, 8 oz. 1 86	
Barrels or Drums 50		Granena Health 3 90		32 oz. bottles, per dz. 30 00		½ bbls. 4 25		Bixby's Royal Polish 85		No Limit, 16 oz. 3 72	
Square Cans 54		Gran. Meal 2 75		MINCE MEAT		1 bbl. 8 50		Miller's Crown Polish 85		Ojibwa, 8 and 16 oz. 40	
Boxes 51		Bolted Meal 2 65		Per case 2 85		MOLASSES		SNUFF		Ojibwa, 10c 11 10	
Fancy Caddies 59		Voigt Milling Co.		NEW ORLEANS		Kits, 15 lbs. 90		Scotch, in bladders .. 37		Ojibwa, 8 and 16 oz. 42	
DRIED FRUITS		Voigt's Crescent 8 55		Fancy Open Kettle ... 45		¾ bbls., 80 lbs. 3 00		Maccaboy, in jars .. 35		Petoskey Chief, 7 oz. 2 00	
Apples		Voigt's Royal 8 95		Choice 38		Casings		French Rapple in jars 43		Petoskey Chief, 14 oz. 4 00	
Evaporated Choice blk @8½		Voigt's Flouroigt 8 55		Good 32		Hogs, per lb. 35		SODA		Peach and Honey, 5c 5 76	
Evaporated Fancy blk @9½		Voigt's Hygienic Gra-		Stock 27		Beef, rounds, set .. 19@20		Boxes 5½		Red Bell, 16 oz. 3 84	
Apricots		ham 7 40		Red Hen, No. 2½ 2 15		Beef, middles, set .. 45@55		Kegs, English 4½		Red Bell, 8 foil 1 92	
California 13@15		Watson-Higgins Milling Co.		Red Hen, No. 5 2 00		Sheep 1 15@1 35		SPICES		Sterling, L & D, 5c 5 76	
Citron		New Perfection 8 45		Red Hen, No. 10 1 95		Uncolored Butterine		Whole Spices		Sweet Cuba, canister 9 16	
Corsican 18		Tip Top Flour 8 00		MUSTARD		Solid Dairy 14@20		Allspice, Jamaica .. 9@10		Sweet Cuba, 5c 5 76	
Currants		Golden Sheaf Flour .. 7 60		½ lb. 6 lb. box 16		Country Rolls 17@23		Allspice, lg. Garden @11		Sweet Cuba, 10c 95	
Imported, 1 lb. pkg. 17½		Kern's Success Flour 9 00		OLIVES		Canned Meats		Cloves, Zanzibar .. @24		Sweet Cuba, 1 lb. tin 4 50	
Imported, bulk 16½		Marshall Best Flour .. 8 50		Bulk, 1 gal. kegs 1 10@1 20		Corned Beef, 2 lb. .. 4 50		Cassia, Canton .. 14@15		Sweet Cuba, ¼ lb. foil 2 25	
Peaches		Kern's Wisconsin Rye 7 00		Bulk, 5 gal. kegs 1 00@1 10		Corned Beef, 1 lb. .. 2 40		Cassia, 5c pkg. doz. @35		Sweet Burley, 5c L&D 5 76	
Muirs—Choice, 25lb. .. 7½		Worden Grocer Co.		Stuffed, 5 oz. 90		Roast Beef, 2 lb. 4 50		Ginger African @9½		Sweet Burley, 8 oz. 2 45	
Muirs—Fancy, 25lb. .. 8		Quaker, paper 9 00		Stuffed, 8 oz. 1 25		Roast Beef, 1 lb. 2 50		Ginger, Cochín @14½		Sweet Mist, ½ gro. 5 76	
Fancy, Peeled, 25lb. .. 12		Quaker, cloth 9 10		Stuffed, 14 oz. 2 25		Potted Meat, Ham		Mace, Penang @90		Tiger, 5c 6 00	
Peel		Calla Lily 9 25		Pitted (not stuffed)		Flavor, ¼s 48		Mixed, No. 1 @17		Tiger, 25c cans 2 40	
Lemon, American 15		Worden Grocer Co.		14 oz. 2 25		Deviled Meat, Ham		Mixed, No. 2 @16		Uncle Daniel, 1 lb. .. 60	
Orange, American 16		American Eagle, ¼s 9 60		Manzanilla, 8 oz. 90		Flavor, ¼s 90		Nutmegs, 70-80 @35		Uncle Daniel, 1 oz. 5 23	
Raisins		American Eagle, ½s 9 50		Lunch, 10 oz. 1 35		Deviled Meat, Ham		Nutmegs, 105-110 .. @30		Plug	
Cluster, 20 cartons .. 2 25		American Eagle, ¾s 9 40		Lunch, 16 oz. 2 25		Flavor, ½s 90		Pepper, Black @20		Am. Navy, 16 oz. 32	
Loose Muscatels, 4 Cr. 8½		Spring Wheat		Queen, Mammoth, 19		Potted Tongue, ¼s .. 48		Pepper, White @28		Apple, 10 lb. butt 37	
Loose Muscatels, 3 Cr. 8¼		Roy Baker		Queen, Mammoth, 28		Potted Tongue, ½s .. 90		Pepper, Cayenne @22		Drummond Nat. Leaf, 2	
L. M. Seeded, 1 lb. 9¼@9½		Mazeppa 8 85		Olive Chow, 2 doz. cs.		RICE		Paprika, Hungarian		per doz. 96	
California Prunes		Golden Horn bakers 8 75		per doz. 2 25		Fancy 7 @7½		Allspice, Jamaica .. @12		Battle Ax 30	
90-100 25 lb. boxes .. @ 6½		Turkey 8 60		PEANUT BUTTER		Japan Style 5 @5½		Cloves, Zanzibar .. @28		Bracer, 6 and 12 lb. 32	
90-100 25 lb. boxes .. @ 7½		Bohemian Rye 7 50		Bel-Car-Mo Brand		Broken 3½ @4		Cassia, Canton .. @26		Big Four, 6 and 16 lb. 32	
70-80 25 lb. boxes .. @ 7½		Judson Grocer Co.		25 lb. fibre pails 10		ROLLED OATS		Ginger, African @18		Boot Jack, 2 lb. 90	
60-70 25 lb. boxes .. @ 8½		Ceresota, ¼s 10 00		14 lb. fibre pails 10½		Rolled Avenna, bbls. 6 20		Mace, Penang @1 00		Bullion, 16 oz. 46	
40-50 25 lb. boxes .. @ 9½		Ceresota, ½s 9 80		10 lb. tin pails 11		Steel Cut, 100 lb. sks. 3 15		Nutmegs @30		Climax Golden Twins 49	
EVAPORATED MILK		Columbian 9 25		23 oz. jars, 1 doz. .. 2 30		Monarch, bbls. 5 95		Pepper, Black @24		Climax, 14½ oz. 44	
Red Band Brand		Columbian 9 25		2 lb. tin pails, 1 doz. 3 00		Monarch, 90 lb. sks. 2 85		Pepper, White @32		Climax, 7 oz. 47	
Baby 3 15		Worden Grocer Co.		7 oz. jars, 2 doz. 1 80		Quaker, 18 Regular .. 1 45		Pepper, Cayenne @25		Climax, 5c tins 6 00	
Tall 4 25		Wingold, ¼s cloth .. 10 50		11 oz. jars, 2 doz. 1 35		Quaker, 20 Family .. 4 50		Pepper, Black @24		Day's Work, 7 & 14 lb. 38	
5 case lots, 5c less; 10		Wingold, ½s cloth .. 10 40		PETROLEUM PRODUCTS		SALAD DRESSING		Pepper, White @32		Creme de Menthe, lb. 65	
case lots, 10c less.		Wingold, ¾s cloth .. 10 20		Perfection 7 5		Columbia, ½ pint 2 25		Pepper, Cayenne @25		Derby, 5 lb. boxes .. 28	
FARINACEOUS GOODS		Wingold, ¾s paper .. 10 20		Red Crown Gasoline 16		Columbia, 1 pint 4 00		Paprika, Hungarian @45		Silver Gloss, 10 lb. 7½	
Beans		Wingold, ¾s paper .. 10 00		Gas Machine Gasoline 31.9		Durkee's, large, 1 doz. 4 20		MUZZY		Argo, 24 5c pkgs. 90	
Medial. Limas 8		Meal		V. M. 2 Naphtha 15.5		Durkee's, small, 2 doz. 5 00		16 3lb. packages 5½		Silver Gloss, 16 pkgs. 6¾	
Med. Hand Picked 7 50		Bolted 5 20		Capital Cylinder 33.9		Snider's, large, 1 doz. 2 40		12 6lb. packages 7½		Silver Gloss, 12 cbs. 8¼	
Brown Holland 7 50		Golden Granulated .. 5 40		Atlantic Red Engine .. 18.9		Snider's, small, 2 doz. 1 45		50lb. boxes 3¾		SYRUPS	
Farina		Wheat		Summer Black 9.2		SALERATUS		Corn		Barels 30	
25 1 lb. packages 1 90		White 1 50		Polarine 32.9		Packed 60 lbs. in box.		Kingsford		Half barrels 32	
Bulk, per 100 lb. 5 50		Oats		PICKLES		Arm and Hammer .. 3 00		Silver Gloss, 10 lb. 7½		Blue Karo, No. 1½, 2 doz. 1 80	
Original Holland Rusk		Michigan carlots 52		Medium		Wyandotte, 100 ¼s .. 3 00		Argo, 24 5c pkgs. 90		Blue Karo, No. 2, 2 dz. 2 16	
Packed 12 rolls to container		Less than carlots 55		Barrels, 1,200 count .. 9 25		SAL SODA		Silver Gloss, 16 pkgs. 6¾		doz. 2 40	
3 containers (40) rolls 3 80		Corn		Half bbls., 600 count 5 25		Granulated, bbls. 1 40		Silver Gloss, 12 cbs. 8¼		Blue Karo, No. 2½, 2 doz. 2 40	
Hominy		Carlots 96		5 gallon kegs 2 20		Granulated, 36 pkgs. 1 40		MUZZY		Blue Karo, No. 5, 1 dz. 2 40	
Pearl, 100 lb. sack .. 2 75		Less than carlots .. 98		Small		SALT		48 1lb. packages 6		Blue Karo, No. 10, ½ doz. 2 30	
Macaroni and Vermicelli		Hay		Barrels 10 50		Common Grades		16 3lb. packages 5½		doz. 2 30	
Domestic, 10 lb. box .. 60		Carlots 12 00		Half barrels 6 25		100 3 lb. sacks 2 60		12 6lb. packages 7½		Blue Karo, No. 1½, 4 doz. 1 40	
Imported, 25 lb. box .. 3 50		Less than carlots .. 14 00		5 gallon kegs 2 50		70 4 lb. sacks 2 50		50lb. boxes 3¾		Blue Karo, No. 2, 2 dz. 2 16	
Pearl Barley		Feed		Gherkins		60 5 lb. sacks 2 50		SYRUPS		doz. 2 40	
Chester 4 65		Street Car Feed 38 50		Barrels 14 00		28 10 lb. sacks 2 35		Barels 30		Blue Karo, No. 2½, 2 doz. 2 40	
Portage 6 00		No. 1 Corn & Oat Fd 38 50		Half barrels 6 75		56 lb. sacks 40		Half barrels 32		Blue Karo, No. 5, 1 dz. 2 40	
Peas		Cracked Corn 38 50		5 gallon kegs 2 75		28 lb. sacks 20		Blue Karo, No. 10, ½ doz. 2 30		doz. 2 30	
Green Wisconsin, bu. 4 25		Coarse Corn Meal .. 38 50		FRUIT JARS		Warsaw		Red Karo, No. 1½, 4 doz. 1 40		Blue Karo, No. 2, 2 dz. 2 16	
Split, lb. 7		Mason, pts., per gro. 5 25		Mason, pts., per gro. 5 25		56 lb. sacks 26		Red Karo, No. 2, 2 dz. 2 16		doz. 2 40	
Sago		Mason, ½ gal. per gro. 7 25		Mason, ½ gal. per gro. 7 25		28 lb. dairy in drill bags 20		Red Karo, No. 2½, 2 dz. 2 90		Red Karo, No. 5, 1 dz. 2 80	
East India 8½		Mason, can tops, gro. 2 25		GELATINE		Solar Rock		Red Karo, No. 10 ½ doz. 2 70		Pure Cane	
German, sacks 9		Cox's, 1 doz. large .. 1 45		Cox's, 1 doz. small .. 90		56 lb. sacks 27		Fair 16		Good 20	
German, broken pkg.		Cox's, 1 doz. small .. 90		Knox's Sparkling, doz. 1 25		Common		Choice 25		Folger's Grape Punch	
Tapoca		Knox's Sparkling, doz. 1 25		Knox's Acid'd doz. 1 25		Granulated, Fine 1 15		Quarts, doz. case 6 00		TABLE SAUCES	
Flake, 100 lb. sacks .. 8½		Knox's Acid'd doz. 1 25		Minute, 2 qts., doz. 1 25		Medium, Fine 1 25		Halford, large 3 75		Halford, small 2 26	
Pearl, 100 lb. sacks .. 8½		Minute, 2 qts., doz. 1 25		Minute, 2 qts., 3 doz. 3 75		SALT FISH		TEA		Scrap	
Pearl, 36 pkgs. 2 60		Nelson's 1 50		Oxford 1 75		Cod		Medium 20@25		All Red, 5c 5 76	
Minute, 10 oz., 3 doz. 3 60		Plymouth Rock, Phos. 1 25		GRAIN BAGS		Large, whole @ 9		Choice 28@33		Am. Union Scrap 5 40	
FISHING TACKLE		Plymouth Rock, Plain 90		Broad Gauge, 12 oz. .. 18		Small, whole @ 8¼		Basket-fired Med'm 28@30		Bag Pipe, 5c 5 88	
½ to 1 in. 6		HERBS		Climax, 14 oz. 23		Strips or bricks 11½@15		Basket-fired Choice 35@37		Cutlas, 2½ oz. 26	
1¼ to 2 in. 7		Sage 15		Stark, A, 16 oz. 26		Pollock @ 5½		No. 1 Nibs 30@32		Globe Scrap, 2 oz. 30	
1½ to 2 in. 9		Hops 15		HIDES AND PELTS		Smoked Salmon		Siftings, bulk 9@10		Happy Thought, 2 oz. 30	
1¾ to 2 in. 11		Laurel Leaves 15		Green, No. 1 17		Halibut		Siftings, 1 lb. pkgs. 12@14		Honey Comb Scrap, 5c 5 76	
2 in. 15		Senna Leaves 25		Green, No. 2 16		Chunks		Gunpowder		Honest Scrap, 5c 1 55	
3 in. 20		Hides		Cured, No. 1 20		Holland Herring		Moyune, Medium .. 28@33		Mail Pouch, 4 doz. 5c 2 00	
Cotton Lines		Hides		Cured, No. 2 19		Standard, bbls. 18 50		Moyune, Choice .. 35@40		Old Songs, 5c 5 76	
No. 1, 10 feet 5		Green, No. 1 17		Calfskin, green, No. 1 23		Y. M. wh. hoop ¼ bbls. 1 05		Moyune, Fancy 50@60		Polar Bear, 5c, ¼ gro. 5 76	
No. 2, 15 feet 7		Green, No. 2 16		Calfskin, green, No. 2 21½		Y. M. wh. hoop Milchers 9@10		Ping Suey, Medium 25@30		Red Band, 5c, ¼ gro. 6 00	
No. 3, 15 feet 9		Cured, No. 1 20		Calfskin, cured, No. 1 25		Y. M. wh. hoop Milchers 9@10		Ping Suey, Choice 35@40		Red Man Scrap, 5c .. 1 42	
No. 4, 15 feet 10		Cured, No. 2 19		Calfskin, cured, No. 2 23½		Y. M. wh. hoop Milchers 9@10		Ping Suey, Fancy .. 45@50		Scraple, 5c pkgs. 4 76	
No. 5, 15 feet 11		Calfskin, green, No. 1 23		Old Wool 60@1 25		Smoked Herring		Young Hyson		Sure Shot, 5c, ¼ gro. 5 76	
No. 6, 15 feet 12		Calfskin, green, No. 2 21½		Lambs 60@1 00		Med. Fat					

SPECIAL PRICE CURRENT

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Smoking

All Leaf, 2 1/2 & 7 oz.	30
BB, 3 1/2 oz.	6 00
BB, 7 oz.	12 00
BB, 14 oz.	24 00
Badger, 3 oz.	5 04
Badger, 7 oz.	11 52
Banner, 5c	5 76
Banner, 20c	1 60
Banner, 40c	3 20
Belwood, Mixture, 10c	14
Big Chief, 2 1/2 oz.	6 00
Big Chief, 16 oz.	30
Bull Durham, 5c	6 00
Bull Durham, 10c	11 52
Bull Durham, 15c	1 45
Bull Durham, 8 oz.	3 65
Bull Durham, 16 oz.	6 80
Buck Horn, 5c	5 76
Buck Horn, 10c	11 52
Briar Pipe, 5c	5 76
Briar Pipe, 10c	11 52
Black Swan, 5c	5 76
Black Swan, 14 oz.	3 50
Bob White, 5c	6 00
Carnival, 5c	5 70
Carnival, 1 1/2 oz.	39
Carnival, 16 oz.	40
Cigar Clip Johnson	30
Cigar Clip Seymour	30
Identity, 3 and 16 oz.	30
Darby Cigar Cuttings	4 50
Continental Cubes, 10c	90
Corn Cake, 14 oz.	2 55
Corn Cake, 7 oz.	1 45
Corn Cake, 5c	5 76
Cream, 50c pails	4 70
Cuban Star, 5c foil	5 76
Cuban Star, 16 oz. pls	5 72
Chips, 10c	10 30
Dills Best, 1 1/2 oz.	79
Dills Best, 3 1/2 oz.	77
Dills Best, 16 oz.	73
Dixie Kid, 5c	48
Duke's Mixture, 5c	5 76
Duke's Mixture, 10c	11 52
Duke's Cameo, 5c	5 76
Drum, 5c	5 04
F. F. A., 4 oz.	11 52
F. F. A., 7 oz.	6 00
Fashion, 16 oz.	5 28
Five Bros., 5c	5 76
Five Bros., 10c	10 80
Five cent cut Plug	29
F O B 10c	11 52
Four Roses, 10c	96
Full Dress, 1 1/2 oz.	72
Glad Hand, 5c	48
Gold Block, 10c	12 00
Gold Star, 5c pail	4 60
Gail & Ax Navy, 5c	5 76
Growler, 5c	42
Growler, 10c	94
Growler, 20c	1 25
Giant, 5c	5 76
Giant, 40c	3 72
Hand Made, 2 1/2 oz.	50
Hazel Nut, 5c	6 00
Honey Dew, 10c	12 00
Hunting, 5c	38
I X L, 5c	3 10
I X L, in pails	3 90
Killn Dried, 25c	2 45
King Bird, 7 oz.	2 16
King Bird, 10c	11 52
King Bird, 5c	5 76
La Turka, 5c	5 76
Little Giant, 1 lb.	28
Lucky Strike, 10c	96
Le Redo, 3 oz.	10 40
Le Redo, 8 & 16 oz.	40
Myrtle Navy, 10c	11 52
Myrtle Navy, 5c	5 76
Maryland Club, 5c	50
Mayflower, 5c	6 00
Mayflower, 10c	1 00
Mayflower, 20c	1 92
Nigger Hair, 5c	6 00
Nigger Hair, 10c	10 70
Nigger Head, 5c	5 40
Nigger Head, 10c	10 56
Noon Hour, 5c	48
Old Colony, 1-12 gro.	11 52
Old Mill, 5c	5 76
Old English Crve 1 1/2 oz.	96
Old Crop, 5c	6 00
Old Crop, 25c	2 52
P. S., 8 oz. 30 lb. case	19
P. S., 3 oz. per gro.	5 70
Pat Hand, 1 oz.	63
Patterson Seal, 1 1/2 oz.	48
Patterson Seal, 3 oz.	96
Patterson Seal, 16 oz.	5 00
Peerless, 5c	5 76
Peerless, 10c cloth	11 52
Peerless, 10c paper	10 80
Peerless, 20c	2 04
Peerless, 40c	4 08
Plaza, 2 gro. case	5 76
Plow Boy, 5c	5 76
Plow Boy, 10c	11 40
Plow Boy, 14 oz.	4 70
Pedro, 10c	11 92
Pride of Virginia, 1 1/2	77
Pilot, 7 oz. doz.	1 05
Queen Quality, 5c	48
Rob Roy, 10c gross	10 52
Rob Roy, 25c doz.	2 10
Rob Roy, 50c doz.	4 10
S. & M., 5c gross	5 76

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Rob Roy, 5c foil	5 76
S. & M., 14 oz. doz.	3 20
Soldier Boy, 5c gross	5 76
Soldier Boy, 10c	10 50
Stag, 5c	5 76
Stag, 10c	11 52
Stag, 8 oz. glass	4 50
Stag, 90c glass	8 40
Soldier Boy, 1 lb.	4 75
Sweet Caporal, 1 oz.	60
Sweet Lotus, 5c	5 76
Sweet Lotus, 10c	11 52
Sweet Lotus, per doz.	4 60
Sweet Rose, 2 1/2 oz.	30
Sweet Tip Top, 5c	50
Sweet Tip Top, 10c	1 00
Sweet Tips, 1/2 gro.	10 80
Sun Cured, 10c	98
Summer Time, 5c	5 76
Summer Time, 7 oz.	1 65
Summer Time, 14 oz.	3 50
Standard, 5c foil	5 76
Standard, 10c paper	8 64
Seal N. C. 1 1/2 cut plug	70
Seal N. C. 1 1/2 Gran.	63
Three Feathers, 1 oz.	11 52
Three Feathers, 10c	48
Three Feathers, and	
Pipe combination	2 25
Tom & Jerry, 14 oz.	3 60
Tom & Jerry, 7 oz.	1 80
Tom & Jerry, 3 oz.	76
Turkish, Patrol, 2-9	5 76
Tuxedo, 1 oz. bags	48
Tuxedo, 2 oz. tins	96
Tuxedo, 20c	1 90
Tuxedo, 80c tins	7 45
Union Leader, 5c coil	5 76
Union Leader, 10c	
pouch	11 52
Union Leader, ready	11 52
cut	5 10
Union Leader 50c box	5 10
War Path, 5c	1 60
War Path, 20c	1 40
Wave Line, 3 oz.	40
Wave Line, 16 oz.	5 75
Way Up, 2 1/2 oz.	32
Way Up, 16 oz. pails	6 00
Wild Fruit, 5c	12 00
Wild Fruit, 10c	5 76
Yum Yum, 5c	11 52
Yum Yum, 10c	4 80
Yum Yum, 1 lb. doz.	4 80

CIGARS

Barrett Cigar Co.	
La Qualitencia, Londres	68
La Qualitencia, Panetella	60
La Qualitencia, Concha	58
B. & S., Havana	33
B. & S., Broadleaf	33

Johnson Cigar Co.'s Brand	
Dutch Masters Club	70 00
Dutch Masters Inv.	70 00
Dutch Masters Pan.	70 00
Dutch Masters Grande	65 00
Dutch Masters 5c size	
(300 lots)	10 00
Gee Jay (300 lots)	10 00
El Portana (300 lots)	10 00
S. C. W. (300 lots)	10 00

Worden Grocer Co. Brands	
Canadian Club	
Londres, 50c, wood	35
Londres, 25c tins	35
Londres, 200 lots	10

TWINE

Cotton, 3 ply	27
Cotton, 4 ply	27
Jute, 2 ply	17
Hemp, 6 ply	18
Flax, medium	28
Wool, 1 lb. bales	10 1/2

VINEGAR

White Wine, 40 grain	8 1/2
White Wine, 80 grain	11 1/2
White Wine, 100 grain	13
Oakland Vinegar & Pickle	
Co.'s Brands	
Highland apple cider	20
Oakland apple cider	16
State Seal sugar	14
Oakland white picklg	10
Packages free.	

WICKING

No. 0, per gross	35
No. 1, per gross	45
No. 2, per gross	55
No. 3, per gross	80

WOODENWARE

Baskets	
Bushels	1 00
Bushels, wide band	1 15
Market	40
Splint, large	4 00
Splint, medium	3 50
Splint, small	3 00
Willow, Clothes, large	8 00
Willow, Clothes, small	6 25
Willow, Clothes, me'm	7 25

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Butter Plates

Ovals	
1/4 lb., 250 in crate	35
1/2 lb., 250 in crate	35
1 lb., 250 in crate	40
2 lb., 250 in crate	50
3 lb., 250 in crate	70
5 lb., 250 in crate	90

Wire End

1 lb., 250 in crate	35
2 lb., 250 in crate	45
3 lb., 250 in crate	55
5 lb., 20 in crate	65

Churns

Barrel, 5 gal., each	2 40
Barrel, 10 gal., each	2 55

Clothes Pins

Round Head	
4 1/2 inch, 5 gross	65
Cartons, No. 24, 24s, bxs.	70

Egg Crates and Fillers

Humpty Dumpty, 12 dz.	20
No. 1, complete	40
No. 2, complete	28
Case No. 2, fillers, 15	
sets	1 35
Case, medium, 12 sets	1 15

Faucets

Cork lined, 3 in.	70
Cork lined, 9 in.	80
Cork lined, 10 in.	90

Mop Sticks

Trojan spring	1 10
Eclipse patent spring	1 05
No. 1 common	1 05
No. 2, pat. brush hold	1 10
Ideal No. 7	1 10
12lb. cotton mop heads	1 50

Pails

10 qt. Galvanized	2 50
12 qt. Galvanized	2 75
14 qt. Galvanized	3 00
Fibre	4 00

Toothpicks

Birch, 100 packages	2 00
Ideal	85

Traps

Mouse, wood, 2 holes	22
Mouse, wood, 4 holes	45
10 qt. Galvanized	1 50
12 qt. Galvanized	1 70
14 qt. Galvanized	1 90
Mouse, wood, 6 holes	70
Mouse, tin, 5 holes	65
Rat, wood	80
Rat, spring	75

Tubs

No. 1 Fibre	16 50
No. 2 Fibre	15 00
No. 3 Fibre	13 50
Large Galvanized	9 00
Medium Galvanized	8 00
Small Galvanized	7 00

Washboards

Banner, Globe	3 25
Brass, Single	5 75
Glass, Single	3 60
Double Peerless	6 00
Single Peerless	4 50
Northern Queen	4 50
Good Enough	4 65
Universal	4 75

Window Cleaners

12 in.	1 65
14 in.	1 85
16 in.	2 30

Wood Bowls

13 in. Butter	1 75
15 in. Butter	3 15
17 in. Butter	6 75
19 in. Butter	10 50

WRAPPING PAPER

Fibre Manila, white	7 1/2
Fibre Manila, colored	
No. 1 Manila	7 1/2
Butchers' Manila	6 1/2
Kraft	10 1/2
Wax Butter, short c't	16
Wax Butter, full c't	20
Parchm't Butter, rolls	17

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

15

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

TELFER'S COFFEE



Jamo, 1 lb. tin	31
Eden, 1 lb. tin	27
Belle Isle, 1 lb. pkg.	27
Bismarck, 1 lb. pkg.	24
Vera, 1 lb. pkg.	22
Koran, 1 lb. pkg.	22
Telfer's Quality 25	19
Moson	18
Quality, 20	16
W. J. G. Tea	37
Cherry Blossom Tea	37
Telfer's Ceylon	40

AXLE GREASE



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

BAKING POWDER

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., pin 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
1/4 lb cans	1 35
6 oz cans	1 90
1/2 lb cans	2 50
3/4 lb cans	3 75
1 lb cans	4 80
3 lb cans	13 00
5 lb cans	21 50

FITZPATRICK BROTHERS' SOAP CHIPS

White City	(Dish Washing)	210 lbs.	3c per lb.
Tip Top	(Caustic)	250 lbs.	4c per lb.
No. 1 Laundry	88% Dry	225 lbs.	5 1/2 c per lb.
Palm Soap	88% Dry	300 lbs.	6 1/2 c per lb.

SEND FOR SAMPLES

The Only Five Cent Cleanser

Guaranteed to Equal the Best 10c Kinds

80 Cans.....\$2.90 Per Case

SHOWS A PROFIT OF 40%

Handled by All Jobbers

Place an order with your jobber. If goods are not satisfactory return same at our expense.—FITZPATRICK BROS.

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.

16

Roasted

Dwinnell-Wright Brands



White House, 1 lb.	
White House, 2 lb.	
Excelsior, Blend, 1 lb.	
Excelsior, Blend, 2 lb.	
Tip Top Blend, 1 lb.	
Royal Blend	
Royal High Grade	
Superior Blend	
Boston Combination	

Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Lee & Cady, Kalamazoo; Lee & Cady, Saginaw; Bay City Grocer Company, Bay City; Brown, Davis & Warner, Jackson; Goddard, Durand & Co., Battle Creek; Fielbacu 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</

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—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—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

For Sale—Best grocery in town of 2,000 in fine farming community in Central Michigan. Doing \$3,000 per month. Invoice \$3,500. Address No. 554, care Tradesman. 554

Bakery—In fastest growing town in Michigan. Owner has other business. D. L. Davis, Pontiac, Michigan. 556

For Sale—Store building and fixtures. Good living rooms in rear. Will sell at a bargain if taken at once. Furnace heat. Write or call H. B. Sayles, Boyne City, Michigan. 557

Wanted—Good all-around tinner, plumber and furnace man at once. Steady work to right man. State wages first letter. Address Lock Box 53, Mineral Point, Wisconsin. 558

For Sale—Property and business. Only one in live Michigan town, 3½ hours' ride from Chicago. Will bear strictest investigation. \$3,500 cash, balance on time. No. 559, care Tradesman. 559

For Sale—Retail drug store, \$8,500 stock; everything modern and up-to-date. Done \$15,000 business in 1915. Will invoice same and take 75 cents on dollar. No trades; cash talks. If you want snap, get busy. Stewart Drug Co., Formoso, Kansas, Jewell County, Main line R. I. R. R. 561

Wanted—Grocery stock invoicing around \$2,000. Live, small town; good farming and dairying country. Southern Michigan or Wisconsin. Address C, care Tradesman. 562

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

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 invoice \$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

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

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

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

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. Modern, good stand, terms easy. \$1,500 value. Write. Low Rent, care Tradesman. 533

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. Manton 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, Manton, 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

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

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. 506

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

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

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

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—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. Kruisenga, 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—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—Window dresser, and card writer. Experienced and first-class. Aged 24, thoroughly reliable. Can furnish best references. Morris Meyer, 1603 Stevens Ave., Minneapolis, Minnesota. 560

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

Automobile Robes

\$2.35, \$3.00, \$3.75, \$4.25, \$5.25, \$5.75, \$6.00, \$6.50, \$7.00, \$7.25, \$7.50, \$8.00, \$8.50, \$9.00, \$10.00, \$11.00, \$12.00, \$20.00, \$25.00, \$30.00.

Over forty different patterns to select from. Also steamer rugs of the Chase quality which are standard as a yard measure. Scotch clan patterns from \$6 to \$12; large size 60x80 inches.

Sherwood Hall Co., Ltd.

30-32 Ionia Ave.
Grand Rapids, Michigan



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 your jobber or Louis Hiltner Co. 1503 Peoples Life Bldg. Chicago, Ill.

CRESCENT MFG. CO. Seattle, Wash.

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



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

This means for the grocer a steady and increasing demand from satisfied customers, in the long run by far the most profitable trade.

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

WALTER BAKER & CO. Ltd.

Established 1780 Dorchester, Mass.

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—\$1.25 per bu.

Butter—The markets are all quiet on account of the uncertainty of the export situation. Receipts are fair for the season and home demand is good. Creamery grades are held at 33½¢ in tubs and 34½¢ in prints. Local dealers pay 28¢ for No. 1 in jars and 24¢ for packing stock.

Cabbage—\$1.25 per bu.

Carrots—90¢ per bu.

Celery—20¢ per bunch.

Citron—\$1.50 per doz.

Cocoanuts—\$6 per sack containing 100

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

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

Eggs—The market is steady and unchanged. The extreme high prices for the season have cut off some of the home demand. Receipts are showing good quality on account of the cooler weather in the producing sections, and the fact that the moulting season is about over. Local dealers pay 31¢ for fresh, candled and loss off, and hold at 33¢. Cold storage are held at 31¢ for April and May, 30¢ for June and 28¢ for seconds.

Egg Plant—\$1 per dozen.

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

Honey 18¢ per lb. for white clover and 16¢ 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—17¢ per lb. for pure.

Maple Syrup—\$1.40 per gal. for pure.

Mushrooms—40@50¢ per lb.

Nuts—Almonds, 18¢ per lb.; filberts, 16¢ per lb.; pecans, 15¢ per lb.; walnuts, 16¢ for Grenoble, 15½¢ 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.

Pears—Anjous, Flemish Beauties and Duchess command \$1.25 per bu.; Sickles, \$1.50 per bu.; Kieffers, 75@90¢ per bu.

Peppers—\$2 per bu. for green; 20¢ per doz. for red.

Pop Corn—\$1.75 per bu. for ear, 4¼¢ 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 14¢; broilers, 22@23¢; turkeys, 18¢; ducks, 17¢; geese, 11¢. Dressed fowls average 3¢ above these quotations.

Radishes—15¢ for round.

Rhubarb—85¢ 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—\$2.50 per bu. for ripe; 75¢ per bu. for green.

Turnips—\$1 per bu.

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

Received Too Late to Be Classified.

Charles R. Foster, the well-known Battle Creek salesman and impersonator, has removed to Jackson, where he has taken up his residence at 512 East avenue, North.

Rex L. Chamberlin, of Hartford, has secured a position as traveling representative for the DePree Chemical Co., of Holland.

David S. Haugh, one of the best fellows in the world, who has sold groceries out of Grand Rapids more than forty years for Rice & Moore, Ball-Barnhart-Putnam Co. and the Judson Grocer Company, was married last Saturday evening to Miss Millicent Weaver, who has been the matron of his home since his wife died several years ago. Mrs. Haugh kept the home and surroundings in beautiful condition and the shrubbery and flowers in Dave's back yard were a delight to everyone privileged to take a peep at them. No more happy outcome of a pleasant situation could be imagined than the union of two such worthy people. The Tradesman extends congratulations.

Indiana Retailers Win Trading Stamp Victory.

Indiana retail merchants are rejoicing over the fact that the temporary injunction granted to the S. & H. Green Trading Stamp Co., restraining the county prosecutors from enforcing the trading stamp act passed in 1915 was dismissed by Judge A. B. Anderson of the United States District Court.

This action of Judge Anderson makes the law referred to valid and enforceable, and requires the vendors of trading stamps to pay a license fee of \$1,000 per year for each store in which their stamps are used. This decision is regarded as a great victory for the retail merchants of the State of Indiana.

Another Advance in Calicoes.

Another advance in calicoes will go into effect Monday, Oct. 23, when the following prices will prevail:

Indigoes, 8½¢.

Blacks and whites, 8¢.

Silver greys and Chambrays, 7½¢.

Shirtings 6¾¢.

This is an advance of 1¼¢ on Indigoes and ¾¢ on the remainder of the line.

The Greulich Co., which has been in deep water for some months, is offering to compromise with its creditors on the basis of 60 cents on a dollar through a Chicago adjustment company.

Harry L. Wilber has taken the position of book-keeper and office man for George B. Reader, whose wholesale fish business is growing by leaps and bounds.

The Home State Bank of Gladwin has changed its name to the Gladwin State Bank.

Review of the Drug Market.

There are few changes of importance in prices, the principal event of the day in this respect being a further material reduction in benzoic acid. Supplies of this acid are reported to have increased recently and competition among dealers is keener. Opium is steady at unchanged prices, with trade dull. Refined glycerine is advanced slightly by Eastern interests. Nitrate of silver is advanced by manufacturers. Among the essential oils East Indian sandalwood is revised upward and Turkish geranium downward. Export enquiry for senega root continues good and the market is stronger. Poppy seed is strong, with higher prices demanded for all varieties, while the general list of seeds is characterized by a firm tone. Arsenate of lead is advanced by some makers, although there is still sellers at previous quotations. Bichromates are firmer, with sales of potash reported at a fractional advance. T. N. shellac is advanced one cent a pound by leading importers. No new developments feature the opium situation. There is no improvement in the enquiry from domestic consumers, but the market remains steady and previous quotations are repeated. Gum is maintained by leading importers at \$10.50 per pound and powdered and granular at \$11.50. Refined glycerine is firmer, leading Eastern refiners announcing an advance in the price of T. N. to 45½¢ per pound in drums. Trade of late is reported to have increased to some extent. Nitrate of silver is advanced by manufacturers to 43@45¢ per ounce, the inside figure being for lots of 500 ounces. Cocoa butter is receiving a moderate enquiry and the market remains steady at recently prevailing prices. Naphthalene is in fair demand and the market retains a steady tone. Juniper berries are meeting with a seasonable demand and prices remain steady.

Manufacturing Matters.

Detroit—Fire recently damaged the plant of the Detroit Stove Works to the extent of \$30,000.

Lansing—The J. L. Zuber Cigar Co., Inc., has been organized to manufacture cigars and sell tobacco, cigars, smokers' supplies and candies with an authorized capital stock of \$10,000, all of which has been subscribed, \$2,000 paid in in cash and \$8,000 paid in in property.

Detroit—The United Screens, Inc., has been incorporated to manufacture moving picture screens, equipment and accessories with an authorized capital stock of \$12,000, of which amount \$6,000 has been subscribed and \$1,200 paid in in cash. It will be located at 124 Jefferson avenue.

Detroit—The firm of Nelson K. Standart has been merged into a stock company under the style of the Nelson K. Standart Co., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash. The firm manufactures optical goods and other merchandise.

Detroit—Glaser Bros. manufacturers and dealers in candies and confectionery at 624 Bewick avenue have merged their business into a stock company under the style of Glaser Bros., Inc., with an authorized capitalization of \$10,000, of which amount

\$5,470 has been subscribed, \$470 paid in in cash and \$5,000 paid in in property.

Detroit—The Northwestern Confectionery Co. has been organized with an authorized capitalization of \$5,000, of which amount \$3,300 has been subscribed, \$50 paid in in cash and \$3,250 paid in in property. This concern will be located at 1599 Grand River avenue and will manufacture confectionery, cigars and tobaccos, sell school supplies, sporting goods and serve light lunches.

The fact that the British government has taken over the wheat trade so far as concerns that nation indicates a stress as to the food supply. The talk in regard to manipulation in Chicago and elsewhere has largely died away and the reasonable conclusion has been reached that high prices are due to the fact that the fields did not do a thorough job. The action of the British government will little affect prices probably. In spite of temporary fluctuations the shortage of foodstuffs is the dominant element in our market and there is no present reason for believing in materially lower prices. That market got a little jar from the submarine incident and so did cotton but the latter recovered quickly, and we have a new high range, 17 to 17.60 for middling uplands in New York, comparing with 16 to 17 last week. In fabrics manufacturers and dealers welcome any setback, for they are afraid of the present market, but in the main prices still tend upward. The demand from all parts of the country is great. Print cloths are now quoted at 5¼¢ for standards against 3¾¢ a year ago. Imports of cotton cloths must presently have a considerable affect on prices. In July the receipts in this country were 5,000,000 yards against 2,000,000 yards in July, 1915, and more than four-fifths of the aggregate came from England. On the other hand our exports of such goods are large and leading houses say they will retain 75 per cent. of the trade after the war is over. The New Bedford and Fall River mills are generally raising dividends.

"Admirable Pattern of Efficiency."

Lansing, Oct. 17—I have just enjoyed reading the Michigan Tradesman of Oct. 11 from "kiver to kiver" and cannot refrain from tossing you a bouquet. Thank you for its wholesome tone and admirable pattern of efficiency. May you live long and prosper. Of course, this will not help pay printers' bills or stock up with potatoes and shoes for a hard winter, but it makes me feel better and it takes but a bit of your time to read my tribute to your most wonderful publication.

Henry R. Pattengill.

BUSINESS CHANCES.

For Sale Or Trade—20 acres Baldwin county, Alabama. One mile each way to towns and railroad; 30 miles to Mobile. Price \$1,200. Want grocery stock. F. M. Hamilton, Terre Haute, Indiana. 563

For Sale—Grocery in one of the finest college towns in the State, population 8,000. Doing a \$45,000 business. Also have the best and cheapest delivery in the State. This will bear investigation. We refer you to the banks of our city. Address No. 564, care Tradesman. 564

For Sale Or Trade—Nine lots Covington, Oklahoma in new oil field. They can be leased for oil on 1-8 basis. Quick deal \$900 takes them or grocery stock of same value. F. M. Hamilton, Terre Haute, Indiana. 565