

SUPPLEMENTARY ANNIVERSARY EDITION

MICHIGAN TRADESMAN

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Thirty-Fourth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 1, 1916

Number 1728

The City of the Light

Have you heard of the Golden City
Mentioned in the legends old?
Everlasting light shines o'er it,
Wondrous tales of it are told;
Only righteous men and women
Dwell within its gleaming wall,
Wrong is banished from its borders,
Justice reigns supreme o'er all.

We are builders of that City;
All our joys and all our groans
Help to rear its shining ramparts,
All our lives are building stones:
But the work that we have builded,
Oft with bleeding hands and tears,
And in error and in anguish,
Will not perish with our years.

It will be at last made perfect
In the universal plan;
It will help to crown the labors
Of the toiling hosts of man:
It will last and shine transfigured
In the final reign of right,
It will merge into the splendors
Of the City of the Light!

Felix Adler.

"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, 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.

Fleischmann's Yeast

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

Sell Bread Made With

FLEISCHMANN'S YEAST

Boston Breakfast Blend



—Splendid Quality
at a
Moderate Price

Judson Grocer Co.

The Pure Foods House

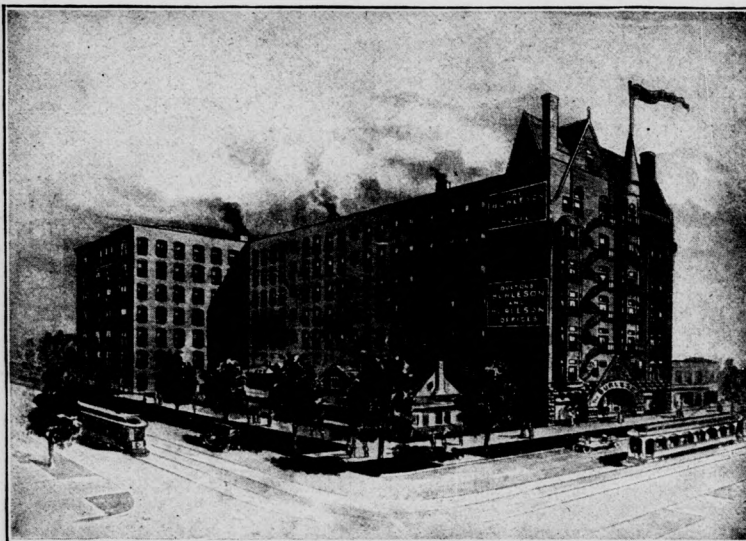
GRAND RAPIDS, MICHIGAN

GRAND RAPIDS SAFE CO.

Agent for the Celebrated YORK MANGANESE BANK SAFE
Taking an insurance rate of 50c per \$1,000 per year. What is your rate?
Particulars mailed. Safe experts.

TRADESMAN BUILDING GRAND RAPIDS, MICHIGAN

Piles Cured WITHOUT the Knife



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

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

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

DRS. BURLESON & BURLESON

RECTAL SPECIALISTS

150 East Fulton St.

GRAND RAPIDS, MICH.

MICHIGAN TRADESMAN

Thirty Fourth Year

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THE FINGER OF SUSPICION

Points to Merchant Who Pushes Prices Only.

Written for the Tradesman.

Out in North Dakota there is a wholesale grocery organization whose slogan has resulted in the development of a business of large proportions. "Talk Quality First, Last and All the Time" is the command issued from headquarters. It is more than a slogan. It is a positive suggestion. There is a punch to it. It sticks in the mind. It comes to the front when the temptation to sell prices instead of merchandise confronts the salesman or the retailer. Permeating the entire sales and distributive organization there has thus been developed a general demand for better goods throughout the territory served by the concern.

The idea of talking quality first, last and all the time has been drummed into the heads of the retailers and their clerks over and over again until they too, have acquired the habit of quality thinking. Coming in contact with the ultimate consumer they have preached the gospel concerning the advantage of buying good goods to such successful effect that the house-wives have also had their quality ideals raised, not alone with regard to the lines distributed under the labels of the house under discussion, but also in all lines of food products.

This has been of tremendous advantage to the retailers both from the point of profit as well as the satisfaction which always must accrue from handling goods which have been carefully bought. It therefore appears that while the slogan may have been first conceived with selfish ends in view it has served a broader purpose by raising the quality ideals throughout a large territory.

Among other things it has strengthened the retail distributor by lessening the temptation to determine for his customers the idea that they want cheap merchandise when they really want quality products and are prepared to pay the proper price for

them. There are a lot of retail merchants who earnestly try to establish the level of quality which their customers shall buy. They govern their own judgment by their own lack of courage to ask a good price for a good piece of goods. Because they are afraid to ask a fair price for good merchandise they determine that their trade will not buy such goods and they therefore carry the lower price as their ideal rather than the higher quality as a principle of their business success.

Only too frequently the consumers have no opportunity of knowing or trying better goods because the merchants with whom they trade have erroneously decided for them that they (the consumers) will not buy the better lines. I believe this to be particularly true of general merchandise stores in farming communities. Determining for him what he wants is one of the favorite pastimes of merchants who cater to farmer trade. I have had the pleasure of proving them wrong in their deductions and to their profit on more than one occasion.

It is particularly gratifying to find a slogan which carries through all the factors of distribution from wholesaler to distributor to consumer the powerful suggestion of quality. There are other concerns distributing quality merchandise in the same field but I doubt if any of them are pounding home the lesson with anything like the same effectiveness. When you teach a man to think positively you are doing him a huge success. When you train his mind to think along quality lines, with your product hitched to that thought, you have accomplished an exceptional merchandising achievement.

There have been some merchandising successes built upon the foundation of cheap prices. There will perhaps be others yet to come. Let us on the other hand examine the conspicuous successes in American merchandising. How many do we find crediting low prices as the reason for their success? We might perhaps omit our mail order friends from consideration—their prices frequently do not analyze as low as those of the home merchant when all factors are taken into consideration. The really great houses of the country have been established upon a reputation for dependable merchandise and good service. Neither of these can go with cheap prices. Quality ideals must surrender to price cutting for the two cannot live in the same house.

Where price is made the ideal there is always the temptation to take a chance or put something over on the customer. It is hard to be strictly honest and habitually cut prices.

Unfortunately there are too many store keepers as well as also too many salesmen who call on these same store keepers who think of the price first and then, as a sort of reserve force, they use whatever virtue of quality their product may have. Quality is something to be used as a sort of crutch so far as these men are concerned. If they could but get their minds reversed and start from the quality end, increased sales and profits as well as general satisfaction would result. There is truly a wonderful field for cultivation along these lines. Any device which furthers that end whether it be slogan or education serves a great purpose and is entitled to co-operation, encouragement and compliment wherever it may be found.

One of the most curious features of this tendency to push price instead of quality lies in the fact that the average buyer would rather—much rather—buy a value than a price. There is a confusion in the mind of many salesmen and storekeepers as to what really constitutes a value. An article with a cheap price is not necessarily a value. On the contrary, it may be a very expensive piece of economy for the purchaser. Merchandise which fails to stand up under the test of everyday wear and tear is high at any price. The consuming public are educating themselves to recognize true values. That same public is coming to have less and less use for the merchant who attempts to insult their intelligence by pulling off cut price stunts which will not bear the light of day. As the house organ of the concern mentioned in the first paragraph put it, "It is not enough to know that one can of tomatoes costs 3 cents less than another. The buyer now wishes to know which represents the biggest value, contains the most firm tomato meat, best flavor, and is packed solid from bottom to top of tin."

The fake bargain sale has been dealt a jolt within the last eighteen months, not alone from the increasing sense of the public as to what really constitutes a bargain or a value, but also by virtue of the great war. It is devoutly to be hoped that during this period of inability to buy even sufficient quantities of many lines of merchandise for normal use merchants will come to a realization of the false premise upon which the average "sale" is predicated. The public, in the years which have passed, has become satiated with the bargains (?) found behind the signs reading: "Removal Sale" "Pre-Inventory Sale" "Mill-end Sale" "Fire Sale" "Stock Taking Sale" "Harvest Sale" "Going out of Business" and so on ad infinitum.

The public know it has been played

for a sucker and consequently the finger of suspicion is pointing at the man who still clings to the time worn expedient of a special sale. If merchants will get the idea so well expressed in a recent issue of Printers' Ink that "success in store keeping depends far less on the volume of business done than it does on the profit that has been secured on the year's turnover" they will be well rid of the incubus of the special sale as it has been heretofore conducted.

The public is much fairer than lots of merchants think. The consumer is always willing to pay a fair price for goods really wanted and for a value correctly analyzed from the standpoint of quality. There's no need to further insult the intelligence of the public by asserting that you are going to do something which said public knows you cannot do. Think with our friends in North Dakota. "Talk Quality First, Last and All the Time." The price will take care of itself

Earl D. Eddy.

Great Britain has found that gold is an efficacious means of multiplying the loaves and fishes; and the appetite of war for loaves and fishes is prodigious. Surprise that the flood of gold continues to pour into our vaults, in spite of the tremendous borrowing that has been going on, might be modified somewhat by considering what England has to provide. It was officially stated in Parliament the other day that British expenditures in the United States amounted to \$10,000,000 daily. At that rate, this week's \$300,000,000 loan would last just one month. Gold can be used both to provide part of British necessities in actual cash and to mother a much larger total of credit. The conception of gold as the basis of credit would turn our banks into mere mechanical manufacturers of slips of paper, of a face value, say, five times as great as their metallic foundation. But, like most abstractions, that theory has a wider application, extending even to the family grocery bill and the price of this winter's overcoat.

The Greulich Co. matter is at a standstill, so far as securing an adjustment with its creditors on the basis of 60 cents on a dollar is concerned. There are sixty creditors, one-half of whom have agreed to accept a compromise. The other half stand out and talk bankruptcy proceedings. The corporation owes about \$31,000 and claims that its stock will inventory \$19,000. The company claims to have sold its lease, which will necessitate its removing to other quarters unless there is a public sale, trustee sale or bankruptcy proceedings.

Eternal vigilance is the price of retaining a good umbrella.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Oct. 30—Building permits issued last week totaled \$1,022,985, in Detroit. At least some building, say we.

Mrs. Philip Blumenthal, of West Branch, was a business visitor in Detroit this week in the interest of the department store owned by her husband.

From up-statt we received word of the general improvement of the Grand Central Hotel, at Lake City. The hotel, states our informant, is now under the management of J. M. Wygant & Son and is worthy of the patronage of the traveling public. As said informant happens to be none other than the redoubtable Fred Richter, erstwhile Tradesman correspondent, we are quite sure that the hotel is all he says it is.

Candidates may come and candidates may go, but mud is always with us.

Frank D. Ferris, Senior Counselor of Cadillac Council, was called to New York a few days ago, necessitating his absence from the last Council meeting. The chair was filled by John Bullock, Junior Counselor.

Lane Bryant has opened a women's apparel shop in the Washington arcade. Mr. Bryant has similar stores in other cities.

Harry Howe, formerly house salesman and local representative for Burnham, Stoepl & Co., has been appointed special notion and ready-to-wear salesman, covering the territory comprising Flint, Saginaw, Bay City, Owosso and Ionia.

"Be sure," beseeches the Saginaw correspondent, "you vote dry." Well, Mr. Laughlin, inasmuch as the Police Commissioner has placed an air tight lid on the fair city of Detroit, we are quite positive we will vote dry on election day.

It was with sincere regret we were unable to get our letter to the Tradesman office last week in time to appear in the thirty-third anniversary edition of that most successful publication. While we noticed on various pages commendatory remarks from business men, we failed to note any article signed by a traveling man, with the possible exception of the regular correspondents. While business men in general owe much to the Tradesman and its editor, traveling men also have much to be grateful for. The kindness of the editor in allotting unlimited space to the furtherance of their interests, the many articles of merit that if followed by the readers, was bound to make better men for it. Detonations, in spite of the lateness of the day, extends its best wishes to the Tradesman and its able editor, with the hope that the fearless policy heretofore maintained be continued indefinitely.

One thing accomplished by the new Police Commissioner that will appeal to the better class of business men was the order closing on Sunday places where jewelry auctions are carried on. These fly-by-night concerns should find no place in a city unless they assume the same obligations toward it that legitimate merchants are compelled to, so they, at least, are placed on some kind of a footing that they be considered near honest competition.

The Han Kow Cafe will open in a few days in the newly remodeled building at 163-165 Jefferson avenue, East.

One of the pathetic features of the recent order closing all saloons in Detroit on Sunday was that there was no place for many of the married men to go but home.

F. L. Sattley, of Detroit, has been named as general manager of the Standard Detroit Tractor Co., with offices at 1506 Fort street, West.

Norman Bell, formerly of Cincinnati, has become associated with S. Deutsch, of Detroit, under the title of Deutsch & Bell, and will act as factory representatives for automobile accessory firms. An office has been opened at 650 Woodward avenue.

Speaking of Home Rule, the missus has always been a strong advocate.

A. M. Barnes and E. M. Smith have leased the building formerly occupied by the Henry Blackwell Co. and will open a department store under the style of the Boston store.

The initial party of the season was held by Cadillac Council in their hall in the Elks Temple last Saturday night. A goodly crowd was in attendance which presages another successful season by a successful council.

Willard Loudon, of Loudon Bros., proprietors of a department store in Montpelier, Ohio, was a Detroit business visitor this week. He was accompanied on the trip by his wife.

Merchants on Kercheval avenue, between Fisher and Hart avenues, held their annual joint display last week. All stores were decorated for the occasion with various fall lines on exhibition.

Georges, operating a chain of men's clothing stores in the East, will open a branch in Detroit. A lease has been taken on a four-story building to be erected on Woodward avenue, near Grand River.

There appears to be a reason for everything except to vote for Wilson.

Hundreds of traveling men continue to wonder why the Pere Marquette, in lieu of its bid for the assistance of the public through a paid publicity campaign, does not help itself when the opportunity appears. Why the company apparently makes no effort to gain more of the great volume of business that is now, going to the Detroit United Railway lines is beyond the average person's mind to conjecture. The management of the electric lines are obliged to run double headers in order to handle the business on the Flint division and even then one is fortunate to get a seat, if obliged to get on the car at any place other than the station. The Pere Marquette has, apparently, made no effort to put on a train leaving Detroit at such a time in the morning that traveling men could arrive in Flint at a reasonable time to begin the day's work. The earliest train now leaves the city at 8:30 a. m., Central time. Traveling men, without a doubt, prefer the comfortable steam propelled trains to the electric lines for long distance traveling, but so far as the Flint-Saginaw division is concerned, it is generally impossible to patronize the steam road, owing to the evident apathy of the Pere Marquette. The poor passenger service furnished the city of Flint—without a doubt one of the most prosperous cities in the country—may account for the fact that the greater volume of goods shipped to that city from local markets are ordered shipped "D. U. R." Perhaps the P. M. may know its business best, but it would be difficult to convince the residents of Flint, Saginaw and Bay City as well as numberless traveling men, of the fact.

Carey, Florist, 543 Woodward avenue, will move into another store in the next block.

Think, dear reader, of the wet orator's wail of throwing so many men out of work in case the State goes dry. By the way, also dear reader, what is all this talk we hear of the shortage of labor in this country brought on by the checking of immigration for the past two years?

John Willis is now calling on the local trade for Edson, Moore & Co. Mr. Hoyt, who preceded Mr. Willis, has taken over the territory comprising the suburban towns of Detroit.

Nick Hoffman, general merchant of Flint, was in Detroit on a business trip last week.

Joe Pennefather, with Crowley Brothers, is confined to his home with a severe attack of appendicitis.

On the other hand Mr. E. A. Stowe, having been an editor of one paper for thirty-three consecutive years, has not dimmed his energy, nor remitted his fearlessness one iota.

Cotton quotations, 19 cents. What's become of the old fashioned appeal to buy a bale of cotton at 6 cents per.

S. T. MacCornac, member of the firm of Edson, Moore & Co., is confined to his home in Rochester by illness.

N. G. Bennett, of Lansing, was in Detroit a few days ago on a business trip. Mr. Bennett was connected with the Mapes Co., clothiers, of Lansing, for the past fifteen years, resigning to engage in the men's clothing and furnishing goods business in Lansing with Mr. Throop, also formerly connected with the Mapes Co. The firm will open in a building now nearing completion on South Washington avenue.

The general offices of the Parker Rust Proof Co. of America, have moved from the Garfield building to the company's new factory, 15-33 Conant avenue.

Mrs. E. G. Kenneth, wife of the dry goods merchant on Grand River avenue, has been reported ill and confined to the house.

The wholesalers bureau of the Detroit Board of Commerce made a trip to Monroe last week and were entertained royally by the newly organized Board of Trade in that city. The guests were shown through manufacturing plants which proved a revelation to them. Although the leading industries are the paper mills, there are many diversified manufactories, as well as the largest nurseries in the world. A bond of friendship exists between Monroe and Detroit, being the two oldest cities in the so-called West. The activities of the Monroe Board of Commerce, under the leadership of Mayor MacMillan and the able assistance of that king of boosters, Commodore Greening, will afford Monroe a new lease of life and give it the place it deserves among the growing industrial cities in the industrial State of Michigan.

M. J. Howarn, of the Howarn Cigar Co., has been confined to his home for the past two weeks, but is convalescent at this writing, which will be good news to his hosts of friends. "Turkeys and Chickens Scarce; Prices Soar." A newspaper caption. Why not add, "Ultimate Consumer Sore Also."

John Hartner, of Hartner & Schoneman, dry goods merchants, 2586 Jefferson avenue, East, and for a number of years representative for Edson, Moore & Co., is able to be out and take short walks, after being confined to his home by illness for a number of months.

Further clinching its lead as the largest council in the State, Cadillac Council initiated three candidates at the last meeting and accepted eight by transfer. Those initiated were M. L. Barnett, E. J. Jahn Co., 72 Grand River avenue; C. W. Dean, Beecher, Peck & Lewis, and W. W. Bohn, Diamond Match Co. Those who transferred were members of Washenaw Council (Ann Arbor), which recently surrendered its charter. The names are C. E. Lovelace, C. W. Chadwick, H. M. Groomes, C. A. Pore, A. J. Foster, H. Bacher, R. H. Hagerman and L. A. Froft. The initiation of Mr. Dean carried a share of the sentimental with it, as his father, James W., a charter member and Past Counselor of the Council, was one of the proud witnesses of the ceremony.

The well regulated saloon we hear so much about these days is like the four leaf clover—once in a while we find one.

J. Brooks, manager of the carpet department for the J. Brushaber Sons' furniture store, is in the East on business for the firm.

B. Blumenthal, dry goods and clothing merchant, 2971-73 Woodward avenue, is having new fronts installed in his store.

George Walker, dry goods merchant of Flint, was in Detroit last week.

The Detroit police finally got the bandit who stole \$37,000 from the Burroughs Co.—after the Pinkerton men from Chicago had him handcuffed in St. Louis.

Mrs. D. Farmer, in the dry goods business at 1297 Fourteenth avenue

for a number of years, has moved into a new building recently completed for her near the former location.

One thing we do know and that is the editor of the Tradesman is more than 33 years old.

The Burroughs bandit is safely tucked away in jail, but the local coal dealers are still at large.

"I told you so," will be the leading remark next week at this time.

Now is the time for the holiday hinting.

A hint is about all we will be able to give owing to the h. c. o. l.

James M. Goldstein.

Kalamazoo Retailers Eradicate Grievous Abuses.

Kalamazoo, Oct. 30—The Retailers' Division of the Kalamazoo Chamber of Commerce has unanimously adopted the following resolutions:

Whereas—The retail merchants of Kalamazoo, organized as a division of the Chamber of Commerce, desire to use their influence in every way possible for the upbuilding of the commercial interests of the city and still safeguard the merchants from imposition, and,

Whereas—Opportunities are frequently presented wherein unity of action is essential to the interests of the retail merchants; therefore be it

Resolved—By the Executive Committee of the Retail Division that the following be recommended for adoption by the Retail Division:

1. We are opposed to and will not countenance donations to bazaars, picnic prizes and raffles for whatever purpose intended.

2. All persons canvassing for the sale of tickets for any project whatsoever must provide themselves with a card from the Sanction Committee. Nothing in this section shall apply when solicitation by an organization is confined within its membership.

3. Solicitors for all propositions requiring the support of two or more merchants, other than those expressly eliminated in the first section, shall be referred to the Sanction Committee, with the exception of the solicitation of advertising in regular publications.

Nothing herein contained shall be construed as a spirit of antagonism to any worthy enterprise. It is our purpose to emphasize the importance of giving support to those things which the membership believe to be beneficial and endeavor to eradicate abuses under which retail merchants suffer; and be it further

Resolved—That any assistance this Retail Division can render to worthy projects presented by citizens of our rural communities, shall receive respectful consideration, if sanction card is granted, expecting bazaars, picnic prizes and raffles.

The Dry Goods Market.

Business gains seem to have been general among our correspondents in this line, and the fact that goods are going at materially advanced prices does not appear to have affected the demand. Collections vary in accordance with local conditions and prompt payment seems to be the rule. The wholesalers have been booking orders for spring delivery with gratifying results. This is attributed to the desire of the retail merchants to place their orders before any additional increase is made in the price of merchandise. It is a more or less speculative situation as goods are being bought on the basis of 15 to 17 cent cotton and wool at corresponding values, but it is necessary that the retailer keep his stocks full owing to the increased purchasing power of the public and its disposition to buy.

Mr. Stowe's Suggestion—Mr. Royce's Response Thereto.

Grand Rapids, Oct. 25—It would seem to me that if a paper took the trouble to print nearly a page about me, contributed by so good a friend as George Washington Haskell, I would show my appreciation of same by getting my name on the subscription list without further delay.

If you happen to be of the same opinion it would please me very much to be favored with your order by return mail.

E. A. Stowe.

Mr. Royce's Reply.

Ann Arbor, Oct. 28—Referring to your appended letter would say that from advise from other prominently great men, such as William Jennings Bryan, Dr. Mary Walker, Hettie Green and Dan Eenton, I find that it is not always customary to subscribe to all the publications which give us publicity.

Also I have had some personal experience, for when I was arrested and locked up for stealing chickens, I was neither asked to buy the jail nor to subscribe for the various papers which gave me extended and elaborate mention at the time.

Of course, I do not pretend to know your necessities, but I appreciate your desire to increase your subscription list. However, as my dog, Max, received at least equal prominence with myself in the contribution of your Honest Groceryman, were it not for the fact that he is dead, you would have my cheerful consent to try it on the dog.

Now, Mr. Tradesman, as my heart expands with good fellowship, I am tempted to go a little further, and although I do not (for certain reasons, financial and otherwise feel justified in acceding to your very generous suggestion, I feel impelled, in the future, to offer you the gratuitous use of my illustrious name (which is not copyrighted) for mention in your columns, and as the financial benefits

have been about fifty-fifty in the past use of same, I trust in the future to deal as justly. I would ask, however, as a favor that my departed dog be eliminated from future reference, as it is clearly malicious to re-open an old wound which time has only partly healed. Yes, Max has gone to that bourn from which no dog-goned dog returns. So let him rest. He has fulfilled his destiny as a good watch and coon dog in life and has now filled several more or less mortal niches in history.

W. D. Royce.

American investors have taken rather kindly to internal bond issues of European states, even where they could not read the face of the bond. That was especially noticeable in the buying of the Russian internal loan. A good many people have become interested in French rentes, which are being offered through two New York banking houses, and Baron Jacques de Neufville, representative of the Bank of France, has taken occasion to explain just what a rente is. "Rente means interest or income. It is an old custom of the French market to refer to government issues in terms of interest, without mentioning the principal. For example, in France we do not say a '1,000-franc 5 per cent. bond;' we say '50 francs of 5 per cent. rentes.' This is due to the fact that rentes are theoretically perpetual and that the engagement of the state is to pay the coupons, but without a fixed maturity." The investor merely buys an income, and if he wants his principal he gets it in the open market, at the rate which the market conceives proper for the amount and certainty of the income.

Humorous View of the Credit System.

The credit system is a test of endurance which shows just how far a retail business will run on the proceeds of a 160-acre farm.

Some businesses run farther than others and last for several years before passing away in company with a chapfallen collection of outlawed book accounts and mildewed promissory notes. One of the liveliest and most poignant experiences in this life is for a man to exchange a good farm dotted here and there with the sprightly pig and the introspective heifer for a grocery store in a town whose people do not believe in paying for anything until the will has been admitted to probate.

The mercantile agencies tell us in mournful numbers that the credit system is responsible for more deep-well failures than the habit of going fishing four times a week. Whenever a new merchant comes to town and opens up with a credit system which will stretch farther than a new stocking supporter, he will have so much trade that nobody else wants, that his petty ledger will choke to death inside of a week. One of the easiest things in the world is to sell a good patent XXX flour to customers who have not paid for anything since James K. Polk was elected President.

If it were not for the credit system the two-legged pest known as the bomb-proof dead-beat would entirely disappear and be replaced by a class of trade which comes in before the tenth of the month following, and

leaves a check along with an order for two pounds of soda crackers. If the dead-beat could not be trusted for anything from kerosene can to an upright piano, more business men could go away in the summer without their wives and rest their head and feet at some boarding house where prunes are served three times a day.

The credit system is all right when it is not allowed to spread out too much, like a fat man in a lawn swing. The man who is insulted when a bill which has run since the last Presidential election is presented to him is a great trial to a timid storekeeper, but there are times when his money is worth more than his action. The merchant who collects his bills when due will never have to order cheese-cloth by parcels post C. O. D.

All of which teaches us that no man is good who doesn't pay.

Years ago, when a young man took his best girl out buggy or sleigh riding, he grew to be expert in driving with one hand. But in modern times, when the young man takes his girl out in a motor car, he will be acting wisely if he uses both hands to drive. The other day a judgment for nearly \$100 was awarded a San Francisco woman because the operator of the jitney car in which she was riding had only one hand on the steering wheel and collided with another car. If the young man had had both hands on the steering wheel he would not have had to pay the judgment, but using one hand constituted negligence, according to the ruling of the judge.

ROYAL BAKING POWDER

ABSOLUTELY PURE

The purity of ROYAL BAKING POWDER is unquestioned and this purity is so well known to consumers everywhere that sales are just as certain.

When you buy a stock of ROYAL BAKING POWDER you can count your profit on every can in advance, because the last can is just as sure to sell as the first one.

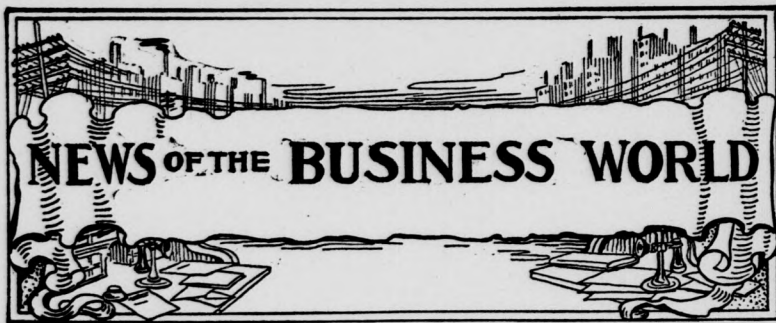
Contains No Alum—No Phosphate



ROYAL BAKING POWDER CO.

NEW YORK





Movements of Merchants.

Berlin—Peter Vanlier has engaged in the meat business.

Stanton—C. E. Mesler has engaged in the meat business in the Stevens block.

Hart—The New Era Grocery succeeds Joe NewMyer in the grocery business.

Howard City—S. W. Perkins has sold his grocery stock to G. U. Fewless.

Midland—The Fahrner Elevator Co. has changed its name to Orr Bean and Grain Co.

Hersey—The Hersey Gravel Co. has been incorporated with a capital stock of \$40,000.

Munising—Wetton & Clark will engage in the plumbing and heating business Nov. 15.

Detroit—The Mancourt-Winters Coal Co. has increased its capital stock from \$15,000 to \$30,000.

Traverse City—J. M. McCormick succeeds Mrs. J. B. Masters in the grocery business.

Dowagiac—Charles Dawson has closed out his grocery stock and retired from business.

Holland—Leonard Visser has removed his stock of wall paper and paints to 230 West Twelfth street.

Ypsilanti—E. D. Lodge has engaged in the tailoring and dry cleaning business at 16 East Cross street.

Hastings—Arthur E. Mulholland has sold his stock of drugs to Arthur Vickery, of Charlotte, who will take possession Nov. 1.

Lansing—J. C. Holliday & Son have engaged in the grocery business. They were formerly engaged in trade at Potterville.

Eaton Rapids—Crane & Crane have opened a bean buying station at Kingsland, under the management of Silas Phillips.

Bronson—Paul Riggs has removed his confectionery stock and ice cream parlor to Sturgis, where he will continue the business.

Elsie—E. E. Snelling has purchased the implement stock of B. M. Wolley and will become a partner in the hardware firm of Crell & Pierce.

Marcellus—William Gildie, of Kalamazoo, has purchased the C. A. Rifenburg & Sons stock of hardware and will continue the business at the same location.

Holland—James Van Dyke succeeds J. F. Schuling in the grocery business.

Climax—Lloyd Brownell has purchased the bakery of Clyde Aldrich and has taken possession.

Escanaba—Thieves entered the Charles Lefebvre grocery store, on Stephenson avenue, and the A. D. Richer meat market, a few doors away, Oct. 26, securing about \$65.

Ionia—Gervis W. Boyd has sold his interest in the Ionia Sanitary Rug Co. to Judson E. Evans, who will continue the business at the same location, 512 North Jefferson street.

Holland—Egbert Pelon, who conducts a general store four miles Southeast of this place, has sold his stock and store building to Joseph A. Hartgerink, who has taken possession.

Manistee—David Gibbs has purchased the store building and grocery stock of William Smith and will continue the business. Mr. Gibbs is enlarging and remodeling the store building.

Detroit—Fred M. Hall has moved his drug stock from his old location, at 1476 Gratiot avenue, one block south to the corner of Canton and Forest avenue, where the new car line branches off.

Detroit—The International Grain Elevator Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Manistique—The Cookson-LeRoy Hardware Co. has purchased the three story block it occupies as well as additional adjoining land and will remodel and enlarge the building early in the spring.

Saginaw—The Orr Bean & Grain Co. has been organized to conduct grain elevators in Michigan and bean warehouses throughout the Western states. The company will commence business Nov. 1.

Sidney—A. G. Grosvenor has sold his stock of general merchandise to Otto Petersen, of Edmore, and Victor Hansen, of Greenville, who have formed a copartnership and will continue the business.

Detroit—The J. K. Palkiewicz Plumbing Co. has been organized with an authorized capital stock of \$2,000, of which amount \$1,650 has been subscribed, \$100 paid in in cash and \$1,550 paid in in property.

Detroit—The Defiance Construction Co. has been organized with an authorized capital stock of \$6,000, of which amount \$3,000 has been subscribed, \$1,400 paid in in cash and \$700 paid in in property.

Kalamazoo—H. N. Acker, who has conducted a millinery store and hair dressing parlor at the corner of Burdick and South streets for the past twelve years, is closing out his stock and will retire from business.

Hancock—Oreste Pieroni has sold his interest in the ice cream, confectionery and tobacco stock of Pieroni & Pupilli, at 123 Quincy street, to John Bianchi, of Calumet and the business will be continued under the style of Pupilli & Bianchi.

Detroit—George F. Gratton has bought himself a store at the corner of Cadillac and Mack avenue, and as soon as alterations are completed will move his drug stock from his old location at 844 Kercheval avenue to the new one. He hopes to open about Dec. 1.

Detroit—S. S. Hance, for a number of years located at 585 Baker street, will move his drug stock about Nov. 10, to a new location at Jefferson and Coplin avenue, Fairview district. Less than two years ago there was but one store in this district and now there are six.

Detroit—Buchanan & Huff have engaged in the fuel and building material business with an authorized capital stock of \$50,000, all of which has been subscribed, \$5,000 paid in in cash and \$45,000 paid in in property. The business will be carried on at 542 Fourth street.

Detroit—The William H. Huss Co., which is engaged in the tailor business, has merged its business into a stock company under the style of the W. H. Huss Co., with an authorized capital stock of \$7,300, all of which has been subscribed, \$3,500 paid in in cash and \$3,800 paid in in property.

Detroit—Fred Pressel engaged in the wholesale and jobbing business of farm products, has merged his business into a stock company under the style of the Fred Pressel Co., with an authorized capitalization of \$100,000, of which amount \$50,000 has been subscribed and \$10,000 paid in in cash.

Detroit—L. K. Eastman, for over thirty years located at 1354 Woodward avenue, has disposed of his drug stock to his son, Dr. R. L. Eastman and Archie Peasley. His son has been associated with him in the business for the past ten years. Mr. Peasley has been with M. H. Douglass, 448 Lincoln avenue, for the past five years. The firm name will be the Eastman Drug Co.

Manufacturing Matters.

Jackson—The Hayes Wheel Co. has increased its capital stock from \$1,000,000 to \$1,500,000.

Battle Creek—The Maple-Flake Mills has increased its capitalization from \$150,000 to \$215,000.

Detroit—The A-B-Co. Starter Co. has increased its capitalization from \$150,000 to \$200,000.

Cadillac—The Cadillac Auto Truck Co. has increased its capital stock from \$100,000 to \$200,000.

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

Petoskey—The Petoskey Block & Manufacturing Co. has changed its name to Michigan Maple Block Co.

Pontiac—The American Forging & Socket Co. has increased its capital stock from \$100,000 to \$200,000.

Lansing—The Auto Wheel Co. has increased its common stock capitalization from \$300,000 to \$500,000.

Detroit—Isko, Incorporated, manufacturer of refrigerating machines, has increased its capital stock from \$300,000 to \$400,000.

Bear Lake—Werle Olin has sold his flour and feed mill to Henry and C. D. Cosier, of Union City, who will remodel the plant and commence business about Nov. 1.

Detroit—Crystal Woolen Mills have been incorporated with an authorized capital stock of \$2,500, all of which has been subscribed, \$500 paid in in cash and \$2,000 paid in in property.

Whitehall—The White Lake Machine Co. has been organized to manufacture and deal in machinery with an authorized capital stock of \$19,000 common and \$1,000 preferred, of which amounts \$7,000 has been subscribed and paid in in cash.

Hastings—The Michigan Porcelain Insulator Co. has been incorporated to manufacture porcelain wares also pottery and earthenware of all kinds with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed, and \$5,500 paid in in cash.

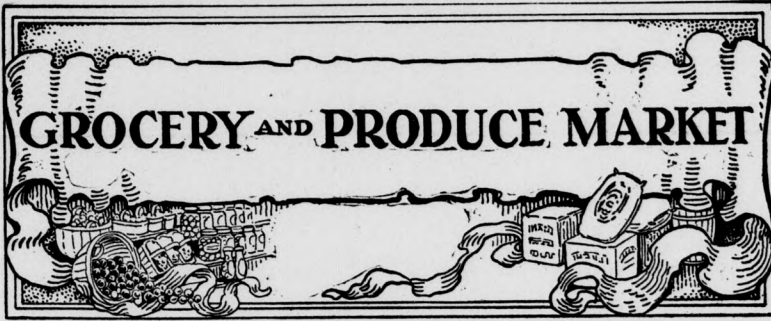
Detroit—The Detroit Motor Lock Co. has been incorporated to manufacture, license others to manufacture and sell automobile parts, accessories and specialties and devices and deal generally in auto parts with an authorized capital stock of \$20,000 common and \$10,000 preferred, all of which has been subscribed, \$10,000 paid in in cash and \$20,000 paid in in property.

Freeport—Job Cheesebrough, well known all over the country as a manufacturer of rake and hoe handles, died at his home here Oct. 20, aged 84 years. Mr. Cheesebrough was a native of England, but came to this country as a young man and had resided here ever since. He was a very honorable man whose word was as good as his bond. The business will be continued by the son of the deceased, Thomas E. Cheesebrough.

Cheboygan—Control of the Cheboygan Paper Co., which has its mill at Cheboygan, has been sold to the Union Bag and Paper Co. Majority control of the stock was obtained after a series of conferences in Detroit, at a cost of \$1,550,000. Stockholders of the Cheboygan Paper Co., giving over their stock will receive \$31 a share. They will get \$11 cash and \$20 in 5 per cent. serial bonds. The Union Bag and Paper Co. has a capital of \$27,000,000 and manufactures paper bags. It has plants in various parts of the country. It is supposed that the Cheboygan plant, which now manufactures various grades of paper, will make bag paper.

Detroit—Erection of what is said to be the first steel smelting mill for the Detroit section, and for all Michigan, was begun by the John A. Crowley Steel Co. Monday, when the company broke ground for its smelter in Delray, adjacent to the Detroit, Toledo & Ironton railway. Electric smelting furnaces are to be used and will be the first installation of the kind in America, according to Mr. Crowley, who points out that the new smelter will be the first to produce steel in the region of Detroit. "While there are numerous steel mills in and about Detroit and in the State they are engaged in the fabrication of steel instead of in its production," said Mr. Crowley.

Ira P. Mitchell has re-engaged in the grocery business at Big Rapids. The Grand Rapids branch of the National Grocer Co. furnished the stock.



Review of the Grand Rapids Produce Market.

Apples—Baldwins, Wolf River and Tallmans, \$3.50@4; Greenings, \$3.50@3.75; Hubbardstones, \$3.75@4; Spys, \$4@5.

Bananas—Medium, \$1.75; Jumbo, \$2; Extra Jumbø, \$2.25; Extreme Extra Jumbo, \$2.50 up.

Beans—The Association price is \$5 for white and red kidney. These are the prices buyers pay the farmers. Dealers hold picked at \$5.50@5.75 in carlots.

Beets—\$1.25 per bu.

Butter—The market is very firm at unchanged prices. Receipts have fallen off, while the home consumption has kept up well, considering the high prices for the season. Creamery grades are held at 34c in tubs and 35c in prints. Local dealers pay 28c for No. 1 in jars and 24c for packing stock.

Cabbage—\$1.25 per bu.

Carrots—75c per bu.

Celery—20c per bunch.

Citron—\$1.50 per doz.

Cocoanuts—\$6 per sack containing 100

Cranberries—\$7.50 per bbl. for Early Black from Cape Cod; late Howes, due to arrive about Nov. 10, will start in at \$9.50.

Cucumbers—90c per dozen for fancy hote house; \$1 for extra fancy.

Eggs—The market is very firm and fancy, fresh eggs have advanced 1c per dozen during the week. This is due to the short supply of high grades and the continued good consumptive demand. The market for general storage eggs is also up 1c due also to the good demand. The general feeling is that there will probably be no reduction in the price of eggs for some time to come. Local dealers pay 34c for fresh, candled and loss off, and hold at 36c. Cold storage are held at 33c for April and May and 29c for seconds.

Egg Plant—\$1 per dozen.

Figs—Package, \$1 per box; layers, \$1.50 per 10 lb. box.

Grape Fruit—\$5 per box for either Florida or Cuban.

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

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

Lemons—California, \$6.50 per box for choice and \$7 for fancy. The advance is due to scarcity.

Lettuce—10c per lb. for hothouse leaf; \$1.50 per bu. for head.

Maple Sugar—17c per lb. for pure.

Maple Syrup—\$1.40 per gal. for pure.

Mushrooms—40@50c per lb.

Nuts—Almonds, 18c per lb.; filberts, 16c per lb.; pecans, 15c per lb.; walnuts, 16c for Grenoble, 15½c for Naples; 19c for California in sack lots.

Onions—Home grown \$3.50 per 100

lb. sack for red and \$3.75 for yellow. Spanish, \$1.75 per crate of either 50s or 72s.

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

Oysters—Standards, \$1.40 per gal.; selects, \$1.65 per gal., New York Counts, \$1.90 per gal. Shell oysters, \$8.50 per bbl.

Pears—Anjous and Duchess command \$1.50 per bu.; Kieffers, 75@90c per bu.

Peppers—\$2 per bu. for green.

Pop Corn—\$1.75 per bu. for ear, 4¼c per lb. for shelled.

Potatoes—Home grown sell in a jobbing way at this market for \$1.75 per bu. Growers are getting from \$1.50@1.60, delivered on track. The present flurry is due to scarcity of stock and shortage of cars. The market is not so strong this week as it was last week, due to the fact that the consumer is backing upon the high prices.

Pumpkins—\$2 per doz.

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

Radishes—25c for round.

Squash—\$2 per bbl. for Hubbard.

Sweet Potatoes—\$3.50 per bbl. for Virginia and \$1.25 per hamper; \$5 per bbl. for Jerseys.

Tomatoes—\$2.50 per bu. for ripe; 75c per bu. for green.

Turnips—90c per bu.

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

The Grocery Market.

Sugar—The market is unchanged. The present situation is a little weak. It will continue so for a few weeks. Domestic beet granulated is not figuring, although it is being offered in the Middle West at 20@30 points under the Eastern market. Cuban sugar at the moment is scarce, and not until the new grinding season begins will any relief come from the present high prices.

Tea—The market is firm, with sentiment optimistic. The feeling of hopefulness is based on the strength of the primary markets during the past week and the general upward tendency in commodities, which the trade argues should be reflected in tea. Stocks in warehouse are not heavy and the consumption, according to the general view, continues active. The country has fair holdings, but the absorption will necessitate replenishment from time to time. The sustained strength in the Far East is the main source of bullishness in the trade. Calcutta and Colombo of late weeks have been steadily advancing on Russian buying, although there is nothing sensational in the movement. London, of course, follows the trend, the

activities of the submarines being a stimulating influence through the medium of war risks. Formosas are the feature locally and there is an upward tendency noted in the trade due to the cables from the primary market. It is suggested that there will be no surplus stocks of black teas of any kind and this will force interest in Formosas.

Coffee—The market for actual coffee is not materially changed and is rather easy than otherwise on account of weaker news from Brazil. The demand is very light. Mild coffees are still very cheap and unchanged. In spite of their extreme cheapness, nobody seems to be paying very much attention to them. Java and Mocha grades are unchanged and quiet.

Canned Fruits—California canned goods grow firmer and peaches are showing a rather heavy advance over the opening. Other varieties of California canned goods are not so much affected. Small Eastern staple canned goods are in a very disorganized condition, owing to light packs and consequent small supply, which amounts to exhaustion in some cases and very high prices.

Canned Vegetables—Although some sales of tomatoes are being made at to-day's prices, the market is considered very dangerous. The present advance, which is believed to have no basis in the ordinary conditions of supply and demand, is due almost entirely to the fact that most of the current pack has been sold from out of the packers' hands. What difference it makes whose hands it is in is not clear, for it exists in an unsold condition. However, this and the advancing markets in everything else are responsible for the exorbitant prices. No change has occurred in any grade of corn during the week. The supply is small and prices very much above normal. Peas are firm and unchanged.

Canned Fish—Unless something happens soon to relieve the freight situation there is liable to be more or less inconvenience in regard to salmon. Supplies on the spot are at a minimum, and there is no telling when any considerable quantity will get through. Supplies already here are very firmly held. Jobbers who happen to have any on hand are holding it for their regular trade. Tuna is practically withdrawn from sale. Sardines are in demand, but even with the higher prices now ruling buyers are still in the market. This is due to the light catch in Maine waters.

Dried Fruits—Not much activity has been displayed in the dried fruit market during the week, chiefly owing to the many disturbing features now presenting themselves and blocking trade. The question of deliveries is affecting all Coast products. To begin with, dried fruit is delayed because of the rains on the Coast, which have interfered with drying, and then there has been the inability of the railroads to transport the fruit. Hopes were entertained that as soon as the embargo was raised the situation would be relieved, but this is proving to be not so, as the acute car shortage on the Pacific Coast is an even greater source of anxiety. Raisins are scarce for almost all varieties on the spot and those now here are being firmly held. Prunes on the

spot are very strong owing to the light stocks available, but in addition there is the strong feeling on the Coast, with growers insisting on top prices for their unsold remainders. Peaches are firm and advancing, with growers reporting their stocks pretty well depleted, while apricots are in a similar situation.

Olive Oil—This staple product is in excellent demand. Prices are not only steady, but tending higher in spite of more favorable crop reports. Fine grades are particularly scarce at the present moment, because the new oil from abroad is not expected to come into the market before the beginning of next year.

Rice—The market is active and firm, there being a good demand for spot supplies now that the assortments have been enlarged by recent arrivals. The fact that the embargo on shipments from the South has been lifted helps business, although owing to the congestion at Gulf ports, it is believed in some circles that a normal situation will not be witnessed for a month at least. The primary markets are very strong for Blue Rose, as well as other kinds; the mills being heavily oversold. The planter is in control of the situation and seems inclined to hold back supplies. There is a little more export enquiry.

Provisions—Smoked meats are firm and unchanged, with the production somewhat heavier than it was a week ago, due to the beginning of the killing season. There is a good demand and this has kept prices from going lower. Lard is very firm at an advance of 1@1¼c. There is very little lard in local markets and the packers anticipate higher prices during the next few weeks. The speculative market in Chicago has advanced nearly 100 points during the week. Compound lard is very firm at an advance of 7½c, due to the very short supply and the good demand, also to the extreme high prices of pure lard. Compound lard is now quoted just about 100 per cent. more than a year ago. Barreled pork is firm and unchanged, with a fair supply and a fair demand. Drief beef very firm and unchanged. The supply is very short. Canned meats are firm, without change.

Cheese—The market is firm at unchanged quotations. At present the home trade is a little quiet at high prices. There is, however, a good export demand, but chiefly for skims and under grade full creams. Holders are not sacrificing their finer makes, as they expect shortly to get higher prices on account of the advances in the country markets. The receipts of cheese are about normal for the season.

Salt Fish—The market for Irish autumn caught mackerel has advanced on the other side about \$2 a barrel, and this fish would, therefore, cost on this side, in a large way, around \$22. This is several dollars above normal. Shore mackerel are unchanged and in fair supply. Norway mackerel are still being offered and are being taken almost as rapidly. Cod, hake and haddock continue scarce and firm, with unchanged prices.

Any old thing that goes against the grain of a porcupine gets the worst of it.

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, Oct. 24—In the matter of Emmet A. Davis, bankrupt, an order to show cause was this day made for creditors to show cause, if any they had, why the assets of this estate should not be sold to M. Katz & Son, of Grand Rapids, who has made a bid of \$500 for the stock in trade and fixtures of bankrupt. Said assets were appraised at \$1,000. The return day of said order to show cause is Nov. 4.

In the matter of H. L. Godfrey & Sons, bankrupt, an order to show cause was this day made as to the sale of the assets of said bankrupt. An offer has been made of \$725 for the stock and fixtures, while the inventory price is \$1,775.67. The return day of said order to show cause is Nov. 4, when the stock will be sold to the above bidder, or to anyone making the highest bid on said stock.

Oct. 25—In the matter of Martin J. Vandenberg, individually, and the Sargent-Vander Berge Basket Co., a co-partnership, bankrupt, the final meeting of creditors has been called for Nov. 6, for the purpose of considering and passing upon the final report and account of the trustee and for the declaration and payment of a first and final dividend, if any, herein.

In the matter of George W. Roup, bankrupt, it appearing that there were not more than sufficient assets to pay the administration expenses in full, no further dividend was declared and ordered paid to creditors herein.

Oct. 26—In the matter of D. H. Geyer, bankrupt, an order to show cause as to sale has been made returnable Nov. 3. Two offers for the stock of this bankrupt have been received, one being from Lynn Clark, of Clarion, of \$550 for the stock in trade, fixtures and accounts receivable, and the other being from the Grand Rapids Store Fixtures Co., of this city, of \$535 for the stock in trade, and fixtures of said bankrupt. The appraised value is \$1,011.33, which includes groceries, fixtures, hardware, drugs, notions, toys, dry goods, boots, shoes and rubbers.

In the matter of Clinton E. Lincoln, bankrupt, a final meeting of creditors has been called for Nov. 6, at which time the final report and account of the trustee will be considered and a first and final dividend, if any, declared to creditors herein.

In the matter of Jesse D. Vester, of Hastings, the first meeting of creditors has been called for Nov. 8.

In the matter of Arthur F. Thornbury, bankrupt, it first appearing that no trustee was needed, there was none appointed. Later, however, it appearing that it would be well to have a trustee of this estate, W. DeVere Bryant was forthwith appointed.

Oct. 27—In the matter of J. Roch Magman, bankrupt, the final meeting of creditors has been called for Nov. 8, at which time creditors will consider the first report and account of the trustee and petition of the trustee for extra compensation. There will be no dividend to creditors in this matter.

In the matter of Silas W. Culver, bankrupt, the first meeting of creditors was held this day. It appearing that there are no assets in this estate, no trustee was appointed. This estate will, therefore, be closed at the expiration of twenty days.

St. Joseph, Oct. 23—In the matter of Louis Goldstein, bankrupt, doing business as the Central Products Co., at Benton Harbor, the adjourned first meeting of creditors was held at the referee's office and the trustee's second report and account, showing cash on hand of \$603.52, was approved and allowed. Certain administration expenses were ordered paid and the meeting adjourned for six weeks.

Oct. 24—Frank A. Boyce, engaged in the retail paint, varnish and wall paper business at Kalamazoo, filed a voluntary petition and was adjudged bankrupt and the matter referred to Referee Banyon. The bankrupt requested that a receiver be appointed to take charge of the business, whereupon the District Judge appointed Guy L. Titus, of Kalamazoo, as such receiver. The schedules of the bankrupt show the following:

Claims Having Priority.
School District No. 1, Kalamazoo \$44.05
City of Kalamazoo, taxes 47.04

Unsecured Claims.
Beck & Co., Hoboken, N. J. \$ 66.01
Baer Bros., New York 26.54
W. Campbell Company, Hackensack, New York 461.02
Mrs. Lina De Visser, Detroit 180.00
First National Bank of Kalamazoo 926.37
Forrest City Paint & Varnish Co., Cleveland 1,457.57
Gilmore Bros., Kalamazoo 8.28
Heystek & Canfield, Grand Rapids 43.79
W. D. Halsted Oil Co., Milwaukee 70.50
Imperial Campbell Co., Chicago 38.85
Janeway & Carpenter, Chicago 89.13
Johnson Paper Co., Kalamazoo 1.76
Kalamazoo Label Co., Kalamazoo 7.25
A. L. Lahey Co., Kalamazoo 63.77

Michigan Paste Co., Detroit	12.00
North Lumber Co., Kalamazoo	7.51
James H. Rice Co., Chicago	19.35
Star Paper Co., Kalamazoo	10.71
Schmidts Horning Co., Cleveland	2.08
Toledo Plate Glass Co., Grand Rapids	9.13
Telegraph-Press, Kalamazoo	19.25
Western Shade Cloth Co., Chicago	38.93
W. L. Weider Lead Co., Chicago	82.19
Michigan State Telephone Co., Kalamazoo	93.94
Ashton Grain Milling Co., St. Louis	3.50
Sharpe Partridge Co., Kalamazoo	8.87
Glen B. Kent Grain & Produce Co., Chicago	85.20
A. T. Fitzgerald, Kalamazoo	23.63
City of Kalamazoo	46.36
School District No. 1, Kalamazoo	22.26
Kalamazoo Gazette	13.57
J. P. Trusdale, Kalamazoo	7.00
Total	\$3,946.62

Assets.	
Cash on hand	\$ 173.14
Stock in trade	2,000.00
Debts due on open accounts	2,361.12
Total	\$4,534.26

The receiver qualified by filing a bond for \$1,000; also a petition for the appointment of appraisers to appraise the assets and sell the same prior to the first creditors meeting. The referee entered an order appointing Harrison Merrill, Martin Larsen and Howard Baxter appraisers and, upon the inventory and report of appraisers being filed, an order will be made directing the receiver to sell the entire assets upon ten days' notice to creditors.

Oct. 25—In the matter of Maynard J. Teed, bankrupt, of Benton Harbor, no cause to the contrary having been shown, and there being no assets above the bankrupt's exemptions, an order was made closing the estate and recommending the discharge of the bankrupt. The record book and files were returned to the clerk's office.

Oct. 26—The Original Dollar Hat Store Co., of Kalamazoo, filed a voluntary petition and was adjudged bankrupt, and the matter referred to Referee Banyon, who was appointed receiver, who, in turn, entered an order appointing Roscoe G. Gombel, of Kalamazoo, custodian. The following are listed as creditors:

Cleveland Neckwear Co., Cleveland	\$83.27
Cluett, Peabody & Co., Chicago	664.37
Elite Glove Co., Gloversville, N. Y.	37.68
Earl & Wilson, Chicago	22.80
Francis Co., Baltimore	37.50
Josiah F. Gill, Kalamazoo	18.75
Hill-Loner Co., Danbury, Conn.	368.00
A. P. Hendrickson Hat Co., Indianapolis	75.00
Hat Finding Co., Niles	.82
L. Haller Co., Chicago	7.57
Hewee & Potter, Boston	44.00
International Handkerchief Co., New York	12.67
Gazette-Telegraph, Kalamazoo	151.78
Milwaukee Suspender Mfg. Co., Milwaukee	19.38
Mexican Am. Panama Hat Co., St. Louis	8.60
M. S. Nork Co., Newark	69.00
John C. Lowe Co., Cleveland	177.30
Mackinac Hat Co., Reading	550.00
Carter & Holmes, Chicago	42.00
Regal Hat Co., Chicago	121.09
Spongeable Linen Collar, Cincinnati	31.25
O. & W. Shirt Co., New York	18.75
Wilson Bros., Chicago	490.85
First National Bank, Kalamazoo	500.00
Grinnell Bros., Kalamazoo	79.04
Total	\$3,631.87

Assets.	
Cash on hand	\$46.88
Stock in trade	2,282.23
Open accounts	49.89
Total	\$2,379.12

Oct. 27—In the matter of Maurice L. Jones, bankrupt, of Benton Harbor, the first meeting of creditors was held at St. Joseph and A. G. Burger, of Benton Harbor, was elected trustee, his bond being fixed at \$500. Loomis K. Preston and William Cleary, of St. Joseph, and James M. Rose, of Benton Harbor, were appointed appraisers. The bankrupt was sworn and examined by the referee and his examination continued to Dec. 8, at which time the meeting was adjourned.

In the matter of Charles M. Scherer, bankrupt, of Benton Harbor, the final meeting of creditors was held at the referee's office and the trustee's final report and account were approved and allowed. Certain administration expenses were ordered paid and a final dividend of 6.9 per cent. declared and ordered paid. Creditors having been directed to show cause why a certificate should not be made recommending the bankrupt's discharge, and creditors having filed objections and specifications to his discharge, it was determined that no such favorable certificate be made. The final order of distribution was entered, whereupon the meeting was adjourned without day.

The United Motors Co. has just sold the Elston Packing and Storage Co. another truck—the second United truck it has purchased this year.

Sunday Closing Law to Be Recommended.

Cadillac, Oct. 30—A meeting of the officers and directors of the Retail Grocers and General Merchants' Association of Michigan was held at the Hotel Statler, Detroit, Oct. 25, when matters of vital importance to the retailers of the State were taken up for consideration.

The high cost of living has placed the retailers in a very unenviable position as regards his profits and his position is doubly so, owing to the fact that he must stand all the protests and fault finding of his customers, even though he is not responsible for the rapid advance in the price of many of the staple articles of food. When the manufacturers of food products are able to pay over 30 per cent. cash dividends on their capital stock, it is a sure thing that the retailer cannot make much for his trouble, for after adding his overhead expense to the cost of his goods and selling at the prices they are selling at now, it is a clear case of the "survival of the fittest." No merchant can continue in business a very great while unless he adds a sufficient profit to meet overhead expense, plus interest on his investment.

A report was read by President Lake on the present status of the trading stamp case which is before the Supreme Court for settlement. Although a decision was expected in June, unfortunately there has not been one rendered at this date.

One of the items of business which was considered was a Sunday closing law. A measure of this kind would seem to be very important, as many stores which are now kept open are conducted by foreigners who came to this country to better their condition, but because of the freedom of action they enjoy under the Stars and Stripes, they seem to consider they may enjoy the special privilege of conducting their business on Sunday the same as other days. We believe it is the duty of every man who comes to our shores to adapt himself to the customs of our country and not use the privileges he enjoys as a means of accumulating a sufficient amount of American money to enable him to return to his native country in the shortest possible time.

We believe that six days' labor a week has become a general custom with American citizens and foreign tradesmen in this country should live up to this custom.

L. A. Kline, of Kalamazoo, who has charge of the arrangements of the Pure Food Show to be held in connection with the convention of the Association on February 20, 21 and 22, 1917, was also in attendance at the meeting and gave a very interesting report of the progress of the work already done for the convention and Pure Food Show.

Secretary J. M. Bothwell made a detailed report of the work accomplished in his office up to date. In addition to credit ratings established, he has placed many new names on the books of the Association, so that we feel that the interest of all retail merchants is being carefully considered by the Board of Directors and officers of the Association.

At the close of the meeting the Detroit Association, through their representatives, Cusick, Maloney and Day, entertained the members of the board in royal style and it may be said to the credit of the Detroit Association that they do not do things by halves. Their slogan appears to be, "If it is worth doing at all, it is worth doing well." We cannot but express the wish that all the local associations were as enthusiastic as Detroit.

In order that you, dear reader, may show some interest in this Association whose officers are working for your interests, we are giving a list of the officer and directors, together with a list of the secretaries and correspondents in various places in the State, any of whom will be glad to give you information which will help you understand the gigantic work necessary to be accomplished by this Association in order that

the retail business may be pulled out of the mire of failure into which it has sunk, owing to the lack of business training of many men who engage in the business of distributing goods to the consuming public.

Officers.
President—J. A. Lake, Petoskey.
First Vice-President—W. J. Cusick, Detroit.

Second Vice-President—E. W. Jones, Cass City.

Treasurer—C. W. Grobe, Flint.
Secretary—J. M. Bothwell, Cadillac.

Directors.
Wm. McMorris, Bay City; M. J. Maloney, Detroit; Charles Wellman, Port Huron; Leonard Seager, Cadillac; M. C. Bowdish, Lansing.

- List of Michigan Secretaries.
Albion—J. Clifford Smith.
Amble—Peter Hanson.
Ann Arbor—Leo Crunner.
Augusta—G. W. Fay.
Baldwin—Louis Caplan.
Battle Creek—A. J. Hoyt.
Bay City—J. H. Primeau.
Bedford—Glen Leedle.
Belding—E. J. Hudson.
Bellaire—H. L. Richards.
Big Rapids—W. R. Van Auken.
Brown City—Thomas Wilson.
Cadillac—J. M. Bothwell.
Canton—Frank Winsor.
Caro—A. R. Meredith.
Cass City—E. W. Jones.
Central Lake—F. H. Thurston.
Charlotte—S. E. Kiplinger.
Chelsea—Chauncy Freeman.
Cherry Hill—W. H. West.
Clare—J. T. Fatman.
Darragh—J. A. Campbell.
Decatur—W. H. Fletcher.
Detroit—C. A. Day.
Dowagiac—H. N. Bonnell.
Flint—C. W. Grobe.
Fremont—Ray Brink.
Grand Ledge—B. B. Simons.
Grand Rapids—Wm. P. Workman.
Greenville—Frank Perrigo.
Halfway—Herbert Hund.
Hillsdale—H. I. Lape.
Howard City—W. H. Collins.
Ionia—Ionia Mercantile Agency.
Jackson—F. J. Warner.
Kalamazoo—Frank Toonder.
Kaleva—J. Iverson.
Lake City—A. E. Burkholder.
Lansing—John Affeldt, Jr.
Lapeer—D. F. Butts.
Manelona—Jas. Holbrook.
Manistee—Jas. Hansen.
Marengo—R. A. Raymond.
Marshall—J. C. Bentley.
Merrill—A. E. Crosby.
Mt. Morris—John Layman.
Muskegon—M. J. Powers.
Nashville—J. C. McDerby.
Oscoda—Vernon E. Rix.
Owasco—W. A. Seegmiller.
Petoskey—J. A. Lake.
Pigeon—Geo. C. Muentener.
Plymouth—W. F. Pettingill.
Pontiac—C. E. Hickmott.
Port Huron—Chas. Wellman.
Saginaw—Victor I. Fatham.
Sault Ste. Marie—C. K. Clark.
St. Joe—S. J. Brown.
Tecumseh—F. D. Avery.
Three Rivers—W. W. Barton.
Traverse City—S. W. Burns.
Uby—Geo. A. Pletz.
Vassar—O. B. Griffin.
Vicksburg—L. P. Strong.
Wakelee—Will Huyck.
Watervliet—J. P. Geisler.
White Cloud—C. E. Wilson.
Wilmot—M. E. Hart.
Ypsilanti—D. L. Davis.
Pontiac—J. A. Lake, of Petoskey, and J. M. Bothwell, of Cadillac, President and Secretary of the Retail Grocers and General Merchants' Association were in town Thursday afternoon, October 26 calling on retail merchants in the interest of the Association. Pontiac retail men will have a get-together meeting at an early date when it is expected to have another visit from these two gentlemen.
Holly—J. M. Bothwell, of Cadillac, called last week on the retail trade in the interests of the State Association.

Fenton—The Secretary of the Retail Grocers and General Merchants' Association of Michigan called on the trade here last week.

Durand—Arrangements are being made for a meeting of the retail merchants of the city when it is expected that J. M. Bothwell, of Cadillac, will tell the merchants of the work being accomplished by the officers and directors of the Retail Grocers and Michigan.

Corunna—We hope to arrange for a meeting of the retail men of the city when it is planned to have Secretary Bothwell of the State Association give us some thoughts and suggestions as to the advantages of co-operation.

St. Johns—We were pleased to renew acquaintance with our old friend, J. A. Lake, of Petoskey, President of the Retail Grocers and General Merchants' Association of Michigan, who spent a day last week calling on the retail trade in the interests of the Association.

Owosso—J. A. Lake, of Petoskey, called on the retail men in his official capacity as President of the State Association.

Jackson—President Lake of the Retail Grocers and General Merchants Association was a visitor in the city last week in the interests of the Association. J. M. Bothwell, Sec'y.

Two Graft Games Which Should Be Suppressed.

Coldwater, Oct. 30—Does it not appeal to the rank and file of traveling men as an opportune time to make a united effort for legislation for the betterment of conditions of the average traveling man?

With a new Legislature and possibly new administrations, both National and State, it should be an incentive for every man to assert himself personally and through the Legislative Committee of the U. C. T. A recent experience in my travels, although of a trivial nature, appealed

to me as a matter that should be brought to the attention of both the Michigan Railway Commission and the Interstate Commerce Commission.

On Oct. 24 I bought a ticket and checked baggage from Bryan, Ohio, to Edgerton, Ohio. The train being over an hour late, I realized I would not have time to do business before closing time and there being no hotel at Edgerton, I concluded to go on to Butler, Ind., and come back in the morning. I had bought a ticket to Edgerton, which I gave to the conductor and on our arrival at Edgerton, the conductor asked for the additional fare to Butler. The distance, according to the railroad time table, is seven miles, but he charged 28 cents or at the rate of 4 cents per mile by virtue of the privilege granted the road by the Interstate Commerce Commission.

This is only one instance of thousands every day and, while it seems a small matter, it amounts to thousands of dollars to the railroad companies and many hard earned dollars to the traveling men who travel on commission. It is unjust and the ruling should be reversed.

Another matter which should be brought to the attention of the legislature of every state in the Union is the graft which is worked by nearly every hotel in the larger cities. No doubt every traveling man has had the same experience, but he simply takes his medicine and pays his good hard earned dollars, because he has not the backbone to back up his own convictions or co-operate with the powers that could bring about a change in many unpleasant conditions existing. The matter I refer to is the practice of extortion in charging for rooms in European and many American plan hotels. The guest, on his arrival, is informed that the only rooms left are rooms with a bath at \$2, \$2.50 or \$3, or even higher, when, at the same time, there are several rooms unoccupied at \$1, \$1.50 or \$2.

In view of the fact that the average traveling man's expenses have increased in keeping with the present high cost of living, I doubt if the average man is justified in putting up with this graft and about all he says is, What are you going to do about it? The hotel man realizes he must have a place to sleep. It is late and no trains to go elsewhere, so he simply plays the goat and the hotel clerk is in line for his "rake off" at the end of the month.

In discussing this matter recently with a number of traveling salesmen at a prominent hotel, the question was asked, How can you remedy this crime?

I am in no position to dictate or even suggest, but with what little experience I have had in legislative matters, I believe that men in the legislature can find a way and would be ready to put it into effect if the request came from the proper source and that, to my way of thinking, would be the United Commercial Travelers, the strongest and only bona fide organization of commercial travelers, and to that end every traveling man eligible should lend his assistance by way of affiliation and membership. It seems to a great many a question of dollars and cents and cold blooded insurance without any regard for any fraternal feature or possible good resulting from such membership, overlooking or indifferent to the fact that thousands of such men are traveling for 2 cents per mile, saving many dollars in the course of the year by reason of the good work done by the members of this organization. In view of the great question of an eight hour working day, which is stirring this Nation to-day from coast to coast for political advantage solely, is it not time for the traveling men to look to their interests and demand some recognition that would help to better conditions of the average man? Few if any of us can boast of an increase in our

salaries or commissions and just so long as we are satisfied with conditions that fall to our lot, just so long will they remain bad.

Let us start something and then every man eligible to the honor share in the achievement and, perhaps, a million of commercial travelers will cut as much figure in National and state politics as do the 400,000 railroad men in whose interest snap judgment was taken at Washington for good or for bad.

Just by way of suggestion: A law which would operate under the Sherman act, which provides for a chart placed in a prominent place at the desk of the hotel, showing what rooms at \$1 per day or \$1.50 per day, etc., were occupied, making false registration of such rooms a criminal offence, would soon do away with hotel graft.

I hope to live to see the day when the traveling man is regarded for his actual worth to the prosperity of the Nation, the state, the railroads, the hotels and the commercial interests as a whole, but I realize that without united effort and solid organized effort, individual action can not bring it to realization. John A. Hach.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Nov. 1—Creamery butter, extras, 35½@36c; first 35c; common, 32@34c; dairy, common to choice, 27@33c; poor to common, all kinds, 24@27c.

Cheese—No. 1 new, 21c; choice 20@20½c.

Eggs—Choice, new laid, 38@40c; fancy hennery, 48@50c; storage, 30@32c.

Poultry (live)—Fowls, 14@18c; springs, 14@18c; old cox, 13@14c; ducks, 16@18c.

Beans—Medium, \$7.00; pea, \$7.00; Red Kidney, \$6.50@6.75; White Kidney, \$7.00; Marrow, \$7.00.

Potatoes—\$1.75@1.80 per bu. Rea & Witzig.



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

Barney says—

I used to think that the President of our Company was too particular about the way in which we shipped our orders; but the increase of our business during the last fifteen years, convinced me that the merchants of Western Michigan like our way of doing business.

And by Golly, I am going to help keep our shipping service the best in the country just as long as I live.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

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E. A. STOWE, Editor.

November 1, 1916.

ADVANCING FOOD COSTS.

The popular notion of the average consumer that the grocer is to be blamed for the advancing cost of food products would be modified if the average consumer could realize how seriously grocers are worried nowadays by the remarkable advance in prices. Instead of spelling a bit of good fortune for them, it is a cause of no little apprehension, not only among retailers but also among jobbers.

In trade circles, this is evidenced by unmistakable signs of caution and uncertainty, both in buying and in making contracts for future deliveries. That everything the grocer sells is on an inflated basis of price is unquestioned and unquestionable and no one cares to be caught with a cent's worth more than is absolutely necessary to cover actual needs. Jobbers are commonly reporting a much higher percentage of small orders—even down to split cases—than ever before, and while it makes a lot more work to roll up a given volume of business on such a basis, it is recognized as more or less an assurance of stability. Jobbers are sufficiently short of goods to make them wary about liberal deliveries and they are none too willing, for credit reasons, for any retailer to load up on goods bought at prevailing rates.

On the face of things a retailer might feel happy in the prevalence of high prices, but it spells danger for him all along the line. For instance, it is probable that the bulk of the grocer's stock is worth 20 to 40 per cent. more than a year ago; ergo, to keep a full line for the convenience of his patrons, he must lock up in it that much more money. Locked-up money costs something in interest and, with a given margin of profit, the percentage on total sales shrinks deplorably. Then again, if anything should induce a reaction from present levels, it would find retailers loaded with goods on which there would be loss the minute recession commenced. Even as it is, many a grocer has not yet advanced prices in

keeping with his own increased costs and that in itself is a serious menace to his standing.

MOVES ON TO VICTORY.

Not even Germany could begrudge to France the measure of prestige it has won in the great war. That country was forced into the strife because it happened to be an ally of Russia. There was no hate in the breast of the Germans for the French, or so at least they avowed. France was invaded, France was despoiled in territory, France was suddenly called upon to fight with the stake, its life. The combatants have been courageous and unrelenting, but the German foe has doffed his hat to the unsuspected doggedness and valor and power of resistance of the foe-man that was worsted in 1870.

Premier Briand in a recent conversation with a well known publicist has pointed with pride to the prestige regained by his nation, the revival of the national personality of France to the fact that other peoples have discovered that they have misjudged the French character.

So France moves on with victory as her goal and with the battle of the Marne its sanction for hope that it will yet win the success that will forever remove its territory and its national liberty from the field of diplomacy or of the chances of war. France is well deserving of the tributes to its prestige gained by undemonstrative patriotism, uncomplaining sacrifice and unsurpassed valor.

One thing noticeable in the food trades is the rapid retirement from the grocer's shelves of the "10-cent seller." This has happened not only in staple goods, but specialties are advancing at such a pace as to suggest first the "two-for-a-quarter" and later the "15-cent seller." Within the past three months the 10-cent specialty has been growing materially less common, although some manufacturers have maintained the price-unit by curtailing the contents of the package. The writer knows of one manufacturer who recently spent no less than \$30,000 in changing his machinery to make his package smaller, so that he could keep the old price. The Quaker Oats Company announces in a circular dated last Wednesday that with "the possibility of \$2 wheat confronting us, and with our costs of package materials, cartons, labels, cases, containers, etc., almost double the normal basis, it is no longer possible to maintain our present list on puffed wheat." Its advice concludes: "Retailers will have no difficulty in obtaining the 15 cent price long before their present stocks are exhausted, as all future advertisements on puffed goods will announce all three products to be sold at 15 cents."

The present canned goods situation is unique in the annals of the trade. There have been times in the past, in years of short pack, when stocks have been practically cleaned out of first hands, but to have such a condition present itself at the beginning of the distributing season is without a parallel. And so far as California products are concerned the situation is further complicated by the congestion of the railroads.

CONSUMERS CURTAILING.

Grocers in various parts of the country are finding a general disposition to curtail manifested by consumers. Not only are smaller purchases the order of the day, but it has within a fortnight or so been noted that consumers are beginning to count cost in making selections of grades, and even commodities, accordingly. The cheaper cuts of meat are in increased demand; the more wholesome but less delicate and expensive staples in other lines are coming into use; and there is substitution of cheap foods for expensive ones reported. This, in turn, is more or less welcome to the retailer because he, like the jobber, prefers caution to badly stretched credit on the part of his customer. And consumers on the whole are admittedly being strained materially to make good their absolutely necessary purchases, thereby impairing their desirability as debtors.

Restaurants and hotels are all manifesting the same disposition toward curtailment; some of them exercising such ingenuity as to surprise one who delves into their methods and in many cases without making the diner realize that he is the victim of economy. More and more restaurants and hotels are making extra charges for bread and butter and such side lines of the feast. Smaller servings always being dependable sources of economy. With food costs increased by elements which are not susceptible to scolding or accusation of "soaking the consumer," it is evident that if the high cost of living is to be met, the consumer must do it for himself.

It is said that Germany, under the stress of embargoes and short crops, is developing many ingenious and cheap food products, in some cases using ingredients which are entirely new, but more commonly finding attractive ways for using those which in times of plenty have been frowned upon. It may be that when the war is over Germany's example in this interesting evolution will find welcome in America, especially if America is to continue her task of feeding the whole world.

IF WHEAT IS COMMANDEERED

Many reports have been circulated regarding the probable commandeering of the Canadian wheat crop by the British government, but no definite information has come from those who have spent much time in trying to get the real information. A report that such a movement was likely was circulated a week or two ago. Were Canadian exports to the United States shut off, it would have more effect than the simple commandeering of the wheat supplies.

If Liverpool daily cables were shut off and prices fixed by the government sent out as those have been from Paris for the past year, such prices might not attract any more attention than the Paris postings do. Trade has absolutely lost sight of the Paris quotations. That is because government controlled values show little fluctuation from day to day and furnish no material for speculators to work upon.

With the world's shortage in wheat supplies affecting the markets in every

country, the attempt to regulate prices has a different effect than it would have if stocks were abundant, and an effort were under way to prevent a decline below a normal level. The object of such action at this time is to try and prevent values from getting too high under existing conditions.

Evidently the British commission has concluded that the chances of securing normal supplies from Argentina are dubious, and that there is no use counting upon getting enough wheat from Russia to be a factor.

SOAP A BY-PRODUCT OF WAR.

The war has "played hobs" with most of the food products and other articles sold by the grocer, as everyone knows. In most cases the competition for a somewhat limited supply has resulted in an advance in prices, but in the matter of soap it has operated to keep prices down, and at the same time to discourage the importation into Europe, especially England, of American soaps. In fact, most American soap producers have found it impossible to get soap into Europe at all, and as a result, their export business is virtually nil.

It all happens by reason of England's desire to encourage the production at home of glycerine, a very important commodity in the munition industry. In fact, the glycerine demand has resulted in making soap a veritable by-product. As everyone familiar with soap production knows, glycerine is an essential by-product of soap making. The more soap made, the more glycerine for the ammunition makers; therefore, England has been encouraging the soap maker by placing a double-locked embargo on foreign soaps.

Virginia goes dry on November 1 and about 650 liquor dealers will close their doors on or before that date. They have been closing out their stocks for several weeks and the citizens of that fair State who like "wet" goods have been laying in a liberal supply that will tide them over the first days of the drouth. After November 1 it will be unlawful for any person in the State to manufacture, transport, sell, advertise, give away, dispense, or solicit orders for ardent spirits. The law permits every adult male and every adult female who is the head of a family, to receive not oftener than once a month, one quart of whisky, one gallon of wine or three gallons of beer. No intoxicating liquors may be sold in lodge rooms, clubs, fraternity houses or other public places.

The peculiar condition of the money market we have had with us many months. The great activities in industry and merchandising do not serve to lift rates above these phenomenally low levels. Gold imports are again an important element, and the hand which borrows money from us to carry on the war in Europe returns it to us in payment for munitions. Thus the greater the activity the more abundant the money in place of the old principle that a large volume of trade means high rates on capital. More English, French and Russian loans are to be offered to the public in the near future.

PROSECUTING THE PACKERS.

The public would be glad to get some relief from the high prices for food but the present appears to be an inopportune time to take any steps in that direction unless the country is willing to face the alternative of placing an embargo on foodstuffs. The high prices are due to a phenomenon in human history, the like of which has never been approximated, that is the war. It is a certainty that if any reaction were to occur in prices the Europeans would grab all the food they could get their hands on in this country or anywhere else, and the decline would not last long. It is then a question when action should be taken and what sort of action. The kind of people that are constantly making these complaints are the very ones that are lacking in any efficacious plan to abate the evil. Laws have been made without number, investigations have sought out the elements of the business, and officials of the Government appear to have gone as far in the matter as they thought there was any use in going. There have been trials of the packers for misdemeanors and they have failed to achieve anything. Why cannot these complainants do something to save their fellow men? It is futile to go into a convention and pass resolutions. They do not count for so much as the squeal of the pig that the packer kills. Surely there is no unwillingness on the part of the Government officials and other politicians to attack the packers, for nothing would be so popular among the rank and file of the voters.

There has been a natural growth in this business of buying and distributing food; organization has been perfected for economic purposes; those who have been longest in the industry are best qualified to carry it on; and gradually the business has drawn to itself the men who are most highly qualified to carry it on. It is for this reason that others find difficulty in getting in, and even if a large number of concerns of moderate proportions were established and they were acting in entire independence of each other it is a question whether they could produce and distribute as economically as the work is now done, or would hold a more benevolent attitude toward the public. If the present dealers control prices by agreements among themselves they are sinning against the people, and any effort toward monopoly should be resisted by the Governmental powers. But, according to the ordinary rules of business, a man or a corporation that can do the best work is entitled to the trade and to all the profits normally accruing therefrom.

THE FARMER'S SIDE OF IT.

In the constant discussion as to the responsibility for high prices and their effect upon the cost of living, there are many who believe that the farmer is getting more than his share of the censure. In the first place, it is he who has stayed by the primary source of sustenance. It is he who, by hard and long-continued labor, has wrested from the soil its store of provision for the

support of human life. He has done it in spite of the temptation which has turned many away from the country to the city to accept a more lively form of existence and very often a higher rate of compensation. In the congestion of the cities there has been evidence enough that the Peter of the farm has been robbed to pay the Paul of the factory. Hence has come the cry of "Back to the soil." But when this cry means a return to long hours of labor, where even proprietorship finds it almost impossible to obtain assistance for manual effort, and to prices for produce that are often insufficient to pay for the expense of raising, there will be, and there has been, no great response. As a keen observer in this city points out, abandoned farms are heard of but nobody hears of abandoned lots in urban localities. As the recent discussion over the milk prices has developed, the high cost to the consumer has not been the result of lofty rates paid at the centers of production but of the expense for the intermediate stages of distribution. To be sure, the farmer has done better in recent years than in many that preceded, and it must be admitted that he is acquiring with dignity the automobile habit and that his farm buildings are kept in good repair, which is an unflinching index of prosperity. But he is just beginning to come into his own after long seasons of unceasing labor and small margins of profit. And when his accumulations at their best are compared with the immense fortunes that are developed in city life, criticism of him must be suspended until a fuller examination of the question is made.

PITTSBURG'S FORESIGHT.

Not least among the problems that may confront America after the war ends is that of retaining its labor. Europe's need of men to do the big work of reconstruction will be great, and, doubtless, strong inducements will be held out to those of European birth in the United States to return and help in the task.

The manufacturers of Pittsburg, with more foresight than often marks the American business man, are planning to check the probable exodus of their labor before it begins. They have united in a campaign of education on the better opportunities afforded the worker in this country. Circulars and newspapers in all languages represented in Pittsburg industries are being distributed among the men, presenting reasons why it is to their advantage to retain their jobs rather than to risk the chances of the new conditions in the old world.

We can see where this campaign, if it is honestly and intelligently prosecuted, may lead to such good. Employers must recognize the fact that their printed persuasions will be of small value unless they are supported by very obvious and tangible benefits. In many instances considerable improvement in working conditions will have to be made to offset the lure of native land, of family reunion and of such wages, possibly, as never were paid before in European countries.

We have enough unwritten laws; what we need is a few more unbroken ones.

SAVE WHAT IS WASTED.

One would have said in advance that paper was less likely to be raised in price in this country through a war in Europe than most other articles, but it has participated smartly in the rise. The reason most commonly given is that the unprecedented activity in business has caused unusual consumption of paper. This occurs partly through the natural increase in the use of writing paper, the increase in advertising by means of circulars and catalogues and also a large demand for wrapping purposes, but there is a force at the other end of the trade. Shortage of labor has cut down the supply of wood pulp from Canada, Scandinavia and other countries, and cost of transportation has increased. The latest reports indicate some relaxation, doubtless due to the practice of economy in the use of this article, but still the situation is a strained one.

Long before the advent of the war there was much complaint of scarcity of material for paper, and the experts were casting about for substitutes. The Government has paid considerable attention to this subject and the suggestion has been made that the hard portions of flax and hemp be used as material. The forest products laboratory has gone into this question and the Wisconsin paper companies are negotiating with the railroads for the shipment of experimental trainloads of chips of Western woods. In Wisconsin alone there is a market for 300,000 cords of pulpwood per year.

This subject has much more important bearings than the one question of the supply of paper. Germany is learning to make certain commodities out of materials heretofore neglected and it is time for this country to look in the same direction. The amount of waste, as the subject is looked upon from the view-point of economics, in many plants growing on our soil that everybody is familiar with is appalling. There are plants with strong fibers that are now regarded as merely weeds which sometime will be utilized. Other weeds will sometime be gathered up and made of use to mankind, possibly in the form of fuel. Every forest contains shrubs and other small growth that sap the earth and prevent the full development of valuable trees. This growth will be utilized when mankind has more wit than it now has, and the larger growth will have a chance to come to its own.

Who is the genius that will lead us to this contribution to the wealth and comfort of mankind? To save what is now wasted in this country is probably to double our wealth and perhaps even to abolish poverty.

COSTLY COTTON.

These are days of joy for the cotton growers but of sorrow for the consumer. As though the effect of the abnormal war conditions on cotton was not bad enough for the consumer, a hurricane had to blow up to threaten the destruction of much unpicked cotton and rush the price above 19 cents a pound. Two years ago raw cotton sold as low as 5 cents in some parts of the South. The price now is higher than at any other

time since the Civil War, and the prediction is that it is going even higher. Some of the leading operators are looking for 25-cent cotton. No one will be surprised to see that figure reached.

Two years ago the South was in the dumps. It was loaded up with a big crop of cotton and for a time there was little prospect of foreign sales, because of a shortage of ocean transport. Those were the early days of the war, before the Entente Allies had organized their freight shipping facilities. Seven cents was an average price for cotton then, although some was sold lower and some higher. All kinds of schemes were proposed to help the planter, but it was not very long before he not only needed no help but apparently was in a position to help others if called upon to do so. His cotton began to move, but it did not move fast enough to encourage a large planting in the following year. The acreage was curtailed and the crop was small. Prices became so strong, however, that the acreage was largely increased for the crop now being picked. The outlook, according to acreage, was for a large crop, but, unfortunately, weather conditions and pests were against that from the start. The new crop is a small one. It probably is less than 12,000,000 bales, whereas the world needs between 14,000,000 bales and 15,000,000 bales a year.

Conditions in industrial lines are reaching a point where producers are throwing up their hands in despair of accomplishing what is demanded of them. If it was inconvenience last week, it is distress this week, and every day unfolds some new thing that puts more severely to the test the capacity of our machinery and the ingenuity of those in control of it. Demand for many classes of merchandise is such that not one year but three or four will be required for the deliveries, and it is only on the assumption that later on some of this pressure will be withdrawn that relief may be expected. The result is a price list that looks like a curiosity shop, quotations of many articles being several hundred per cent. above those of normal times. In steel there is some bidding which would be considered evidence of insanity on the part of the bidder but for the knowledge that it is a case of "must." Nor is there any escape, seemingly, for the source of all these things is the attitude of the European belligerents toward each other, which admits of no withdrawal from the fight, no compromise and no talk of peace.

THEN AND NOW.

Before looking for the votes of union labor slaves President Wilson held these opinions:

"The class formed by the labor organizations and leaders is a formidable enemy to equality and betterment of opportunities.

"Labor unions drag the highest man to the level of the lowest."

Now—Gompers, the arch enemy of decency and civilization, is out campaigning for Wilson.

AUTOMOBILES AND ACCESSORIES

Useful Suggestions For the Automobile Driver.

Slippery weather is in the offing and with it comes the need for unusual caution. Skidding, the blackest bete noir in the motorist's category, should be anticipated and prevented before it happens. In order to prevent your car from skidding, you ought to know what makes it occur. Therefore, in case you don't know, let me hint that the whole cause of skidding is revealed by three words: Loss of traction.

When your tires no longer grip the road or pavement, they skid, or slip over it. This happens when the road is wet, or oily, or sometimes when it is covered with thick sand. If you have ever enjoyed the experience of stepping briskly onto a small rug in the middle of a highly polished floor, you will easily recognize what is meant by loss of traction.

The obvious preventive, then is to see to it that your tires are equipped so as to have positive traction at all times. And the only possible way you can do this is to use tire chains on all four wheels at the first indication of slippery weather. I say four chains, in spite of the fact that few people use that number, because front wheel skids are more dangerous than rear wheel skids, for the reason that they are more difficult to check. In case you use only two chains it is better to put one on a rear wheel and one on the opposite front wheel than to put both on the rear.

Should you happen to be caught on treacherous roads without chains, you can do a good deal toward preventing skidding by being careful in your application of the brakes. The big thing to remember is never, never to put on the brake so suddenly and so hard that the wheels are locked. Locked wheels can only move by skidding. You cannot control their course. And if, as is frequently the case, your brakes are not properly adjusted, a sudden, hard application may lock one wheel while the other is still rotating. The effect of this will be immediately to slew your car sharply to one side.

When you have reason to believe that the road over which you are driving is slippery, apply your brake in a series of short motions, alternately pressing and releasing the pedal. This is the only safe way.

When you feel the car skidding at the rear, turn the front wheels in the direction that the rear wheels are sliding, and apply the brakes in the manner described above. And don't forget to throw out the clutch. When the front wheels skid, stop the car

as quickly as possible with out jamming the brake on hard, and straighten them.

Sometimes a car will skid when you are turning out of a rut or a greasy patch in the road. Skidding on these occasions may be obviated by throwing out the clutch and allowing the car to coast onto the good road, instead of letting the wheels drive it.

To reverts, for an instant, to chains: do not think they damage tires. This is a fallacy. Chains damage tires only when they do not fit or when they are carelessly put on. Chains are a first-class form of life insurance and you should consider them an investment rather than an expense.

Here are two true little stories which point a moral:

An advanced class for women in an automobile school were led to a car and requested to find out why it refused to go. They examined every part, and bit their nails, and tore their hair, and finally reported complete failure. In their anxiety to show their profound grasp of the mechanical details, they had overlooked one thing. There was no gasoline in the tank.

A friend of mine told me the other story. He has an almost new touring car of excellent make. Until quite recently it had given him absolutely no trouble. Suddenly, however, it developed a rattle—a disturbing, tinny rattle. It sounded like a dozen cars tied to a dog's tail. He took it to the service station and the tester said the noise was caused by the brake bands. But two days later, after the experts had adjusted the brakes, the rattle was still in evidence. A country garageman assured him the trouble lay in the springs; that the clips were loose and the leaves were clashing. But after the springs had been fixed the rattle was still in evidence. Back at the service station once more the tester said that the plates inside the muffler had broken loose. But when the muffler had been investigated, the rattle was still in evidence. Further examination showed that the brake rods, muffler connections, mudguards, tire irons had nothing to do with the noise, and my friend was becoming convinced that the car was bewitched.

Then a country blacksmith solved the mystery. He lifted the rear seat cushion. In the compartment beneath it were two tire chains and a starting handle, lying there loose. They had caused the rattle by banging against the back of the tonneau.

The moral, it seems to me, is obvious.

The average motorist is much too

indifferent about the appearance of his car.

To keep the body of a motor car clean is to practise economy. As you probably know, the modern car is finished with from four to twenty coats of paint, varnish and enamel. This finish is applied for two reasons: first, to enhance the machine's appearance; second, to protect the metal—all bodies are metal nowadays—from corrosion, and the ravages of dust-laden air, water and the sun. In the making of some cars, the body is dipped into vats of color, with others the paint or enamel is sprayed on. Then it is baked. With still other cars—the more expensive ones—the colors are applied by hand, one coat at a time, and laboriously rubbed after each application. In all cases, however, the finished surface is delicate, and unless it is properly cared for it soon loses its luster, its attractiveness and its protective value. Another point to remember is that should you wish to sell your car or trade it in for a new one, its cash value will be based largely on the condition of its paint. Second-hand car dealers have often told me that repainting adds about \$200 to the price they can obtain for a machine.

Cleaning a car is not an arduous



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

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

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will produce a quick, permanent patch for inner tube — without cement, gasoline or acid.

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are designed essentially for this type of service. They are veritable giants of strength and power. They invite the most severe hauling tests conceivable, where endurance is the paramount consideration.

Made for heavy duty service in 2, 3½, 4 and 5-ton sizes. Equipped with stake bodies, or with special dumping or combination bodies with hydraulic hoists.

Let us demonstrate the big saving you can make hauling by wholesale.

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For Heavy Duty

task, provided you do it often and do not allow the dirt to accumulate and become caked. In dry weather, washing is really seldom necessary. There are several preparations on the market which enable you to clean your car quickly and without transferring the grime from the car to yourself. These are liquids that you spray on, which remove all dirt when you wipe them off with cheesecloth. They contain certain ingredients which loosen the adhesive matter and other ingredients which fill the pores in the body finish and keep it fresh and elastic.

It is a good rule never to use water on the body of your car, unless you must in order to remove caked mud. When you do use it, however, use it the correct way.

First take your hose and play it on the running gear, the wheels, mudguards, frame, etc. Clean from the bottom up. Then play the hose in a gentle stream over the body working from the rear and hosing the hood last. In conjunction with the hose use a big, soft, wool sponge and be sure that it is clean before you start. Keep the water running through the sponge all the time. When the mud is washed off take a clean, soft chamois and dry the whole body thoroughly. Never allow water to dry on the body, it ruins the finish. When you are sure the body is dry, spray it with one of the liquids already mentioned or rub it down with a good automobile polishing wax.

The folding top and celluloid windows are best cleaned with luke warm water and Ivory soap.

John Chapman Hilder.

Industrial Growth of Celery City During the Past Year.

Kalamazoo, Oct. 30—Kalamazoo's industrial interests have shown a remarkable growth, estimated conservatively at between 30 and 50 per cent. during the last twelve months. Not an industry in the city but what has been benefitted, from the smallest shop to the largest plant, and not a single institution is manufacturing munitions of war or any other commodity contributing to the devastations in Europe. As a result the following interesting and highly gratifying results obtain in Kalamazoo.

Thirty-five per cent. more men are to-day employed in Kalamazoo than one year ago.

There are jobs waiting for hundreds of others in the various industrial institutions of the city.

Manufacturers in all lines are working as never before to supply the constantly increasing demand for their products.

The city's industrial output for 1916 will be almost double that of 1915.

The business bank clearings for the year will be far in excess of those of a year ago.

Business generally throughout the city is better than ever before. New homes are being built; others are needed.

The growth of industry has been substantial and constant. There is no reason it will not continue to grow.

Eleven new industries, representing hundreds of thousands of dollars in capital, have sprung up in the city during the last year. Twenty-seven concerns have either enlarged, re-organized and enlarged or added new departments during the year. Here are the eleven new ones:

- Rex Paper Co.
- Lane Motor Truck Co.
- Kalamazoo Sanitary Manufacturing Company's Pottery.

- Kalamazoo Co-operative Celery Growers Association.
- States Motor Co.
- Vicksburg Paper Co.
- Insulated Products Co.
- Kalamazoo Malleable Iron Works.
- J. A. Richards Co.
- Richardson Garment Co.
- Kalamazoo Shoe Manufacturing Co.

With but few exceptions these concerns, unestablished a year ago, are to-day running at capacity rate and showing a distinct profit. The Kalamazoo Manufacturing Co. already has a movement under way to double its capital stock that it may take care of the business that is coming its way.

While the value of the new concerns and their general effect upon business conditions in Kalamazoo cannot be underestimated, it is doubtful if it exceeds to any great extent the benefits derived from the expansion of old-established industrial institutions during the last twelve months. Here is a list of the twenty-seven concerns which have added new departments, or in other ways enlarged the capacity of their plants during 1916:

- Acme Universal Joint Co.
- Dunkley Co.
- Bryant Paper Co.
- King Paper Co.
- Kalamazoo Paper Co.
- Hawthorne Paper Co.
- Riverview Coated Paper Co.
- Reed Foundry and Machine Co.
- Kalamazoo Vegetable Parchment Co.
- Harrow Spring Co.
- Goodale Co.
- Limousine Top Co.
- General Gas Light Co.
- Michigan Enameling Works.
- Shakespeare Co.
- National Corset Co.
- Kalamazoo Paper Box Co.
- F. D. Fuller & Sons' Manufacturing Co.
- Kalamazoo Spring and Axle Co.
- Kalamazoo Stove Co.
- Warner Electric Co.
- Clark Engine and Boiler Co.
- D'Arcy Spring Works.
- Kalamazoo Corset Co.
- Humphrey Co.
- Kalamazoo Tank and Silo Co.
- Gibson Mandolin Co.

The establishment of these new concerns and the enlargement of the old ones has had a marked effect on business conditions in general. Stores of the city report record-breaking business. Real estate men declare that they cannot supply the demand for modern homes. Factories claim that labor is at a premium and that employees are wanted in all lines. And the business and industrial men of the city are optimistic over the prospects for a continuance of present conditions and steady advancement to greater things.

When Great Britain, last month, bought half a billion pounds of copper for herself and her Allies, it was thought that foreign copper buying was over and done with for a good while, and that domestic users would have the market to themselves for a time. But already there are rumors of new foreign enquiry totalling 100,000,000 pounds, and said to come chiefly from Italy and Russia. The surprising thing about war demands is the way in which they seem to become keener after having devoured what should satisfy them. Calculation of the world's consumptive capacity is being discredited.

Rochester clubwomen have started a campaign to do away with unnecessary noises. "Throttle the huckster and the newsboy" is their slogan. They do not believe there is any necessity for the huckster to disturb slumbers by crying out his wares and they do not think the

newsboys should be allowed to call out in shrill tones that they have papers to sell. There are many men and women who do not finish their work at 5 or 6 o'clock. They work far into the evening or all night and they must sleep in the morning or through the day. All the night workers will help the Rochester women in their campaign for less noise.

Many a man has lost money on a sure thing because he was afraid to take chances.

EVEREADY FLASHLIGHTS

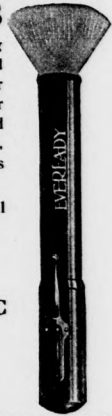
are made in 75 styles, among which your customers are bound to find some that just meet their needs. Vest pocket lights, tubular pocket lights, house lamps, hand search-lights, fountain pen lights, guest candles and flashlight clocks are just a few of the many kinds.

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This tire is made from rubber altogether different from anything automobiles ever rolled along on.

The almost inconceivable toughness of "Velvet Rubber" and the consequent strength that comes from so welding this master rubber into and through the fabric of the tire that tread and fabric separation is impossible.

Resiliency, comfortable riding, speed and long mileage result as a matter of course.

Distributors,
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Insure Your Tires Against Puncture at \$1.00 the Car

No one wants to patch or change tires in cold, snow and slush and it is not necessary. Carbide Sealer will instantly and permanently seal any puncture of the average size and while the car is running.

This Sealer will do all any puncture cure can do and it costs the least. One gallon will treat four 4-inch tires. It is easy to apply and its action is certain.

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

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

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

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

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Detroit, Michigan



Mutual and Reciprocal Relations of Community and Utility.

Part III.

[This article on Franchises and Public Utilities, which the Tradesman is publishing in three sections, including the issues of Oct. 11, 18 and 25, was prepared by Mr. H. H. Crowell, of this city and read before the Michigan Electric Light Association at its last annual meeting. This paper sets forth the author's views of public policy relative to public service corporations and is probably one of the best treatises on the subject ever written.]

As affected with a public service, the utility is subject to regulation and control, but in the regulation of utility corporations exercising franchises by representatives of the people, the interests of everyone concerned ought to receive fair consideration.

This is self-evident, whether the matter in hand is the fixing of rates by a commission or the drafting of a street railway, gas or electric light and power ordinance by a city council.

At times all interests apparently do have fair consideration except those of the owners of the utility itself. Largely because of their past history of timidity or secrecy, the habit has been formed of considering the utility as something apart, something so separated from everything else in the community that to oppress, repress or starve it is to do a service to the community where it operates.

It should be patent to all that this very general habit of thought is founded on absolute error, because the interests of the community are closely bound up with those of its utilities, in the same way that the interests of the Nation are closely bound up with its railroads.

Anything that favors the utility in its operations enables it to give better service at smaller cost, and smaller cost, in turn, works for lower rates. Any exactions or restrictions that unduly increase costs, inevitably will bring either higher rates or less efficient service, or both.

One other important point in regard to the general effect of oppressive regulation is the untoward effect on investors. Investors in utility securities are members of the community and could they be counted would be found to form one of its largest groups. Surely their interests are clearly deserving of some consideration in the framing of laws and rules applying to utilities and their operations.

The savings of investors which have been invested in stocks and bonds of public utilities are entitled to reasonable protection and a reasonable return. It is not too much to expect that the own-

ers of these securities will, in time, elect to guard more carefully their interests and that they then will give some considerable attention to the matter of burdensome regulation and control. Investors could most effectively protect and care for their interests as an organized body, but they can also accomplish much through individual operation.

The Genius of the Utility Business.

It should be borne in mind, and those served by the utility should be more fully informed and more fully understand the peculiar genius of the business in relation to the use of capital.

While the business roughly may be classified as a kind of a manufacturing business, it is essentially different from the ordinary manufacturing business so far as annual turn-over of capital is concerned.

The manufacturer of machinery of various kinds or of furniture or fixtures or wearing apparel will have an annual turn-over perhaps once or twice a year. That is, with an investment of \$100,000 and the usual banking accommodations he will be able to do a business of \$200,000 or \$300,000 a year.

The manufacturer of electrical machinery at the present time, with a capital of \$100,000 and the usual discount accommodations, could do a business in excess of his nominal capital, the greater part of which might be invested in fixed or non-liquid assets.

The so-called manufacturer of automobiles who has merely an assembly proposition, can turn his capital still more frequently, and with a million dollar capital, the smaller part of which would be invested in fixed assets, could easily finance an annual output sold "sight draft attached to bill of lading," to the amount of four or five million dollars.

In this business, however, the capital is turned only once in from five to seven years. This small turn-over and long period of incubation makes for certain differences in methods of charge, payment for product, the financing of betterments and extensions and provision for emergencies and rehabilitation.

No reasonable effort should be spared to acquaint our patrons or critics with the fact that there must, of necessity, be a large price on the service unit that we furnish in order to pay only a fair return on the necessarily large investment required in order that service may be furnished.

Without some knowledge of the difficulties of financing utilities and their growth, and the relatively large investment required, the public and patron will inevitably jump to the conclusion that an inordinate profit may be had in generating electricity for 1 cent a kilo-

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

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watt hour at the switchboard and retailing it to residence consumers at 10 cents a kilowatt hour. The total net income in relation to the total investment is the all important factor and this fact cannot be overemphasized.

It is not too much to say that the small utility in a small community has, with its limited credit, exceeding difficulty in financing locally its growth and progress. Hence the great development of the holding company with its efficient organization for management, engineering and financing.

The fundamentals and principles on which public utility business is based are as follows:

1. The consumer is willing to pay a proper amount for the service received.
2. The company is willing and desires to furnish service proportionate to the sum paid.
3. The basis of charge shall be equitable and fair, both to the consumer and the company.

A sliding scale of prices based on investment, plus expense of operations, will give proper rates of charge, in that substantial justice is had.

The utility is morally obligated to provide (a) good service, (b) adequate facilities, (c) proper rates of charge, and (d) reasonable extensions.

The community is morally obligated to provide (a) reasonable pay for the service received, (b) reasonable rules and regulations governing the rendering of the service, (c) reasonable security for the investment placed at its disposal, (d) fair rate of return upon the investment necessary to render the service, and (e) reasonable assurance of recovery of capital unimpaired when service is no longer required.

If one would interest private capital in a public utility, there must be a reasonable prospect of keeping out of bankruptcy, and this is where the question of rates comes in.

The average consumer is willing to pay a reasonable rate of charge provided he is let alone and not befuddled and confused by the socialistic agitator or the political demagogue. The consumer does not really know what a reasonable rate of charge is, but if he stops to think and is fully enlightened as to the service that is rendered, he will admit that his monthly bill is fair and of no great burden. If, however, he is bedeviled by the advocate of municipal ownership on one side and the political demagogue on the other, he is apt to jump to the conclusion that the private utility is an oppressive monopoly, operating solely for the purpose of getting as much out of him as possible and giving as little as possible in return.

Being of a hopeful disposition and generally optimistic, I am of the opinion that the people are beginning to realize that private capital invested in public utilities deserves a square deal, nevertheless one must practice an efficient, honest publicity that will give our patrons a better understanding of the business and the service to the community, so that the rank and file who deal with the utility will not begrudge to it that to which it is rightfully entitled, provided it carries out all the obligations imposed upon it by the franchise. The Delusion of Municipal Ownership.

The municipal ownership enthusiast—self-made or otherwise—is imbued with delusions that appear wonderfully clear and sound because they exist outside of realities and as such are proved only by themselves. The delusion of successful municipal ownership and operation is created by the advocate of municipal ownership to meet his emotional necessities.

Municipal ownership and operation of electric utilities is not successful in this country and never has been, and yet the advocates of municipal ownership, deluded by their own emotions, desires and fancies, have no difficulty in proving otherwise.

In terms of the "municipal ownership delusion," the private utilities are apparently all that is evil; the harm done by them is a tragedy to these enthusiasts and the public utility corporations seem a band of enemies set upon the body politic to appropriate its property, mulct it of its hard earned dollar and give nothing in return. In the minds of these deluded enthusiasts, the people must be defended and fought for and saved from the utilities or they will become martyrs to private greed.

No matter how complicated this delusion may become with long and painful elaboration, its basic elements can be easily separated into (a) ignorance, (b) political demagoguery, (c) desire for place, and (d) a wish to destroy.

There are two ways of attacking private utilities: (1) to furiously denounce them, their service and their management and those who promote them; (2) to spread broadcast highly colored stories of the wonderful profits, advantages and benefits of municipally owned and operated utilities located elsewhere.

Old Munchausen was considered some prevaricator 150 years ago, but he was really an amateur and his work was crude and feeble indeed compared to the work of those who, for personal reasons, advocate in season and out the propaganda of municipally owned and operated electric light plants.

These advocates of municipal ownership indeed make prevarication a fine art. Their mental attitude makes one wonder if their sensibilities have become so dulled and blunted by their delusions as to completely destroy all sense of justice or decent regard for the property of others, which property has been freely devoted to the public service.

The idea of confiscation of private property, which is the practical result in nine cases out of ten sought for by the advocates of municipal ownership, is extremely repugnant to those of us who believe in a square deal, and the National spirit of the square deal is, I venture to say, what Americans are most proud of.

In defending the private utility against the municipal ownership agitator one should have in mind that the best way to fight a fire is to anticipate it. Eliminate such risk (it is a thrifty method) by buying an insurance policy against municipal ownership.

Insure against municipal ownership by treating customers fairly and living up to all obligations. Make them satisfied consumers and thus lessen the chance

Strength of Preferred Stocks

of Public Utilities Companies depends upon five safeguards.

What these safe-guards are, and how they apply to the preferred stock of the Consumers Power Company (Michigan) is explained for those who send for our circular No. R-81.

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\$580,000



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JOHN W. BLODGETT, Vice President
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for those who are standing on the side lines waiting for an opportunity to destroy your business.

A municipal utility created by mischance, mistakenly built, its property mismanaged, its operating costs misjudged and its revenues misappropriated, will cause untold loss to the community and seriously impair the value of any private utility operating in the same territory. To be forewarned is to be forearmed.

Public Relations.

In all relations with the public avoid the idea that utility corporations have no souls. Do not ever furnish an impersonal service. It is up to the management to supply the personal element. The manager, can and must bespeak friendliness, but lands or buildings, physical and structural facilities cannot. Friendship for corporate machinery is unknown. Induce the people to believe in the management and its real desire to serve and serve fully.

It is the wish of every up-to-date utility management to take the public into its confidence, to tell it frankly of the why and wherefore of its policy, but this cannot be done in all cases.

If the attitude of the public is unfriendly and censorious, do not accept such an attitude as a matter of course. One needs only wonder why and search for the cause and keep on pondering over the matter until there is found out the cause. Then, having found the cause, we can provide the remedy and that without delay.

I often think of the saying that "censure is the tax a man pays to the public for being eminent or prominent in the public eye."

Criticism, often unjust, is what one must expect largely in rendering service to a thoughtless and careless public. Criticism must be submitted to, but experience joined with common sense is a providence to mortals, and a long continued experience in serving the public should give one that poise and sense of the eternal fitness of things that will enable him to care for the interests of the company and at the same time not antagonize those whom it serves.

In carrying on the business, occasion is found in the desire for organized efficiency, to employ certain men whose main duties require them to come constantly in touch with the general public, and men are needed in such positions who will plan to gain well wishers for the utility and to strengthen the cordial relations between the company and its patrons.

Good will is the chiefest asset of a utility and we must have men with judgment and tact to get and keep it. We should carry on the business so that "kicks" and "knocks" will at once be declared unjust by a long string of earned friends who will be anxious to counteract unfair treatment.

Use no employe so imbued with his own self-importance as to create dissatisfaction toward the utility, for it is twice as hard to satisfy, even with good service, the patron who has just had a row with some small official who mistakes impudence for impressiveness and who unnecessarily displays authority and abuse of power.

Ability, ambition and common sense

make for courtesy, patience and desire to please. Remember the old saying, "Violence ever defeats its own ends."

Where one cannot drive one can nearly always persuade. The gentle word, the kind look and the good-natured smile can work wonders on the complaint desk, but when in the last trench and the subject of unwarranted abuse, when injustice and misrepresentation prevail, then you may well say, I am in earnest; I am sincere, and I will be heard.

As to public policy in general, I hesitate. They say Lincoln never had a policy. He tried to do what seemed best each day as each day came.

That is about the best thought I can give you to-day, it is perhaps the best rule that a man could have in mind while operating any private utility in any community.

H. H. Crowell.

To Help Country Merchants.

Because of complaints of poor business from merchants in many towns of 2,500 or less population throughout the country, some of the large wholesale jobbing and manufacturing concerns of the United States have organized the home town association of America.

The motive for forming this organization is not sentimental. It is a matter of business. The concerns which are manufacturing and selling goods are interested in the prosperity of the small towns. They have a large trade in such localities, and they do not want this trade to dwindle. They cannot hope to enlarge their business in a town which is diminishing in population and commercial importance. Through the home town association they hope to infuse more energy into local merchants in such places; to induce them to adopt modern methods, that they may sell more goods—and, incidentally, buy more from the wholesalers and manufacturers.

The big mail order houses undoubtedly are cutting deep into the business of the country merchants. The net sales of one of these houses in Chicago in 1915 amounted to more than \$91,000,000. This is only one of many such concerns which by energetic methods have pushed their trade into every hamlet in the land, no matter how insignificant or how remote. To resist competition of this sort the home town association is trying to induce the country merchants to borrow some of the aggressiveness of their big adversaries, to advertise their goods, hustle for customers and hold and increase their trade.

The plan is good, and it will have to be adopted if the rural merchants expect to continue in business and enjoy a remunerative patronage. They cannot brush away competition by an occasional desultory appeal to their customers to do their trading at home. They must show these customers that it is to their financial advantage to trade at home. Otherwise, cobwebs will accumulate in their stores and the mail order houses will continue to take away their trade.—Louisville Courier-Journal.

Every time a man picks up a few cents' worth of experience he drops a dollar.

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

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

Resources

9 Million Dollars

3½ Per Cent.

Paid on Certificates

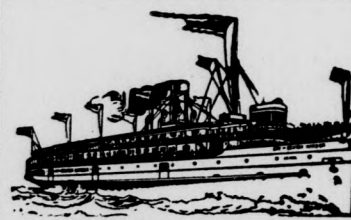
Largest State and Savings Bank
in Western Michigan



THE BANK WHERE YOU FEEL AT HOME

GRAND RAPIDS SAVINGS BANK

WE WILL APPRECIATE YOUR ACCOUNT
TRY US!



CHICAGO BOATS

Graham & Morton
Line

Every Night

LOGAN & BRYAN

STOCKS, BONDS and GRAIN

Grand Rapids, Office
305 GODFREY BUILDING
Citizens 5235 Bell Main 235

Members

New York Stock Exchange
Boston Stock Exchange
Chicago Stock Exchange
New York Cotton Exchange
New York Coffee Exchange
New York Produce Exchange
New Orleans Cotton Exchange
Chicago Board of Trade
Minneapolis Chamber of Commerce
Winnipeg Grain Exchange
Kansas City Board of Trade

Private wires coast to coast
Correspondence solicited

Your Will is Your Own

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

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

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

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

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

GRAND RAPIDS TRUST COMPANY

MANAGED BY MEN WHO KNOW

OTTAWA AT FOUNTAIN.

BOTH PHONES 4391

EX-GAMBLER VS. PRINTER.**Which One Shall Represent Grand Rapids at Lansing?**

Harry C. White, candidate for State Senator in the Sixteenth Senatorial District, opposing George E. Ellis, is a native of Grand Rapids and has lived here all his life. At an early age he learned to set type, keep the accounts, write copy and solicit advertising for the Michigan Artisan, a publication established and conducted by his father. When the White Printing Company was organized, in 1894, he became its Treasurer and active manager—a position which he still holds. About eleven years ago he and his father purchased a controlling interest in the Michigan Engraving Company and he took the management and became the Treasurer of that company also. He is



Harry C. White.

also the Treasurer and manager of the Daily Artisan Record Co. He first became candidate for alderman in 1899 and passed through the water deal scandal unscathed. He was re-elected in 1902 and again in 1904 and defeated in 1906. Although urged to become a candidate again, he refused to do so until 1912, when he was again elected and re-elected in the primaries in 1914 and 1916. Those who know him best evidently desire that he be continued as their representative in the Council. As a member of the Council he has been assigned the work of such important committees as Ways and Means, Claims, Ordinances, Streets, Charter Amendments and special committee to consider important matters. He was a member of the combined aldermanic and citizens committee which prepared the charter of 1905. After more than ten years as representative of the Tenth ward in the Common Council, he enjoys not only the confidence and respect of the people in the ward to a great extent, but of the business community of the entire city. In the Council his attitude has been that of an independent; his vote has at all times been cast on the side of decency—except, perhaps, his recent opposition to the transfer of the franchise voted the Grand Rapids-Muskegon Power Co.—and his work has tended to promote efficiency in city affairs. He wears no man's collar and seems to have a peculiar knack for sensing

the rights and interests of the citizens and safeguarding them by his vote. He is one of those who, instead of criticising the shortcomings of the city government, offer their services for its improvement. He is clean, able and has a clear record. His opponent is George E. Ellis, who made a fortune conducting a gambling house here for about a dozen years and who has since found an outlet for his activities—and ill gotten gains—in running for office and building up a political machine which collapsed because of his disloyalty to those who assisted him in foisting himself and his questionable methods and dubious policies on the people. He failed to score as a candidate for Congress and received so few votes when he ran for Governor, two years ago, that his candidacy was generally regarded as a joke.

"Choose ye between them."

The Violent Rise in Cotton.

Austin, Tex., Oct. 28—With the violent rise in prices, our farmers have gone "cotton wild," so to speak. It is predicted that they will devote almost every acre of available land to growing the crop next season. This possible menace to an overproduction is regarded so seriously by the banking and business element that concerted plans are now being formulated in Texas and Oklahoma to bring about a decrease of the prospective acreage, if possible. It is considered unlikely, however, that much progress along this line will be made.

Most of the cotton in Texas is grown by tenant farmers; they are at the mercy of the landlords when it comes to the acreage that they devote to the staple. The landlords are literally revelling in prosperity, due to the remarkably large returns from this season's crop, and they are not disposed to order any curtailment of the acreage next season.

Notwithstanding the few unfavorable factors that have entered into the condition of the Texas cotton crop, it is now pretty well assured that the total yield of the State will be in the neighborhood of four million bales. The outlook of the crop has materially brightened during the last two or three weeks.

The banks of Texas are already filled with money which cotton and cotton seed have brought. Many small country banks that ordinarily carry deposits aggregating \$50,000 to \$75,000, now contain upwards of one-half million dollars. However, the cotton crop money is rapidly finding its way into various channels of business. Building trades in the cities and towns have been greatly stimulated and the same is true of the manufacturing industries to a large degree.

As an index to the general prosperity of the farmers, it is stated by automobile dealers that never before in the history of their business have they been so flooded with orders for cars. Even the tenant farmers are buying automobiles, and the sale of cars has extended to hundreds of negroes who are either farming on their own account or are prosperous renters.

Another interesting feature of general business conditions in Texas is the revival in land transactions. Many large ranch and farm deals have been made during the last few weeks, and it is stated that many of these big properties are to be divided and sold to new settlers.

It is significant that more cotton is being bought in Texas this season for export to Japan than ever before. Several large Japanese houses have representatives in Austin and other parts of Texas, all engaged in laying in large supplies of the staple, even at current high prices.

Leather Industry Active.

The leather industry has been extremely active, with large bookings of business and a strong demand both from domestic and foreign buyers. The raw material market has been very strong and it is difficult to tell how long the condition will continue. In leather belting there is a little slowing down, which is considered temporary, and conditions are looked upon as sound with greater conservatism in evidence in the purchase of merchandise, machinery, etc.

A Candid Opinion.

Mr. Harris had been considering for some time the advisability of approaching his son's school teacher in regard to that young man's studies. He was sure William was not getting along as fast as he should, and this fact worried the father greatly.

He was greeted kindly by the teacher and after a few preliminary questions the father enquired:

"What branch do you consider the most profitable for my son William?"

"I can hardly say, but I think a good stout blue beech or a long, sinuous birch would do him as much good as any."

Investment Buying

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

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

Allen G. Thurman & Co.

136 Michigan Trust Bldg.
GRAND RAPIDS

Watch This Space

Next Week for Some

Startling Developments

DON'T WAIT for them if you want to be sure to get this stock at par.

Write now for information regarding the Clark-Anderson Motor and the Universal Valveless Four Cycle Motor Co.

Deuel & Sawall

Financial Agents

405-6-7 Murray Bldg. Grand Rapids, Michigan

Veit Manufacturing Co.

Manufacturer of

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

Grand Rapids, Michigan

THE BANKING BUSINESS.

Wonderful Expansion in Past Thirty-Three Years.

Written for the Tradesman.

The banker is a great middle man in business affairs. He gathers the savings of many people who, through their self denial and thrifty habits, set apart a fraction of their income for future need. With the volume of money gathered in this way the banker makes capital available for the promotion of the various enterprises which employ the ones who are willing to work and save. In this way the bank is a reflector of the business of the community and the banker carries the index to the frugality and progress of his town. This indicates the importance of the growth and development of banking interests in a review of the progress of a city for any period.

In thinking over the growth of banking in Grand Rapids, for a third of a century, I am amused sometimes to compare the attitude of the people toward a bank at the beginning of this epoch with the habits of to-day. It was customary for a business man in the early days to drop in upon the manager of the bank and visit for a half hour or more upon all the topics of the day and finally make his deposit and transact a little business. There seemed to be plenty of time on the part of the customer and the banker to devote to current news and even gossip. To-day, if a man comes into the bank and breaks into the routine with something a little unusual, he begins by excusing himself for taking time from other important things. The business has assumed a character of efficiency which seems to demand that every moment shall be accounted for and every bank is proud of its ability to serve its customers promptly.

One of the most striking illustrations of progress is seen in the changed attitude of bankers toward the community. The ethics of banking seemed to insist a third of a century ago that the banker should refrain from calling public attention to his business in any striking way, and the advertisements in the papers were of the most modest kind and occupied a very limited space, while to-day the banker is reaching for business through the columns of newspapers and other modern methods of advertising and is putting as much genius and thought into this method of increasing the volume of his business as men do who are engaged in other activities.

The men who were engaged in banking thirty-three years ago would have considered it a criticism upon their character to search for business, while to-day this is one of the interesting features of banking.

The most marked change noticeable in the kind of business transacted by banks is in the line of small savings. In the early '80's there was but one savings bank in the city, the Grand Rapids Savings Bank, and the National banks gave little thought to business outside of their commercial departments. To-day every bank in our city has a savings department and its

volume of savings is a most important factor in its business and the style of publicity indulged in by the banks indicates the value they place upon the small deposits by a large number of people. This shows the influence of banking in developing thrifty habits in a community and the returns are commensurate with the activity in this field.

A marked change has developed in the interior management of banks. Thirty-three years ago each bank was practically managed by one or two men and the directorate simply acquiesced in what these men did. To-day a banking establishment in which there are no regular directors' meetings devoted to the work of the bank, at which there shall always be a quorum and usually an attendance of every director in the city, would

the first of each month by custom or on demand, in typewritten form. Every convenience is employed to facilitate rapidity in performing the various kinds of service in a bank and to-day it is considered a fine course of training for any young man or young woman to take, in preparation for almost any other business, to be connected for a time with a banking institution.

The banker himself in his attitude toward other lines of business and occupations has changed his attitude materially. He finds that to be successful he must have a great interest in all the business represented by his depositors and especially does he find it important to become intimately acquainted with the affairs of operators who need the assistance of a bank in furnishing funds to prosecute

self most graphically during the periods of financial depression which have occasionally come into the experience of the business affairs of our city. To-day the bankers of this town can meet at the Clearing House and discuss in the frankest manner the rules of banking and assist each other in adopting the most progressive and satisfactory methods.

The success of each individual bank in our city is a source of satisfaction to all the bankers and the increasing usefulness of banking to every phase of community life brings a keen satisfaction to every director, manager and employe of the banking institutions. There never has been a failure of an incorporated bank in Grand Rapids.

The most recent step in banking, which has been quite universally applauded, has been the interest which bankers have taken in agriculture, rendering every possible assistance to farmers in the successful prosecution of their occupation and in bringing into rural life an attractiveness which makes it an interesting vocation for young people to engage in. In truth, so many of our bankers in Grand Rapids have themselves become operators of farming properties that the relationship between city and country has been an unusually happy one in Grand Rapids and quite largely through the spirit and interest manifested by the banking community.

An interesting feature of the evolution of banking in Grand Rapids is the thought put into the selection of the directors of the banks. Integrity and good business ability, of course, are the first things looked after, but great importance is placed upon having in the directorate of the various banks as wide a range of business interests as possible. It is a source of pride on the part of a successful business man to be identified in a managerial capacity with some banking institution.

In looking over some of the earlier banking statements I ran across one made just before the establishment of National banks, which may be of interest to the readers of the Tradesman, and give it here as an amusing example of the changes which have come through this form of publicity:

Liabilities.

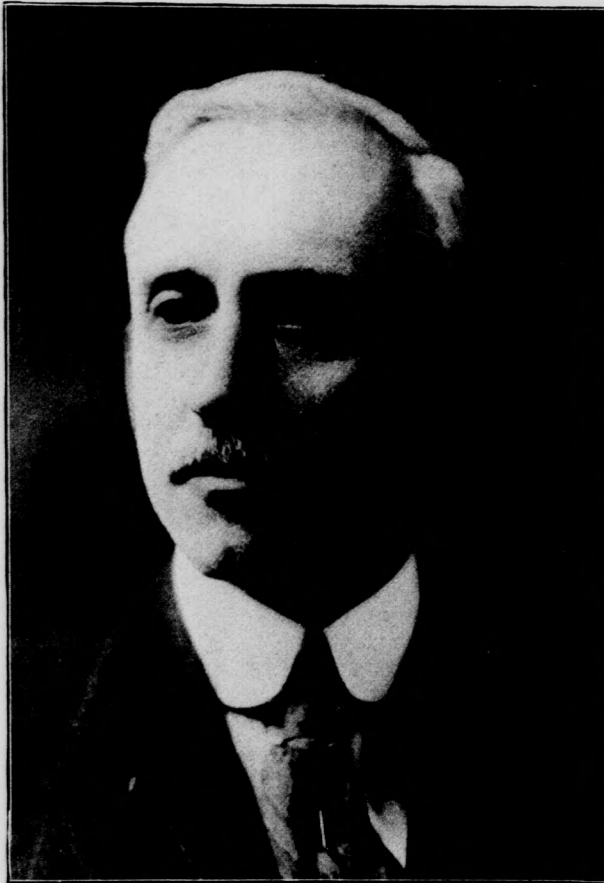
Capital (\$50,000), paid in...	\$15,149.00
Deposits	8,860.00
Circulation	16,949.00
Due to other corporations ..	2,688.00
	<hr/>
	\$43,646.00

Assets.

Overdrafts	\$ 3,930.00
Discount paper under protest	27,750.00
Not due	2,229.00
Specie	4,403.00
Bills	4,021.00
Personal and real property	1,313.00
	<hr/>
	\$43,646.00

Statement of banks now show ample capital, with surplus in some cases in excess of capital, with which to care for any unexpected loss and, since the advent of the Federal reserve act, the fear of panics and bank failures are practically eliminated.

The volume of banking business to-day as compared with a period in the '80's is expressed most graphically by



Frank S. Coleman.

not be considered an efficient institution. There was then no thought of compensation for directors other than the honor in having their names printed in connection with the bank management. To-day the stockholders of every institution expect that the director who gives his time and attention to the bank shall receive some compensation for his attendance upon meeting and the organization of the directorate of the bank includes a differentiation and specializing of responsibility which makes for the highest efficiency and service.

The old fashioned and laborious method of longhand writing of the records and transactions of the bank is now greatly simplified by the use of modern machines, such as the typewriter, adding, ledger-posting, calculating and addressing machines. Statements of accounts are now furnished

successfully their lines of business. To this end the banker calls upon his customers, and his visits are welcome and there is a community of interest that is in every way commendable.

Perhaps the most important development in the banking business of our city was the organization of the Clearing House Association thirty years ago, through which united action has been enjoyed and uniform methods of procedure have resulted in a harmonious relationship. Prior to that date each bank was a law unto itself, paying what it thought it could afford for money and loaning at any rate which it could secure. Each bank collected its own checks from every other bank by messenger. Through the operation of the Clearing House, checks are now cleared once daily by one transaction. The influence of this community of interest showed it-

The Eleventh Hour In Holiday Buying

It is little short of a miracle that, under the circumstances, we are able to enter upon the closing weeks of the 1916 Christmas season with so large and complete an assortment of Holiday Merchandise.

A study of our November catalogue will show that we have, at the time of this issue, a stock that is remarkably comprehensive when judged by the standards of this year.

But the market is such as to make replenishment out of the question. And the demand is the biggest ever known. These considerations make it certain that we cannot hope to maintain throughout the month a stock of all the goods our catalogue shows.

Therefore, our customers should not work their luck too hard. They can regard themselves as fortunate that their delay need not shut them out from the rich harvest that this season can bring. But they should buy TO-DAY.

We have done our full share in this freak year by keeping together so large a line of holiday goods until this time. Now you must do YOUR share or YOU will suffer.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

DALLAS

the clearings for two dates—in 1888 the clearings were reported at \$30,932,342.29 while the clearings of 1915 were around \$175,400,000.00

A matter of interest to all of our citizens who are in any way connected with the history of banking in our city is in the changes in the profession. Let me take a little space to call the attention of your readers to the officers, location, and capital stock of the banks doing business in this city a third of a century ago:

First National Bank—\$400,000 Capital.

Corner Canal and Pearl streets.

Martin L. Sweet, President.

Jas. Barnett, Vice-President.

H. J. Hollister, Cashier.

City National Bank—\$300,000 Capital.

Southeast corner Pearl and Monroe.

Thos. D. Gilbert, President.

Julius Houseman, Vice-President.

J. Frederick Baars, Cashier.

E. H. Hunt, Assistant Cashier.

Fourth National Bank—\$300,000 Capital.

Corner Lyon and Canal streets.

A. B. Watson, President.

I. M. Weston, Cashier.

Grand Rapids National Bank—\$200,000 Capital.

74 Monroe avenue.

Edwin F. Uhl, President.

Freeman Godfrey, Vice-President.

Theo. Sherwood, Cashier.

Grand Rapids Savings Bank—\$50,000 Capital.

52 Pearl street.

Isaac Phelps, President.

Dana B. Shedd, Cashier.

Dana B. Shedd, now Assistant to the President of the Grand Rapids Savings Bank, is the only one of the above officers living and his has been continuous service for over one-third of a century.

If one could recall the pictures of the buildings occupied by the banks in the early '80's and compare them with the attractive and commodious banking offices of to-day, he would have an index to the healthy growth and development of our city.

The banks have gradually become owners of the buildings in which they are located and have taken a commendable pride in arranging their offices so that they shall be artistic as well as efficient and a source of pride to the community. The Old National Bank is now occupying its own quarters in the new Pantlind Hotel building. The Grand Rapids National City Bank is in its new building on Campau Square. The Commercial Savings Bank has just completed its new building on the corner of Lyon street and Monroe avenue. The Grand Rapids Savings Bank will soon occupy quarters in its new twelve-story bank building at the corner of Monroe and Ionia avenues and other banks are now planning for new buildings.

The service to the community has been greatly increased by the establishment of branch banks by the State banks, there now being fifteen in different parts of the city.

It can be said, without boasting, that the banking interests of the city have kept pace with its growth in every direction and it is a source of satisfaction to every citizen of Grand

Rapids that the relationship of the banks to every line of activity is one of cordiality, helpfulness, and public spirit.

Frank S. Coleman.

Clothes and Color in the Scheme of Life.

Written for the Tradesman.

Life is not all drab—unless we deliberately will to make it so; and in that event it may be made prosaic enough, heaven knows.

For those who, by reason of limited means, long hours of work, or other and more untoward circumstances over which they have no control, might appear to be up hard against the grim realities of a commonplace existence, there are ways and means of escape from the net of the inauspicious.

From men of the so-called "humbler walk of life," whose occasional social diversions are not usually featured on the same page with the doings of the "Smart Set;" and from the ranks of those whose rating does not appear in Bradstreet's or Dun's, many examples may be found of people who have really mastered the art of living.

One does not have to be a sage, nor yet a person of patriarchal age-attainment, to observe that colorful tints lend variety and charm and abiding interest to the composite picture of the least eventful life. By way of compensation for the hard things that we must perforce endure, if we remain like men in the game, there is allowed to each one of us purple moments, momentous hours, and transfigured days, which punctuate the routine, and relieve the tedium of life. Above the dead level of uneventful days, there emerge for every one of us occasions and experiences, which stand like mountain peaks amid the hills and valleys through which the lengthening trail of our lives has wound.

These are wonderful times in which we live. The genius of our day is a veritable wizard, and the Pandora box of her wonders is rich beyond the wildest dreams of the magicians of old. The physical conditions of life have been improved by the multiplication and introduction of accessories, conveniences and luxuries of all kinds. Our daily papers are brim full of world-happenings of vast and far-reaching significance. There's a distinct and positive challenge to every man to throw himself into the thick of the swirl of present-day life. The close-formation movement of our big city life has practically destroyed the notion of loneliness; while the play and inter-play of vitalizing, stimulating influences is felt by all. Opportunity knocks at doors on the third floor back as well as those of suburban bungalows. Honestly, unusual things are happening in the every-days just as truly as in the story books, so that it is really stupid for anybody to live an uninteresting life.

But what has this got to do with clothes? and how, in the name of pure reason, can these general and abstract statements be linked up with any practical consideration of any phase of the distribution of masculine wearables? I wonder if the read-

Lynch Bros.

Special

Sales Conductors

No Stock Too Large
For Us to Handle

Correspondence Solicited

Willian Alden Smith Bldg.

Grand Rapids

:::

Michigan

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.

er is guilty of any such unspoken questions. If so, kindly suspend judgment until we have gotten a bit farther on with the discussion.

Clothes have an effect upon the minds of the people wearing them as well as upon the minds of others who see them worn. You play this idea up in your advertising to some extent, but I am persuaded the average clothier doesn't make the most of it. There is a sense in which the designers and producers of men's appareling are promoters of efficiency among men, and a sense in which the retailer of clothes and men's wear of the better sort is a dispenser of contentedness and happiness in his community—and that without, perhaps, himself realizing the full extent of his influence.

Does any one who has given the matter any special thought doubt for a moment that the mode affects the mood? When you come to enquire into the psychology of the matter, and ask how it comes about that the clothes a person wears superinduces certain mental states—as pleasure and pain, buoyancy and heaviness, confidence and doubt, pride and despondency, grace and awkwardness, fluency of speech and its reverse, a masterly mood and its opposite, etc., you are dealing with matters too highly abstract and complicated for discussion in a publication of this kind; but the fact is that clearly-defined mental moods such as those mentioned above—and others that might be named—are produced by physical wearables with which the body is clothed.

Who does not recall proud and happy moments in his life that stand out in bold relief against the prosaic uneventfulness of a long succession of commonplace days? Special times and occasions, these, such as holidays, festive occasions, and events of big local importance—times to which one looked forward with eager anticipation; and times looked back upon with profound joy and satisfaction. How near and familiar all the circumstances of these bygone occasions now seem, as we review them in memory. And did you ever stop to consider how prominently the item of dress figures in these mental pictures of the past? Don't you recall precisely what you wore on such and such an occasion? The color and texture of your suit? How it was made and finished? Your collar, tie, shoes, gloves, hat, and overcoat (if it were wintertime)? I do; and I cannot believe that I am exceptional in such matters.

And, as I look back upon the big scenes of these departed days, I seem to recall that the joy and happiness of it all were, in some peculiarly intimate way, associated with the clothes I selected and wore on this occasion or that. In the big scenes of life, clothes play an important part. Consciously or unconsciously, people dress for the part in the real drama of life just as they do on the make-believe stage of the little play-house. For the social event in lodge, church, club, society or what not; for weddings and receptions and house-warmings; for the party, the church service, the theater, the dinner party—for pretty

much everything that rises above the dead level of the commonplace, there is a corresponding departure from the dead-level of the commonplace in dress. As our spirits rise above the usual humdrum at the lure of the exceptional, we naturally dress up to the occasion. This is a well-nigh universal impulse of the human heart.

It occurs to me that there are big possibilities here for the clothier who understands the art of preparing copy of the human-interest variety. It hasn't been much worked, either. Is relatively an unbroken field.

Take, for example, the summer vacation. What would a modern vacation be without vacation appareling? We must have light, outing suits; sport coats, and sport footwear. If not, we'd just as well stay at home. A part—and a very essential part—of the vacation atmosphere is that of our own creating before we journey from hither to yon—and much of it, believe me, depends upon clothes. Let me have my cold bath at the close of hot, sweltering day; let me get into a cool, fresh summer suit, with an immaculate pair of white buck low-cuts, a nicely bleached Panama, a fresh shirt, collar and tie—and I'll enjoy a "vacation evening" right here in my own sweltering town. I'll have a long car-ride, a trip to the park where I can hear some famous band, or an hour, it may be, watching the roof-garden movies. The clothes help me to superinduce the "vacation spirit."

Now, I don't know that I have made myself altogether clear, but I trust the main idea is apparent, at all events. Clothes play an important part in all the so-called purple passages of life. While they clothe the body, they react upon the mind. There is a sense, then, in which clothes are more than mere appareling; by virtue of style, fitting qualities, and their everlasting fitness to the time, mood and occasion, they have a value out of all relation to their cost as personality-commodities. And my idea is that the clothier and haberdasher ought to get hold of this idea and play it up strong.

Frank Fenwick.

Hundreds of thousands, perhaps millions, of people have sung or heard sung "Silver Threads Among the Gold." This song was written by Eben E. Rexford, when he was 22 years of age and when his mother was worried because her golden hair was turning gray. Hart Pease Danks saw the lines and wrote the music for them. Later a publisher paid \$50 for the song, and Mr. Rexford received \$25 for his share. The music publisher made a fortune out of the song. Mr. Rexford died recently, at the age of 68, in a Wisconsin hospital. He wrote another song, "Only a Pansy Blossom," that was widely sung. He was the author of more than half a dozen books and a popular writer on floriculture, and had written other songs and poems that he considered much better than the two which gave him fame.

Folks are quick to discover the faults of wise men and the merits of fools.

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 BUILD } 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

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, Oct. 16—Jesse D. Vester, doing business as a baker in Hastings, has filed a petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. An examination of the schedules reveal the fact that there are no assets. The liabilities amount to \$888.99, consisting of debts contracted on open account. The assets are listed at \$70.50 of which is claimed as exempt. Following are a list of the creditors of the bankrupt:

Table listing creditors and amounts for Jesse D. Vester, including Rademaker-Dodge Co., Judson Grocer Co., New Century Co., etc.

Harold Poole, of Grand Rapids, has filed a pauper petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. The schedules show liabilities listed at \$1,088.45, all unsecured claims. While the assets are listed at \$266.75, \$250 of them are claimed as exempt. The following are the creditors listed by the bankrupt:

Table listing creditors and amounts for Harold Poole, including John Camp, Garret Vanden Berg, Michigan street, etc.

Secured Creditors. Heeren & Company, Grand Rapids \$70.38. McCray Refrigerator Co., So. Bend 75.00. Unsecured Creditors.

Large table listing numerous creditors and amounts for Harold Poole, including Reed, Murdock & Co., Denison Coffee Co., G. R. Butchers Supply Co., etc.

Secured Creditors. City Trust & Savings Bank, Grand Rapids \$850.00. Metropolitan Life Insurance Co., New York 207.00. Mutual Life Ins. Co., New York 360.00.

Table listing numerous creditors and amounts for Harold Poole, including Adolph Leitelt Iron Works, Bixby Supply Co., J. S. Crosby & Co., etc.

Table listing creditors and amounts for West Michigan Printing Co., Standard Publishing Co., Calvinish Pub. Co., etc.

Table listing creditors and amounts for Camera Shop, Harrington Goodman Co., Siebert, White & Co., etc.

The creditors listed in this petition are identical with those listed in the individual petition of Edward M. Oleschak. Labor claims aggregate \$1,046.49.

In the matter of Michael S. Razzoog, a special meeting of creditors has been held. The trustee's first report and account, showing receipts of \$2,543.58 and disbursements of \$93.04 and a balance on hand of \$2,441.54, was considered and allowed.

Oct. 19—in the matter of Linford L. Winslow, Saranac, a special meeting of creditors has been held. The first report and account of the trustee, showing total receipts of \$2,577.54, disbursements of \$82.23 and a balance on hand of \$2,515.31, was considered and allowed.

Oct. 20—Alson D. Paige, of Grand Rapids, has filed a petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. An examination of the schedules of the bankrupt reveal that there are no assets whatever.

Phillip N. Hammer, Grand Rapids \$173.33. Grandville Ave. Lumber Co., Grand Rapids 200.00.

In the matter of the Fair, a hearing was held this day on the claims of the Merchants Gold Stamp Co. and John W. Kingsbury. The trustee is contesting and defending these claims on the theory that John W. Kingsbury is owing the corporation bankrupt a considerable amount for unpaid stock subscriptions which are in the nature of a set off against any claims which he might have.

In the matter of A. A. Nichols, a final meeting of creditors has been called for Nov. 3, for the purpose of considering the report of the trustee filed in this matter, which shows the following: Total receipts from all sources, \$144.00 and no disbursements, and also showing administration expenses of \$107 due and not yet paid by said trustee, and for the purpose of declaring and ordering paid a first and final dividend, if any, herein.

In the matter of Arend J. Nyland, a final meeting of creditors has been called for Nov. 2, for the purpose of considering the report of the trustee filed in this matter, which shows the following: Receipts as per last report, \$333.19; additional receipts, \$39; total receipts, \$372.19; disbursements, first dividend of 5 per cent., \$81.70; administration expenses,

\$60.70; total, \$141.77; balance on hand, \$230.42. Also for the purpose of declaring and ordering paid a final dividend herein.

Oct. 24—in the matter of Jesse D. Vester, the first meeting of creditors has been called for Nov. 8, at which time creditors may appear, elect a trustee, and transact such other business as may properly come before such meeting.

St. Joseph, Oct. 16—in the matter of the Whitcomb Hotel and Mineral Baths, a corporation, bankrupt, of St. Joseph, a special meeting of creditors was held at the referee's office and the proposed offer of compromise by Clarence E. Blake with the trustee was considered and allowed and Mr. Blake paid to the trustee the sum of \$2,500, whereupon an order was made declaring and ordering paid to all unsecured creditors a first dividend of 5 per cent. Certain administration expenses were ordered paid, and the trustee's second report and account, showing cash on hand of \$3,687.90, was approved and allowed. There are sufficient funds to declare a second dividend of 5 per cent. when the estate will be closed.

Oct. 18—in the matter of Herbert O. Brant, doing business as the Brant Motor Co., of Benton Harbor, an order was made calling the first meeting of creditors at St. Joseph, Oct. 30 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 come before the meeting, including the determination of the bankrupt's specific exemptions.

Oct. 19—in the matter of William Layman, impleaded with George L. Warren, bankrupt, of Berrien Center, the bankrupt filed his schedules with list of creditors, also a petition with offer of composition whereby he agreed to pay into the estate the sum of \$6,500 in full compromise of all claims. The schedules of the bankrupt show that he was a silent partner of the firm of Warren and Company, bankrupt, of Niles, and that besides his partnership liability scheduled under Warren & Company, he has the following individual creditors:

Table listing creditors and amounts for William Layman, including Amanda Layman, Berrien Center \$3,505.00, Niles City Bank, Niles 700.00, Estate of Elizabeth Strong, Berrien Center 600.00, etc.

Table listing assets for William Layman, including Real estate \$8,000.00, Promissory notes 1,453.00, Household goods 200.00, Stock on farm 585.00, Money in bank 1,400.00, etc.

Property claimed exempt \$11,438.00. An order was made by the referee to consider the proposed offer of composition at the first meeting of creditors, which was called at St. Joseph on Oct. 30 for the purpose of proving claims, the examination of the bankrupt and the consideration of the proposed offer of composition. Creditors were directed, if they so desired to file written acceptances of the offer of composition. If the composition is accepted and confirmed, the unsecured creditors of the co-partnership of Warren & Company will receive about 40 cents on the dollar.

Oct. 21—in the matter of Willis Coleman, bankrupt, of Kalamazoo, the first meeting of creditors was held at the latter place. Claims were allowed and it appearing that the bankrupt had no assets, above his exemptions except those covered by valid mortgages an order was made that no trustee be appointed, also that the bankrupt be allowed his exemptions as claimed. The bankrupt was sworn and examined by the referee, and there being no objections to the contrary, the meeting was adjourned without day, with the understanding the estate will be closed in thirty days.

Activities in Michigan Cities.

Written for the Tradesman. Battle Creek has laid three and a half miles of asphalt and half a mile of brick pavement this year, a record breaker for new paving in that city.

Better water and more of it is still the main issue at Ann Arbor. President Hutchins, of the University, has advised all societies, boarding and rooming houses to furnish students with boiled water as a precaution.

J. C. Knox of Cadillac, Secretary of the Michigan Hardwood Manufacturers' Association, is chairman of the traffic committee of the Cadillac Chamber of Commerce and is getting information

as to express, freight and parcels post service.

The Times-Tribune of Bay City discusses the action of Police Commissioner Couzens in the interests of law and decency in Detroit, and says: "After Detroit sobers up there will be hope for Bay City. Reverent church goers in Bay City may yet see the time when they can walk to Sunday worship without seeing maudlin drunken men reeling about the streets."

The Muskegon Board of Education has arranged for a course of art lectures, to be given at the Hackley Art Gallery this winter, which will be free to the public.

The Common Council of Flint will join with the Board of Commerce in city planning and will engage an expert to direct the activities.

The Muskegon Chamber of Commerce has entered vigorous protest to the Pere Marquette officials concerning insanitary conditions of the union depot, particularly the toilet rooms. Steps have also been taken to get rid of the garbage nuisance along the North Muskegon road, and to establish a comfort station in the down-town district, preferably in Federal square.

Big Rapids coal dealers report a serious shortage of fuel, with orders for stock three months overdue. Shortage of cars seems to be the main trouble.

The Flint Board of Commerce has appropriated \$500 for city playgrounds the coming year.

Ninety-nine business firms of Grand Ledge have petitioned officials of the Pere Marquette road asking that steps be taken at once to build a new passenger station.

Battle Creek's health officer advises that every dirt street be oiled at once to guard against future epidemics of infantile paralysis and other contagion.

The Lake Shore Commercial Club of Saugatuck has set aside a portion of its funds to build a tower on Mt. Baldhead. Capt. W. G. Phelps is the new President of the Club.

Almond Griffen.

Bad Business.

Slow elevators are bad business in the store. In some stores you are taken from floor to floor quickly, without effort and with no apparent loss of time. In other stores the elevators creep so painfully that you are irritatingly conscious of the space between floors and of the lapse of time. In these days of rapid transit people do not like to crawl, and slow elevators are apt to produce in visitors of the store a state of mind that is not favorable to buying. Besides, the more trips each elevator makes per day, the more passengers it carries at no extra cost except for current. Elevators should be speeded up to the limit—the safety speed limit.

The Usual Response.

We gazed pityingly on the listless drug store clerk leaning against the soda counter.

"Haven't you any ambition?" we queried, kindly and all that.

"No," he replied, with brightening intelligence, "but I have something just as good."

Much of the charity that begins at home is wasted.

Let the Quaker Help You

Every product that bears the Quaker name and trademark gains prestige from our advertising.

Please do not overlook that. People rarely buy strange brands when they see one that's familiar.

If the Quaker Oats Company has pleased them in one thing they will trust us to please them in others.

All of them respect the Quaker trademark.

On a cereal package it signifies purity. It stands for exceptional quality.

It denotes high standards. It dominates the cereal field all the world over.

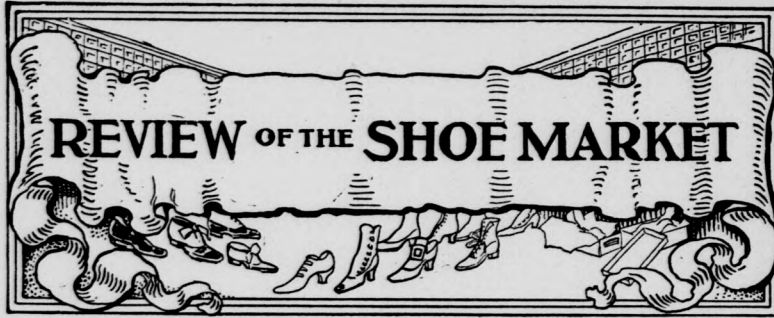
Like the signature on a good check, it is the mark of identification.

*Don't forget the value of
the Quaker label. Make
it help you sell goods.*

The Quaker Oats Company

CHICAGO





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

The Customers' Attitude Towards Advanced Prices.

Written for the Tradesman.

With leather—sole leather and upper leather—trimmings and everything that enters into the manufacture of shoes growing scarcer and scarcer in all the markets of the world, the shoe industry of this country is facing unprecedented conditions. During the past months the writer has been calling attention to these new price conditions as they have developed. But in the last few weeks some new facts have come to light—disconcerting and alarming information of a reliable sort—which make it evident that a bad situation is destined to become yet more acute as time passes.

It is a well known fact that leather is one of the most essential of all war materials. Figuratively speaking an army moves on its stomach, but literally and actually it moves on its feet; and the individual units composing these vast aggregations of fighting masses must be properly shod. The efficiency of an army depends to a very large extent upon shoes. And these great modern military experts who have reduced fighting in this world-war to vast business enterprise, believe in efficiency methods.

Realizing the importance of both making ample provision for securing an unfailing source of leather for themselves and of shutting off the supply of leather to their enemies, the Allies now virtually control the neutral leather markets of the world. This is a tremendous advantage to the Allies, accruing to them by virtue of their dominance of the seas. But what does it mean to us? How will it affect us? There is but one answer to these enquiries, and that is it is bound to make the price of leather still higher in this country.

Much of our leather, both kid, calf and sideleather, comes from South American countries. In former times vast supplies of leather came from Russia—principally colt. Now what is the situation? Just this: the Allies have gone into the leather markets in these neutral countries—and the writer should not be misunderstood as classing Russia among the neutrals—and bought up not only the visible supply of leather, but bought for months ahead. That is to say they have not merely bought all the leather now in sight, but they have bought the hides on the backs of cattle now browsing peacefully in the pastures. Especially is this true in South Amer-

ican countries. And everywhere they are offering prices that put our buyers out of the running. The Allies are determined to win this war; and they correctly reason that one of the surest ways of winning it is to control the leather supply of the world, and thus freeze out the Central powers, so that, in the months to come, a situation will develop where the armies of the Central powers shall be handicapped by the lack of proper footwear.

This is war, to be sure; but it is going to be hard on us. Right now it is embarrassing shoe manufacturers, for they are wondering where they can get material for shoes; and presently it is going to embarrass retail shoe dealers, for they are not going to be able to buy what they want—and especially at now current prices; and last of all it is going to embarrass the consumer of shoes, who will be asked to pay more for his shoes than he has ever paid. This, in brief, is the situation.

Now the question I want especially to discuss is this, what is the customers' attitude towards advanced shoe prices? What is to be towards yet other advances that must, unless all signs fail, be made in the future?

From my own personal observation, and from information that I have gathered in discussing this matter with shoe manufacturers, traveling salesmen, shoe managers and salesmen,—I think the American public is taking this inevitable advance in shoe prices in a rational and sensible manner. They have been duly appraised by the newspapers, and the National associations of shoe manufacturers and retail shoe dealers, have from time to time issued statements that have received wide attention—calm, truthful statements of facts. This thing hasn't been done in a corner by a little coterie of men in authority, and it hasn't been sprung on the people immediately without any previous warning. Back of this natural and inevitable advance in the prices of shoes there has been a pretty thorough campaign of enlightenment; and the people have been prepared for it.

Furthermore, the general upward trend in prices for pretty much everything that people buy—food, clothing, furniture and household equipment, building material and what not—makes it appear a thing not unreasonable that the price of shoes also should advance. In view of all the conditions that now prevail in the shoe industry, the marvel is that present prices can be maintained—and, as I have intimated, they surely cannot be indefinitely maintained—for it would seem that there must be still further advances.

Are you ready for the Basket Ball Boys Get Hood's Basket Ball Shoes

We advise: Get them while you can.

Going Fast



Extra Grade, Heavy Sole, Lace to Toe
@ \$2.50



Standard Grade, well cushioned, red sole
Men's at \$1.45 Boys' at \$1.30

Both shoes are made with perforated bottoms and a soft resilient cushioned rubber.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

Rouge Rex High Top Shoes

Quality That Talks

No. 469

12 inch Chocolate Kip, our own tannage, nickel eyelets, one-half double sole.

Today's Price
\$4.00



The farmers' smile of satisfaction means profit for you

HIRTH-KRAUSE COMPANY

Hide to Shoe
Tanners and Shoe Manufacturers

Grand Rapids, Michigan

While many commodities have advanced from 50 to 100 per cent.—and in some instances several 100s per cent.—shoes have advanced only from 25 to 50 per cent.—and perhaps not more than 33⅓, on the average. And this, too, when leather is admittedly one of the most important of all war materials. What would happen in sugar, for example, if a good, practical explosive could be made out of it, and it should suddenly take rank as a leading war material? Well, in that event the price of sugar would become prohibitive over night. Some folks think it isn't so very far from that point even now.

That the price of shoes to-day isn't any higher, speaks volumes for the shoe industry of this country. Shoe manufacturers are trying their level best to save by economic methods, and hold the price down to the very lowest level possible, consistent with a reasonable manufacturers' profit. They haven't combined and agreed to take advantage of a critical situation to make a mint of money quickly; neither have the retail shoe dealers of the country combined to form a so-called "shoe trust." Anybody that knows anything whatever about the alert competition that obtains both among shoe manufacturers and retail shoe dealers, know that this couldn't happen.

As a matter of fact, shoe manufacturers frankly regret that they are compelled to ask more for their shoes; and retail shoe dealers, of course, want to sell at prices easily within reach of the limited pocket-book; but conditions are stubborn things, and they must be faced. Cid McKay.

How the Clerk Does It.

Anything else? Any tea, coffee, baking powder, spices, starch, blue, flour, soap, bacon, lard, eggs?

That was how a "salesman" of a few years ago was taught to sing off his little lesson. Only it wasn't sung. It was fired.

To-day we "do different." The starch and the blue and the soap take care of themselves. We have a different line of stuff at hand—really at hand. Samples of goods that need to be moved for the sake of money and space.

Then begins the "watchful waiting."

In comes my lady of the big car. She leaves her order. Incidentally I mention canned cherries. I hold that "extra" grade in my finger and thumb. I show her the size of the fruit from the label illustration. I give the dozen price. I describe the sweetness and richness of the syrup, the spotlessness of the cherry itself, its flavor and beauty of form.

I sell her.

Others arrive at my counter, some of them big buyers, some of them little buyers. But all of them particular.

I reach for my extra standard pears at 25 cents—\$2.75 a dozen. I tell about their being halved, and how pretty looking the fruit turns out because of careful, scientific handling.

I speak just loud enough to get the ears and eyes of a few others.

A wee lecture to a wee audience.

But I don't mix blue nor soap with my specials.

In bounces the woman herself with the kids, hearty and healthy and honest looking she is. She's the kind that keeps our pot boiling.

The barrel of flour customer. The three pounds of tea customer. Anyway, her bill will figure up three V's, spot cash.

What do I now reach for when the order is taken? A can of extra standard tomatoes at \$2 a case. Good tomatoes, too. Anything else? Yes, corn at the same price and sell her without any elaborate description, because she has a lot of hungry mouths to fill. And they aren't fancy label eaters, either.

Counter specializing, boys, is simply the art of showing the right thing to the right person at the right time, and knowing the right way to talk about these things. Rattling off a lot of penny stuff at a racer gait doesn't sell goods. Besides it never gets you anywhere.

Push the thing that needs pushing. Talk the thing that needs talking. By doing this you not only clean up heavy stock, but you learn a lot by your very act. Because a man isn't going to talk about an article unless he finds out a whole lot about that article.

Still Had the Money.

A boy was arraigned in police court on a charge of stealing five dollars from his employers. The boy secured a lawyer and entered a plea of "not guilty."

The lawyer believed in the boy's innocence and spoke very eloquently on the injustice of the arrest, dwelling particularly on what it would mean to the boy in future life if he were sent to prison. The court dismissed the case.

Immediately after, the boy asked the lawyer the amount of his fee.

"How much have you got?" queried the lawyer.

"Well," replied the boy, "I've got that five dollars."

One accident insurance company has paid out to policyholders on account of automobile accidents the sum of \$2,300,000 since the automobile began to make contributions to the aggregate of accidents in this country. There are other insurance companies whose losses on this account have not been brought to our attention. But business is increasing rapidly in this line of insurance. The companies pay out more every year because of casualties of this character. The tremendous increase in the number of cars on the highways, especially on Sundays and holidays, explains in part the larger number of collisions, smashups and injuries, but reckless driving by irresponsible persons who never should be permitted to be at the wheel of a car accounts for a lot more.

While the little dog is barking the big one absconds with the bone.

Our Specialty: "Royal Oak"

FOR SHOEMAKERS

Bands, Blocks and Strips,

Shoe Store Supplies

Wool Soles, Socks, Insoles, Etc.

THE BOSS LEATHER CO.

744 Wealthy St.

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.



Quality Co-operation

is the kind of Service and Shoe value your customers demand of you in these days of high living costs.

You know and your trade knows that wearers of our shoes pay a little more per pair, but buy fewer pairs per year than they do in other makes.

This is Quality Co-operation economically applied. Think it over.

Rindge, Kalmbach, Logie Company

Grand Rapids, Mich.

THE CANDY TRADE.

Growth From Humble Beginning to Enormous Proportions.

Written for the Tradesman.

The manufacture of confectionery in the Wolverine State during the past third or half century has certainly kept pace with other lines of industry, both as regards volume and quality of output.

The writer's experience in the candy business of Grand Rapids dates back to 1865. Up to that time but little progress had been made in the development of the industry. Previously, however, one Bidwell conducted a small retail candy store on the West side of Canal street, opposite what was then Bronson street, and E. K. Powers operated a bottling business on Monroe, above Ionia street. The demand for soft drinks ended with the approach of the cool season, when the manufacture of a small variety of candy would be resumed for the winter business. A. Bradford also conducted a fruit, oyster and candy store on Campau Square, where the new National City Bank now stands, but he was not a manufacturer. Powers and Bradford, and Putnam Brothers, who more recently unfurled their banner at 11 Monroe street, comprise the whole bunch as the candy business measured up in Grand Rapids a half century ago. The total turnover for candy alone would not exceed ten or twelve thousand dollars.

Up to 1865, or the close of the war, while the crude little city contained a population of eight to ten thousand people, it is evident the candy habit had not become serious.

Gray & Toynton, of Detroit, and J. B. Fox, of Kalamazoo, were each doing quite an extensive manufacturing business throughout Michigan and adjacent territory. It was a big field as business was then conducted and with very little competition. Goods from Detroit came to Grand Rapids via the Detroit & Milwaukee Railroad—then the only rail transportation North of the Michigan Central—and from Kalamazoo by stage or team.

Some ten years later, or about 1875, the Detroit and Kalamazoo candy firms merged their business under the name of Gray, Toynton & Fox. This is Michigan's oldest and, perhaps, widest known candy institution. It does an extensive business, covering the major part of this continent, and for the past fourteen years has been known as the Gray, Toynton & Fox unit of the National Candy Company.

During this interval of a half century, or in the lifetime and under the ever wholesome and invigorating influence of the Michigan Tradesman, there has sprung into existence, first and last, a score or more candy factories in various parts of our grand old commonwealth and there are at the present time no less than thirteen such institutions bidding for patronage, each producing a creditable line of confectionery, with an estimated range in volume of from \$50,000 to \$700,000 per annum, or a total within the State of approximately \$4,300,000. This applies only to the producing class and is exclusive of all

candy jobbers, wholesale grocers, wagon men, etc., who are not classed as manufacturers.

Detroit contains three and Grand Rapids two of the thirteen factories, and the remaining eight are located one each in the enterprising cities of Battle Creek, Kalamazoo, Lansing, Muskegon, Manistee, Saginaw, Traverse City and Port Huron, and enjoy the confidence and support of their respective communities.

There are also twenty-five or more candy jobbers in the State, not including the many so-called wagon men or the wholesale grocers. In the aggregate these wholesalers distribute many hundred tons of candy yearly.

If not out of order and without a shadow of reflection to anyone, or personal interest, as my words will justly apply to any live candy producing plant in Michigan, I desire

factories scattered throughout the Middle West, including the Gray, Toynton & Fox and the Putnam factories as their Michigan units, have done, and still are doing, a great work along the line of pure foods and especially in purifying and popularizing candy. By reason of this powerful moral influence, aided, as it has been, by the former low level of cost of sugar and other necessary raw materials pertaining thereto, pure candy has become practically the universal rule.

These conditions, re-inforced by modern methods of doing business, the invention and introduction of the latest improved labor saving machinery and factory equipment, as well as strong competition everywhere in evidence, has not only popularized the use of candy, but has placed it within reach of every consumer.

equipment is imperative. Much of this equipment is massive and expensive, necessitating a heavy investment, as each of the several departments must be arranged and fitted for economical service.

A conceivable description of this outfit would be difficult to outline, but, in brief, I will say a twentieth century candy factory, as referred to above, requires large steam capacity for all melting, boiling and heating, and also for operating a dynamo for all power and lighting purposes. This system supplies clean steam heat for melting, boiling and all other uses, and electric power in the unit form for operating every kind of candy machinery or device, large or small and in all departments, it is always ready, is free from smoke and dust and can easily be extended to any part of the premises; in fact, it is the most perfect and satisfactory service known.

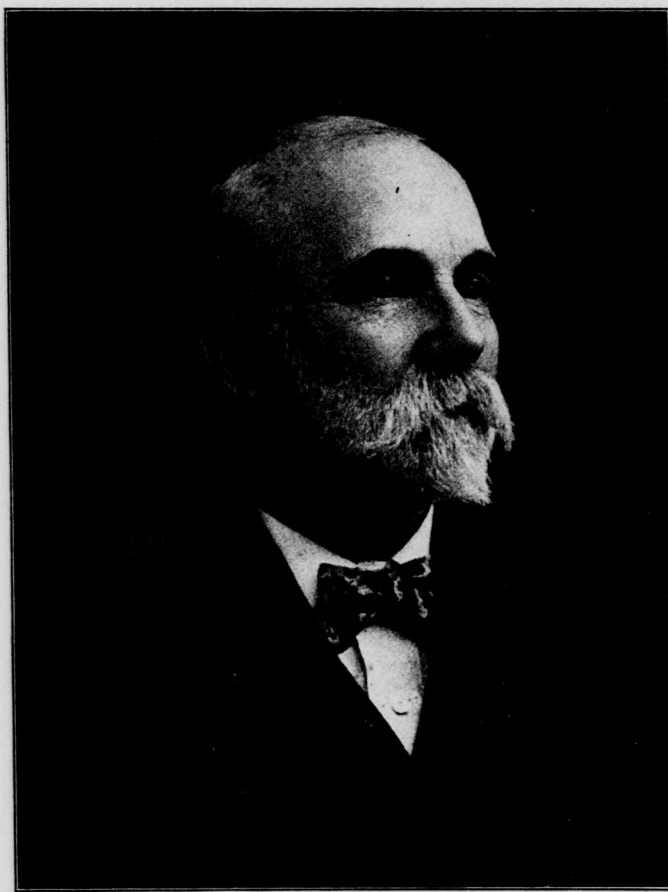
The interstate traffic in candy is extensive. While no definite figures are available, it is estimated the balance of trade is largely in favor of Michigan. The large number of factories in operation and their output verifies this assertion. Furthermore, Michigan has become one of the foremost beet sugar producing states in the Union, with an unusual production approximating 780,000 barrels of commercial sugar.

These conditions, coupled as they are, with central geographical location, practically places us in the very midst of a veritable sugar plantation of upwards of 120,000 acres of prime sugar beet soil and with almost endless possibilities for extension, thus affording invaluable natural and acquired advantages in location, raw material and equipment unsurpassed if equaled in this country.

Do our Michigan candy manufacturers appreciate these highly important advantages, emphasized by the advent and development of its great sugar industry as it stands to-day?

The weakest link in this industrial chain, as I view it, is a lack of appreciation and co-operation. We have the earth (so to speak) and all the essentials for extensive and economical production. Let every man boost for Michigan and watch results.

Ben W. Putnam.



B. W. Putnam.

here to say regarding our local candy institutions, that in the fifty years of their existence they have grown from a most humble and primitive beginning—keeping in full step with other live objects—until they now rank as a credit to our enterprising city and are surpassed by none in the State. We all glory in our own creations. That is but natural, but in this case we can all rejoice in the fact that Grand Rapids stands foremost in equipment and output as against any city of its class in the United States and its products to a value of over a million dollars reach nearly every state from ocean to ocean.

The National Confectioners' Association, organized many years ago and comprising the principal manufacturing confectioners of this country, and the National Candy Company, which owns and operates twenty large

In fact, candy is no longer a luxury as of old, but is now classed as a food product and for all. These facts are acknowledged by medical men, scientists and chemists and sugar and candy have proved their usefulness and food value in the armies of the world.

Time, science and stern necessity, have wrought wonderful changes in the manufacture and traffic of sweetmeats during the past third or half century. The old time hot open coke furnace, the open kettle, the stone cooling slab, stationary pulling hook, hand power drop and kiss machine and many other devices necessary in the business, nearly all hand operated and in service in the seventies and eighties, are long since obsolete and relegated to the junk pile. In place thereof, and to be able to produce in large quantities the present endless and ever changing varieties of sweets now necessary, a large modern plant and

More and more, the stock market is taking on the characteristics and color of a commodity market. Questions of corporate earnings, of financing, even of dividends, have become secondary. The world wants paper, leather, sugar, food products, steel, iron, copper. Prices of these articles go soaring, and stocks of companies that deal in them follow suit, almost as though stock certificates were mere warehouse receipts for the commodities themselves. Securities of these industrial companies have been called "specialties," and the market has been more or less at a loss to classify them. But with the broadening of the demand for products, and the rise in prices all through the list, it begins to look as though the "war stocks" themselves are in fair way of becoming the specialties. Certainly, there is little to quarrel with in the conception that other people than the munitions-makers are benefitting; what must still be closely examined is the sanity of speculation as a whole, in whatever stocks it occurs.



Plan now to make your grocery more profitable in 1917

With a complete National Cash Register to stop the leaks and losses that hold you back, your business will pay you a greater profit in 1917 and the years to come

It is getting late to help your 1916 business, for the year is almost gone.

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Dayton, Ohio

HOUSING CONDITIONS.

Development During a Third of a Century.

Written for the Tradesman.

Thirty-three years ago the people of Michigan lived almost entirely in detached, one-family homes with side yards and rear yards, affording ample light and ventilation to all rooms in the home.

Since that date there has been an increase in land values, a greatly increased cost of construction and a rapid increase in population. The natural result, particularly in larger cities, has been the narrowing of lot boundaries, the crowding closer together of dwellings, the erection of dwellings in the rear of lots, the erection of two family and four family dwellings, and of two to six-story apartment houses and tenements.

There has developed the lodger evil, the crowding of two and three families in rooms intended for but one family.

During the thirty-three years there has been the elimination of thousands of the obnoxious out-door privies, the installing of sewer and water systems, and the improvement and extension of those started in earlier times.

While thirty-three years ago the hot-air furnace and the bath in the private homes were luxuries, now these, as well as electric lighting, are expected in all new homes costing from \$2,600 to \$3,000 and upwards.

Then we had frame and brick construction. Now we have cement, concrete, steel, hollow tile, terra cotta, permitting of fire-proof construction in the larger structures, meaning greater safety to the occupants, and lower insurance costs to owners and tenants.

Then we had indifference to sanitation, germs and microbes. Now we have the most energetic attention to sanitation, pure water, sewage disposal, isolation for infectious and contagious diseases, anti-tuberculosis surveys and tuberculosis sanatoria.

From overcrowding of lot spaces and the crowding of homes has resulted the many evils of bad housing, such as juvenile delinquency, tuberculosis, inefficiency for life's work and responsibilities, inebriety, immortality and crime. This is an inevitable, but bad product.

Cities of Michigan, as well as throughout the United States, have been awakening to the need of reasonable housing regulations. In the absence of such a law, dwellings can entirely cover a lot, no open spaces reserved, as many dark and windowless rooms as desired, ceiling six or seven feet high, rooms but six feet square, living rooms in cellars, etc., etc. We have laws specific as to wiring for electricity, as to plumbing, grades for sidewalks, their width and materials, the improvement of streets, the speeds and parking of automobiles, the selling of unfit vegetables and meats, the shipping of diseased cattle and hogs. Then why not reasonable housing laws to protect families and children and the community from the acts of selfish or uninformed landlords and speculators?

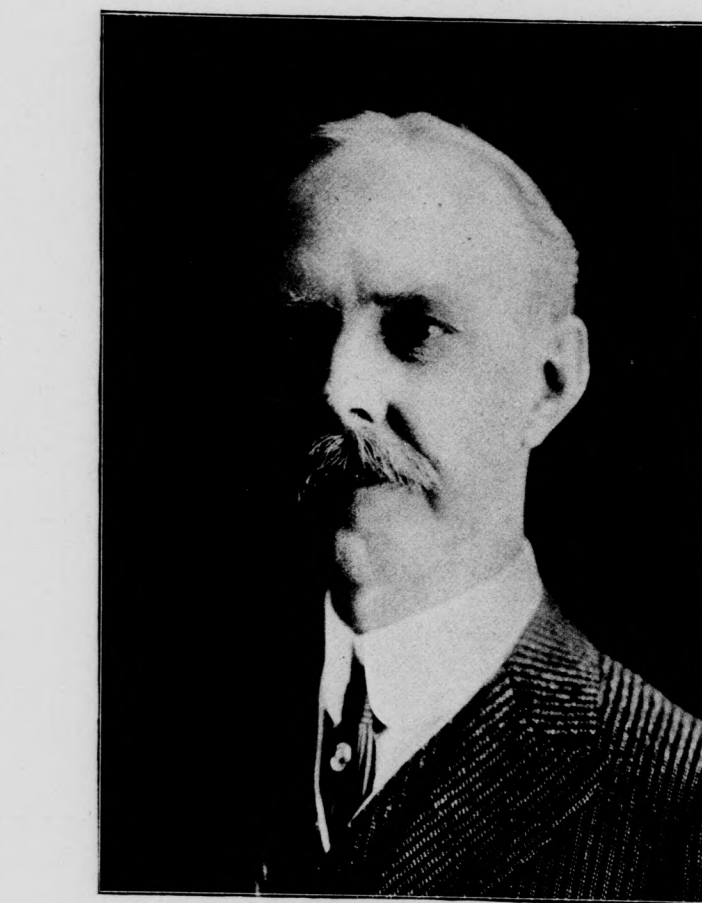
Several cities in Michigan have, during the past two or three years, been taking up earnestly the matter of housing conditions in their cities, ascertain-

ing the conditions and working toward the adopting of reasonable housing regulations. Among these cities are Saginaw, Flint, Kalamazoo and Detroit. Some cities have purposed adopting almost bodily the text of the Grand Rapids Housing Ordinance.

Grand Rapids was the first city in Michigan to adopt a housing ordinance. It has been in effect two years and eight months. Grand Rapids is believed to have the most modern and up-to-date housing ordinance of any city in the United States.

Governor Woodbridge N. Ferris had become impressed with the desirability of reasonable housing regulations and at the last session of the State Legislature appointed a State Housing Commission to investigate housing conditions in Michigan, draft a State Housing

Bill, and submit both report and bill at the next session of the Legislature.



Lewis T. Wilmarth.

Bill, and submit both report and bill at the next session of the Legislature.

This Committee, serving without appropriation, even for expenses, has held several meetings, and has well in hand the draft of a proposed bill.

It is expected that, with the co-operation of chambers of commerce, ladies' clubs, labor organizations, the grange and of other thoughtful organizations, and the favorable action of the Legislature, Michigan may shortly have a housing law that may not only be the best of any state, but that may preserve reasonable housing conditions for our communities and protect families from the occasional greedy landlord and selfish speculator.

While, according to the United States Government reports, Grand Rapids is said to stand second of the cities of the United States in the percentage of people who own their own homes, may

Now Is the Accepted Time.

There is no more important word in any language than the little "now," which stands for the present time, the present moment.

It stands for the only time we can use, as that which has passed is dead, and the future is not ours until it becomes "now."

"The mill will never, never grind with the water that has passed" runs the old song. No use looking regretfully at the water that is running

not Michigan so carefully plan for the future that it may become first among the states in a record for dwellings that are well lighted, with assured yard spaces, good sanitation—in short, dwellings that are real homes? In this way Michigan may become noted as a State fit to live in. Lewis T. Wilmarth.

The successful horticulturist prunes or trims his trees in the early spring so that they may obtain the greatest development in the summer while the weather is favorable for their development. Doctors tell us that the disease taken in the earliest stages is that easiest cured.

It is so in business. The sooner the tree that does not bear good fruit is cut down and burned, to the end that unprofitable labor be not lavished on it, the better for the rest of the orchard and the profit of its owner. Likewise the sooner the canker that eats into a business is discovered and the remedy applied the better. "If 'twere well 'twere done; 'twere well 'twere done quickly."

We would say that the difference between the successful business man and the one who is not lies in the power of the one to make quick decisions and act on them as quickly and the lack of that power on the part of the other. When a thing is done, it is off one's mind and the brain is left clear to consider other problems. It is better to make a mistake once in awhile, rather than have the brain beclouded all the time with undecided questions.

Clean out your attic if it is littered up with such, and let in light and air. Quick action or procrastination, either of them are habits, the difference being that the habit of procrastination is a noxious weed and grows without cultivation, while the other being a useful plant, must be cultivated carefully. Which will you choose? It is for you to say. Now is the accepted time, now is the day of your salvation or damnation.—Price Current.

It All Helps Home Factories.

It is the opinion of embroidery factors who have recently been closest in touch with the situation in the Swiss industry that outside of fine novelties the domestic industry is due to secure the greater part of the embroidery business done in this country in the future. The St. Gall industry is now badly handicapped by the scarcity of cloths such as cambrics, Swisses, etc., which have come from England.

The latest information is that the Allied governments, having finally become convinced of the great business done by the Swiss embroidery trade, both dealers and manufacturers with the enemy of the Entente, the St. Gall industry is bound to feel the penalty through inability to get all the materials essential to the industry. Large embroidery plants in and near St. Gall are said to be running only about one-half because of lack of cloths.

A very large business in embroideries is available for the Swiss industry provided merchandise can be made. Other world markets than the United States have been supplying a large business to St. Gall, and the prospects were bright for the future until the cloth situation reached the present acute stage.

These various factors combined with the short deliveries possible by the domestic manufacturers of this country will all help, it is claimed, the fairly new industry of the United States.

away below the dam. The thing to do is to make the water above the dam do its work by turning the wheels for you, and not allow it to run off unused and as wasted power.

There are so many exhortations to man to make the best use of his time, that he has become heedless of them, does not give them the attention they deserve.

Procrastination is the thief of time the old copy book used to say to us as we wrote it over and over. "If 'twere well 'twere done; 'twere well 'twere done quickly," writes Shakespeare.

The New Testament also tells us of the man Christ asked to be one of his disciples and who said, "Suffer me first to go bury my father."

Procrastination in that case relegated him to the realm of the forgotten when his name and fame might have lived through the ages.

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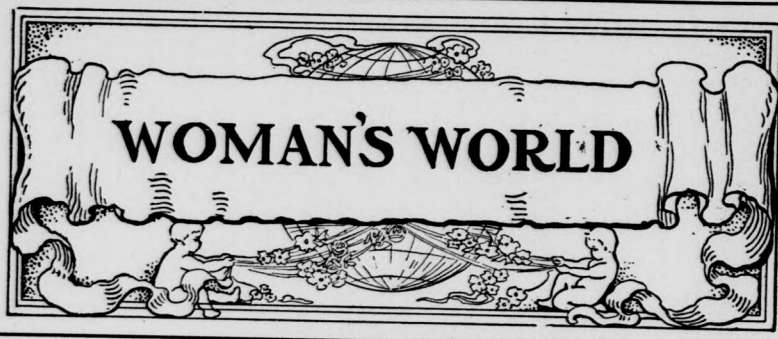
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One's Own Annoyance Plus an Unjust Addition.

Written for the Tradesman.

Mrs. Efner was giving a little tea in honor of her cousin, a Miss Claggett from New Jersey. It was a small affair—just a few old friends had been invited. Some one was speaking of the endless detail of housekeeping, and how one little thing that isn't just right may put everything topsy-turvy. Different ones gave illustrations that came first to their minds. I know Mrs. Pascoe didn't realize how it would sound, nor the light it would throw on her husband's habitual petulance and irritability, for she never is in the least given to airing her difficulties, but she thoughtlessly remarked that it is the study of her life that the cream for morning never shall be sour. "Once last week it was just beginning to turn," she went on. "That is the only time this whole season. I think it must have been the electric storm. I never thought that the cream might have gone wrong, until Alfred tasted his food. Of course he couldn't eat any breakfast—his rolled oats and coffee were just spoiled."

"Weren't your coffee and rolled oats spoiled too?" calmly inquired Miss Claggett. "I didn't so much mind on my own account—I always can eat other things," hedged Mrs. Pascoe. "Can't your husband also eat other things?" persisted the New Jersey apostle of justice. At this point Mrs. Efner's mother prevented what might have been a most awkward situation by suddenly introducing an entirely different subject, to which all gladly turned their attention. Mrs. Pascoe's frail defenses were no longer exposed to fire.

Mrs. Lyons, another one of the guests, lives near me, and on the long street car ride home from the tea, we reverted to the incident. We both happen to know Alfred Pascoe.

"The cousin evidently is one of the kind that hews to the line," said Mrs. Lyons, "and I was glad Mrs. Butler had the quick wit to stop her just when she did. Still, I couldn't help but wonder just how Fanny Pascoe would have explained things if Miss Claggett hadn't been pulled off. It's all very well to try to look after details and have everything as nearly right as possible, but human vigilance can't always keep the cream sweet during a thunder storm. Things will go amiss sometimes. On such occasions poor Fanny has to bear not only her proper share of annoyance, but also the rumpus which Alfred raises, and this last is apt to be far more disagreeable than the original trouble. Why is it any worse for his rolled oats and coffee to be spoiled than for hers to be?

It isn't, only he makes so much more fuss about it."

The manifestations of this unpleasant trait of his are not confined to the breakfast hour. They come out at all times and under all manner of circumstances, and on the most trifling provocation.

"More than almost any other woman I know" continued Mrs. Lyons, "Fanny Pascoe dreads to clean house. Not chiefly because of the hard work, nor her own inconvenience when things are torn up, but because Alfred is so upset if he has to eat dinner out of the dining room, or spend the evening elsewhere than in his den. And sometimes when the walls have to be tinted or repapered or her help fails to come, she can't get things back the same day.

"Perhaps you know that little Johnny Pascoe quite frequently is taken sick in the night and Fanny has to be up with him three or four hours. He may not be dangerously ill in these attacks—the doctor says not—but of course she is greatly frightened about the child. However, that is not all—she is under a double nervous strain because her husband is so ill-tempered whenever his sleep is disturbed. Poor Fanny! She always bears her own inconvenience and annoyance whatever it may be, and then the added annoyance of Alfred's unreasonable fuss over the same thing."

The apt expression staid in my mind after Mrs. Lyons had left me. How much we see of it—bearing one's own annoyance plus the annoyance of some one else's unreasonable fuss over the same thing.

A few nights ago, luckily provided with rain coat, rubbers and umbrella. I was walking home from the car line in a hard shower, just behind two sisters who had been caught out wholly unprepared. One of them was "taking on" about the damage of her hat and shoes and suit. Yet the other was getting just as wet, and, as I happen to know, is not so well able to buy new or stand the expense of cleaning.

Very often in a difficulty or misfortune that two or three have to share together, the one who betrays most irritation or whose laments are loudest, is the one who really has the least to stand.

A man of my acquaintance conducting a small business recently had his entire stock destroyed by fire. His insurance enabled him to buy more goods and resume business, but his loss was so great that he and his wife have to cut down on all outgoes that are not absolutely necessary. He has had a good deal of worry and anxiety besides the extra work of getting things going again. None of this has come on the

wife. He feels the financial loss more than she does, for she is not one to take responsibility. And to add to all—and this is the very hardest thing he has to bear—the wife complains bitterly because, as her small portion of the misfortune, she has to give up a new rug for the living room, and forego a visit to an old school friend which she had planned to make this winter.

Plainly, greater forbearance and consideration from those who already are enduring more than their part, is not just what is needed in such cases. More kindness and indulgence from her patient and self-denying husband never will set straight the warped and crooked ideas of this storekeeper's wife. Mr. Pascoe's nasty irritability is not likely to be lessened by his wife's almost painful efforts to forestall every outbreak. Human forethought can not prevent every annoying happening. What is needed is a prevailing spirit of justice and fair play, and a little education in those virtues that make life livable.

With all that it is thought necessary to teach children in these days, there should not be omitted practical training in bearing annoyances and misfortunes without needless ado. While the mind is young and plastic, it should be brought to see that "making a fuss" does not ease the trouble for oneself, and makes it much harder for others. Since in the past many children have not been so instructed, there are now grown-ups who need to be shown gently how unfair it is to add to another's annoyance by a useless and unseemly display of bad temper. Quillo.

Lost Sales Would Capitalize Bank.

Enough sales are lost in the retail stores of the United States every business day of the year to capitalize a big bank—perhaps one of the biggest banks in the country.

One of the members of our firm was vigorously impressed with the proof of this while attempting recently to make a purchase in a city store. His experience—or lack of experience if you want to call it such—on that day caused him to send out this message to his brother merchants in the hope that it would inspire them to efforts that would prevent so many lost sales in their stores.

This man, who is the product of three generations of successful retailers, was on his way to a hospital to visit his daughter. Just before reaching there he suddenly took a notion that he would buy the child some little gift. Then he began looking around for a likely store in which to make his purchase.

On one corner of the street was a large, finely arranged drug store. There was an air of prosperity about the place that would seem almost capable of forcing a customer to enter. On the other corner was a smaller drug store—neat enough, fairly inviting but completely overshadowed in elegance by the large store.

He did what almost any stranger would have done under like circumstances. He went into the larger store. He had no definite idea of what he wanted, but he was in the purchasing mood and was determined to buy something. Any clerk's bat-

tle should have been two-thirds won when he approached this customer that particular morning.

He stood around in the elegant drug store for some minutes thinking somebody would step up and ask him what he wanted. Nobody came. Then he noticed a showcase tastefully filled with perfumes of various kinds. He walked over to the show case and studied it. Still no clerk. Then he walked to the front of the store where a clerk was talking to some idler and asked him if he had a certain kind of perfume.

The young man fumbled around in the show case a little bit and then without answering his customer's very civil enquiry bawled out:

"Bill! we don't handle such and such a perfume, do we?"

"Now!" growled Bill from back behind the scenes somewhere.

Bill apparently was the proprietor. There were other perfumes in the case that probably would have answered the purpose, but no effort was made to show them and finally our man walked out.

He went across the street to the other more modest store.

As he stepped in he saw four or five customers ahead of him and fully expected to wait a few minutes.

But the alert proprietor popped up to the front and greeted him in a cheery manner.

The same question was asked about the particular kind of perfume that he wanted.

"Well, sir," said the druggist, "I am sorry I do not carry this particular line for such and such reasons (the reasons, by the way, were very good). However, I have here another line which I think will please you."

He pulled the stoppers out of several bottles and demonstrated the perfume in an expert way.

"I'll take two bottles," said the customer.

He gave the druggist the \$2, took the perfume and went out.

That civil druggist has gained considerable trade within the last few weeks that he never knew existed. He has gained it because of the activity of the man we speak of in spreading around among his friends in that neighborhood the news of how politely, efficiently and effectively his warts were provided for on that morning.

This is all to the story. There is nothing particularly new about it. Similar experiences could be told of by others, no doubt.

Losing sales is the easiest thing a merchant can do.

How about the lost sales in your store?—Butler Way.



A "Seasonable Suggestion"
Your customers will appreciate

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That Golden "Maple" Flavor
These are days of waffles,
and "Maple" syrup made with
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Our products are packed at five plants in Michigan, in the finest fruit and vegetable belts in the Union, grown on lands close to the various plants; packed fresh from the fields and orchards, under highest sanitary conditions. Flavor, Texture, Color Superior.

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Michigan Poultry, Butter and Egg Association.
 President—J. W. Lyons, Jackson.
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 Executive Committee—F. A. Johnson, Detroit; H. L. Williams, Howell; C. J. Chandler, Detroit.

How to Dress and Grade Dry Packed Poultry.

Until this past season the egg business in this country was disgraced by the large percentage of rotten eggs that farmers, country merchants—yes, and country shippers and packers—were paid for and passed along the line in interstate commerce. As the result of concerted action by the Department at Washington and various state food commissioners the nuisance has been abated, and the day is approaching when at least 90 per cent. of the rotten eggs will be kept on the farms, where they belong, as fertilizer.

Do you wish the Department at Washington to intervene and show us how to dress, grade and pack poultry? Such action is coming if we don't improve. What's the matter with us? Do we lack intelligence or ambition or are we just lazy, slipshod duffers? Often as a poultry inspector have I gone to cars or cold storage houses to inspect poultry, with a purpose either to buy or to sell. Very often I was accompanied by a prospective customer, whose mind was already made up to the point of buying. It is a pleasant feeling to see his enthusiasm vanish and the prospects of making a sale sink towards zero when upon opening box after box, we find one containing two poorly bled birds, another with three birds little more than half picked, another with two shadow, scalawag birds that belong to the canning grade, another with a bird as hump-backed as any camel, another with two or three birds having broken wings or great tears in the tissue, or a box of soft-meated chickens containing one, two or three birds that were barn-yard mates of the cock that crowed when Peter denied his master. There is apology for such dressing or grading. If you don't know how, learn. Take two or three days or a week early in the season, visit some of the concerns which pack poultry that it is a pleasure to see, then come home and spend more of your time in your own killing, dressing, grading and packing rooms. If you don't want to learn, quit dressing. It's an easy matter to grade out number two poultry, and still easier the culls. All buyers are not fools. They spot your second-grade birds every time. In fact, that's the kind they

are looking for. I have seen poultry shipped to Chicago and New York from points East and West of the Mississippi, packed in barrels crimson with the blood of the slaughtered innocents, the top covering a burlap that looked as though it were picked up from the floor of the killing room. But why go further? We know our shortcomings. In Heaven's name, let's improve.

Someone may say that close grading doesn't pay, that buyers won't pay the difference in price. Is that so? I know of one egg packer who markets a very fine reliable grade of storage-packed eggs at from 1@1½¢ per dozen more than his next-town competitor gets. He states his extra grading costs him ½¢ per dozen. I know one poultry packer who never has to look for customers. Buyers are after him so hard that at times he has to go into retirement to get away from them, and the prices that man gets would give heart failure to the rest of us who pack the common stuff which we offer as fancy poultry.

Whether we speak of milk-fed or corn-fed poultry, standard as regards size or grade is well enough defined. I refer you to the Handbook of 1914. Knowing the standard sizes, the box manufacturers will supply you with the proper kinds of boxes, if you let them. If I had absolute authority for thirty minutes, I would forbid forever the use of any but thoroughly dried whitewood boxes; I would put in jail the packer who uses boxes having covers or bottoms made out of tongued and grooved lumber, or with inside cleats to strengthen the box, and, should I ever find the man who uses railroad spikes as nails in the cover of an eighteen-pound box of broilers, place me in solitary confinement lest murder be committed. Boxes with tongued and grooved covers look, after one inspection, as though they had been in a railroad wreck. More important still, when placed in cold storage, they do not permit the same free air circulation, the freezing is not done so rapidly, and, as a consequence, the poultry lacks in brightness. Many buyers, when inspecting poultry, like to strip the box so as to see all the birds therein. The easiest, neatest, most satisfactory way (this does not apply to broilers) is to remove the side of the box and slide the poultry out. When doing this frequently we find an inside cleat. Why in the devil's name is that cleat not on the outside where it belongs and where its existence can be justified either as a handle when moving the box or as an excellent means of allowing free



Mr. Flour Merchant:

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

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

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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.

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

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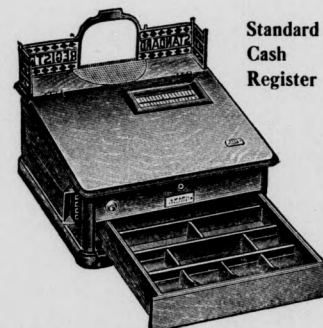
No other system will enable you to departmentize your daily business as does this. It is not a cash register only, it is a RECORDER, and only \$30.00 installs it.

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

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SEND US ORDERS

ALL KINDS FIELD SEEDS

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MOSELEY BROTHERS

Grand Rapids, Mich.

The Vinkemulder Company

Jobbers and Shippers of
 Everything in

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Grand Rapids, Mich.

air circulation when stacked in cold storage?

Boxes should be, and as a rule are, made to contain twelve birds of a definite standard size. Don't pack three-pound birds in a box intended for twelve four-pound or five-pound birds. Use the square box, packing birds on their sides in two layers, although, to speak the exact truth, the single layer box is the ideal, but there are not more than three concerns in this country whose poultry possesses the requisite standard of excellence suitable for this package. For all the rest of us, the single layer box shows up too glaringly defects in bleeding, dressing and grading. Perhaps some day we all shall reach the standard required by the single-layer box. Boxes should be lined with parchment paper. Should birds be wrapped? I refuse to commit myself otherwise than to say that, in my opinion, broilers should be wrapped, export chickens possibly, roasting chickens and fowls, no; but heads should be wrapped, all feet washed and all blood removed from their beaks.

If you are getting tired of this scree, all I can say is this: "The end is not yet." So possess your souls in patience. There is one final paragraph.

Do you wish to know another reason why progress in building up a strictly high-grade commercial poultry has been slow? I'll tell you—the Boston, New York, Philadelphia and Chicago wholesale commission merchants and brokers. Explain? Of course I will. Explanation is easy. During all these years, or since a time whence the mind of man runneth not to the contrary, these commission merchants and brokers have been sending telegrams and letters—yes, and personal solicitors—to all the shippers in the great West, advising them of market conditions and asking for poultry shipments on commission. Yes, and they got them—a lot of "onery" stuff. They paid drafts in full often in excess of value, worked and worried until the stuff was sold—often for more than it was worth. But did they ever criticize the shipper in an intelligent and educational manner for the kind and condition of the poultry shipped? Very seldom. Why? Because they were afraid the shipper might get sore and send his next shipment to someone else. The absurdity of such methods is gradually dawning upon us. This poultry business is becoming more and more a straight merchandising business. It has taken a long time, but we are learning our lesson—that it is a poor, unprofitable business handling common, riff-raff poultry on commission. The claims for allowances made after account of sales have been rendered invariably wipe out selling commissions or brokerages. We have about reached the point where we buy what we want and what we reasonably hope to sell at a profit, and the purchases are made either upon the known reputation of the pack or after careful inspection and test of weights. Straight business transactions; no guesswork.

In conclusion, if packers and shippers put up a uniformly good, reliable grade of poultry, they need not ask

Boston, New York, Philadelphia or Chicago wholesale commission merchants or brokers to handle it on commission, because these same commission merchants and brokers are always in the market for good poultry and will gladly buy it at proper market value, but don't expect premiums for common, straight-run, barnyard poultry.

A. D. McIntyre.

Nature's Cold Storage.

Mankind has long laxed his ingenuity to contrive successful systems of cold storage for food products; but for untold ages such a system has existed in natural form in Northern Russia and Siberia. Henry Seebohm, the famous English ornithologist, discovered it.

In the course of his travels, Seebohm visited the Petchora River, which flows from the Ural Mountains into the Arctic Ocean opposite Nova Zembla. Along the lower part of that river stretched the tundra, a dreary, uninhabited, treeless swamp, covered with ice and snow. Nevertheless, he found that this unattractive spot was the summer home of almost half the bird population of the old world!

Mr. Seebohm reached the region in early April. Forest and tundra were as devoid of life as the desert of Sahara; but a change was near. Suddenly summer broke over the scene; the ice in the river split and disappeared, the banks steamed in the sun, and innumerable birds of all sizes and colors appeared within forty-eight hours after the first warmth. The frozen tundra became a wide moor, diversified with numerous bogs and lakes. It was covered with moss, lichens, heath-like plants, cranberries and crowberries.

The perpetual sun of the Arctic summer causes the latter plants to bear in wonderful profusion. But fruit bearing must follow blossoming, and blossoms and fruit cannot be perfected in forty-eight hours. The birds were arriving in thousands. The fruit would not be ripe until the middle or the end of the summer; if the birds had to wait until then they would starve.

It soon appeared, however, that nature had made due provision for them. Beneath the snow lay the whole crop of last year's fruit, perfectly preserved in nature's cold storage.

Each year, when the berries are ripe, and before the birds can gather many of them, the snow descends upon the tundra; it covers the crop and preserves it in perfect condition. Then comes the spring sun to melt the snow and uncover the bushes, loaded with ripened fruit, and the ground beneath covered with the fallen provender. The berries never decay beneath the snow.

Nor do the birds rely upon fruit alone for food. The insect-eating birds also find provision, since the same heat that frees the fruit also brings into being some of the most prolific insect life on the globe. No European can live on the tundra with a veil after the snow melts.—Youth's Companion.

Some men are dough losers rather than breadwinners.

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.

Manufactured by Wells & Richardson Co. Burlington, Vt.

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids, Michigan

Owned by Merchants

Products Sold Only by Merchants

Brands Recommended by Merchants

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



Registered, U. S. Pat. Off.

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.



For Sale at Your Druggist

Grand Rapids BREWING CO.

THE AWNING BUSINESS

Has Kept Pace With the Development of City.

Written for the Tradesman.

Thirty-three years ago the awning business of this city was conducted by Albert and Charles A. Coye under the firm name of Albert Coye & Son. Albert Coye came to Grand Rapids from Rochester, N. Y., in 1855 and had made practically all the awnings used in the city since that year.

In 1882 he took his son, Charles A. Coye, into the firm, and the business was conducted under the above style until 1888, when Charles A. Coye purchased his father's interest and continued it under his own name until 1909, when he organized a stock company under the style of Chas. A. Coye, Inc.

In 1883 the awning factory occupied a space 18 x 80 feet on the second floor of the store now occupied by Paul Eifert, then known as 73 Canal street.

In 1889 one store of the Cole block at 11 Pearl street was leased and the business moved there. As business began to increase, the rear half of the second floor over numbers 9 and 11 was rented and other parts of the building were rented from time to time, as more room was needed, until 1902, when Charles A. Coye celebrated his twentieth anniversary of being in the awning business by renting the store at 9 Pearl street, thus giving him full control of the whole building, containing 42,000 square feet of space.

Owing to increased business and needing more room, the four story building on the corner of Campau avenue and Louis street was purchased by Charles A. Coye in 1911 and is now occupied by the company.

Thirty-three years ago we used in the manufacturing of awnings two foot power sewing machines. To-day we run our machines by individual electric motors and we have the latest kinds of single and double needle machines, both for light and heavy work.

For many years we hired our iron work made outside of the shop. Now we have a complete blacksmith and woodworking shop in the building. All the forges, pipe cutting and threading machines, drills, saws, etc., are operated by separate motors.

Thirty-three years ago the writer solicited orders, made the store frames, put up the awnings, looked after the books and collections.

We now have several traveling men on the road and in the city soliciting and have a competent force of employes in the factory and others for putting up the awnings in the city, frequently sending men to surrounding towns.

The lettering of awning for years was done by outside firms, but we now do it all in our own building.

Of late years the decorated awnings have come in vogue and we show many original designs which are being used on both house and store awnings in this and other cities.

For many years only plain white duck or ordinary awning stripe were used. Now fancy painted stripes on white and khaki duck are coming into more general use, and when the curtains are trimmed with fancy scallops and fringe,

and with the decoration, they give a very artistic finish to the houses on which they are placed.

For the convenience of our customers, we have a large room for the storage of awnings, which does away with keeping them in attics or cellars, and all one has to do, is to phone us and the order both for putting up or taking down and storing awnings is given prompt attention.

Thirty-three years ago our principal business was the manufacture of store awnings, as only a few people used window awnings, they being considered a luxury. Now, thanks to improved methods of manufacture which cheapen their cost, they are used by nearly every one and are deemed a necessity.

Where formerly only two or three kinds of duck were carried, customers can now obtain nearly any kind of duck

1883, among other customers we find in the wholesale grocery business John Caulfield on Canal street; Fox, Musselman & Loveridge on South Division street; Freeman, Hawkins & Co. on South Ionia street; Cody, Ball & Co. on Pearl street; L. H. Randall & Co. on Ottawa street; Arthur Meigs & Co. on Canal street.

As retail neighbors and customers on Canal street were George W. Thayer, A. Rasch, Phillip Kusterer and John Cordes in the grocery business; E. B. Escott H. & F. Thum and Mills & Lacey, were the druggists; Wm. Kramer and F. W. Wurzburg were selling dry goods; Van Every & Co., John Mohrhardt and J. George Lehman kept meat markets; Thomas Wasson had a bakery at No. 111; I. C. Levi, A. May and H. S. Pressburg were dealers in clothing; Rindge, Krekel & Co. and H. O'Hara,

In 1888 tents were first used at the old fair grounds, on Hall street under which to display carriages, Brown, Hall & Co. being the first ones to use them. For many years afterwards at the new fair grounds, (now Comstock Park) all the carriages, often amounting to from fifteen to twenty exhibits, were housed in tents, but now carriages have been replaced by automobiles and they are exhibited in a new up-to-date building.

During the campaign of 1888, when Charles E. Belknap ran against M. H. Ford for Congress, there was a large business done in campaign banners, transparencies and oil cloth capes, as it was customary that year to have frequent torch light parades, but those things are gone. The present generation knows nothing about them, they getting their pleasure out of automobile rides and municipal play grounds.

Charles A. Coye.

Foolishness of Delusive Advertising.

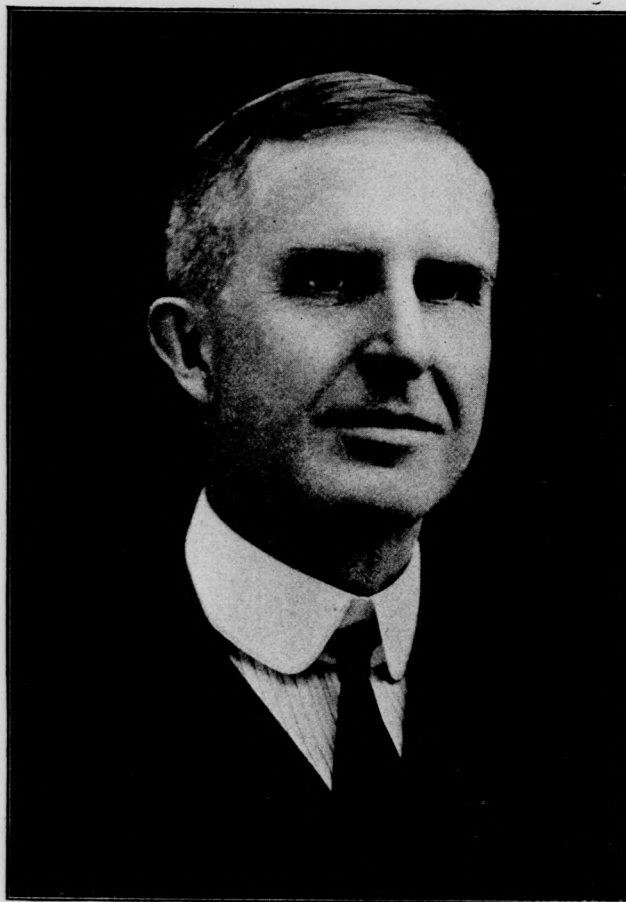
Written for the Tradesman.

Not so very long ago we noticed an advertisement making a specialty of a certain make of rugs which were pressed for their merits of cheapness, durability and the ease with which they could be cleaned. An acquaintance found the description enticing and went to see the rugs, only to find that they were very much like linoleum—so much so that she almost, without thinking how it would sound, observed the close resemblance. "That is what it is," was the confession of the clerk. "Comes in very pretty patterns and is durable."

It was not what she wanted; in fact, could not be made to serve her purpose. She was disappointed. Perhaps had it not been for this, she might have found something else which would fill the bill. As it was, she went away, feeling down deep in her heart that she had been next to duped. While she might not exactly regard the matter as an outright misrepresentation, yet how much better had it proved to her? Was this plan to get people to examine goods by leading them indirectly to believe that it was something else good advertising?

Almost every week there are crash sales conducted in every city of any size. A few of the goods are really bargains. Some are cheap values at cheap prices. It may be that this is not apparent on the face of the matter, at least not to the uninitiated. But sooner or later the secret is bound to come out. The shoes purchased at half price prove to have less than half the wearing value expected. The silks which filled the remnant counter and seemed bargains cracked in the making or had damaged places in them which rendered the cutting of the desired garment difficult. There is delusion at every turn. Truly, the purchaser tires of such methods. Damaged remnants may prove a boon to the woman with small children and a smaller purse; but she wants to know in advance that the goods are damaged; then she can look out for the weak places and avoid them. But the rose-hued, advertisement which leads her turns to ashes of roses very quickly when she discovers the real state of things.

Bessie L. Putnam.



Charles A. Coye.

wanted, as it is carried in stock from four inches to 120 inches in width and in all weights.

Thirty-three years ago if a tarpaulin was wanted it had to be made of heavy white duck. Now a large stock of waterproofed ducks are kept constantly on hand, ready to be made up into all kinds of covers.

Oiled clothing, both in yellow and black, is kept in large quantities to supply the jobbing and retail trade.

There have been many changes in the streets and buildings of this city in thirty-three years.

In 1883 there were quite a number of unsightly wooden awnings extending across the sidewalks, but which were ordered torn down at different times by the Common Council and were replaced by cloth awnings.

In looking over our order books for

shoes; E. J. Hervey, now on Fountain street, kept a jewelry store; Putnam & Brooks had their candy factory at No. 63 and 65; S. A. Morman was in business with his father, William Morman, at No. 69; Friedrich Bros., music store; B. Allen, hat and caps.

On Monroe street, Peck Bros. and E. R. Wilson were the druggists; A. Preusser and J. C. Herkner, jewelers; Rice & Moore and Ira C. Hatch, groceries; Gardiner & Baxter and Stanley & Schroeder, clothing; A. B. Wykes and J. W. McGowan, had meat markets; A. V. Pantlind and J. Boyd Pantlind kept the Morton House; N. C. Johnson kept Sweets Hotel.

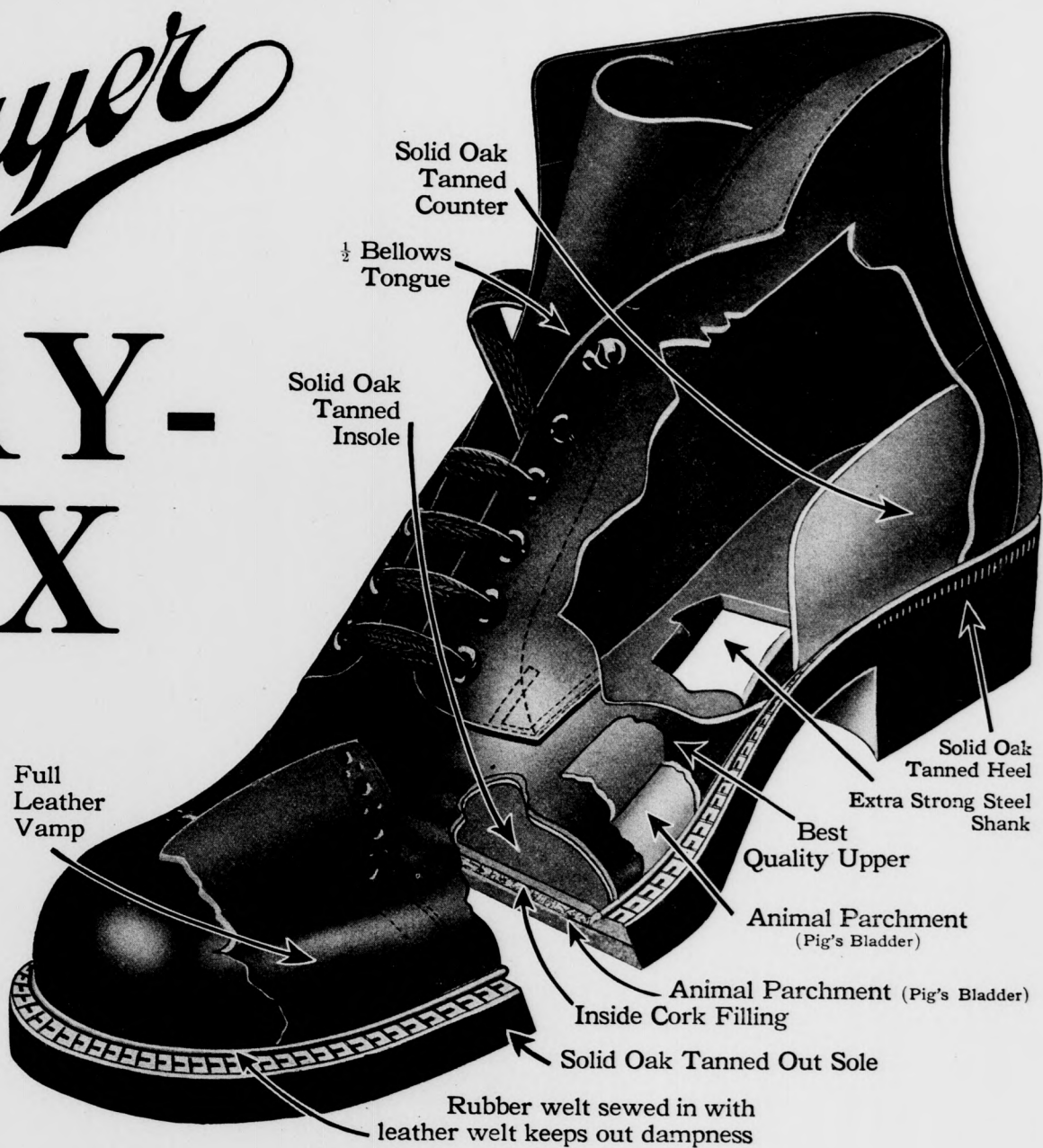
Among out-of-town customers were J. E. Somerville, Manistee; J. F. A. Raider, Newaygo; Jackson Coon, Rockford; Furber & Kidder, Hopkins; J. D. F. Pierson, Pierson.

Mayer's

DRY-SOX

THE GREAT WET-WEATHER SHOE

MADE IN TWELVE HANDSOME STYLES



THE SEASON IS NOW ON. Do not miss the trade-creating opportunities that the DRY-SOX Shoe gives you. Nothing in the shoe business will pull bigger or more profitable trade. It's the shoe most people want. No trouble to turn your DRY-SOX stock into cash quickly and profitably with the Selling Helps we furnish you.

DRY-SOX Shoes give absolute satisfaction, because they afford perfect protection against rain, snow and slush.

This season's DRY-SOX business is tremendous; get in on it and reap the profits. Send for Style Book and Selling Plans. Coupon attached for your convenience.

F. Mayer Boot & Shoe Co.

MILWAUKEE, WIS.

CUT OUT AND MAIL TODAY

F. MAYER BOOT & SHOE CO. M T
Milwaukee, Wisconsin

Please send me DRY-SOX Style Book and particulars regarding the DRY-SOX line.

NAME

ADDRESS

SLOWLY BUT SURELY.

Changes For the Better in Judicial Procedure.

Written for the Tradesman.

The common idea that lawyers as a body are conservative and not easily subject to change is illustrated by the fact that there has probably been less material change in the methods of legal administration during the last thirty-three years than in almost any other profession or business in which men are actively engaged. It is only within the comparatively few years last past that the general disposition to try new methods seems to have developed in the field of judicial procedure.

Until recently, and in both state and Federal practice, the changes have been piece meal and each one was made to meet some specified complaint. Of course, this is not a very intelligent method of relief, and it is often not very helpful. Some member of Congress or of the Legislature, who has personally experienced what he thinks a defect in practice or whose attention has been drawn to what some one else thinks a defect, introduces a bill relating to that point only and it is passed, and three times in four it turns out that the bill affects other situations in the wrong way, and does more harm than good. The result is that confusion multiplies, and that, when it gets bad enough—as after a period of years it is sure to—the necessity for the use of the final scientific remedy—a general revision—becomes imperative. In both the courts of the United States and the courts of Michigan such general revisions have recently been made. The Supreme Court of the United States, to which Congress long ago gave power to regulate the practice in equity cases, has adopted a new code of equity rules, and Congress, after several years of consideration, has passed a code of judicial procedure, which however, makes little change. Proposals are pending in Congress and seem likely to be adopted which will give the Supreme Court power to control the practice by making rules in law cases as well as in equity cases; in such case, it is expected that a general revision of the rules of procedure will be made which will become the basis of similar revisions to be approved by the different states, and so, eventually, will bring the procedure in all the courts in all parts of the country into substantial similarity.

The same tendency had induced, in the State of Michigan, a new code which is just now being put into effect. This, also, confines itself to elimination of conflicts and to rearrangement rather than to making many vital changes; yet, there are some, and if it works as well as its promoters think it will, it will bring about much improvement in the direction of simplicity and speed.

The two most important results sought by the recent general legislation passed or pending are the avoidance of new trials and an increase in administrative efficiency. It was the old theory that if the trial court made an error of law which the

appellate court thought might have affected the result, the judgment must be reversed and there must be a new trial. It is the new theory that there should be no reversal unless the appellate court is able to say that the mistake not only might have affected the result but did in fact do so. This new theory is embodied in different form of words reaching different degrees of result. One form has been adopted by the Michigan Code now in force, and if it is interpreted and applied as its advocates think it should be, new trials will be lessened and a quick and final decision on the merits will be more easily reached.

A similar provision has been before Congress for some time, and at the last two sessions has been advocated by the American Bar Association. It has passed one house of Congress,

and with a Chief Justice whose duty it was to have charge of the machine and keep all parts of it working to the best advantage. The Chicago experiment has been considered very successful. The new Michigan code adopts the idea to considerable degree and it is believed that the circuit courts around the State will have their work equalized and that the courts which are over-burdened with work will be relieved—all tending to that most desired result, a speedy decision.

Reviewing the period of time covered, there are a few instances of important changes which stand out clearly. In the Federal practice, the chief change of this kind was the creation of the Circuit Courts of Appeals in 1891. This was in effect a measure for the relief of the Supreme Court of the United States which

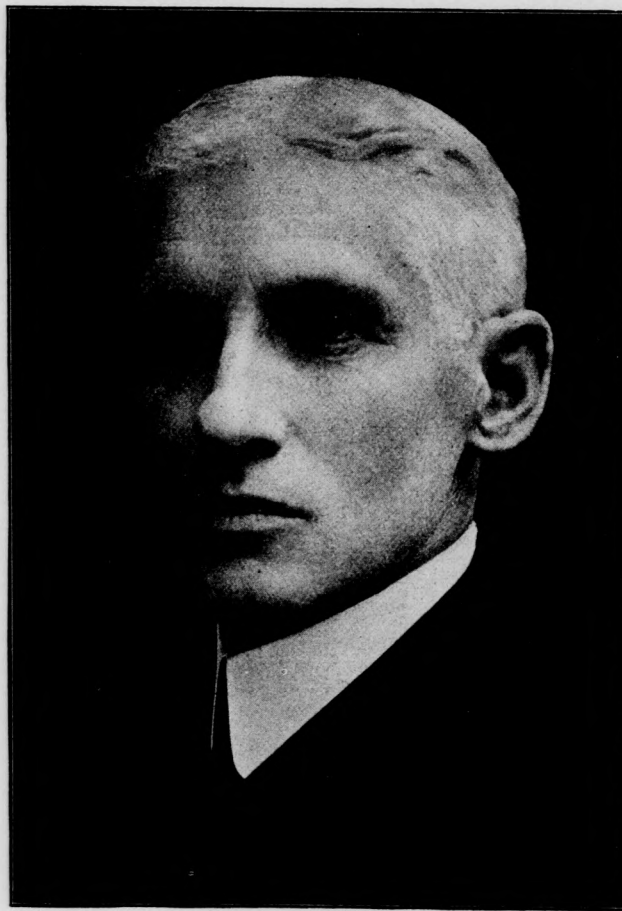
the theretofore almost unlimited right of appeal to the Supreme Court; but how effective these will be remains to be seen.

To one familiar with the practice in Grand Rapids, the chief changes of the period have been by the abolition of the old justice courts, one for each ward, with justices paid by fees to be earned from the cases and the substitution of what is, practically, a municipal court for small cases, although it has not taken just that form. No one who has seen the change needs to be told what a tremendous improvement it was.

In the Circuit Court, the changes have come through increasing the number of judges. At the beginning of the period, Judge Montgomery—succeeding Judge Hoyt—held the only Circuit Court and was able to dispose of the business. As that increased, the court was given two judges, the additional place was filled by Judge Burch, succeeded by Judge Adsit, and the court for several years was administered by him and by Judge Grove, who had succeeded Judge Montgomery. These two again were succeeded by Judges Perkins and Wolcott, who was succeeded by Judge McDonald; and this brings us down to the recent time when the third judgeship was created, now filled by Judge Brown.

I said at the outset that changes come slowly. At the same time, they come surely. There have been very general and very marked changes for the better; and thirty-three years is a short time after all.

Arthur C. Denison.



Hon. Arthur C. Denison.

but died in the other. However, it seems reasonably certain of enactment and the experience of the Michigan courts with such a provision, along with several other states which have recently adopted similar plans, will aid the Federal courts when they come to its interpretation.

The movement for administrative efficiency rests on similar principles of business efficiency. The idea is that, instead of each co-ordinate court in a state running its own affairs in its own way, they should all be gathered into a unit under a head with power of directing the methods for carrying out the work. This plan was first adopted on a large scale in Chicago some five years ago where the large number of city justice courts were transformed into one court called the Municipal Court, with as many judges as necessary to do the work,

was then so far behind its docket that it took some four years to reach an appealed case. The change transferred to the nine Circuit Courts of Appeals—one in each of the nine Circuits—a large part of the former jurisdiction of the Supreme Court. Further changes in the same direction have been made, and it is now true, roughly speaking, that three-fourths of the cases which, in 1890 would have gone to the Supreme Court, go to the Circuit Courts of Appeals, and but a small fraction—not over 10 per cent.—of the cases decided by these Circuit Courts of Appeals are appealed to or ever reach the Supreme Court.

Propositions to create a similar court in state practice, standing between the trial courts and the Supreme Court, have been urged, but have never been adopted. The new Michigan code put some checks upon

Steaming Tobacco Beds.

Wisconsin tobacco growers are becoming interested in the new process of steaming plant beds to rid the soil of disease and weed seeds. James Johnson, tobacco specialist at the University of Wisconsin, has successfully used this process of fighting disease producing organisms. He advises growers who expect to steam their beds to first supply themselves with a container or pan to hold the steam over the soil. Such pans, made of galvanized iron, six feet wide, ten to twelve feet long and eight inches in depth with handles on the sides, all riveting and connections complete, may be had for approximately \$25. An ordinary traction engine is used for furnishing steam for the process.

When the seed bed is made ready the inverted steam pan is pressed down into the soil an inch or more and the steam is turned on for thirty minutes or more at the rate of 100 to 150 pounds pressure. Ten or twelve rods of bed, six feet wide, can be steamed in one day at a cost of about \$10. In case a grower feels unable to bear the expense alone, he may be able to induce a group of neighboring tobacco men to co-operate with him and thus considerably reduce the cost.

Bell Phone 860

Citz. Phone 2713

Lynch Bros.

Special Sale Conductors

Expert Advertising—Expert Merchandising

28 So. Ionia Ave. Grand Rapids, Mich.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Oct. 30—Burt P. McKinney, our popular singer, has established a new golf record at the country club here. Mr. McKinney surprised himself as much as any one else when he handed in a card for nine holes of 31. This is Mr. McKinney's first year at golf and his numerous friends are more than pleased to hear of his success. Mr. and Mrs. McKinney, who spend this season traveling, are now spending the annual vacation with Mrs. McKinney's parents here.

It was just fifteen years ago to-day that Nelson Hall, one of our popular druggists, was reported lost on Sugar Island while out hunting partridge. Nelson spied one of the birds about dark and proceeded to follow it and soon lost track of the path. He spent the night in the woods, the experience of which he shall never forget, but as it is only fifty miles around Sugar Island he succeeded in making camp the next day and from all reports he has not been lost since, although he has made many similar trips and is considered one of the best shots in the Soo, being active in military circles and other enterprises. Nels is always ready and willing to devote his time and money to a good cause and, while attending strictly to business, there is always ample time for recreation.

The McLeod Lumber Co.'s mill, at Garret, has closed for the season and Mr. McLeod has moved his family to Newberry, where he expects to make his home for the winter. He has opened up several camps around Newberry, which he expects to operate during the winter.

"Yesterday is gone—forget it. Tomorrow does not exist—don't worry. To-day is here—use it."

George Baldwin, of the Soo Electric Co., was passing around the cigars in a

cheerful manner last week on the arrival of a son and received the congratulations of his numerous friends.

Fred Bye, proprietor of the Model market, was also on the cheerful list last week, being the proud father of a daughter. This is the first born and the young couple are exceedingly happy.

Our police department are to be congratulated upon their success in rounding up two auto thieves, who have been raising considerable trouble with the private garages for the past few months, taking and selling tools from the cars left standing in the streets. This caused much annoyances and inconvenience to the car owners. The culprits are John Hahn and Claude Johnson. Many of the stolen articles have been recovered and arrangements made with the boys to reimburse the losers for the unreturned tools. They have been convicted and sentenced to serve ninety days in the county jail. Charles Haase, one of the victims, is greatly pleased, as his garage happened to be in the neighborhood most visited by the boys and Charles was losing considerable sleep trying to work overtime as a detective. However, he is almost too large a man to be overlooked and it seems they have always been able to see him first. He is more than elated over the success of the police department and is now devoting most of his time to Unecda biscuit.

The pea shipping season is now on and the farmers around Cedarville and Pickford are shipping hundreds of bushels each week to the seeding stations. Chippewa county holds the record for fancy seed peas in this State.

Manistique heads the list in raising the price of bread from 10 cents to 12 cents per loaf, owing to the high cost of flour, but with a prospect of the State going dry, many will be able to pay the price for bread.

The new ore dock at Marquette, which has been underway for several months, has been completed and is now being

used. It is a most substantial structure. The estimated cost of the work is over \$20,000. Part of the dock is double tracked, making it possible to load direct from the cars to steamers. It is said that considerable pig iron is to be shipped from the Newberry furnaces this fall and will be transferred from here to boats for water transportation.

George Watson, well-known wholesale butcher of Pickford was a business visitor last week. Mr. Watson is raising something unusual on his farm, as a colony of beavers are working on his farm and have already erected two dams.

"The fellow who does his own thinking is never afraid of what the other fellow thinks."

C. T. Bennett, well-known merchant and lumber man at See Why, was a business visitor here this week. His many friends were pleased to note that he has greatly improved in health after having successfully undergone an operation at the Mayo Bros. Hospital. William G. Tapert.

Activities in Michigan Cities.

Written for the Tradesman.

The Attorney General rules that Pontiac is not entitled to share in the distribution of money received by the county from the automobile license tax, for the reason that Oakland is under the county road system.

Battle Creek is having a siege of infantile paralysis, but the situation is clearing up and the public schools will open again Nov. 6. Battle Creek will send no delegates to the State teachers' convention held in Grand Rapids this week.

The plan of installing public comfort stations at Kalamazoo is being thoroughly investigated by the Chamber of Commerce of that city.

Cadillac is working to secure more equitable freight rates east.

The Tecumseh Commerce Club has taken over twenty acres of land formerly used by a railroad for car shops and will utilize same as a factory site.

Hastings has a new industry for the manufacture of porcelain insulators, which will occupy the old kitchen cabinet plant. Emil Tyden is President.

The Baker-Vawter Co., of Benton Harbor, has let contracts for erection of three new factory buildings.

Automatic telephones will be installed at Hastings by the Citizens Co. at the following rates: \$20 for residence phone or \$15 for party line; \$30 for business phone; \$15 for farmer's line.

Battle Creek has added a new motor-driven engine to its fire fighting apparatus and the department is now fully motorized with the exception of one horse-drawn vehicle.

Almond Griffen.

The Price-Cutter.

Tell me not in smiling numbers
Selling costs are what they seem,
And the man who cuts for orders
Gets the lion's share of cream.

If you strive to build a business,
Do not be a human sieve—
Letting leak your needed profit,
Trusting luck will let you live.

Lives of dead ones all remind us
What it means to sell on guess—
Their departure makes us keener
To sell right and not sell less.

For no trade can long be loyal
To a man who's all regrets—
Can't deliver—who's just living
On the interest of his debts.

A Change in Price on Aunt Jemima's Pancake and Buckwheat Flour



We have issued a new price-list, dated October 20th, which increases the price of Aunt Jemima's Pancake and Buckwheat Flours.

The reason for this advance lies in the abnormal condition of the wheat and corn market, which gives us the choice of making this change or doing business at a heavy loss.

This statement is warranted by the comparative cost of wheat and corn.

Oct. 24, 1915 Oct. 24, 1916

No 2 Hard Wheat	\$1.03	\$1.80
No. 2 White Corn	.59	1.00

All other ingredients in the same ratio of advance, including cost of the packages. We have been careful, however, to provide in the new arrangement a liberal profit for you.

Still the Cheapest Food on the Market

While you will find it necessary to ask more than before for Aunt Jemima's, remember that this popular food is ready mixed with all that is required, including the sweet milk, in powdered form, which every housewife knows is necessary to make good pancakes. This feature saves the housewife the cost of a bottle of milk with every package, and a bottle of milk costs at this writing an average of 9c.

Aunt Jemima Is Nationally Advertised

Full pages in the Saturday Evening Post, Ladies' Home Journal, Woman's Home Companion, Good Housekeeping, and other standard publications, will constantly acquaint the housewife with the economy of these goods, because of the sweet milk

feature and because of the quality of the other ingredients that go into it.

Aunt Jemima Stands for Quality

This advertising will make the goods sell quickly—make a quick turn-over for you—and that means profit.

Housewives will readily pay more for Aunt Jemima's if they understand that they actually save money on account of the milk feature. Pancake Flour without the milk feature is very expensive.

Tell your customers about this. Show them how they can save money by using Aunt Jemima's. Remember, no milk should be added, for sweet milk in powdered form is already mixed with the flour.

"A bottle of milk is saved with every package of Aunt Jemima's bought."

AUNT JEMIMA MILLS COMPANY - ST. JOSEPH, MO.



Story of a Dry Goods Dealer's Romance.

Chapter XIII.

Written for the Tradesman.

It was a bright, beautiful morning. Frost crystals were sparkling in the sunlight. The air was bracing. And as Elsworth Seaton Moore drove back over the same road he and his party had traveled the night before, he wondered that they had gotten through with so little difficulty. The storm had simply played havoc with the entire countryside in that section. Limbs were blown from trees, saplings were bent over, and there were here and there trees that had been uprooted or broken off by the fury of the storm.

It would have been dangerous even in daylight to drive fast with the road in such condition, but Mr. Moore was in no special hurry. The organization of his dry goods store was such that his absence for a few hours—or a few days even—did not seriously interfere with the routine. Elsworth Moore had so perfected his store system that the salesforce is right there on the job whether the boss is in or out. To be sure he meant to call up the store and have a talk with Ralph Courtland of the Dress Goods Department, only the lines were down and he couldn't get Centerville. But everything would be all right at the store he had no doubt.

Decidedly Elsworth Moore was in no hurry as he drove back to the city the next morning after the storm. He had many things to think about, and one can think ever so much more satisfactorily (and safely) running at the rate of twelve or fifteen miles an hour than when one is hurtling along at twenty-five miles. First of all, he was thinking of Frank Vaughn, and what a deuce of a mess the poor kid had gotten into. Moore had arrived at the mature age of 32, whereas Vaughn was only 28; therefore this paternalism in his thinking. Annette Merkle had frankly told him the whole story of her half-brother's insofar as she herself knew it from her brother's confidential account, together with certain extenuating circumstances that would be carefully weighed by any fair-minded person seeking to arrive at a just and equitable opinion of the whole affair.

Even as a child, she said, Frank had been rash, impulsive, and hard to control. Gladys—Mrs. William Ernst Richardson—was the eldest of the three children, being now 30. Frank was 28, and she, Annette, 25. When she was just a little thing only 8 years of age, their mother had died; and only a year later her father, who was just as good and sweet to Gladys and

Frank as he was to his own child, was instantly killed. He was an engineer, and it was a head-on collision. So, Frank, who was deprived of his mother at 11, was bereft also of his best friend, his step-father, at the age of 12. Aunt Catherine Kingsley took the children and tried as best she could to be both mother and father to them. Children of her own she never had. She was now a widowed lady in middle life.

Frank had been her despair. He was so self-willed and irresponsible. He never seemed to grow up. And even after he was a man in years, he seemed to take it as a matter of course that others should do for him. He shifted from one thing to another, and never seemed to make good at anything. Some two years back he had married a really charming girl—the young woman who was with him in Mr. Moore's dry goods store. That afternoon he bought a revolver at a local hardware store. For a while he had done ever so much better. They had a neatly-furnished little flat, and Frank was saving some money; and then old Hard Luck struck him. Through the jealousy of a foreman in the factory where Frank worked he lost his job. Being quick and impulsive, he wouldn't let the matter drop there, but beat up his enemy, and got a fine and thirty days in the workhouse. When he had served his term he couldn't secure another position. His former foreman camped on his trail and queered him every place he tried to get in.

Finally Frank was so reduced he got desperate. Mrs. Richardson had virtually kept them for months, but her own husband had latterly gotten into financial straits through some unfortunate business deals, and there was no one to whom Frank could go, even if his pride would have allowed. So he finally got into a perfectly desperate frame of mind wherein it is hard to fix the exact degree of responsibility. But his wife and his sisters of course knew nothing of his criminal intentions until, terrified by the prospect of apprehension, he had confessed the whole sordid business. They then realized he would be ruined for life if he fell into the hands of the police and got sent up to the penitentiary. Naturally they exerted their ingenuity to help him make his get-away, trusting that this first bitter experience of peril and remorse and terror would prove wholesome in the long run. Of course the sisters meant to restore the money that he had criminally taken. It wasn't much—twenty-six dollars from the man on Walton road—and they had his name

We are manufacturers of TRIMMED AND UNTRIMMED HATS for Ladies, Misses and Children, especially adapted to the general store trade. Trial order solicited.

CORL, KNOTT & CO., Ltd.
Corner Commerce Ave. and Island St.
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TAKING INVENTORY

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

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

DOUBLE YOUR MONEY

Put in a line of
PILLOWS

Get this Leader Assortment:

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

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

Grand Rapids Bedding Co.
Grand Rapids, Mich.

"STYLES THAT SELL"

SOFT
&
STIFF HATS

THE
NEWLAND
HAT

CAPS, GLOVES
&
MITTENS

We carry a complete line of the latest styles for prompt shipment

Mail orders solicited

Newland Hat Company
164-166-168 Jefferson Ave. Detroit, Michigan



Does your trade require Union Made Overalls and Jackets?

If so, talk to our salesman. We offer, while the stock lasts, all sizes, 32 to 50 waist, genuine Indigo dyed 220 white back denim bibs and jackets at \$13.00 per dozen for regular sizes. Extra sizes are \$14.00 and \$15.00 according to size.

Grand Rapids Dry Goods Co.

Distributors for Western Michigan

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

and address; and ninety dollars of the bank's money. To restore the money would be comparatively easy. And they were devoutly thankful Frank's aim was no better than it was, for, with the exception of a slight flesh-wound received by one of the policemen, no damage was done in the spectacular running-duel.

Of course Frank must be got out of the country as quickly and secretly as possible. And as soon as convenient, his wife would follow. And there, in a new place, and under other and more favorable environments, Frank vowed he would redeem himself. He wasn't really such a bad fellow at heart, declared Annette—and one good thing about Frank, he did love his little wife. At bottom it was for her sake that he became an outlaw, for it simply made him desperate to see the poor child becoming shabbier and shabbier week by week. And Annette also intimated that there were days when they had very little to eat—and would have nothing but for the generosity of Mrs. Richardson. Looking at the proposition from Frank's side of it, one must admit that he was not quite as bad a man as the newspapers had made him out. After all your newspaper reporter is an artist who paints with a wide brush and uses strong colors. His heroes are white-winged creatures absolutely untarnished by earthly stains. They always say and do the right thing at the right time. While the villains of the front page are lamp-blacked persons utterly devoid of redeeming qualities.

Annette was deeply grateful to Mr. Moore for his sympathetic interest and timely help, and looking back afterwards upon their first luncheon together, they were both surprised to recall how rapidly they became acquainted. During the course of her account of Frank and the rest of her people, Annette incidentally revealed something of her own life, life-views, and her womanhood's ambitions. She was taking a course in vocal at Centerville's famous College of Music, and this was her last year. Aunt Catherine, although not a rich woman by any means, was defraying her expenses. And Annette was boarding with her sister Gladys. And need I add that the young lady so maneuvered her end of the conversation that Elsworth Seaton Moore found himself telling the girl about his own yester-years with their lights and shadows? From the very start it was with these two as if each intuitively knew it to be safe to think aloud in the other's presence; and that, I take it, is the true test of that delightful state called soul-kinship.

And this is how it came about that Elsworth Seaton Moore, Centerville's prosperous and popular young dry goods dealer, and Annette Merkle, the beautiful and accomplished sister of the little lady in black came to be such good friends. Not at once did she begin to appear publicly with him in those places where Centerville's most exclusive social set is wont to foregather, for Annette protested that she was not just yet prepared to break into Centerville society. In a way that he as a man could not, Annette

realized that with women a woman's clothes are the indispensable criteria of her approval. And clothes she meant to have in due time. But Mr. Moore was permitted to see her at Mrs. Richardson's home, take her out to the theater occasionally, and more frequently enjoy her company at a luncheon or dinner. And such favors were not lightly to be esteemed, but Elsworth Seaton Moore longed to introduce her to his set.

Charles L. Garrison.

Facts About Brazil Nuts.

The Brazil nut tree, or castanha, is probably of the forest aristocracy and is easily the most majestic in the Amazon Valley, growing to the height of from fifty to 100 feet, in groups of up to several hundred trees in what are known as cashanhals or nut orchards, says booklet by James McGloin, an importer.

The Brazil nut tree does not begin to bear fruit until it attains the age of 50 years or thereabouts, and continues to produce crops intermittently, almost forever. At least, trees known to be hundreds of years old have produced crops. The crop matures about in October and the pods in which the nuts are contained drop in November and December. These pods are very hard and weigh several pounds, consequently the castanhas are studiously avoided during the period when the pods are dropping.

Beginning early in January, the harvesting parties set out to gather the crop. As the only means of transportation in North Brazil is by water, they travel in canoes up the smaller tributaries to the castanhas. Arrived there, the pods are assembled at the foot of the trees and broken open with the machete, after which the nuts are carried in baskets to the canoes, which, when loaded, are taken down the small streams to the larger rivers navigable by river steamers. As the river steamers are unable either to maintain regular schedules or await the arrival of gathering parties with nuts, it is necessary that the nuts be left on the river bank in what are known as "paioes." These paioes consist of cleared spaces protected from the hot sun and tropical rains by palm leaf shelters.

However, these paioes are hardly sufficient, and in consequence more or less injury is sustained at this stage, according to the length of time the nuts remain in the paioes awaiting delivery to the river steamers. In a few districts, notably the Ayapua districts, the custom prevails among the natives of washing the nuts, the method being the same as their ancestors employed generations ago. When the canoes arrive from the castanhas the nuts are transferred from the smaller boats in small wicker baskets which are immersed in the stream several times. During this process the accumulated dirt is washed off, and imperfect empty nuts arise to the surface and float off in the stream. At every stage, however, the nuts are handled in bulk very much the same as coal.

Following unusually favorable weather conditions, the crop is very

early this year, and already arrivals have come in in considerable volume. These early arrivals, by actual test, prove to be superior in quality to that of previous seasons, supporting the opinion freely expressed by best informed operators on the Amazon and here that the most desirable parcels are invariably the early parcels.

Still on the Sick List.

Holding up a box of cigars, the auctioneer shouted, "You can't get better, gentlemen; I don't care where you go, you can't get better."

"No," came a cynical voice from the back of the crowd, "you can't. I smoked one last week and I'm not better."

Don't buy a pig in a poke just because you need a poke.

GEO. S. DRIGGS MATTRESS & CUSHION CO.

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



OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

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

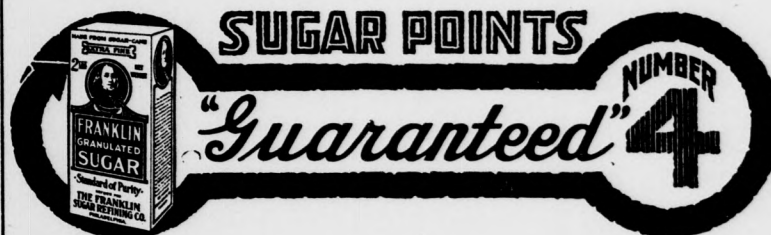
Holiday Goods

Our line is comprised of such items that sell readily in every dry goods store. Handkerchiefs, Mufflers, Neckwear, Suspenders, Garter and Arm-band Sets, Ivory Toilet Sets, Perfumes, Etc. Also a good assortment of Toys and Games.

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Michigan



We guarantee FRANKLIN CARTON SUGAR to be full weight and made from sugar cane. Its reputation as the Standard of Purity and Quality, and its great popularity are all additional guarantees to you that Franklin Carton Sugar will please your customers and is the best sugar for you to handle. The ready-weighed sealed cartons save you time and trouble and prevent loss by overweight.

Cartons hold 1, 2 and 5 lbs., according to grade

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

THE FRANKLIN SUGAR REFINING CO.

Philadelphia



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

Staff Conferences Are Helpful in Training Clerks.

Written for the Tradesman.

"You can't get good clerks in a town like this," stated a hardware dealer, recently. "I've tried and tried and tried, and it's impossible."

He went on to elucidate his objections to the modern clerk, with much harking back to the "good old days" when the clerk was indentured to his master for a term of years, and each of the parties knew just where he was at.

"There's that red-headed fellow over there, for instance. I took him a month ago. He didn't look promising, but he was the best I could get. He doesn't seem to have the least conception of what he's here for. He gets by with as little work as possible, rushes for his hat the minute the bell rings, and if he's on time coming to work, you can bet your bottom dollar he's never a minute early. And between coming and going, he does just as little as he can."

"Yes," I said, "the old system of indentured clerks had one advantage. The clerk had to know the business. But how many clerks came to their business with a thorough knowledge of it? As a matter of fact, the master was supposed to teach his clerk all about it."

My friend huffed up a little. "I'm sure I'm ready and willing to answer any questions a clerk asks me. That is, sensible questions," he qualified.

But, except to give orders, he did not step out of his way to tell the newcomer anything. In that store, as in a good many others, the clerk was left to find out things for himself.

Now, the A-1. cracker-jack clerk who has in him to a marked degree the genius for successful merchandising will quite often find out for himself everything he needs to know. If he's not told things, he'll ask questions. He's too interested in the business not to find out what it means.

Such clerks are rare, however. They are as rare as absolute dunderheads are. And, between geniuses and dunderheads, there are a lot of other clerks whose interest in hardware hasn't yet been stimulated to the keenest pitch, whose primary thought is that here is a "job" but who don't look on it as art, profession or science. They haven't grasped the wider significance of business, its romance and its possibilities.

They need some stimulus. That stimulus the merchant himself, with a little effort, can help to impart.

If it is for the clerk to learn, equally is it for the merchant to teach. Their responsibility is mutual. The clerk who won't respond to friendly interest on his employer's part is misplaced. The employer who won't take a little interest in his salespeople doesn't deserve much better salespeople than he gets.

In one town where the hardware stores close at 6 o'clock on week-nights, an employer has a regular salespeople's evening once a week. It started one night when he felt extra good and invited the boys to come down to the restaurant and have the ice creams on him. Now, a sundae takes ten or fifteen minutes to eat, if you want to really enjoy it; and between pauses the crowd got talking. The boss put in a word or two. Out of that grew a regular weekly conference. Whether over the ice creams or the oysters, there is—one night every week—an hour's informal chat over selling problems, lines of stock, and the like. No big banquet stuff, thank you; no speechmaking; just talk, friendly, unassuming, helpful. The boss says he has learned a lot, and I know the boys have.

A big store—not a hardware store—with a large staff has its spread monthly. It takes the form of a full grown banquet with all the trimmings, provided by the stores. The salespeople have an association. Delegates are sent to wholesale centers to study the business at close range. Salespeople write down their observations and read these papers on their return. The salespeople have their reading room, with a good many trade papers on file, as well as general publications.

Another dealer—a hardware dealer—has a simple, straight-forward system. For instance, at the start of the stove season this fall, he called the boys together.

"Boys," he said, "this is Mr. Jones, of the Blank Stove Company. He's going to show you everything about this range, including how to sell it. Blaze away, Jones."

Jones blazed away. He was a salesman, and the boys were the customers. Figuratively speaking, he took that range apart and put it together again. When the nagging from the clerks grew slack, the merchant himself put in a question or two.

There have been mighty few range questions put to clerks by customers in that store this fall, that the clerks haven't been able to answer.

Now, these instances illustrate how the staff conference idea is worked out by different merchants, under varying conditions. The idea itself has proven its value, particularly in recent years.

Not all conferences are equally good, nor is any one form of conference better in its results than other forms. One of the most successful conferences I ever heard of was what with which a young fellow inaugurated his little notions store some years ago.

"Jimmy," he said to the tow-headed boy who was his one helper, "if we both don't work like the devil, you'll be out of a job in a week or two."

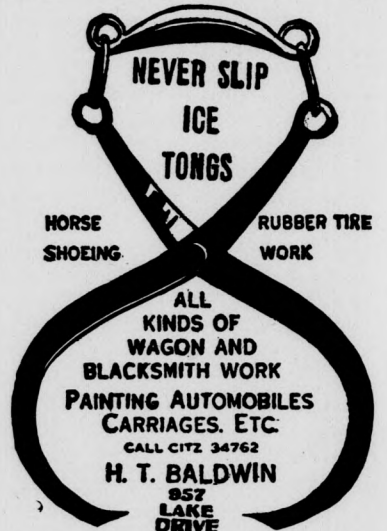
It isn't so much what a conference aims to accomplish as what inspires it.

YOU should handle **JOHNSON QUALITY PAINT**, guaranteed six years. Orders shipped day received. Prices are attractive. Phone or Wire for Agency.

JOHNSON PAINT COMPANY
 BIG RAPIDS, MICH.

Nearly **NEW PIPE** at about half price
 500 ft. 2 inch 200 ft. 6 inch 200 ft. 10 inch
 Just as good as new for posts.
 Also have Square Base and Top Plates.
VANDERVOORT HARDWARE CO.
 LANSING, MICH.

Holland Ladder & Mfg. Co.
 Holland, Mich.
 High Grade Ladders of all kinds.
 Write for Catalogue and Prices.



"The End of Fire Waste"

COMPLETE APPROVED
Automatic Sprinkler Systems

Installed by

Phoenix Sprinkler & Heating Co.

Grand Rapids, Mich.
 115 Campau Ave.

Estimates Free

Detroit, Mich.
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Established 1862

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Manufacturers and Jobbers

Elevators Special Machinery Lumber Lifts
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Smoke Stacks Factory and Mill Supplies

Foster, Stevens & Co.

Wholesale Hardware

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

Grand Rapids, Mich.

The mutual frankness, the spirit of "we both," the ideals of working together for common ends—these are the things above all that the staff conference should foster. It is worth something for the clerk to learn the goods, but it is worth even more for him to learn that his interests and those of his employer are identical.

It is impossible to tell just what should be done, or tried for, by the staff conference, so much depends upon the individualities concerned. The merchant who makes the most of the staff conference is the merchant who would make the most of his business anyway, and would get along the best with his clerks if the staff conference had never been devised at all. There's something inborn in a few merchants which, try as they may, others seem unable to attain. Yet if there's something in natural talent, there's still a great deal to be acquired by rubbing up against folks and getting acquainted.

One merchant makes it a point to take a two weeks' trip every year to cities where he will meet lots of people. "There's no man such a fool that I can't learn something from him," he says. To meet people, all sorts of people, to learn to talk with people we instinctively dislike as well as with people we instinctively like, is part of good salesmanship training.

But there are merchants whom it would profit to get acquainted just with their clerks; and clerks whom it would profit to get acquainted with their employers. A getting together from both sides would profit both sides.

There are lots of things that can be talked over when you get together—the goods you handle, the new lines you plan to introduce, experiences with cranky customers and others, the best way to drive home selling points. Above all should the talk express itself in terms of practical experience. Go over the prospect lists with your salespeople; plan the Christmas campaign with them; suggest and discuss window displays and newspaper advertising and selling stunts. Welcome all opinions and offerings; discourage none. Instead of trying to run according to some cut and dried plan keep just one end in view, to get the boys interested in the business.

Getting together, chatting together, learning to work together—the spirit that makes for these things is the true spirit of the staff conference, and the spirit that will make it a vital factor in the success of your business.

Victor Lauriston.

Hardware Conditions.

Manufacturers are finding difficulty in supplying the requirements of the trade and in some cases are unable to make prompt shipments. Wholesale houses report a good demand with high prices in many lines. A generally prosperous period is anticipated, and collections are usually prompt although local conditions control payments and these naturally vary.

The store that maintains a cheerful atmosphere will have less trouble in selling goods to people who come without knowing what they want, than the gloomy store.

DO YOU WANT MORE MONEY?

Crisp Reasons Why Promotion Came to Some Men.

- Plugged.
- Persevered.
- Read widely.
- Was never idle.
- Was never idle.
- Didn't grumble.
- Studied his work.
- Studied accountancy.
- Cultivated personality.
- Worked for promotion.
- Was attentive to work.
- Didn't watch the clock.
- Improved office system.
- Did the "obvious" thing.
- Did extra work cheerfully.
- Was pleasant and gracious.
- Prepared for the job ahead.
- Worked hard every minute.
- Was willing and courteous.
- Discontinued restless shifting.
- Made "Do it now" his motto.
- Didn't quit after one failure.
- Was his own efficiency engineer.
- Did his bit and a little bit more.
- Resolved to "succeed right here."
- Eliminated natural procrastination.
- Was a mental plodder, but woke up.

Won the confidence of his employer.

Was always on the job, rain or shine.

Settled down to systematic hard work.

Stood up for his employer; was loyal.

Gave personal attention to every detail.

Never washed his hands until quitting bell rung.

Never left the office without leaving memorandum as to calls to be made.

Never had to ask for a raise by word of mouth—always came voluntarily because employer saw he earned it.

Wanted a better job and worked for it.

Did more than just enough to "get by."

Stuck to his job through thick and thin.

Studied his work to increase his efficiency.

Made himself worth more than his salary.

Always cleared his desk of unfinished work.

Took an interest in the interests of the boss.

Conserved his physical and mental resources.

Made his services pay the company dividends.

Was always on hand before time to go to work.

Never failed to keep an appointment or promise.

Turned some of his pleasure time into study time.

Never consumed the other fellow's time needlessly.

Studied freight rates and saved the company money.

Was honest to his company, his fellows and himself.

Studied and applied principles of business English.

Drove his work, but didn't let his work drive him.

Studied the needs of his trade and its peculiarities.

Was willing to do more work than was assigned to him.

Made himself a power, not a wheel, in the organization.

Did more than expected of him better than expected of him.

Built up a reputation for better service to company's patrons.

Assisted man in next higher position after completing own work.

Continually analyzed himself for faults and places to improve.

Translated personal efficiency into terms of the present job.

Wasn't afraid to make suggestions concerning company's work.

Glorified his own plain job by application of efficiency methods.

Acknowledged and corrected his mistakes instead of trying to conceal them.

Made it his business to be ready with needed information when called for.

How Advertisements Help to Get an Order.

A well known salesman vouches for this:—

Some time ago he took out a line of unadvertised cigars. The brand, in the colloquialism of the road, was "the goods" in every way, but it lacked the snap of persistent publicity behind it. The house had discontinued advertising years ago.

The knight of the sample case approached a big jobbers' office one morning, confident that if he could gain distribution at this particular point there would be a notable feather flaunting from his bonnet throughout his trip in that section of the trade.

"I don't know your firm, Mr. Blank; how long has it been in business?" said the president of the jobbing company, very casually, and just because he knew the concern jobbed chiefly established goods the salesman turned pale.

"Why—er—the company has been making this brand since 1890; our first factory was established in 1885," he stammered, realizing that "the house" was going back on him unwittingly.

"If your cigars are good enough for us to sell they are good enough to advertise to the rest of the trade and to our customers in the retail field. We like to work with a manufacturer who is willing to spend a little in placing a brand in which we are mutually interested before the trade public. Good morning," and the interview was closed.

The salesman met similar rebuffs in half a dozen instances during a long trip. Sometimes he tried to bluff his cross-examiner into believing that his house really did advertise, and that if the advertisement

wasn't in that particular week it was because they advertised only every other week. But the bluff failed. And the salesman has since taken up a line which gets its need of publicity in the trade.—U. S. Tobacco Journal.

When a man begins to go downhill his neighbors usually get busy and push.

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



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.

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

DORNBOS' SINGLE BINDER CIGAR 5c

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



Pickings Picked Up in the Windy City.

Chicago, Oct. 30.—Improvement talk in Chicago seems never to stop. It is now being figured out toward the improvement of the South Side to lower the Illinois Central tracks, so that a boulevard driveway may be built from Twelfth street to Kensington, a distance of about fifteen miles. This would give the people of the South Side the privilege of using the entire lake front, which will be a great deal more convenient than opening up street ends. This is before the Council committee now.

One of Michigan lovers is W. A. Brush, of 122 East Twenty-second street. Mr. Brush enjoys from one to two months each year in Michigan, the biggest part of his time being spent at Sister Lake, just outside of Dowagiac, fishing. He is short on fish stories, but long on the fish.

One great improvement needed in Chicago—which, perhaps, applies to all cities where they are still using swing bridges for the purpose of crossing river and streams—is automatic safety devices. This was brought to light more forcibly than ever last Tuesday night, when an automobile party of six drove into the river at Twelfth street. This, it is claimed, was caused by the bridge not being properly protected. Four of the occupants were drowned and two were saved. It seems the only way this can be avoided is to have a law enacted to build nothing but jackknife bridges.

Getting elected by straw vote is very popular just now.

It is now in order in Chicago—and I suppose in other parts of the country as well—to use pretty women to increase the number of recruits for the Army. This subterfuge is now in use in Chicago.

One thing we remember well—and more so to-day than of late—is the good Hughes did us when he regulated the insurance companies during his official career in New York.

One of Chicago's successful merchants is H. J. Kelly, 3100 State street. Mr. Kelly is a Michigan product, spending part of his time during the summer months in Northern Michigan.

One of Chicago's honored visitors during the past week, was the Detroit Superintendent of Schools, C. E. Chadsey. His talk before the Council committee regarding the schools was very interesting, and it is understood that some of his suggestions will be considered. This goes to show you that when Detroit picks the head for any of its public affairs, it picks the best in the country, which it is said Mr. Chadsey is.

It is predicted that there is enough coal still to be mined in the State of Illinois to keep the citizens of the State warm for eighty years to come.

It seems to the writer, after reading different papers and periodicals on the high cost of living, that one suggestion, perhaps, would help the average family to lower one part of the cost, especially in the meat line: The average person, as we all well know, when buying meat, invariably fails to ask the price per pound, but merely makes the statement to the meatcutter, "Give me a slice of sir-

loin, a nice roast beef, a slice of veal," and so on, according to what his taste seems to want. A family of two sometimes have part of their purchase left over. This applies to a family of three. The average housewife, as a rule, knows about the amount of meat each one of her flock requires, but she fails at the time of making her purchase to ask the price per pound, and naturally all butchers are in business to sell their merchandise and, instead of weighing out a pound or a pound and a quarter, they lay the meat that they have cut on the scales and say in a very nice way, "55 cents' worth," or whatever seems from the butcher's standpoint the price the customer will pay. In cutting a pound of porterhouse, we all understand it is rather hard for the butcher to cut to the fraction of an ounce, but he never seems to find it hard to cut a pound and a half when asked for a pound. This applies to a great many butchers. Again, with the housewife, if she would use a little courage, asking the butcher the price per pound of the meat she wishes to purchase, and then insist on getting within a few ounces of what she asked for, no doubt the amount saved from this source would keep the average family in bread or milk. Anyway it is worth trying out by some whose every expense is a constant worry.

It is gratifying to observe how kindly the owners of certain properties in new localities in Chicago have been dealing with tenants who went into business in those sections on a venture. The people who erected the building knew the hazard but they were willing to try it out; they made leases at reasonable rentals and when tenants had demonstrated that they could not make a success of their business they were released and their leases cancelled. It is believed that it is a growing sentiment among business men in Chicago that it is better to do business fairly on a businesslike basis than enforce their contracts and compel them to lose what little they might otherwise have left. A "law of mutual aid" as christened by a Russian naturalist over a quarter of a century ago seems to be impressing itself upon business men. One large estate in Chicago has cancelled three or four leases; it seemed that there was nothing else for them to do. The tenants had demonstrated their inability to make money in that particular location, let alone enough to pay the rent.

The real estate market shows improvement, both in actual transactions and deals in process of negotiation. The market has a better tone than at any time since the beginning of the European war. It seems strange that it appears to experts that the people, notably investors and others who buy property for a return or occupancy, are just recovering their courage after almost twenty-seven months from the date of the beginning of the war. The tone is so much better and the transactions seem to bear a more interesting aspect, as if there was something to the real estate business after all. The market seems to be worth while.

T. B. Swanson, brother of J. A.

Swanson of Willoughby & Co., one of Chicago's well-known builders, is about to begin extensive building operations in Detroit, as he thinks that city is prospering so greatly and is growing so rapidly that it affords a good opportunity for building operators to make money. The population of Detroit is now estimated around 500,982 and it is growing rapidly. Land values, he thinks, are on a par with Chicago which is too high for a city of that size, yet he believes that purchases can be made and buildings erected at a fair profit notwithstanding that fact. One of the difficulties is the scarcity of labor, and especially labor skilled in the building trades, as they are in this city. In order to overcome this he may take a force of men from Chicago, including a foreman in each line, and one other man in each line to handle the work. Another obstacle in the way of a nonresident is that of the difficulty of making loans. In Detroit they deal mostly with people they know, lending 50 per cent. on the value of the land and the cost of the building. Mr. Swanson will use his own funds and expects to educate Detroit investors in the matter of real estate loans. He believes that apartments which they build in Chicago to rent for \$75 a month, can be rented in Detroit at \$90 a month, the demand being beyond the supply. Transportation is good in Detroit and everybody seems to be employed at good wages, while the merchants and business men are making money. Mr. Swanson was in Detroit some time ago and has had two or three men there this week and had expected to leave a day or two ago for that city. He contemplates beginning the construction of six or seven six-apartment buildings, each apartment containing six rooms, to cost \$35,000, immediately. Mr. Swanson also believes that Cleveland affords good opportunities for investment in this class of enterprise, but real estate values in the latter city seem much higher than in Chicago.

Charles W. Reattoir.

Easiest Thing Learned.

"Do you know anything about mortgaging?"

"Sure! I know it's expensive."

The Hotel Geib

Eaton Rapids, Mich.

L. F. GEIB, Propr.

AMERICAN PLAN

Artesian Water Steam Heat

\$2 Per Day

Sample Room in Connection

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.

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

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 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.

Hotel Hermitage

JOHN MORAN, Mgr.

EUROPEAN PLAN

Grand Rapids, Mich.

Rates without bath 50, 75 and \$1.00
Rates with bath \$1.00 and \$1.50 per day.

CAFE IN CONNECTION

New Hotel Mertens

GRAND RAPIDS

ROOMS
WITHOUT BATH \$1.00

Union Station

WITH BATH (shower or tub) \$1.50

MEALS 50 CENTS



75 Steps East

Fire Proof

Gabby Gleanings From Grand Rapids.

Grand Rapids, Oct. 30—The Three Rivers House, of Three Rivers, is undergoing a general overhauling. The outside is being painted and gotten in readiness for the stucco. The interior is being brightened up and Proprietor Lott is making elaborate preparations to make the boys comfortable during the winter.

L. S. Dickinson, of Dickinson Bros., at Fennville, is exhibiting in the Reynolds grocery store window, a pumpkin raised on his farm which weighs 110 pounds and measures five and one-half feet around. Some pumpkin.

R. J. Haas, hardware dealer at Vicksburg, is moving the building next to him back on the next street and will build a store room, 55 x 125, to take care of his growing business.

Fred Walker, of the Star Paper Co., of Kalamazoo, is confined to his home with neuritis. His territory is covered by G. J. Gildea in the meantime. Michigan produced nine million bushels of apples this year. (Lost those notes, Jay Dee.)

Frank Walter, representing W. P. Williams, building material, Grand Rapids, recently closed the contract for most of the material in the Odd Fellow's temple in Bangor.

Bob Evans, with Hersey-Rice, Columbus, Ohio, spent Sunday in Grand Rapids. He reports his business the best in years and expresses his intention of voting for Hughes and also getting married, for both of which we commend him.

The Constantine Hardware Co., Constantine, under the able management of Messrs. Astley and "Old Bill" Bailey, has outgrown its present building and is now occupying a large building in the rear of the store. It is a real pleasure to call on the gentlemen. They always have time to talk to you; also to cuss a fellow some.

We notice with pleasure(?) that most of the hotels are advertising the European plan or else raising their rates. Mr. Smith, of the McElvain House, Vicksburg, has done neither and still serves 75 cent meals at the old rate, \$2 per day, but gives notice that his rates must raise or else Smith for the "tall uncut." This man deserves your support.

The Chas. K. Warren Co. store, at Three Oaks, was the surprise of our young life last week. We wanted to locate the hardware buyer, but ran foul of the managers of several of the other departments first, and every one of them appointed himself a committee of one to dispense courtesy and to stop in the middle of his task and make us feel at home until we finally located Mr. Cox, who is courtesy personified. If Mr. Warren has trained his managers and clerks in this manner, we venture the assertion that he gets valuable advertising from commercial travelers.

Don't forget the big meeting of the U. C. T. Saturday night at 7:30. The new regalia will be used and a big class for initiation should bring out every member.

Captain Eli Strong, proprietor of the Paw Paw Milling Co. and Grand Commander of the G. A. R. of Michigan, passed through Grand Rapids en route to Lansing to address the military students at the M. A. C. Mr. Langdon accompanied Mr. Strong in his Winton roadster.

Harold Sears, Manager of the local branch of the National Biscuit Co., is spending a few days in Chicago.

Mr. and Mrs. J. C. Force and son, Harold, were called to Adrain last week by the death of Mrs. Force's father, Mr. C. Huff, who was 73 years old and one of the early settlers of Adrain.

Assessment No. 134 is now due and payable. Don't put it off. Little matters are easily forgotten and, in the case of insurance, delays are dangerous. If you have mislaid your card and have forgotten where to send it, mail your remittance to A. F. Rockwell, Sec'y, 1422 Wealthy

street, Grand Rapids.

Remember the absent voters' law was made for you, was brought about largely by your influence as a U. C. T. and there is no reason why you should lose either your time or your franchise.

Come out to Council meeting Saturday night, Nov. 4, and see the "swing out." The officers and candidates and degree team expect to don their new robes and uniforms at this meeting. Come and bring an application with you.

William Scott Cook, manager of the Kalamazoo branch of the Worden Grocer Company, came to Grand Rapids last Saturday to attend the first dance of Grand Rapids Council. He came via automobile, accompanied by Mrs. Cook, and while getting shaved late in the afternoon, a fine robe was stolen from his automobile while it was parked in front of the Y. M. C. A. building. The loss of the robe did not appear to dampen his spirits, however, because he took part in every number on the programme with the grace and ardor of a young man in his teens. Some of the ladies present insist that Mr. Cook was the best dancer at the party.

The first dance of the season given by Grand Rapids Council was held last Saturday evening. There was a large attendance and everything passed off pleasantly. The cider was fair, the doughnuts were—doughnuts, the music was good, the floor was in excellent condition, the decorations were in keeping with the season and both the kids and grownups enjoyed themselves to the fullest possible extent. Allen Rockwell stood guard at the door and saw to it that every one who came was properly ticketed. Harvey Mann forgot he was a director of the oldest mercantile house in the city—eighty years old next year (the house, not Harvey)—and cavorted around on the floor like a youth of 16. All the boys were delighted to see Mrs. Walter Lawton on the arm of her diminutive husband. She entered in the spirit of the affair with zest and enjoyment. Dr. Ferguson was very much in evidence. He acted as though he was greatly disappointed that he could dance with only one lady at a time. He was full of stories of his annual summer trip through Canada—from coast to coast—and related enough interesting incidents to fill a book. As a fluent and entertaining talker Dr. Ferguson can give any talking machine ever invented cards and spades.

Roy Baker now has a new occupation—that of chief piano mover at the Fountain Street Baptist church. He demonstrated his fitness for the position at the entertainment given there last evening. The report that Roy is preparing himself to take Dr. Wishart's place when he finally relinquishes his present position as pastor of the church is probably without foundation.

Harry Harwood is so busy campaigning for Wilson and Sweet these days that he seldom finds time to eat—and sleeps only semi-occasionally. Mrs. Harwood says she will be the happiest woman in town when election is over and she gets her husband back again.

John D. Martin received a body blow last Saturday when his physician forbade him attending the first seasonal dance of Grand Rapids Council. John had his carnation all ready, his No. 7 dress suit carefully brushed and his patent leathers all shined, but was obliged to lay them all aside for fear that overexertion—John does love to dance—might bring on a relapse.

Sam Craig erred in judgment on the Presidential election and we will serve cigars Nov. 8. However, Sam demonstrated he had good taste by moving back to Grand Rapids from Chicago.

Cliff Herrick was meeting his obligations by checks last week and mail-

ed the check that Charlie Perkins should have gotten for H. and H. to his church. Cliff says he is going to pitch a pup tent in his back yard and hold revivals all his own.

F. J. Comstock succeeds George Williams as city salesman for the Grand Rapids branch of the National Grocer Co. Mr. Comstock has been engaged in the retail business at Saugatuck for the past four years. He will prove a welcome addition to the already large list of Grand Rapids grip carriers.

John Miller, plumber at South Haven, has moved over on the main street in larger quarters and also moved his family to the flat over his new location.

The town of Mendon, whose business district was recently destroyed by fire, is to be rebuilt under the most modern plan. Paved streets, boulevard lights and water works already have been adopted. So far as consistent, the buildings will be fire-proof.

Again, don't miss the meeting Saturday night. E. R. Haight.

Exhausts From the Motor City.

Muskegon, Oct. 30—It costs only a quarter to vote by mail, boys, so you don't have to lay off on that account. Several of the boys of Muskegon have already cast their ballot. The writer secured ballot No. 1. E. C. Welton drew No. 2.

We are grateful to E. P. Monroe for his splendid contributions. He helped us out wonderfully. By the way, he is the only one who has furnished any fodder for this column in a long time. Keep it up, E. P., your stuff is good.

We regret very much to announce the death of Miss Hazel Dodge, daughter of F. R. Dodge, of Comstock Park. Miss Hazel had gone to Denver, accompanied by her mother, hoping to be benefitted by the change of climate, but was not strong enough to recuperate. Mr. and Mrs. Dodge and family have our deepest sympathy in their sorrow.

Muskegon is keeping up with her sister cities in the matter of up-to-date methods. The new motor fire fighting equipment is the latest addition.

Jacob Bos has engaged in the grocery business on Apple street. Frank Spyke, of the Hume Grocer Co., sold the stock.

There seems to be a great improvement at our union depot. The representative of the news stand seems to have resigned as depot master and policeman and pays more attention to his own vocation.

We happened to meet Bert Waalkes and Chris Falrath at the foot ball game Saturday and, as neither of them understood the game, we had a perfectly lovely time explaining to them why the rules wouldn't permit a man to take a poke at more than one man at a time. Chris wanted to know if they wore those ear pads so the other guy couldn't chew an ear off. By the way, that was some game. Muskegon seemed to suffer from stage fright at the start and lost the game in the first ten minutes of the play.

Frank Spyke is the proud possessor of a new Buick car which he will use in his work as city salesman for the Hume Grocer Co. He has almost gotten so that he doesn't say "get up" and "whoa."

John Laug, of Coopersville, is wearing a broader smile than usual, if that were possible, due to the arrival of a very young daughter at his home last week. John didn't tell us this, but it is going to cost him a good cigar the next time we see him.

We never did think much of the street car service in this town, but it certainly was rapid transit all the time and we didn't know it. Since the condenser, or transformer, or whatever it is, went on a vacation, you can almost see the cars move. This proves that you never appreciate a good thing until it is gone. A good chance to

save up a few jitneys and work off some of the superfluous avordupois.

Kindly use your memorandum pads and jot down the little matters of interest and report to me. Let's try and keep this column going.

J. E. Lyon.

Late Business News From Saginaw.

Saginaw, Oct. 30—Sunday came on Saturday this week in Saginaw. The famous evangelist, Billy Sunday, made a special trip from Detroit to deliver his sermon on Booze. He came in the interest of the dries, the committee paying the expense of the special train and Sunday refusing to accept a cent for his services. This fact alone won over to Billy a great many who had formerly considered him a grafter. The large auditorium was filled to overflowing an hour before Sunday arrived. Without question he is a great force against the liquor interests. Sunday's language coming from anyone else would shock the listener but he gets away with it and they like it as was proven when he made over 5,000 men jump to their feet at the finish.

Charles Whelan, formerly of Ryan's clothing store, is now in charge of the children's clothing department at Heavenrichs. Charlie says it is hard, with prices soaring daily, to get accustomed to selling boys' suits at men's suit prices.

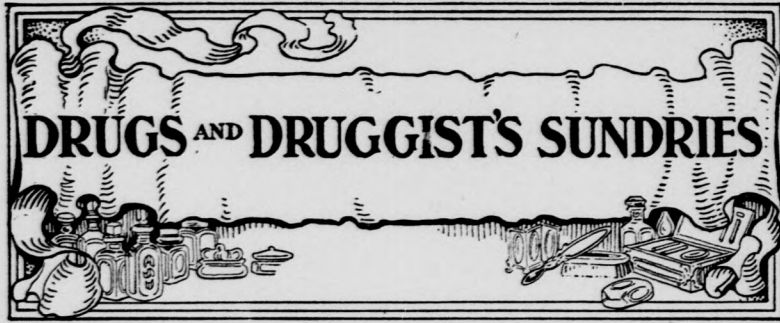
Mrs. Putterilla has resigned as manager of the toy department at Tanners, and has secured a position with Morley Bros. This little lady, full of business to her finger tips, will succeed anywhere.

Hole-In-The-Wall Gardiner has made extensive improvements in the Saginaw store this week, three departments having outgrown their former space. These have all been remodelled and enlarged, the shoe department on the second floor being especially attractive. Miss Esther Johnston is in charge. Other changes are now being planned for the future. You can't stop Gardiner.

The thirty-third anniversary issue of last week deserves special comment. Brimful of good articles by authorities in their lines, it is a host of information for the merchant. Congratulations, Mr. Stowe. Long live the journal that is "unlike any other paper." J. B. Laughlin.

The paper situation is becoming increasingly acute and prices of that commodity are continuing to jump up rapidly with no immediate hope of relief. There has been an advance in every sort and in some the price is three and even four times higher than a year or more ago. The manufacturers insist that there is no help for it although there is no indication that they feel very badly on account of the conditions which they see they cannot control. It applies to all grades of paper, especially that used in the printing trades. Some of the smaller and weaker newspapers have already been obliged to suspend and others compelled to issue much smaller editions. The publishers are now announcing that hereafter books will cost more. A while ago there was quite a marked reduction which was very acceptable but which it is believed cannot hold much longer. Some of the cheaper magazines which rely on price for their popularity are already finding it difficult and the situation will grow worse instead of better. There is always one consolation in a city as well equipped as this that those who cannot afford to buy books, can borrow them in the public library.

After a man has turned down two or three opportunities they begin to dodge him.



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.

The Drug Market.

Quieter conditions obtain in the market for drugs and chemicals. A number of changes have occurred in prices, but these are restricted in most instances to articles of minor importance. The opium situation lacks new features, the market being dull but firm at the recent advance. A further rise has occurred in guarana owing to a shrinkage in supplies. Citric acid is higher in second hands, spot stocks having diminished. Red cinchona and black haw barks are available at concessions. East India sandalwood oil is held higher owing to pronounced scarcity. Higher prices are demanded for ordinary lavender flowers, soccotrine aloes and gum sandarac. Wormwood leaves are available at concessions. Among the roots Mexican sarsaparilla is stronger, while powdered squill is obtainable at lower prices. Caraway, Dutch poppy and coriander seeds are again advanced. Prussiate of potash continues very firm and a further advance has occurred in the yellow. Chlorate of potash is a shade higher after some early depression. Turmeric is firmer.

Guarana is firmer owing to a decrease in supplies and \$1.25 is now an inside figure. A sale was reported at that price.

Ergot is receiving a fair demand and the market is steady at recently prevailing prices.

Thymol continues to be maintained at \$10 per pound and fair sales are noted on that basis.

Russian cantharides are receiving a moderate enquiry and the market remains in a steady position.

Quicksilver is still in light supply and selling agents continue to demand \$80 per flask.

Synthetic Perfumes.

It is impossible to prepare perfumes from synthetics alone. The addition of oils is necessary to give the perfume body as may be seen from the following formulas:

- Heliotrope.**
 Heliotropin 1 ounce
 Essence of Vanilla 2 drachms
 Oil of Bitter Almonds ... 8 minims
 Essence of Musk 1 drachm
 Base 30 ounces
 Tint a pale mauve.
Synthetic Perfume Base.

The synthetic perfume base which enters into the heliotrope perfume comprises:

- Spirit of Wine 20 ounces
 Rose Water 5 ounces
 Ammonia Water, 10% ... 5 minims
 Simple Tincture of Benzoin 4 drachms
 Tincture of Orris (1 in 1) .. 2 ounces

A cheap heliotrope is made from the following:

- Heliotropin 2 scruples
 Vanillin 6 grains
 Coumarin 4 grains
 Essence of Musk 50 minims
 Oil of Ylang-Ylang 15 minims
 Geraniol 8 minims
 Benzaldehyde 2 minims

Violet, Triple Extract.

- By Weight**
 Cassia Extract, 2d pomade ..100 parts
 Violet Extract, 2d pomade ..300 parts
 Jasmine Extract, 2d pomade ..100 parts
 Rose Extract, 2d pomade100 parts
 Oil of Geranium, African 1 part
 Ionone, 10 per cent. 15 parts
 Solution of Vanillin, 10 per cent. 5 parts
 Infusion of Orris, from coarse ground root270 parts
 Infusion of Musk 10 parts

Mayflower.

We cannot find a good formula for a mayflower perfume made from the synthetic odor. Perhaps the following combination of oils will be satisfactory:
 Oil of Linalol 2 drachms
 Orange Flower Oil 10 minims
 Oil of Jasmine 20 minims
 Essence of Raspberry ½ drachm
 Essence of Musk 1 drachm

Things Worth Knowing.

Soaps harden by keeping; consequently, do not dissolve so quickly as when new. Use this point when selling old stock.

A piece of toasted bread (not burnt) placed inside the lard pot when the lard is rancid will remove, by absorption the rancid odor.

When displaying India rubber hot-water bottles, blow a little air into them. They will look better, keep better and sell more readily.

Rubber gloves, tubing, etc., should be gone over weekly. Dipped in warm water and rolled in the hands, they keep good for a very long time.

Enemas and syringes of every description should always be tested with pure water in the presence of the purchaser. This is satisfactory both to seller and buyer, and prevents unpleasantness in the event of defects.

Where many solutions are required for stock, there is no better or quicker method than the use of small muslin bags containing the salts suspended in the solvent in wide-mouthed jars. There is no limit to the number of solutions which may be thus prepared.

Importance of Clean Hands.

Disease germs lead a hand-to-mouth existence. If the human race would learn to keep the unwashed hand away from the mouth many human diseases would be greatly diminished. We handle infectious matter more or less constantly and we continually carry the hands to the mouth. If the hand has recently been in contact with infectious matter

the germs of disease may in this way be introduced into the body. Many persons wet their fingers with saliva before counting money, turning the pages of a book, or performing similar acts. In this case the process is reversed, the infection being carried to the object handled, there to await carriage to the mouth of some other careless person. In view of these facts the U. S. Public Health Service has formulated the following simple rules of personal hygiene and recommends their

Malt and Hop Tonic

"Made of purest hops and malt—
 Guaranteed without a fault."



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



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

6

Table of goods including Sugar Fingers, Sugar Crimp, Vanilla Wafers, Butter, N B C Square, N B C Round, Soda, N B C Soda Crackers, Premium Sodas, Saratoga Flakes, Oyster, Dandy Oysters, Shell, Specialties, Nabisco, Festino, Lorna Doone, Anola, Minerva Fruit Cake, CREAM TARTAR, DRIED FRUITS, Apricots, Citron, Curranes, Peaches, Raisins, California Prunes, EVAPORATED MILK, FARINACEOUS GOODS, Beans, Farina, Pearl Barley, Peas, Sago, Tapioca, FISHING TACKLE, Cotton Lines, Linen Lines, Bamboos.

7

Table of goods including FLAVORING EXTRACTS, Pure Vanilla, Terpeneless Pure Lemon, FLOUR AND FEED, Grand Rapids Grain & Milling Co., Winter Wheat, Purify Patent, Fancy Spring, Wizard Graham, Wizard Gran. Meal, Wizard Buckw't cwt, Rye, Valley City Milling Co., Lily White, Light Loaf, Graham, Gramena Health, Gran. Meal, Bolted Meal, Voigt's Crescent, Voigt's Royal, Voigt's Flour, Voigt's Hygienic Grain, Watson-Higgins Milling Co., Tip Top Flour, Golden Sheaf Flour, Kern's Success Flour, Marshall Best Flour, Kern's Wisconsin Rye, Worden Grocer Co., Quaker, Kansas Hard Wheat, Voigt Milling Co., Calla Lily, Worden Grocer Co., American Eagle, American Eagle, American Eagle, Spring Wheat, Mazeppa, Golden Horn bakers, Turkey, Bohemian Rye, Judson Grocer Co., Ceresota, Ceresota, Ceresota, Voigt Milling Co., Columbian, Worden Grocer Co., Wingold, Wingold, Wingold, Wingold, Farinaceous Goods, Beans, Farina, Pearl Barley, Peas, Sago, Tapioca, FISHING TACKLE, Cotton Lines, Linen Lines, Bamboos.

8

Table of goods including Tallow, Wool, HORSE RADISH, ICE CREAM, JELLY, JELLY GLASSES, MAPLEINE, MINCE MEAT, MOLASSES, CASINGS, UNCOLORED BUTTERINE, CANNED MEATS, OLIVES, MUSTARD, PEANUT BUTTER, PICKLES, PETROLEUM PRODUCTS, IRON BARRELS, PICKLES, PIPES, PLAYING CARDS, POTASH, PROVISIONS, BARRELED PORK, DRY SALT MEATS.

9

Table of goods including Smoked Meats, Bologna, Liver, Frankfort, Pork, Veal, Tongue, Headcheese, Beef, Rump, Pig's Feet, Kits, Tripe, Casings, Hogs, Beef, Sheep, Uncolored Butterine, Canned Meats, Corned Beef, Roast Beef, Potted Meat, Deviled Meat, Potted Tongue, RICE, ROLLED OATS, SALAD DRESSING, PETROLEUM PRODUCTS, DURKEE'S, SNIDER'S, SALERATUS, ARM AND HAMMER, WYANDOTTE, SAL SODA, SALT, Common Grades, 100 3 lb. sacks, 70 4 lb. sacks, 60 5 lb. sacks, 28 10 lb. sacks, 56 lb. sacks, 28 lb. sacks, Warsaw, Solar Rock, Common, Granulated, Fine, Medium, SALT FISH, Smoked Salmon, Strips, Halibut, Chunks, Holland Herring, Standard, Y. M. wh. hoop, Standard, Y. M. wh. hoop, Herring, Med. Fat Split, 200 lbs, 8 00, Norway 4 K, 200 lbs, 16 50, Special, 8 lb. pails, Scaled, in boxes, Boned, 10 lb. boxes, Trout, No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs., No. 1, 2 lbs.

10

Table of goods including Mackerel, Mess, 100 lbs., Mess, 40 lbs., Mess, 10 lbs., Mess, 8 lbs., No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs., Lake Herring, 100 lbs., 40 lbs., 10 lbs., 8 lbs., SEEDS, Anise, Canary, Smyrna, Caraway, Cardamon, Malabar, Celery, Hemp, Russian, Mixed Bird, Mustard, white, Poppy, Rape, SHOE BLACKING, Hand Box, large, Handy Box, small, Bixby's Royal Polish, Miller's Crown Polish, SNUFF, Scotch, in bladders, Maccaboy, in jars, French Rapple, in jars, SODA, Boxes, Kegs, English, SPICES, Whole Spices, Allspice, Jamaica, Allspice, lg. Garden, Cloves, Zanzibar, Cassia, Canton, Cassia, 5c pkg. doz., Ginger African, Ginger, Cochin, Mace, Penang, Mixed, No. 1, Mixed, No. 2, Mixed, 5c pkgs. dz., Nutmegs, 70-80, Nutmegs, 105-110, Pepper, Black, Pepper, White, Pepper, Cayenne, Paprika, Hungarian, Pure Ground in Bulk, Allspice, Jamaica, Cloves, Zanzibar, Cassia, Canton, Ginger, African, Mace, Penang, Nutmegs, Pepper, Black, Pepper, White, Pepper, Cayenne, Paprika, Hungarian, STARCH, Kingsford, 40 lbs., Muzzy, 48 lb. pkgs., Kingsford, Silver Gloss, 40 lb., Silver Gloss, 16 3lbs., Silver Gloss, 12 6lbs., Muzzy, 48 lb. packages, 16 3lb. packages, 12 6lb. packages, 50lb. boxes, SYRUPS, Corn, Barrels, Half barrels, Blue Karo, No. 1 1/2, 2 doz., Blue Karo, No. 2, 2 doz., Blue Karo, No. 5, 1 doz., Blue Karo, No. 10, 1/2 doz., Red Karo, No. 1 1/2, 4 doz., Red Karo, No. 2, 2 doz., Red Karo, No. 2 1/2, 2 doz., Red Karo, No. 5, 1 doz., Red Karo, No. 10, 1/2 doz., Pure Cane, Fair, Good, Choice, Folger's Grape Punch, Quarts, doz. case, TABLE SAUCES, Halford, large, Halford, small, TEA, Uncolored Japan, Medium, Choice, Fancy, Basket-fired Med'm, Basket-fired Choice, Basket-fired Fancy, No. 1 Nibs, Siftings, bulk, Siftings, 1 lb. pkgs., Gunpowder, Moyune, Medium, Moyune, Choice, Moyune, Fancy, Ping Suey, Medium, Ping Suey, Choice, Ping Suey, Fancy, Young Hyson, Choice, Fancy, Scrap, All Red, 5c, Am. Union Scrap, Bag Pipe, 5c, Cutlas, 2 1/2 oz., Globe Scrap, 2 oz., Happy Thought, 2 oz., Honey Comb Scrap, 5c, Honest Scrap, 5c, Mail Pouch, 4 doz, 5c, Old Songs, 5c, Polar Bear, 5c, Red Band, 5c, Red Man Scrap, 5c, Scrapple, 5c pkgs., Sure Shot, 5c, Yankee Girl Scrap, 2oz, Pan Handle Serp, 4gr, Peachey Scrap, 5c

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Table of goods including Oolong, Formosa, Medium, Formosa, Choice, Formosa, Fancy, English Breakfast, Congou, Medium, Congou, Choice, Congou, Fancy, Congou, Ex. Fancy, Ceylon, Pekoe, Medium, Dr. Pekoe, Choice, Flowery O. P. Fancy, TOBACCO, Fine Cut, Bugle, 16 oz., Bugle, 10c, Dan Patch, 8 and 16 oz., Dan Patch, 4 oz., Dan Patch, 2 oz., Fast Mail, 16 oz., Hiawatha, 16 oz., Hiawatha, 5c, May Flower, 16 oz., No Limit, 8 oz., No Limit, 16 oz., Ojibwa, 8 and 16 oz., Ojibwa, 10c, Ojibwa, 10c, Ojibwa, 8 and 16 oz., Petoskey Chief, 7 oz., Petoskey Chief, 14 oz., Peach and Honey, 5c, Red Bell, 16 oz., Red Bell, 8 foil, Sterling, L & D, 5c, Sweet Cuba, canister, Sweet Cuba, 5c, Sweet Cuba, 10c, Sweet Cuba, 1 lb. tin, Sweet Cuba, 1/2 lb. foil, Sweet Burley, 5c L&D, Sweet Burley, 8 oz., Sweet Burley, 16 oz., Sweet Mist, 1/2 gro., Sweet Mist, 8 oz., Telegram, 5c, Tiger, 5c, Tiger, 25c cans, Uncle Daniel, 1 lb., Uncle Daniel, 1 oz., Plug, Am. Navy, 16 oz., Apple, 10 lb. butt, Drummond Nat. Leaf, 2 and 5 lb., Drummond Nat. Leaf, per doz., Battle Ax, Bracer, 6 and 12 lb., Big Four, 6 and 16 lb., Boot Jack, 2 lb., Boot Jack, per doz., Bullion, 16 oz., Climax Golden Twins, Climax, 14 1/2 oz., Climax, 7 oz., Climax, 5c tins, Day's Work, 7 & 14 lb., Creme de Menthe, Derby, 5 lb. boxes, 5 Bros., 4 lb., Four Roses, 10c, Gift Edges, 2 lb., Gold Rope, 6 and 12 lb., Gold Rope, 4 and 8 lb., G. O. P., 12 and 24 lb., Granger, Twist, 6 lb., G. T. W., 10 and 21 lb., Horse Shoe, 6 and 12 lb., Honey Dip Twist, 5 and 10 lb., Jolly Tar, 5 and 8 lb., J. T., 5 1/2 and 11 lb., Kentucky Navy, 12 lb., Keystone Twist, 6 lb., Kismet, 6 lb., Maple Dip, 16 oz., Merry Widow, 12 lb., Nobby Spun Roll 6 & 3, Parrot, 12 lb., Patterson's Nat. Leaf, Peachey, 6, 12 & 24 lb., Picnic Twist, 5 lb., Piper Heidsieck, 4 & 7 lb., Piper Heidsieck, per dz., Polo, 3 doz., per doz., Red Cross, 30, Scrapple, 2 and 4 doz., Sherry Cobbler, 8 oz., Spear Head, 12 oz., Spear Head, 14 1/2 oz., Spear Head, 7 oz., Sq. Deal, 7, 14 & 28 lb., Star, 6, 12 and 24 lb., Standard Navy, 7 1/2, 15 and 30 lb., Ten Penny, 6 and 12 lb., Town Talk, 14 oz., Yankee Girl, 12 & 24 lb.

SPECIAL PRICE CURRENT

Table with columns 12, 13, 14. Categories include Smoking, Butter Plates, Wire End, Churns, Clothes Pins, Cigars, TWINE, VINEGAR, WICKING, WOODENWARE, and CHARCOAL.

15 16 17

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 MADE IN DETROIT USA

Jamo, 1 lb. tin 31 Eden, 1 lb. tin 27 Belle Isle, 1 lb. pkg. 24 Bismarck, 1 lb. pkg. 27 Vera, 1 lb. pkg. 23 Koran, 1 lb. pkg. 22 Telfer's Quality 25 19 Mosan 18 Quality, 20 16 W. J. G. Tea 37 Cherry Blossom Tea 37 Telfer's Ceylon 40

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

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

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 50 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.

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.

FOOTE & JENKS' Killarney (BRAND REGISTERED) Ginger Ale (CONTAINS NO CAPSICUM) An Agreeable Beverage of the CORRECT Belfast Type. Supplied to Dealers, Hotels, Clubs and Families in Bottles Having Registered Trade-Mark Crowns

Roasted Dwinell-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



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

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

Proctor & Gamble Co. Lenox 3 20 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 35

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

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

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

Soap Compounds Johnson's Fine, 48 2 3 25 Johnson's XXX 100 5c 4 00 Rub-No-More 3 85 Nine O'Clock 3 50

WASHING POWDERS. Gold Dust 24 large packages 4 30 100 small packages ... 3 85

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

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

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

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

BBLs. 210 lbs. 3c per lb. 250 lbs. 4c per lb. 225 lbs. 5 1/2 c per lb. 300 lbs. 6 1/2 c per lb.

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.

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

On account of other business, will dispose of all or part of a light manufacturing plant to a capable man who can manage same. Small investment required. Goods show handsome profit. F. H. C., care Tradesman. 579

For Sale—Bakery with good retail business—no delivering. Man and wife can step into a good paying proposition. Splendid location on the principle street in Grand Rapids. Only \$3,600. Address Baker, care Tradesman. 581

SELLING CAMPAIGNS—We show you a good retail profit and increase your sales enormously on our **BUSINESS BUILDING** sales—making the radical reductions on goods that you would never miss from your store. We net you close to 100 cents on the dollar on closing out sales and we come to you very highly recommended. Can you beat it? **MERCHANTS NATIONAL SERVICE CO.**, 105 So. Dearborn St., Chicago. 583

Good Investment—\$250 buys one-half interest in mineral claim along Snake river, in Oregon, one mile from railroad; money needed to get ore out. Large producing mines surrounding this property. For particulars address A. S. Wight, Huntington, Oregon. Box 12. 584

The Merchants Auction Co., Baraboo, Wisconsin. The most reliable sales concern for closing out, reducing or stimulating. Write for information. 585

For Sale—Extra good farm, 75 acres, near one of the best little towns in Southern Michigan. Fine buildings. Will sell at a bargain or will exchange for stock of merchandise. Best reason for selling. If interested write for particulars. Box 57, Bangor, Michigan. 586

Automobile Business Bargain For Sale—Finest salesroom and garage in State; ideal climate. Garage fully equipped, rental low. Bowser gas and oil tanks, furniture and fixtures. Studebaker agency two counties. Well established business. Ideal location. Town 8,000. Yearly profits between \$6,000 and \$7,000, price \$2,500. Good reasons for selling. Write or wire San Miguel Motor Company, Las Vegas, New Mexico. 593

Shoe Shop For Sale—Only one in live Nebraska town of 1,500 and large country territory. Poor health and other business reasons for selling. This is a splendid opportunity for shoe repairing men. Address John Parker, Genoa, Nebraska. 594

Will Trade—Two houses on 4x11 lot, one house front, one at rear, back of that a good barn. Centrally located in Battle Creek, Michigan, for stock of merchandise. W. W. Bishop, Battle Creek, Michigan. 596

Stock of Merchandise—Consisting of dry goods, shoes, men's furnishings and groceries for sale. A 1 business location. A fine opportunity for a man who wants to make money. Stock about \$12,000. S. P. Hartman & Co., Bethel, Missouri. 587

Stock of Clothing, Shoes or Men's Furnishings Wanted—In exchange for a 480-acre fruit and timber farm in Howell county, Missouri. What have you to offer? William Weinstein, 1037 Market St., San Francisco, California. 588

To Exchange—320 acres good land, Clare County, Michigan. Value \$6,000. Want merchandise of any kind. Geo. W. Allen, Boscobel, Wisconsin. 589

For Sale—Only clothing and men's furnishings store, village 1,000. Best location; cheap rent. Business \$15,000. Stock new and clean. Time or discount for cash. Excellent opportunity. O. W., care Tradesman. 590

For Sale—Wholesale and retail ice cream and candy. Full equipment; good location. Bargain. Am ready to stop work. M. C., care Tradesman. 591

Investments Wanted—I have a lease of 1,000 acres, proven oil land. Want a few parties to put in \$100 each and put down a well. Absolutely a ground floor proposition. For full information address C. E. Shaffer, M. D., Moline, Kansas. 592

For Sale—Rexall drug store, \$6,500 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. 1. R. R. 561

MERCHANTS' LOAN ASS'N—Why worry over your business when you can get quick money at 6% and when you want it. Give kind and amount of stock on hand. Write us to-day. It may mean thousands to you. All business strictly confidential. Address Merchants' Loan Ass'n, Office Crystal Hotel, Flint, Michigan. Main office, Chicago. 578

MERCHANTS

The Hamilton Auction Co., Galesburg, Illinois, Sells your ENTIRE stock, without contract. You can stop sale without paying bonus. Their Methods get the Price.

For Sale Or Trade—Good clean stock of men's clothing and furnishings, doing a nice business, located in a good farming community. Will invoice about \$8,000; also good clean stock of general merchandise located in a good prosperous little town of about 300. Will invoice about \$11,000. Both of these stocks are doing a nice business and can give good reasons for retiring. Ed. Summers, Montpelier, Ohio. 577

For Sale—Very live and progressive department store in a good city of 65,000 doing an annual business of \$60,000. All clean staple merchandise, no dead stock. This store is making money for the owners, but owing to disagreement stock must be sold. Present stock about \$30,000 but can reduce to suit purchaser. Address No. 566, care Michigan Tradesman. 566

For Sale—Meat market stock and fixtures. An old established stand in a good location. Call or write for particulars. C. E. Pulver, Traverse City, Michigan. 567

For Sale—For the purpose of closing the estate of the late L. D. Bugbee, deceased, I offer for sale the entire stock of general merchandise, consisting of groceries, hardware, boots, shoes and farming implements. This business is located at Collins, Michigan, on the P. M. Railway, nine miles from Ionia. Full inventory of stock taken about September 15, 1916. A splendid going business, everything in first-class condition; only reason for selling is death of Mr. Bugbee. Address Ray C. Williams, Administrator, Lyons, Michigan. R. F. D. No. 1. 568

For Sale—Drug store stock consisting of drugs, wall paper, paint, soda fountain, etc. Good town, good trade, owner wishes to go South. A bargain if sold at once. Address Lock Box 137, Fenton, Michigan. 576

For Sale—Large covered grocery wagon for country delivery cheap if taken at once. Also meat or milk wagon. E. E. Post & Son, Holland, Mich. 573

For Sale—Hardware stock and buildings. Lot 51 x 64 on best corner in town of 1,200, 24 x 64 one-story brick building. Balance lot covered by two-story metal clad building. Located in best farming community in Illinois. Farm land selling as high as \$350 per acre. Best schools, five churches, no saloons, water and sewerage. Electric light, power and telephone with day and night service. Will sell stock and buildings for \$10,000 or the real estate for \$5,000 and invoice the stock. Address Lock Box 278, Toulon, Illinois. 574

For Rent—Very reasonable, brick store building in town of about 800 population. Good farming country. Growing summer resort business. Good location for drug store. Address M. C. Vaughan, Central Lake, Michigan. 575

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 34, Charlevoix, Michigan. 588

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 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

To Exchange—Nearly new \$365 electric operated National cash register for men's furnishings. Address Furnishings, care Tradesman. 597

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—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

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—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

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.**

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

For Sale—200-acre stock and grain farm in Southern Michigan. Will take some property in part payment. W. Wallace, 1419 Forres 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

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

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—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—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

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

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

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

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

POSITION WANTED.

Situation Wanted—A first-class dry goods man wants to connect with good concern now or by Jan. 1, as manager, buyer, general salesman or combination. Have had years of practical experience in buying and selling dry goods, carpets, draperies, cloaks, suits, furs and ladies' furnishing goods. Am considered good all around man. Can furnish A1 references as to qualification. Am now engaged as general salesman but not tied up. Address S3 M, care Tradesman. 595

Position Wanted—Married man 28 years old. Experienced window trimmer and card writer wishes to make change. Good references. Homer J. Thayer, 513 Second Ave., S. E., Minneapolis, Minn. 571

HELP WANTED.

Wanted—An experienced man for our poultry department—one understanding feeding, killing and packing poultry and who can give good references. Culpeper Produce Company, Culpeper, Va. 582

Wanted—Experienced lumber stackers. Write Hine Lumber Co., Detroit, Michigan. 569

Wanted—Experienced shipping clerk in sash and moulding department. Hine Lumber Co., Detroit, Michigan. 570

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

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

KING CANDY.

Now Considered a Staple Article of Food.

Candy has become a staple article of food found everywhere. Americans are said to have a "sweet tooth" or great fondness for it. Eaten in moderation, it is a wholesome food. It has seemingly been found to be more than a food, for several agencies aver that a free indulgence in candy drives away a desire for alcohol. Candy is said to assuage the cravings for alcoholic stimulants, and in proportion as the fondness for and indulgence in candy increases the desire for alcoholic beverages decreases. One of the chief reasons why there is more drunkenness among men than women is probably because women eat more confectionery than men. There was a time when candy was considered only fit for women and children. Today you can find a box containing candy in a drawer of the office desk of the "old man" who "directs things" in perhaps two-thirds of the business places in the larger cities. So has the habit grown.

If any man doubts that candy will cure him of the drink habit, he can easily test it. The man who puts lots of molasses on his wheat cakes at breakfast will find himself gradually forgetting to stop in for his customary drink on his way to his work. If the man who "goes out" between times for liquid refreshments will go in a candy store instead and get 5 or 10 cents' worth of candy and eat it, he will be surprised at the effect, for it will not be very long until he will have a box of candy in his pocket or desk.

It has often been noted that, in theaters where candy is sold during the intermissions, "going out to see a man" does not prevail to anything like the extent it does in other theaters where no candy selling is permitted. Not one man in a hundred knows why he forgot to "go out and see a man" after he had bought a box of candy for his companion and eaten a little of it himself for politeness sake.

"The richest ice cream and plenty of the finest chocolates constitute the ideal cure for delirium tremens, or plain drunkenness either" says Dr. Andreas, a leading Back Bay practitioner.

"Take the case of a man who has been on a spree for a long time, and the best cure is to give him ice cream, for it has a cooling effect on the stomach and the coldness absorbs the heat of the alcoholic inflammation."

Let us persuade all our alcoholic friends and those inclined to be alcoholic to eat candy instead of imbibing alcohol, and cultivate a taste for confectionery and thereby lose the taste for alcohol.

The value of candy is recognized by the military authorities in Europe during the present war. The early descriptions of the war, sent by American correspondents, mentioned the great amount of chocolate the soldiers had. Hardly an account came over from correspondents with or near any of the armies but mentioned the chocolate, even the Russian soldiers

having plenty of it. The British soldiers in France are reported as consuming "prodigious quantities of sweets." A captain at the front with the British army reports that the canteen has "five times the demand for sweets that was expected and one-fifth the demand for beer." The Australians encamped in Egypt have eaten all the chocolate to be had in Cairo.

Chocolate is harmlessly stimulating. Soldiers have discovered what scientists knew before, that sugar will relieve fatigue quickly and give a sense of strength that is real without the subsequent depression experienced by those who use spirits. Sugar and candies are found to be useful not only to the physically tired, but to those who suffer mental exhaustion. Sugar of course, is one of the most easily digested carbohydrates. It requires water, however, to aid in its solution and digestion. The water also assists in dissolving and removing the sugar from the mouth and thus avoids its forming acid and damaging the teeth. The trouble that arose from candy eating was that not enough water was taken with the candy to aid in its digestion. This fault is easily remedied, however.

We have heard it said that children should be given all the candy they want. This is harmful advice for any person or animal can eat too much of any kind of food and be sickened by it. No man who knows anything about horses would think of letting his horse eat all the oats he wanted, for a horse could eat enough of them to kill him. The same is true of other animals. Even inanimate things can get too much. For instance, you can pour too much oil in your automobile or get too rich a gasoline mixture, either of which will sputter up your spark plugs and stop your engine.

Moderation is best in all things. The uses of confectionery as here set forth are worthy of extended notice and we hope our readers will disseminate the knowledge.

This, of course, does not condemn the Allen treatment of diabetes, in which no sugar or starch is allowed and alcohol takes the place of food for a few days.

Referee in Bankruptcy Corwin holds that the lease of the Fair Store, claimed by Kingsbury, properly belongs to the creditors, but must be taken over at once or declined by the trustee. On Tuesday of this week the Referee listened to arguments by the attorneys of the creditors to set aside the \$5,000 claim of the Gold Stamp Co. and the \$2,000 salary claim of Kingsbury; also to compel Kingsbury to pay in the \$10,000 he stated under oath he paid in at the time the company was formed. Decision will be handed down in a day or two.

George M. White, who conducts a bakery, grocery and crockery store at La Grange, Ind., in renewing his subscription to the Michigan Tradesman, writes as follows: "Having taken the Tradesman two years, I find that it is my fault if I do not get out of it several times what it costs me."

Parcel Post Food Plan Not a Success.

The Department of Agricultural Economics of the University of Wisconsin has been investigating scientifically the workings of Postmaster General Burleson's pet hobby of "farm-to-table" merchandising and has reached a definite conclusion that it is both ineffective and inefficient.

The conclusion reached by the investigators for the University of Wisconsin is that the parcel post plan of marketing farm produce will not reduce the cost of living and that it is in effect a dismal failure, proven by the experience of the Postoffice Department, which since the inception of the scheme has made every possible effort and expended huge sums of public money in the attempt to make it a success.

The investigation, which was made to determine whether or not the producer to consumer schemes of Postmaster General Burleson by way of the parcel post, and by the express companies through their so-called "industrial bureaus," were of any economic value, disclosed that out of 209 farmers who had advertised to sell direct to the consumer by mail, only sixty-two had made shipments within a period of six months and that many of these had discontinued the practice after a brief trial, while others merely dealt with city relatives.

It developed also that consumers soon became dissatisfied with the poor service of the producers as well as with the high prices asked for butter, eggs, cheese, etc., which they had no assurance would be as represented when they arrived.

The investigators found that only about one-eleventh of the farm crops could possibly come within the scope of the parcel post or express shipment and that only a small part of this fraction is ever likely to be so marketed in this way. "For example," says the report, "vegetables, fruits, nuts and other products are not often handled in this manner, and the prospect of their being so handled in the future in any considerable quantities is remote." In the opinion of the investigators, most farm products are more economically shipped by freight.

One of the greatest hindrances to the successful operation of the farm-to-table scheme as shown by the report, is the failure of the producers to maintain a high standard of quality.

"While quality is good at first," it is set forth, "the increased demand thus created usually leads to inadequate supply and the filling of orders with mediocre products, or worse. The buyer of farm products from the grower has not the assurance that the butter and poultry which he buys today will be of the same quality as the butter and poultry he bought yesterday."

Strict standardization of quality is, therefore, regarded as essential to successful direct marketing in this way, a factor which the farmer has persisted in overlooking. So it is made apparent that "the process is best suited to the specialized producer." Packing is another difficulty that confronts the producer who wishes to retail his goods by post or express. This

must be done so "as to perform three functions—to prevent the mingling of objectionable flavors, to keep the articles intact and at the same time to give the package a favorable appearance."

Still another serious drawback to the successful operation of the plan is seen in the reluctance shown by the housewife to go to the time and trouble to make up her orders and then wait until they arrive, a matter ordinarily of several days under the most favorable circumstances. Also she finds it a difficult matter to select producers who might reasonably be expected to give her adequate service and fair treatment.

In this connection, the comment is made that consumers find the parcel post and express systems far less convenient than ordering from the regular grocer by telephone and getting deliveries within the hour as a rule. The question of payment for supplies is another obstacle to mail order marketing, "for unless an established credit relationship can be agreed upon, cash must be paid in advance," which necessarily bars out that class of people who must in the very nature of things have credit accommodation for the necessities of life.

Troubles of the Hosiery Industry.

In addition to being seriously handicapped by the shortage of dyestuffs, the hosiery industry is now being confronted with an equally alarming shortage of needles. This condition is ascribed largely to the fact that England at the beginning of the war contracted for a large part of the output of American needle manufacturers. Previously England was dependent on Germany for 90 per cent. of the needles used in her hosiery mills.

The Cheerful View.

As man was created for health, so was mankind created for happiness; and to speak of its misery only although that misery everywhere seem everlasting, is only to say words that fall lightly and soon are forgotten. Why not speak as though mankind were always on the eve of great certitude, of great joy? Thither, in truth, is man led by his instinct, although he never may live to behold the long-wished-for to-morrow.—Maeterlinck.

Two-dollar wheat and dollar corn are the slogans and the predictions of the grain markets; whether the world will go hungry for its indulgences in the luxury of war and its neglect of agriculture is the absorbing question; what price the consumer will pay for bread before the next harvest is the topic of anxious thought. People are beginning to ponder deeply what utility there is in possessing a third of the world's gold if we are not to possess our share of the world's consumptive goods. It is perhaps too soon to consider the question of an actual famine of necessary commodities; yet the present boom in nearly all markets has caused some pessimistic discussion of the illusory character of that prosperity which consists merely in more money and less goods.

BUSINESS CHANCES.

Drug Store Offered—Discount. Sales about \$10,000 year. Gem Drug Co., Hudson, Kansas. 598