

MICHIGAN TRADESMAN

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Thirty-Fourth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 8, 1916

Number 1729

OPPORTUNITY

With doubt and dismay you are smitten
You think there's no chance for you, son?
Why, the best books haven't been written
The best race hasn't been run,
The best score hasn't been made yet,
The best song hasn't been sung
The best tune hasn't been played yet,
Cheer up, for the world is young!

No chance? Why the world is just eager
For things that you ought to create
Its store of true wealth is still meager
Its needs are incessant and great,
It yearns for more power and beauty
More laughter and love and romance,
More loyalty, labor and duty.
No chance—why there's nothing but chance!

For the best verse hasn't been rhymed yet
The best house hasn't been planned,
The highest peak hasn't been climbed yet
The mightiest rivers aren't spanned,
Don't worry and fret, faint hearted
The chances have just begun,
For the Best jobs haven't been started
The Best work hasn't been done.

Berton Braley.

"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

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GRAND RAPIDS, MICHIGAN

FRANKLIN "SUGAR TALKS" TO GROCERS



"Drive Thy Business Let Not It Drive Thee"

Said the wise, old philosopher, Benjamin Franklin. He became famous as a man of large accomplishments because he did not let little things take his time and attention away from important matters. If Franklin were here to-day he would tell you that it is foolish to go to the trouble of filling and tying bags of sugar when you can get it in neat FRANKLIN cartons and cotton bags, all ready to sell—nothing to do but hand it to the customer, and take the money. No work, no trouble, no risk of loss by over-weight.

FRANKLIN PACKAGE SUGAR IS GUARANTEED FULL WEIGHT, AND MADE FROM SUGAR CANE

Original containers hold 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING CO., Philadelphia

A Million Mothers

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

Shredded Wheat

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

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



Made only by

**The
Shredded Wheat Co.**

Niagara Falls, N. Y.



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PAYING CASH ON DELIVERY.

The virtue of paying for a thing when you get that thing cannot be too frequently and emphatically exploited, and the country is to be congratulated on an effort now being made to enforce this lesson on farmers, who are proverbially devoted to the practice of paying for their purchases when they find it convenient. This practice, whether among that class or any other, is hurtful to both buyer and seller and the widely circulated virus is damaging to the entire business of the country. George A. Ranney, Secretary of the International Harvester Company, has had in mind for a long time the subject of cash payments for agricultural implements and he delivered an address on this subject at Atlantic City last week. The central idea was that of paying for such merchandise on delivery, if not in cash in the form of a written obligation such as a note or acceptance, rather than having the transaction entered in a book account. This method would align the business in this country with the same class of trade in Europe and with the practice in many other departments of commerce among highly developed communities.

The agricultural implement companies have long recognized the desirability of immediate payment, by allowing a discount for cash. The whole industry of distributing this class of merchandise could be immensely benefited by the universal application of the cash requirement or, what is the next thing to it, exacting a definite obligation from the purchaser at the moment. In the case of persons not able or willing to pay money down a note is the right thing. That note, indorsed by the agent of the manufacturer, could then be handed to a bank and discounted. The dealer would then have means of making further purchases and thus getting the advantage of the discount from the manufacturer. The local banker could, if he desired, rediscount this paper in a correspondent bank, presumably in a larger town, and this paper would become one of the staples of commerce. It is the experience of these manufacturers that the paper given in the purchase of agricultural implements is of high quality and under present conditions the companies have large quantities of it on hand,

which are rightly considered among their best assets. As to the farmer, the hold of a note on him is much stronger than the claim of a book account, which is payable at no particular time and the liquidation of which is sometimes postponed for long periods through the good nature of the creditor and the dilatoriness of the debtor. Thus the note or the acceptance would create good business habits among the farmers and would better relate them to the banking centers. The note must be paid when it is due.

The Federal reserve system lends itself to this method of doing business. It affords facilities for the rediscount of such notes by the member banks. Indeed, it was one of the chief purposes in enacting this law to offer the farmers facilities for doing business in a more businesslike way. This address of Mr. Ranney and his influence as an officer of the International Harvester Company should greatly promote the reform.

The increased cost of living which everybody appreciates and which everybody knows is higher than it was three or four years ago has prompted a number of Retail Grocers' Associations to support the petition which is to be sent to the President demanding an embargo on food stuffs. The reason assigned why these necessities cost so much is, that they can be sold at profitable figures in the foreign markets, and that prices are regulated by demand and supply. The suggestion on the part of those who buy their products that the export trade be limited will meet the prompt opposition of the farmers, the middlemen, etc., who are making money out of existing conditions. Everybody who has to buy wishes the prices were lower, and those who have things to sell, wish they were higher.

The other day a pencil peddler was arrested in Chicago, but he was arraigned as a seller of "dope." He denied that he sold morphine and pleaded for release, saying he would go back to his home in Auburn, N. Y. He admitted that he and his wife used about \$10 worth of "dope" a week, but said that he made from \$25 to \$50 a week selling pencils. A Washington pencil peddler said he never made less than \$2.50 a day. Evidently pencil selling is more profitable than one would imagine.

If you found a \$10 bill in your coat pocket, would you thank your lucky stars and spend it or would you turn it over to the police? A Chicagoan did the latter. He said when he finished his work at night he put his hand in his coat pocket and found the bill and he knew it did not belong to him. He refused to accept the responsibility of caring for the bill and left it with the city custodian.

THE CRANBERRY.

While a few years ago this might have fittingly been called the "Thanksgiving berry," its use is now prolonged so much that it may well be called the "berry of many months." Because of its growing popularity and its lasting qualities, even the small dealer should not hesitate in laying in his supply by the barrel, rather than by the crate. By purchasing fruit of good color and firm quality there is little need of material loss.

Its acid flavor is just the thing to balance the meat diet which is apt to preponderate at this season. It is an appetizer of the very best sort. The housewife has learned that there are many other ways of using it than in the time-honored cranberry sauce which was a part of that first Thanksgiving dinner of the Pilgrims. She has also learned that she can keep the fruit in a moderately cool place for weeks if she so desires.

It is a pleasure to note that in Massachusetts, which furnishes more than half of this fruit, there has been an increase of more than half in the production within the last ten years. New Jersey and Wisconsin have until recently completed the trio of cranberry states, but others are taking up the industry, and there is no reason why many of the cool bogs of other states may not be reclaimed. Neither is there any reason why the fruit cannot be a most valuable asset to the dealer from the time when it is first offered until spring. If kept in a cool, dry place it is the least perishable of our fruits as well as one of the most popular. Its beauty may be enhanced in the dreary days by placing some of the fruit in close proximity to a pot of ferns. Keep a liberal display in full view, yet out of the reach of inquisitive fingers, with always a goodly reserve supply to replenish the measure as fast as needed.

REDUCING DISCOUNTS.

The agitation to reduce discounts in the dry goods line is not meeting with the approval of the retail merchants of the country, and an attempt to "jam it down the retailer's throat" would seem to be poor policy upon the part of the manufacturer.

The retailer has many strong reasons to support his objection to a reduction of terms. The reasons of the manufacturer for his attitude are less apparent, or at any rate less logical.

Is it good policy for the "seller" to antagonize the "buyer" even if it happens to be a "seller's market" just at present?

WATCH YOUR MARK-UPS.

Merchants should watch merchandise mark-ups keenly at all times, but especially at the present time.

Purchase prices have advanced and are continuing to advance in many lines, and, if retail prices are not advanced in the same ratio, there will be a marked decrease in gross profit at inventory period.

A store has every warrant for advancing prices and should not hesitate to do so where necessary.

A store is a merchandise purveyor only and is entitled to its operating cost and a reasonable profit. It is not expected that a store can regulate the market—supply and demand does that. A store should in its selling prices simply reflect market conditions. To do less is neither good business nor profitable.

GET BETTER ADVERTISING.

Why spend so much money in advertising merchandise that is very difficult to obtain and cannot be replaced at the price paid for it? An effective method to regulate advertising expenditures is to make up a yearly budget in advance and stick to it. Notify the advertising manager that the amount apportioned must do the work—regardless of emergencies. He must lay aside some of his apportionment for emergencies.

By following this course you will get better advertising and a lessened expenditure. Try it!

Everybody who admires skill and courage will applaud Capt. Koenig, who the second time has piloted the undersea freighter Deutschland to an American port. His first trip was counted a wonder of the seas, as indeed it was, and his second is even a greater accomplishment. His cargo is dye stuff and drugs, worth almost literally their weight in gold. He will take back another load as precious to those to whom it is consigned. Capt. Koenig has earned this distinction of being the foremost navigator of his time.

The leading hotels of Springfield, Mass., eight in number, advanced their rates 25 per cent. Wednesday. Increased cost of operation was given as the reason for action. Other hotels have raised their rates and still others will do it, which leads the person who is paying out money to wonder where all this boasted prosperity is going to lead. Money is kept in circulation when it is paid out as soon as it comes in, and that is what is happening to-day, but that does not give the person of small means chance to lay by for a rainy day.

The cranky employer may be able to keep his clerks in line while they work for him, but they will show an exasperating tendency to go to work for somebody else.

Revenge is the doubtful pleasure of a feeble mind.

UNIFORM COST SYSTEM.

Wholesale Grocers Aiming to Assist the Retailers.

The long expected uniform cost accounting system, devised by the Educational Committee of the National Wholesale Grocers' Association, under the personal charge of Educational Director Fiske, was mailed to members last Saturday.

It is a comprehensive presentation of the system in a special issue of the Bulletin, and includes the basic list of accounting items, accompanied by a more or less elaborate discussion of the reasons for framing them and the elements underlying each, as listed. Accompanying it are official letters from President Whitmarsh, the Educational Committee, Professor Melvin T. Copeland, of Harvard, with whom the committee has co-operated in the work, and several discussions of certain phases of the system written by the director.

In his letter President Whitmarsh says:

"Since the appointment of our first Cost Research Committee more than a year ago, diligent efforts have been made to find a satisfactory method of ascertaining the cost of doing the wholesale grocery business. Our committee enlisted the co-operation of the Bureau of Business Research of Harvard University, and for nearly a year both have been engaged in studying the cost accounting needs of the wholesale grocer with the purpose of devising a simple and adequate cost system.

"The results of these studies are most gratifying. At the meeting of our Committee in New York on September 22, 1916, a proposed system of operating accounts for wholesale grocers and a profit and loss statement drafted by the Harvard Bureau of Business Research, with a full explanation for each item, were presented for consideration. The committee, with Melvin T. Copeland, of Harvard University, took up each item separately, and after making several changes for the purpose of simplicity, and in order to avoid possible debatable items, approved the form which, with the explanatory statement, comprises a large part of this bulletin. The committee does not hold that the statement is perfect, but believes that it more nearly meets the requirements than any similar form so far suggested.

"The statement may include items over which accountants and others may disagree, but the primary importance of uniformity should offset any technical differences of opinion. Unless all adopt the same form that most valuable asset, comparison, is lost. The advantages of adopting a cost accounting system, as suggested in this bulletin, may be briefly enumerated as follows:

1. It provides an exact statement of the cost of doing business, without an accurate knowledge of which you cannot be sure of your success.
2. It provides figures which should enable you to obtain the banking credit to which you are entitled.
3. It assists you to obtain a cor-

rect and reasonable return on your investment.

4. It encourages economy and efficient management.

"I trust that you will find it desirable to adapt your accounts to the suggested form. Large houses will, no doubt, wish to extend the number of accounts. Smaller houses may consider the items too numerous, and for that reason may wish to combine some of them. Allowance has been made for such modifications provided all items of cost are included. To derive the important benefits which can be secured by comparison, the results of the adoption of the suggested system are absolutely necessary. The Bureau of Business Research of Harvard University will compile figures furnished by wholesale grocers in order to show the relative costs of doing business under varied conditions. The variations due to geographical location, to the influence of urban and rural trade conditions, and to population will be shown.

"To assure us of the benefits of comparison to be derived from a study of the facts, you are requested to fill out one of the enclosed forms for your business, and send it to Melvin T. Copeland, director, Bureau of Business Research, Harvard University, Cambridge, Mass. All information will be held in strict confidence."

The list of items on which the system is based is as follows:

Merchandise Statement.

1. Gross sales.
2. Returns and allowances to customers.
3. Prepaid freight, express and parcel postage collected from customers.
4. Cash discounts taken by customers.
5. Net sales.
6. Inventory of merchandise at beginning of period.
7. Depreciation on inventory at beginning of period.
8. Net inventory of merchandise at beginning of period.
9. Purchases of merchandise at billed cost.
10. Inward freight and cartage.
11. Cost of purchases of merchandise.
12. Returns and allowances received on purchases of merchandise.
13. Cash discounts received on purchases of merchandise.
14. Net cost of purchases of merchandise.
15. Total cost of merchandise.
16. Inventory of merchandise at end of period.
17. Depreciation on inventory at end of period.
18. Net inventory of merchandise at end of period.
19. Net cost of merchandise sold.
20. Gross profit.

Expense Statement.

- Selling expense; salesforce expense:
- (a) Salaries and wages of salesforce;
 - (b) commissions to salesforce; (c) traveling expense (selling only).
 21. Total salesforce expense.
 22. Advertising.
 23. Other selling expense.
 24. Total selling expense.

Receiving, handling and shipping expense:

25. Salaries and wages of receiving, warehouse and shipping force.
26. Packing cases and wrappings.
27. Outward freight, express, parcel postage and cartage (not collected from customers.)
28. Total receiving, handling and shipping expense.

Buying expense:

29. Salaries of buying force.
30. Other buying expense.
31. Total buying expense.

General management and office expense:

32. Executive salaries.
33. Office salaries.
34. Postage and office supplies.
35. Telephone and telegraph.
36. Credit and collection expense.
37. Other management expense.
38. Total general management and office expense.

Fixed charges and upkeep expense:

39. Interest on capital—borrowed.
40. Interest on capital—owned.
41. Total interest.
42. Rent.
43. Heat, light and power.
44. Taxes.
45. Insurance (except on buildings).
46. Repairs of equipment.
47. Depreciation of equipment.
48. Total fixed charges and upkeep expense.
49. Miscellaneous expense.
50. Losses from bad debts.
51. Total expense.
52. Net profit (or loss; loss in red).
Net Gain Statement.
53. Sundry revenue net.
54. Interest and rentals earned.
55. Total net gain (or loss; loss in red)..
56. Income taxes.
57. Dividends (corporation,) shareings (partnership) or withdrawals (proprietorship).
58. Surplus (or deficit) for the period (deficit in red).

Get Away From the One-Day Bargain Business.

A merchant who has been featuring one day of the week as a bargain day writes us as to the advisability and regarding the method of getting away from the plan.

We replied to his enquiry as follows:

"Stores to-day, whether catering to medium, fine or popular trade, are fast coming to the realization that it is much better to cater to the public upon a basis of service than price. That old axiom, 'Have what the people want, when they want it, at the right price,' is truer than ever to-day.

"While the one-day bargains have undoubtedly been very helpful to you in building up your business, with the statement as it appears in your letter and the matter as I see it at long range, it seems quite clear that this advertising method has run its course with you. I have always contended that a price or item advertised that was not extremely interesting had better never have been published. It is not only a waste of the advertising expenditure but it creates just the opposite of the desired impression upon the reader's mind,

"Unless you plan something to replace the omission of your one-day bargain advertisements, you would undoubtedly suffer for a time. I would suggest that you distribute your advertising through the week, stating in a general way that the concentration of your bargains into one day's selling prevents your extending the kind of service you desire and to remedy this situation you have decided to distribute your bargains, giving them throughout the week.

"If I were you, I would then select one item for Monday, a strong special, and feature it very prominently, being sure to select something that is generally wanted and would prove an unquestionable attraction. I would do the same for Tuesday and each day of the week. This will break up the one-day bargain business and you will find that eventually you can drop these daily announcements, if you desire.

"In addition, why would it not be a good plan to run your advertisements into a little more conversational form, calling attention to arrivals of new merchandise, popularly priced, with a series of editorials daily giving your policy of reasonable profits, large stocks of merchandise, most efficient service, etc.

"If you once get away from this one-day bargain business, you will never return to it, I am sure.

"I think that one of the reasons so many items are put in the advertisement is the demand from the various departments, but I believe that the people can be brought to the store with one very big and important item just as well as they can with forty or fifty items."

Cancel Orders For Christmas Goods.

At the right time in December—the number of days to be determined by your distance from market—go through your back orders and cancel orders for Christmas goods which can not arrive in time to be sold before Christmas.

A prominent garment maker had this to say a few days ago regarding back orders:

"Buyers should check up back orders more closely. I know," he stated, "that there are thousands, yes, hundreds of thousands of dead back orders standing on garment manufacturers' books uncancelled. These orders will never be filled because the manufacturers cannot get the materials. The manufacturers have not notified the buyer to cancel and the buyer carries the unfilled order as an obligation or due against his stock."

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Nov. 8—Creamery butter, extras, 36@36½c; first 35@35½c; common, 33@35c; dairy, common to choice, 27@33c; poor to common, all kinds, 24@27c.

Cheese—No. 1 new, 21@21½c; choice, 20½@21c.

Eggs—Choice, new laid, 40c; fancy henery, 48@50c; storage 31@33c.

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

Beans—Medium, \$7.25@7.50; pea, \$7.25; Red Kidney, \$6.50@6.75; White Kidney, \$7.00@7.50; Marrow, \$7.50.

Potatoes—\$1.70@1.75 per bu.
Rea & Witzig.

Five Systems Working to Educate the Retailer.

A vast amount of energy is being expended in "educating" the retailer: so much in fact that it would not be surprising if the retailer suddenly began to feel like the much educated "Mr. Pipp" and rebelled against so much beneficence on his head. For instance, as an exchange epitomizes the sundry efforts now in progress, there are five distinct movements at work to make the retailer a better retailer, as follows:

1. The Department of Retailers' Education, conducted by the National Wholesale Grocers' Association, although nothing tangible has come out of this as yet.

2. The system of keeping retailers' accounts, devised by the Bureau of Research of Harvard College.

3. The system of keeping retailers' accounts, devised by the Federal Trade Commission.

4. The National Mercantile Educational Association formed by representatives of fourteen National jobbing associations.

5. A service plan of improving the conduct of any retail business, which has been worked out by the Associated Advertising Clubs of the World.

The latest of the arrivals in the educational field is the Associated Advertising Clubs, which proposes to unify cost accounting systems for the following reasons:

"First—By supplying a large number of them, it will be possible to furnish them and the service that will be rendered in connection with them, at a price not far from what the binders and other supplies, alone, would cost through ordinary channels.

"Second—By installing the same system in a large number of stores in each line, so that each of a large number of merchants will have the same facts, it will be possible, through the service department of the Associated Advertising Clubs at Indianapolis, in co-operation with the Business Research Bureau of Harvard University, to compare results in various communities, and thus to give a local merchant the advantage of the experience of many other merchants in the solution of his problems."

For several months the preparation of the systems has been under way, and while they are all fundamentally similar, there is an individual system for each line of business. They all follow, in a general way, a system for retail jewelers which was worked out, at a very considerable expense, by the Ingersoll watch people. The Ingersoll system is in use by more than 400 retail jewelers and has proved successful, both as a means of giving the retailer daily knowledge of the condition of his business and enabling him to compare his situation and his results with those of many other jewelers in other cities or towns about the size of his own.

J. W. Fisk, formerly with Lord & Taylor, New York, and prior to that with the Dry Goods Economist, who was at one time in the retail business on his own account, has been made manager of the department promoting the use of the systems, with headquarters at Indianapolis, and I. J.

Schulte, formerly Secretary of the National Advertising Commission, has been placed in charge of the accounting service to help the retailer make the best possible use of the records. The service of the department will go further than mere book-keeping information. It will help the dealer solve problems that present themselves from time to time as a result of the keeping of such records.

Briefly, these records, although simple and easy to keep, will afford the retailer a perpetual inventory showing him, among other things:

The total capital tied up in his business.

The total of his outstanding accounts (at all times).

What parts of his business are making and what parts are losing money.

What classes of goods sell rapidly; what slowly.

How many turnovers he gets a year on the line as a whole, and in each department of his business.

How much each sales person is selling and therefore earning.

Just what, at all time, he owes. The records will tell the retailer, and are cited merely as examples.

The advertising men suggest that with such records the merchant can at all times show his banker just where he stands, and in the event of a fire, he can give the insurance company such accurate information as to the current condition of his stock that adjustments can be made with practically no delay, as has been proved through experience. The danger of overstocking, or of robbing the operating capital to too great a degree through extending too large a volume of credits need have no terrors under the operation of such a system.

The systems are to cost \$25 each, and this is to include the subsequent service which the new department of the Advertising Clubs will render.

"Any retailer will understand these systems at a glance," said Mr. Fisk, "and thirty minutes' work each morning and each evening—an hour a day—will keep them up-to-date. The retailer who doesn't use a system which gives him this information immediately is paying a big price in lost opportunities."

Canners Estimate Costs For 1917.

At the recent Chicago meeting of the Fruit and Pea Sections of the National Canners' Association the increase in canning costs was the overshadowing subject for consideration. Canners who are in touch are thoroughly aroused to the situation and are determined that every canned foods packer in this country shall realize the conditions to be faced in 1917 before commencing the sale of futures. To make both little and big canners everywhere realize that it will cost between 20 and 30 cents a dozen more to pack canned foods next year is what the leaders are determined upon for the good of the industry at large and for the salvation of the ignorant canners.

The Western Canners' Association decided that a committee on costs be appointed to take up work on cost of production and report to the next meeting of the Association. The president appointed on this committee W. J. Sears,

Chillicothe, O., chairman; A. T. Bacon, Chicago, Ill.; J. W. McCall, Gibson City, Ill.

Secretary Drake submitted the following estimate of the cost of packing corn in 1917:

No. 2 cans, average over all grades.

	Per dozen
Corn (\$9 per ton, 600 cans per ton)	.18
Direct labor	.07
Cans and caps	.252
Boxes	.054
Labels	.034
Sugar and salt	.015
Power plant	.016
Machinery repairs	.01
Building repairs	.005
Depreciation	.02
Factory expense	.06
General expense (factory proportion)	.062
Interest on investment	.01
Discount and swells	.025
Brokerage	.018
General expense	.031
Traveling	.005
	86.7

The entire session of the Pea Section was devoted to a discussion of costs and the method of arriving at same. A method similar to that followed by the Corn Section was followed out in estimating the probable cost of canned peas from the 1917 pack, the figures in detail being as follows:

No. 2 cans, average over all grades.

	Peas
Peas at 3c per lb.	.315
Viner rental	.015
Direct labor	.015
Cans	.252
Boxes	.054
Labels	.034
Sugar and salt	.025
Power plant expense	.016
Factory superintendent	.002
Machinery repairs	.015
Building repairs	.005
Depreciation	.015
Factory expense	.059
Factory proportion of general expense accounts	.036
Interest	.010
Discount	.025
Brokerage	.025
Other selling expense	.005
General Expense	.031
Total cost to make and sell	1.049

W. C. Leitsch, of Wisconsin, while expressing approval of the institution of the uniform accounting system, pointed out that many canners are not trained to business details and it would be much better under present conditions to point out in plain, straightforward language some of the known advances in various items of cost which will certainly have to be reckoned with for next season's pack. It is estimated that the difference in the price of cans alone will be equal to about 8 cents per dozen; direct labor may be safely figured at an advance of 15 to 20 per cent. over the year 1916; boxes at equivalent to about ½ cent per dozen; labels from 50 to 60 per cent. higher than in 1916.

Discounts and brokerage, which are, of course, figured on the full selling prices, will naturally be higher in view of the selling price being higher.

Sales of Automobiles.

Lockwood Barr, of J. H. Oliphant & Co., states that the automobile manufacturers of this country in the fiscal selling year ended August 1, 1916, produced 1,500,000 cars, compared with 700,000 in 1915 and 515,000 in 1914. Production in the fiscal year 1917 is variously estimated at from 2,500,000 to 3,000,000 cars. To get the data, letters of enquiry were sent to the leading manufacturers of automobiles asking production in the fiscal selling years ended August 1, 1914, 1915 and 1916, and estimated production in 1917. Figures other than official were compiled from advertisements, from the public print and from other sources. Of course

the figures are not guaranteed. The results of this enquiry are tabulated below, the official figures being indicated by an asterisk.

	1917	1916	1915	1914
	Estimat.	Actual	Actual	Actual
Chalmers	25,000	15,000	15,000
Chandler	20,000	15,000	8,000
Chev'let	*150,000	96,485	10,000	5,000
Cole	6,000	4,000	1,911
Dodge	80,000	*60,390	‡17,948
Ford	800,000*	533,920	308,213	248,307
Franklin	10,000	4,100	3,500	2,500
General				
Motors	*200,000	133,000	76,000	58,987
Grant	*10,000	4,189	1,982
Haynes	11,000	*6,700	3,780	1,780
Hudson	*31,000	20,800	14,500	8,000
Hupmobile	18,000	*16,000	11,000	10,262
Locomobile	*1,747	1,436	970
Lozier	1,828
Marmon	*4,000	515
Maxwell	*120,000	60,498	32,281	16,366
Mitchell				
Lewis	20,000	*15,000	6,186	3,500
National	4,800	*2,502	753
Packard	‡*15,000	12,750	4,908	3,612
Paige				
Detroit	20,000	17,000	7,749	5,262
Peerless	3,000	752
Pierce				
Arrow	9,000	2,097
Regal	6,200	5,500	3,897	2,052
Reo	80,000	19,800	12,000
Saxon	*60,000	25,399	12,000	8,000
Scripps				
Booth	*10,000	6,000
Simplex	*1,500	225	156	152
Stearns	*5,000	3,000	1,000	750
Stude-				
baker	*120,000	75,000	46,845	35,460
Stutz	*2,000	1,079	643
White	‡8,000	3,594
Willys	*300,000	200,000	95,000	48,000
Winton	1,137

*Confirmed officially. †Packard production of pleasure cars was 7,750 in 1916, 1,893 in 1915 and 2,809 in 1914. Production of trucks was 5,000 in 1916, 4,908 in 1915 and 803 in 1914. ‡Dodge, six months. ||White, 6,000 trucks and 2,100 pleasure cars.

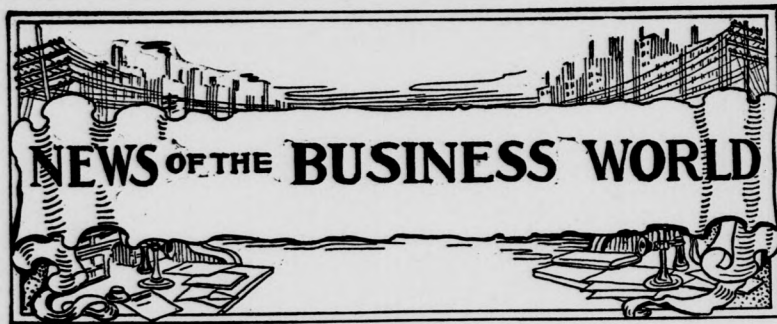
Increasing the Sale of Nuts.

Written for the Tradesman.
One enterprising confectioner draws patronage to his Brazil nuts through the simple and inexpensive scheme of letting the hard round shell in which they grow do the advertising. This is placed in his show window beside an appetizing tray of the fresh nuts. Of course, not every passer knows what it is—this dark, spherical form—but beside it there is its counterpart with the top part removed, allowing the circle of nuts to be seen, in the exact position in which they grow.

Every year the teachers of the city are gladly loaned this curio as an adjunct in teaching geography. Naturally, when the products of South America are studied and the queer way in which these nuts grow, the care with which they are protected by the hard shell during growth, excite the interest of the pupils. While not many of them would care to be under a tree growing these nuts at the time when the hard shells are falling, all have an added interest in the nuts—to the extent of spending their spare nickels and dimes in testing their quality. Parents are told of the queer nut cups, and they, too, become interested; while of course the teachers who have been favored with the curio for illustrating reciprocate through the medium of increased trade.

Bessie L. Putnam.

Pessimists are misfortune tellers.



Movements of Merchants.

Muskegon—S. Temple will re-open the Central market Nov. 1.

Charlotte—R. O. Rank succeeds E. J. Fast in the grocery business.

Dowling—Rice & Colles succeed Rice & Cassidy in general trade.

Orleans—R. A. Patterson succeeds J. C. Osborn in the grocery business.

Winegar—The Wright-Carson Co. will engage in general trade, handling produce also.

Hastings—Miss Etta Hubbard, of Middleville, has engaged in the millinery business.

Palo—The capitalization of the Home Telephone Co. has been decreased from \$50,000 to \$25,000.

Jackson—The Union Truck & Storage Co. has increased its capital stock from \$24,000 to \$50,000.

St. Ignace—P. V. Pilson has engaged in the jewelry and optical business in the Chambers building.

Detroit—The Burtenshaw & Sibley Co., engaged in the insurance business has changed its name to Burtenshaw & Co.

Sears—Thieves entered the general store of Arthur Crittenden Nov. 3 and carried away some stock and \$75 in cash.

Shelby—E. C. Spencer has sold his farm southeast of Shelby and will engage in the grist mill business at Wolf Lake.

Stanton—J. M. Van Nocker has sold his stock of general merchandise to Charles H. Strong, of Pentwater, who has taken possession.

Fenton—Harry L. Williams, produce dealer at Howell, has opened a branch store here under the management of Sam Bennett.

Zeeland—G. Moeke & Sons will immediately rebuild the lumber manufacturing plant and planing mill which was recently destroyed by fire.

Lapeer—Frank Cutting, lumber dealer, has taken over the E. M. Wilcox & Co. lumber yard and will consolidate it with his own.

Mendon—A. D. Collard has purchased a lot and will erect a model store building which he will occupy with a stock of groceries.

Petoskey—Long Bros. have closed out their stock of meats, sold their store fixtures and retired from business, removing to Lansing.

Portland—M. E. Doremus has closed his bakery and ice cream parlor and will remove to Lansing, where he has secured employment.

Kalamazoo—John Lyons, a Kalamazoo druggist, had his left leg amputated Sunday at Wakefield. That leg was splintered Thursday, when the gun he carried was accidentally discharged while he was hunting.

Middleville—R. Dirteen, recently of Grand Rapids, has leased the Brandstetter building and will occupy it with a stock of meats Nov. 15.

Mendon—F. D. Estes, druggist, has purchased a lot and will erect a modern store building which he will occupy with his stock of drugs.

Saginaw—E. Steuart Tray, of Jackson, succeeds F. D. Broom in the photograph and photograph supply business at 516½ Genesee avenue.

Pontiac—Detroit wholesalers will come to Pontiac Thursday of this week, in three special cars, to be guests of local retailers, to discuss trade conditions.

Tecumseh—P. C. Snell, who has conducted a department store here for the past ten years, died at his home, Nov. 5, following a short illness.

Detroit—The Brown Electric Co. has been organized with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

St. Charles—The Superior Coal Co. has been organized with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in property.

South Haven—Theodore Chaddock, who recently purchased the Star candy store, has opened a restaurant in connection and changed the name to the Princess Cafe.

Battle Creek—John O'Brien has purchased the W. J. Polley cigar and tobacco stock and will continue the business at the same location, 19 North Jefferson street.

Woodland—S. C. Van Houten has sold his furniture stock to George Miller, of Hastings, who will continue the business under the management of Glenn England.

Elk Rapids—O. E. Bohannon has opened a bakery in connection with his restaurant, having purchased the stock and fixtures of the Culman & Hahner bakery.

Flint—The Michigan Lumber & Fuel Co. has been incorporated with an authorized capitalization of \$30,000, all of which has been subscribed and paid in in cash.

Buchanan—The Home Lumber & Coal Co. has been incorporated with an authorized capitalization of \$15,000, all of which has been subscribed and paid in in cash.

Rockford—Clarence W. Stocum has sold a half interest in his undertaking stock to E. M. Hubbard and the business will be continued under the style of Stocum & Hubbard.

Lansing—Harry L. Knickerbocker has traded his store building, grocery and meat stock to Silas E. Jordan, of Charlotte, for his 140 acre farm. Possession will be given Nov. 15.

Pewamo—Charles B. Brunn, owner of the Pewamo Hardware Co. has sold his stock to James Long, who will take possession Nov. 15 and continue the business under the same style.

Petoskey—John G. Braun has leased his hotel and restaurant, the Braun, to his son George, who has been identified with his father in the management of the hotel for the past two years.

Alpena—Fire destroyed the store building and stock of dry goods, clothing, women's ready-to-wear garments, shoes, etc., of Isaac Cohen, entailing a loss of about \$125,000. He will rebuild at once.

Berrien Springs—V. F. Wager, grist and feed miller, has leased the Godfrey canning factory and will remodel it into a modern grain and produce elevator, opening it for business about Dec. 1.

Climax—G. G. Hamilton, who has conducted a meat market here for many years, has sold his store building and stock to Charles Jones, of Battle Creek, who will continue the business under the style of the Climax Meat Market.

Detroit—The Fancy Kosher Delicatessen Store has been organized with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash. The store is located at 1024 Hastings street.

Detroit—The Ideal Metallic Furniture Co. has engaged in business at 1259 Military avenue, with an authorized capital stock of \$25,000, of which amount \$21,100 has been subscribed, \$1,000 paid in in cash and \$20,100 paid in in property.

Jackson—Wm. E. Brewer, 59 years old, coal merchant, former Michigan Central engineer, alderman and member of the Board of Public Works, dropped dead as he entered his office Monday. It is believed death was caused by heart disease.

Saginaw—Frank C. Marshall has purchased the interest of his partner, Archie G. Bittermann, in the jewelry stock of Marshall & Bittermann and will continue the business under his own name at the same location, 322 Genesee avenue.

Houghton—Gekas Bros., conducting a chain of confectionery stores in the copper country, have erected a modern store building at the corner of Sheldon and Pewabic streets, which they will occupy with a stock of confectionery and ice cream parlor Nov. 11.

Lansing—Arthur Frye has sold his store building and meat stock to William J. Noveskey, recently of Adrian, who is remodeling the building and will add a stock of groceries and conduct the business under the style of the Palace Grocery & Meat Market.

Mendon—Hickmott & Dukette are receiving a stock of general merchandise and will conduct a store in temporary quarters until a new store building can be erected on the site of the one destroyed by fire recently. Michael Dukette will retire from the firm and W. J. Hickmott will continue the business under his own name, leasing the new store building of Mr. Dukette, who will erect a store building of the most modern type.

Lansing—Claude L. Smith has resigned the assistant cashiership of the Industrial Exchange Company Bank and will devote his entire time to the Michigan Brass & Electric Co., of which he has been Vice-President for the past three years. This concern has shown a remarkable growth and has recently moved into its new quarters at 1204 South Washington avenue.

Howard City—The general stock of Charles A. Vandenberg was sold at auction sale to Thomas M. Henderson, of Lapeer, for \$1,950. The stock was inventoried at \$3,961. Trustee Holden has received about \$200 in the payment of book accounts. The creditors, whose claims aggregate about \$11,000, will receive from 15 to 20 per cent. on the dollar.

Hillsdale—In an effort to improve retail service to the buyer, the Hillsdale Chamber of Commerce is asking each member of the Association to carefully answer a series of questions relative to the local business places: Do you get courteous treatment? Do clerks serve you promptly and intelligently? Are goods displayed invitingly? Are stocks fresh, and up-to-date as they should be in a city of this size? Do the merchants secure for you promptly anything they may not have in stock? What articles are you not able to find here? Are deliveries prompt and satisfactory? How about quality? About price? Anything else? In answering the questions, it is requested that the members of the Chamber of Commerce will try to be fair both to the merchant and to themselves.

Manufacturing Matters.

Kalamazoo—The Harrow Spring Co. will erect a \$100,000 addition to its plant.

Morrice—L. W. Fenton, who recently purchased the creamery, has taken possession.

Pontiac—The Monroe Motor Co. has increased its capital stock from \$250,000 to \$1,000,000.

Saginaw—The Eastman Salt Products Co. has decreased its capitalization from \$300,000 to \$100,000.

Bay City—The Farmers' Auto & Machinery Co. has increased its capitalization from \$50,000 to \$150,000.

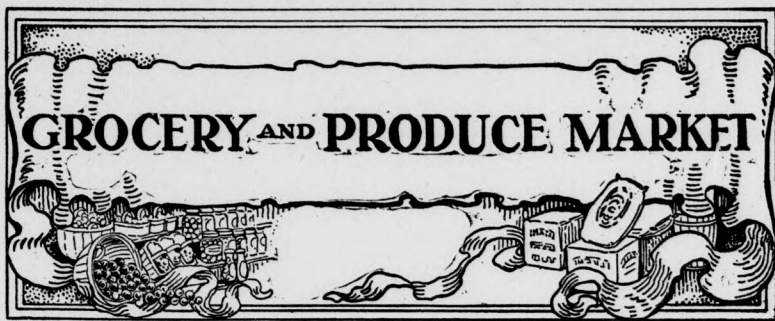
Ypsilanti—The Litho Marble Co. has sold all of its stock and will erect its plant on South Michigan avenue.

Detroit—The Shakespeare Co., manufacturer of fishing tackle, has increased its capital stock from \$250,000 to \$425,000.

Portland—L. O. Ewing & Sons have removed their button factory from Muir to Portland and will continue the business.

Detroit—The Fisher Starter Co. has engaged in the manufacture of electrical appliances with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Greenville—L. B. Hart, formerly of the Hart Manufacturing Co., which removed here from Shelby last spring, has organized the Original Manufacturing Co. for the manufacture of original toys. The company has leased the wood working plant of O. Christensen and is making more than 1,000 coasters a day.



Review of the Grand Rapids Produce Market.

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

Bananas—Medium, \$1.75; Jumbo, \$2; Extra Jumbo, \$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 per bu.

Butter—The market is very firm at an advance of 1c per pound. This is due to the heavy consumptive demand, large exports and lighter receipts. The average quality is showing up well for the season and the prospects are for even higher prices during the present month. It looks now as if butter might not drop until the first of the year. Creamery grades are held at 37c in tubs and 37c in prints. Local dealers pay 28@29c for No. 1 in jars and 25@26c 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—\$1.25 per dozen for fancy hot house; \$1.50 for extra fancy.

Eggs—The market is very firm at an advance of 1c per dozen on strictly fresh stock. Storage eggs are also firm and unchanged. The receipts of fancy fresh eggs are light and promise to continue light for some time. Storage eggs are gradually tending up, although they are already about 7c per dozen above normal. Local dealers pay 35c for fresh, candled and loss off, and hold at 37c. Cold storage are held at 33c for April and May, 31c for firsts and 29c for seconds.

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.

Lettuce—10@12c per lb. for hot house 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—Kiefers, 75@90c per bu.

Peppers—Garden grown are now out of market. Hot house command \$3.50 for 6 basket crate.

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 \$1.40@ \$1.50, delivered on track. The market is quite a little weaker than it was two weeks ago.

Pumpkins—\$2 per doz.

Poultry—Mixed fowls command about 15@16c; broilers, 22@23c; turkeys, 18c; ducks, 17c; geese, 11c. Dressed fowls average 3c above these quotations.

Radishes—25c for round.

Ruta Bagas—Canadian command \$2.50 per 100 lb. sack.

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—\$1 for 8 lb. basket.

Turnips—\$2.25 per bbl.

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

The Grocery Market.

Sugar—Sugar seems to have struck the lull that usually is witnessed in the interim between the winding up of the old Cuban crop and the beginning of the new. Under the circumstances it would not surprise the trade if comparative dullness accompanied by stable conditions should prevail. The country has bought for several weeks and will go slow in view of the growing movement of beets into consumption, which, of course, relieves the strain on the cane refiner. It is true that the factories are several weeks behind in delivery, with exceptional cases in Michigan, which would infer that competition east of Buffalo might be a distant contingency. Moreover, the crop in Ohio and Michigan will be materially short of expectations, according to the accepted view. The prosperity throughout the country should logically make for a big consumption, but the prevailing high prices are exerting the usual retarding effect in this as in other commodities. Refiners are now quoting 7½c as a rule for granulated, which compares with 5¼c a year ago.

Tea—The country has been buying quite freely of recent weeks, as the books of local dealers show, and can afford to look on for the immediate future. It is argued, however, that there will be a resumption of activity later on and some circles feel that prices will do better. This argument is based on the way the primary markets keep up, Colombo and Calcutta having been sustained by the Russian buying. London in turn is firm. Formosas are strong and settlements have been at full prices. Back of the strength is the fact that the crops of black teas are short. Green teas also are showing up smaller in quantity than a year ago.

Coffee—Rio and Santos grades are ¼@¾c lower. The reason appears to be the large supply of coffee and the fact that the New York cotton interests which have been supporting the market have temporarily withdrawn from it. Mild coffee shows no change for the week, but may be forced below their present very low basis if Brazils go lower. Java and Mocha grades are unchanged and quiet.

Canned Fruit—Until there is some relief from the present scarcity of supplies the market will remain upon a more or less nominal basis. Prices are very firm but there is very little offering with which to do business.

Canned Vegetables—The tomato market is certainly close to the danger line and nobody is warranted in buying more than he can immediately use. It is certain that the 1916 pack of tomatoes is pretty well out of packers' hands, but a very large percentage of it must remain unsold in jobbers' or retailers' hands. The demand is fair considering the situation. Corn is unchanged from last week, but very scarce and very high, and with no prospect of any decline. Peas are unchanged for the week, the entire line being firm on a comparatively high basis.

Canned Fish—Salmon is unchanged for the week, the demand being very good considering the high prices. There is more pink to be had but nothing like what is necessary for actual requirements. The car situation is showing no signs of improvement but, if anything, is growing worse. Domestic sardines have advanced to \$3.50 for quarter oils. Imported sardines are unchanged and still on a very high basis. Some Norwegian summer sardines are coming over but not enough to easily supply the demand. Tuna is scarce and difficult to buy.

Dried Fruits—Late Saturday the California Associated Raisin Company wired re-opening prices on 1916 seeded Muscat raisins as follows: 36-16s, \$3 per case; 48-16s, \$3.95; 25-pound boxes, bulk, \$1.75; 36-16s, fancy, \$3.05; 45-12s, fancy, \$3.15; 25-pound, boxes, bulk, \$1.75; 36-16s, choice, \$2.90; 45-12s, \$2.95; 25 pound boxes, bulk, \$1.75; 50-pound boxes, 1 crown, \$4; 2 crown, \$3.25; 3 crown, \$3.50; 4 crown, \$3.75; 3 crown London layers in 20-pound boxes, \$1.50; 4 crown clusters, \$1.75; 6 crown imperial clusters, \$2.60; 5 crown, 50c additional; 10 crown, 25c additional; Sun-Maid clusters, 20 one-pounds in box, \$1.85; 24 one-pounds, \$2.20; 12 two-pounds, \$2.20; 4 five-

pounds, \$2.35. Vineyard run, layers 50 pounds to the box, bulk, \$3.25; 100-pounds to the box, bulk, \$6.25. Prices are guaranteed until April 1, 1917. Prunes are unchanged from last week, being perhaps just a shade easier. Peaches and apricots are neglected, with prices about unchanged. Currants remain extremely high, being about twice the normal price as previously reported, with no change for the week. There are no imported figs, and will be none during the coming season. Dates remain unchanged.

Rice—The market record for the week is that of increasing activity. Buyers are taking hold and enlarging their assortment. Even at the recent advance on all styles, rice is apparently conceded to be on a safe basis for operation, and present prices are likely to be sustained at least up to Jan. 1, if not for the remainder of the present crop. In fact, all grades of all varieties show an advancing tendency, due to the unprecedented demand caused by high prices of other food stuffs. When placed in comparison with present prices of beans and potatoes, one can appreciate the cause of the large demand for this cereal and that consumption of rice will be greatly increased this year.

Cheese—The market is very firm at ¼@½c advance, due almost wholly to the large export business and advices from the country points quoting an advance of ½@1c. The make has also dropped off. The quality is generally good for the season. Skims are in light supply and good demand.

Salt Fish—We are getting less fine shore mackerel than we have been, as the catch has been very well worked over. As no recession has been made from high prices on account of the decline in quantity, the market has in effect advanced. Irish mackerel show no change, as do Norways. The demand for mackerel is good considering the prices. Cod, hake and haddock show no change, the entire line being very high and scarce, particularly cod.

Provisions—The market is firm and unchanged, with a good consumptive demand. Prices are not likely to go any higher during November, as the hog killing season has now opened. In fact it is possible that the prices may go lower. Lard is very firm at ½@¾c advance. There is no surplus and stocks are very light. In spite of the very high prices (17¾@18c) the home consumption is very heavy. Compound lard is very firm and shows an advance of ¼c. The demand is good and the supply very light. All cottonseed oil products are high. Barreled pork is firm and unchanged with a fair consumptive demand and very light receipts.

Tonnies Van Kuiken, who has conducted a grocery store at 925 Alpine avenue, for many years, has uttered a trust mortgage, naming Perry Barker as trustee, to secure creditors whose claims aggregate about \$1,500. The stock will probably inventory about \$500.

It's a good brand of fertilizer that will raise a mortgage.

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, Oct. 30—In the matter of the Fair, bankrupt, the trustee has elected to take the lease of the store building occupied by the bankrupt as a part of the assets of this estate and will put the same up for sale and sell to the highest bidder. This is pursuant to the order of the referee, directing that he elect to take or reject such lease.

In the matter of George W. Hall, Jr., the final meeting of creditors was held this day. It appearing that there are not sufficient assets to pay any dividend to creditors the final order of distribution was made directing the trustee to pay the administration expenses, after which the estate will be closed.

Oct. 31—In the matter of Garret Vandenberg, bankrupt, the first meeting of creditors was held this day. Walter H. Brooks was elected trustee and his bond fixed at \$500. An order to show cause as to sale has been made returnable Nov. 14. An offer for the assets of the bankrupt has been received from C. Klausen, Grand Haven, who offered \$225 for the stock and fixtures or \$140 for the stock of groceries. The assets are appraised as follows:

Stock in trade \$268.01
Fixtures 281.80

Total \$549.81

The assets of this estate are claimed adversely by parties claiming interests by reason of a sale reserving title in the assets of the bankrupt. These parties have consented to the sale, but the outcome as to general creditors is doubtful.

Nov. 1—In the matter of the Grand Rapids Tailoring Co., the first meeting of creditors was held this day. Walter H. Brooks was duly elected trustee and his bond fixed at \$3,000. The trustee was directed to continue operations until the assets are noticed for sale, which will probably be at an early date.

Nov. 2—In the matter of Edward M. Oleschak, bankrupt, the first meeting of creditors was held to-day. Walter H. Brooks was elected trustee and his bond fixed at \$2,500.

In the matter of Arend J. Nyland, bankrupt, the final meeting of creditors has been held. A dividend of approximately 8 per cent will probably be paid to creditors herein.

Nov. 3—In the matter of D. H. Geyer, bankrupt, Clarion, a hearing was held this day, and the assets sold to the Grand Rapids Store Fixtures Co. for \$670.

In the matter of Alfred A. Nichols, bankrupt, the final meeting of creditors was held this day. It appearing that there are not sufficient assets to pay any dividend to creditors, the order of distribution was made directing the trustee to pay the administration expenses.

Nov. 4—In the matter of Emmet A. Davis, bankrupt, Sheridan, a hearing was held this day on the order to show cause as to sale, and the stock was sold to M. Tauber & Co., Chicago, for \$552.50.

In the matter of H. L. Godfrey & Sons, McBrides, at the hearing held on the order to show cause as to sale, the stock was sold to M. Tauber & Co., Chicago, for \$557.50.

The Hamill Drug Co., of Grand Rapids, filed a petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. George S. Norcross has been appointed custodian and is now in charge. The first meeting of creditors has been called for Nov. 17, at which time creditors may appear, prove their claims, elect a trustee, and transact such other business as may come before the meeting. The schedules of the bankrupt company reveal assets amounting to \$300, which includes \$250 claimed as exempt. The liabilities amount to \$4,083.55, consisting for the most part of debts due on open account.

Secured Claims.
Calista A. Hamill, Cooksville, Ill. \$200.00
Fox Typewriter Co., Grand Rapids 67.75
National Cash Register Co., Grand Rapids 465.00
Fred L. Stevens, Iowa City, Ia. 40.00
Retailers' Indemnity Co., Grand Rapids 30.00

Unsecured Claims.
American Druggists, Syndicate, New York \$ 32.27
A. H. Lewis Medicine Co., St. Louis 14.80
Heystek & Canfield Co., Grand Rapids 6.32
John Wyeth & Bro., Philadelphia 46.25
E. D. Delamater, Grand Rapids .. 22.16
Hygrade Lamp Co., Salem, Mass. 9.00
Royal Photo Co., Grand Rapids .. 17.94
Jennings Co., Grand Rapids 22.63
W. R. Warner & Co., Philadelphia 33.84
G. R. Calendar Co., Grand Rapids 10.00
Randolph Box & Label Co., Chicago 3.87
Serfling Co., Grand Rapids 3.02
Norwich Pharmaceutical Co., Chicago 19.82
Taylor Printing & Publ. Co., Grand Rapids 11.75
Hochschild-Kelner Co., Chicago .. 22.20
Puritan Institute, Grand Rapids .. 4.00
Sterling Remedy Co., Grand Rapids 1.50
Strauss-Pritz Co., Cincinnati .. 32.72
Mayer Bros. Co., Cincinnati 62.50
Bauer & Black, Chicago 6.40
Pabst Chemical Co., Chicago 5.25
Humphreys Homeopathic Medicine Co., New York 25.00

G. R. Dry Goods Co., Grand Rapids 6.20
Chamberlain Medicine Co., Des Moines 6.00
G. R. News Co., Grand Rapids 7.27
Carpenter-Udell Chemical Co., Grand Rapids 3.87
Geo. H. Seymour & Co., Grd. Rpd. 5.15
Bay View Wine Co., Sandusky, O. 33.50
U. S. Incandescent Lamp Co., St. Louis 22.94
Foote & Jenks, Jackson 1.94
Nelson, Baker & Co., Detroit 2.98
Mich. Hardware Co., Grand Rapids 8.24
Talcum Puff Co., New York 12.00
Sprague, Warner & Co., Chicago 15.00
McNeil & Higgins Co., Chicago 4.50
Brummeler Van Strien Co., Grand Rapids 7.30
Aetna Chemical Co., Detroit 6.33
Am. Autochrome Co., Chicago 3.50
Defender Photo Supply Co., Rochester, N. Y. 25.09
Union Paper & Twine Co., Detroit 11.67
Seneca Camera Mfg. Co., Rochester, N. Y. 62.58
Adirondack Tissue Paper Co., Utica, N. Y. 9.35
Devilbiss Mfg. Co., Toledo 5.23
National Glue & Mucilage Co., Two Rivers, Wis. 3.40
Lee & Cady, Detroit 47.50
Tampa-Buba Cigar Co., Tampa, Fla. 45.26
Shaw News Agency, Grand Rapids 11.00
G. R. Cigar Co., Grand Rapids 4.95
Citiz. Telephone Co., Grand Rapids 10.25
Squires Rubber Co., Grand Rapids 10
A. E. Brooks & Co., Grand Rapids 21.08
Rysdale Candy Co., Grand Rapids 35.00
Olthoff Candy Co., Grand Rapids 14.64
Woodhouse Co., Grand Rapids 18.83
Vandenberg Cigar Co., Grd Rapids 26.00
G. J. Johnson Cigar Co., Grd Rapids 32.35
Juinetta Hamill, Grand Rapids 40.00
A. L. Joyce & Sons, Grand Rapids 2.70
Dierdorf Cigar Co., Grand Rapids 25.00
Fuller-Morrisson Co., Chicago 12.00
M. T. Vandenberg & Co., Grand Rapids 50.00
E. A. Wood Cigar Co., Grd Rapids 18.00
C. W. Mills Paper Co., Grand Rapids 17.42
Holland Cigar Co., Grand Rapids 37.00
Bostwick-Welter Cigar Co., Grand Rapids 4.90
Kuppenheimer Cigar Co., Grand Rapids 9.50
G. R. Press, Grand Rapids 13.48
Patterson Printing Co., Grand Rapids 2.93
Masonic Fair, Grand Rapids 6.00
H. Schneider Co., Grand Rapids .. 13.75
H. Riechel Drug Co., Grand Rapids 10.52
Shumate Razor Co., St. Louis 12.50
Collins-No. Ice Co., Grand Rapids 8.24
Drug Exchange Club, Grand Rapids 5.97
Parke, Davis & Co., Detroit 1.65
C. E. Hertzler, Grand Rapids 6.80
Dornbos Cigar Co., Grand Rapids 1.45
Keller Transfer Co., Grand Rapids 5.00
South End Weekly Sun, Grd Rapids 12.00
Central Michigan Paper Co., Grand Rapids 1.59
Michigan State Telephone Co., Grand Rapids 2.42
Hoekstra Creamery Co., Grd Rapids 66.18
H. Leonard & Sons, Grand Rapids 1.85
Royal T. Gillett, Grand Rapids 3.00
Verne B. Hamill, Grand Rapids 47.50
Mrs. Calista Hamill, Cooksville, Ill. 45.00
Educational Tablet Co., Kalamazoo 17.94
Lyon Co., Punchedboards, Grd Rapids 30.00
C. D. Hamill, Grand Rapids 75.00
L. J. Hamill, Grand Rapids 60.00
John D. Martin 60.00
John Van Kammen, Grand Rapids, doing business as a contractor and builder, filed a petition in bankruptcy. Adjudication has been made and the first meeting of creditors called for Nov. 21, the schedules show liabilities \$6,829.10 and assets of \$3,920.20, including \$500 claimed as exempt, and \$2,770.20 due on open accounts. All creditors of Grand Rapids.

Unsecured Creditors.
G. R. Lumber Co. \$1,965.39
Marquette Lumber Co. 2,789.46
Toledo Plate & Window Glass Co. 612.99
Ryskamp Bros. 34.25
John Kamp 75.46
Bouma Bros. 149.60
Overbeek & Gouloze 14.92
Golden & Boter Transfer Co. 11.60
C. A. Spears & Son 442.14
Heth Bros. 16.26
S. A. Morman & Co. 59.25
Harkema Bros. 20.00
Theo. Beyne 600.00

In the matter of Martin J. Vandenberg, final meeting of creditors was held. There are not sufficient assets to pay the expenses and there will be no dividend for the general creditors.

In the matter of Clinton E. Lincoln, the final meeting of creditors was held. There are not sufficient assets to pay the expenses and consequently there will be no dividend for creditors.

St. Joseph, Oct. 30—In the matter of Herbert O. Brant, doing business as the Brant Motor Co., bankrupt, of Benton Harbor, the first meeting of creditors was held at St. Joseph. Wilbur Cunningham was elected trustee, his bond being fixed at \$100. Harry Plummer, Frank Hammond and Harris S. Whitney of Benton Harbor were appointed appraisers. The bankrupt was sworn and examined by the referee without a reporter whereupon the meeting was adjourned for three weeks.

In the matter of Warren & Co., a partnership, composed of George L. Warren, Frank Warren, Bessie Warren and William Layman, bankrupt, of Niles, the adjourned first meeting of creditors was

held at St. Joseph and the trustee's first report and account were approved and allowed. The fees and expenses of the attorneys for the petitioning creditors and bankrupt were fixed and approved and, at the request of the trustee, the meeting adjourned for one week.

In the matter of William Layman, impeached with George L. Warren, et al, bankrupt, of Berrien Center, the first meeting of creditors was held at St. Joseph. The bankrupt was sworn and examined by the referee without a reporter, whereupon his offer of composition, as submitted to the trustee and creditors of Warren & Co., bankrupt, was considered. At the request of counsel, the meeting adjourned to Nov. 2 at the referee's office.

Oct. 31—In the matter of Frank A. Boyce, bankrupt, of Kalamazoo, the inventory and report of appraisers was filed, showing assets of the appraised value of \$3,286.49. The receiver filed a petition for authority to sell the entire assets of the bankrupt estate prior to the first creditors' meeting. The petition was considered and an order made directing the trustee, after ten days' notice to the creditors, to sell the same on Nov. 15 at the store of the bankrupt.

Nov. 1—In the matter of Max P. August, bankrupt, of Kalamazoo, an order was made calling the final meeting of creditors at the referee's office for the purpose of passing upon the trustee's final report and account and the declaration and payment of a first and final dividend, providing there are funds enough to declare same. Creditors were directed to show cause, if any they have, why a certificate should not be made by the referee recommending the bankrupt's discharge.

Nov. 2—In the matter of William Layman, impeached with George L. Warren, et al, bankrupt, the adjourned first meeting of creditors was held at the referee's office. The bankrupt's offer of composition was considered and, it appearing creditors in majority both in number and amount of claims filed and allowed had filed acceptances of such offer of composition, it was determined that the same be referred to the District Judge, with recommendation that the same be confirmed. The bankrupt deposited the sum of \$6,500 which, if the composition is confirmed, will with the other funds now on hand pay the creditors of Warren & Co. dividends of at least 50 per cent.

Nov. 3—In the matter of the Original Dollar Hat Store, a corporation, bankrupt, of Kalamazoo, an order was entered by the referee calling the first meeting of creditors at the latter place on Nov. 15, for the purpose of proving claims, the election of a trustee, the examination of the bankrupt and the transaction of such other business as may properly come before the meeting; also for the purpose of selling the assets of the bankrupt estate.

In the matter of Frank A. Boyce, bankrupt, of Kalamazoo, an order was made by the referee calling the first meeting of creditors at the latter place on Nov. 15 for the purpose of proving claims, the election of a trustee, the examination of the bankrupt and for the transaction of such other business as may properly come before the meeting.

The Making of American Cane Sugar.

Joseph E. Freeman, secretary of the American Sugar Refining Company, has written concisely yet entertainingly the history of sugar refining in this country, and the company which he serves so efficiently has published the little essay in an artistic form, illustrated with ten remarkably fine engravings. The book is entitled "A Century of Sugar Refining in the United States," and its contents will win more than casual examination from any reader into whose hands it may come.

Sugar was a luxury a hundred years ago, and granulated sugar was unknown. The cost of refining sugar in 1816 was more than the price of refined sugar to-day. About nine million pounds of sugar was refined in New York during the year 1816, while at the present time the American Sugar Refining Company can refine that quantity in forty-eight hours. The changes and improvements in the process of refining are described by Mr. Freeman, and many important details of the great business built up by the company are explained and made clear by the illustrations.

Commends the Suggestions of Mr. Hach.

Kalamazoo, Nov. 6—Reading the letter by John A. Hach in your valuable paper recalls to my mind several instances similar to those he mentions and I think, as he does, that it is time for the commercial travelers to get together and insist upon legislation which will rectify these evils.

I cannot understand why the railroad companies should be entitled to charge an extra fare to a passenger going from one state to another, simply because they cross a state line, when the regular fare in the states is only 2 cents per mile. When they got this permission from the lawmakers it must have been because the traveling men had no one to represent their interests.

The railways made a vigorous kick against the reduction of fares, but statistics show their earnings have been greater than before. We believe that "Every laborer is worthy of his hire," but we do not believe in extortion and see nothing fair in the Inter-state Commerce Commission allowing them the advance above mentioned.

I also believe and have for some time that the hotels should post in a conspicuous place the price of their rooms. We will admit that a great many of them place a card on the back of the door, giving the rates and know sometimes that the price is lower than the one quoted and arranged for at the desk.

Let us urge equitable legislation along these lines mentioned.

Frank H. Clay.

A Missionary For Michigan Interests.

With its issue for October 25, the Michigan Tradesman entered its thirty-fourth year of usefulness and prosperity. Editor E. A. Stowe established his paper in Grand Rapids in 1883 and in the third of a century in which it has illuminated the routes of good business there have been no changes in its ownership, editorship, or business management. The Tradesman was one of the pioneers in the field of trade journalism and it has always been an able, clean and influential paper. The number which celebrates the thirty-third anniversary of its birth presents a hundred pages, filled with original articles contributed by prominent business men, the usual wise and courageous editorials, much interesting correspondence and the trade announcements of many Michigan houses which are known Nationally.—American Food Journal.

First Rice Train to Cross Continent.

Chinese rice was shipped across the American continent for the first time the other day. A trainload of thirty cars was made up at Seattle and Tacoma to go via the Union Pacific system to New Orleans where it will be shipped to Cuba. The load was valued at about \$42,000.

The shipment of the cargo across the United States by rail is an extraordinary thing. The routing ordinarily would have been through the Panama Canal. The dearth of ocean tonnage made this impossible, however. Banana ships plying across the Gulf of Mexico are plentiful and the shipment has been booked clear through to its destination. The cost of rail transportation across the continent in ordinary times would make such a routing out of the question.

Waste little time arguing with people who don't care.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Nov. 6—The Boston store has been enlarged and is now one of our finest dry goods stores. Mr. Mansourri, the manager, has done much to make the Boston store the success it is.

The many friends of Colonel Bates are interested to know that he is now commanding the 212th Overseas battalion, quartered in Winnipeg, Manitoba, where he has received orders to leave for overseas at the head of a brigade. He states that the people of Manitoba are delighted to have the Colonel at the head of the regiment. The Colonel writes that he gets a little homesick for dear old Michigan at times, but it is hard to tell when, if ever, he will be back now.

It will be in line to make a correction in the announcement made in last week's issue that Fred Bye was the happy father of a new born girl, as it was Frank Bye, cousin of Fred, who should have had the honor.

The Parisian restaurant has made an assignment.

Manistique has a new green house which opened for business last week, E. N. Johnson being the proprietor. The opening was a big success and many of the Manistiquites improved the opportunity to visit the new enterprise. The display of roses and chrysanthemums were the finest ever shown in Manistique.

The first eight cylinder Cadillac for the Soo arrived last week, being the property of W. L. Murdock, one of our esteemed citizens and Vice-President of the Northwestern Leather Co. Mr. Murdock is one of our home buyers and purchased the auto through the local agent.

Charles Peterson & Sons, of Mansfield, were awarded the logging contract from Andrew Bjorkman, of Iron Moun-

tain, which will take at least four winters to complete. The timber to be cut is located about eighteen miles up the river from the Mansfield dam and will be banked on the Fence river. In the spring the logs will be floated down to Mansfield, where it will be loaded on cars.

From a report received from Menominee, it is evident that the wolves are plentiful in Spalding and other points in the country, north of Menominee county. Mr. Arnold, a well-known Spalding farmer and trapper, has displayed the hides of three wolves which he recently trapped in Northern Menominee.

That new Overland which has been at Ozark for the past two weeks is the property of one of our well-known travelers and from present indications it is safe from auto thieves or joy riders, being minus the steering gears, which were stripped in trying to make the country roads along the D., S. S. & A. at this season of the year. The owner states that the auto is not what it is cracked up to be by a long ways.

Pickford road is now open between the Soo and Pickford. Six miles of the first trunk contract has been accepted by the county. This is good news for the autoist, who can now enjoy a spin of twenty-four miles, to the neighboring village.

For the first time in many years a yoke of oxen hitched to a farmer's rig was seen in the Soo last week, being driven through from Fiber. The owner declared that the roads were in such a condition that horses would have been stuck in many places.

L. Seaman, J. Adams and J. Leidey, all prominent merchants of Drummond Island, were business visitors here last week, completing their purchases for the winter supply.

E. S. Taylor, of Pickford, paid the Soo a flying visit last week. This, however, is nothing unusual for Ed., as he is one of the flying kind who is in again and out again with a load both ways.

John Hogarth, one of our esteemed citizens, has been elected Police Commissioner by the Common Council to fill the vacancy of P. Glaude who recently left the Soo. Mr. Hogarth is one of the Soo's oldest residents and well qualified to handle the job, having served as patrolman and acted as marshal for four years. He is also United States Deputy Marshal in this district.

The many friends of George A. Ferris, who until a few years ago was an old time Sooite, were pleased to learn that he is back in the printing business at Detroit, being head of the Ferris-Crane Printing Co. Mr. Ferris has many friends here who wish him every success in his new venture.

That it pays to advertise is vouched for by John McDonald, of St. Ignace, who recently shipped some potatoes, attaching a tag stating where grown and by whom. The result was that enquiries began to pour in on him for quotations on carload lots.

F. W. Pilson, St. Ignace, has opened up his new jewelry store and is ready for business.

R. W. Peterson, representing the Rockwell Manufacturing Co., was a Mackinac Island visitor last week.

One of the immediate after results of the European war in the countries which have suffered from it will be a sudden stiffening of the demand in the goat market.

The numerous autoists at St. Ignace are now beginning to take on metropolitan airs. Last Tuesday two cars came together, one belonging to Joseph Smith and the other the Wynn garage. The Smith car was badly wrecked, but the Wynn car escaped with but little damage. None of the occupants were killed, however.

William G. Tapert.

Briefly Explained.

"Why have you named this corn the Jackrabbit variety?"
"Long ears."

When Canned Goods Were Really High.

There can be no doubt as to the fact that food prices are advancing at a rate which is highly burdensome on the high cost of living, but in reaching such a conclusion one is really testifying to the fact that for many years past food costs have really been getting cheaper and our standards of judgment are based on food costs that are really very low.

This is strikingly shown in the discovery by someone in Boston of an invoice of canned foods dated 1864, in the midst of the Civil War, from which he makes some interesting comparisons with food costs of to-day. At that time there was less than \$1,000,000 invested in canning plants and the output was under 2,500,000 cases annually. This year there is an estimated investment of over \$200,000,000 and an annual output of a billion or more cans of canned foods in this country alone.

The comparisons referred to are as follows, prices being at wholesale:

		Per Dozen	
		1916	1864
Tomatoes	No. 2	\$.85	\$3.75
Corn	No. 2	.90	5.00
Succotash	No. 2	1.10	5.50
Beets	No. 2	1.10	4.00
Asparagus	No. 2	1.75	6.00
String beans	No. 2	1.15	5.00
Lima beans	No. 2	1.20	6.00
Peas	No. 2	1.25	6.00
Peaches	No. 3	1.50	5.00
Shad	No. 2	1.35	6.00
Salmon	No. 1	1.80	7.60

Bartenders always have a smile for men with the coin.



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

MICHIGAN TRADESMAN

(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY,
Grand Rapids, Mich.

Subscription Price During 1916.

One dollar per year, if paid strictly
advance.

Two dollars per year, if not paid in
advance.

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

Subscription Price After January 1, 1917.

Two dollars per year, if paid strictly in
advance.

Three dollars per year, if not paid in
advance.

Canadian subscriptions, \$3.04 per year,
payable invariably in advance.

Sample copies 5 cents each.

Extra copies of current issues, 5 cents;
issues a month or more old, 10 cents;
issues a year or more old, 25 cents; issues
five years or more old, \$1.

Entered at the Grand Rapids Postoffice
as Second Class Matter.

E. A. STOWE, Editor.

November 8, 1916.

GOOD-BYE, GAMBLER.

Deacon Ellis may as well come to the conclusion that obscurity and forgetfulness are his inexorable fate. His candidacy for Congress, four years ago, developed that he was a trailer and not a leader. When he ran for Governor, two years ago, he received so few votes that his candidacy was generally regarded as a joke. Yesterday he was a candidate for the State Senate and made a sorry showing, carrying but one precinct in his entire district. This was the first precinct of the First ward, where he scored over White to the tune of 197 to 144. In every other precinct of the district, which comprises the entire East side of the city of Grand Rapids, White led by a comfortable margin.

Having played fast and loose with every friend and every interest—false to all and loyal to none—he can now sit in darkness and despair, ruminating on the ruin of the men, the despair of the women and the starvation of the children he accomplished during the time he was accumulating a competence as the boss gambler of Grand Rapids.

SOWING THE WIND.

Twenty-five years ago the typical adjuster of fire insurance losses was a crook, employed solely because he was a master hand in the employment of sharp practices which befuddled and confounded the insured and enabled the adjuster to effect settlements by hook and crook, by blandishment, cajolery and deceit, which were, in many cases, far below the amounts the insured were entitled to receive by the terms of the policies. This type of representation found an exact counterpart in the low standard of honor then existing in the adjusting departments at the headquarters of most of the insurance companies. Of course there had to be a reaction and opposition to this type of shyster became so pronounced that the insurance companies recognized the force of public opinion by dispensing with sharpers and criminals and replacing them with men of broader ideas and better morals. Of later years, however, there has been a tendency to lower the stan-

dard of insurance adjusters by the employment of adjustment bureaus having headquarters in the larger cities and local representatives in such cities as Grand Rapids and Detroit. This change in the method of adjusting losses has arbitrarily taken the settlement of claims out of the hands of the companies and delegated it to men of questionable character who rely solely on trickery, chicanery and bulldozing to accomplish their ends and who have re-established and amplified the pernicious practices and dishonest methods which formerly prevailed. The Tradesman has recently received many complaints from merchants who have been swindled by these shysters and is in possession of facts, supported by affidavits, which disclose a most deplorable condition of affairs. Specific instances of the existence of these abuses and detailed accounts of the criminal methods pursued by this class of adjusters have been carefully compiled and tabulated and will be presented from time to time in the columns of the Tradesman, so that the insuring public may be fully informed as to the menace which confronts them in the event of their suffering losses by fire.

The Iron Age says that the pig iron market of the past two weeks is practically without a parallel in the experience of present day producers. Following advances of \$1 to \$2 a ton, recorded a week ago, prices in all Northern selling centers have gone up \$2 to \$3 more, with every indication that higher levels will be reached. The advances are unprecedented in being due, not to a clamorous demand for iron for quick shipment, as in all previous excited markets, but to a simultaneous effort of buyers to cover far forward requirements—in many cases through the second half of 1917. The pig iron market has now cut loose and is for the first time showing likeness to the war market for steel.

Who's to blame? President Truesdale of the Lackawanna road says the increase in coal prices is not justified and that shipments of coal from the mines have not decreased. The anthracite companies say there is a shortage of more than 2,000,000 tons and that the miners are to blame, as they took too many holidays. The mine workers say they have taken no more holidays than they did in the past, and that the shortage of railroad cars may be responsible for coal shortage. All the parties accused claim to be innocent and lay the blame for the shortage and high prices of coal on the other fellows.

Owners of automobiles hereabouts are receiving notices from the Secretary of State requesting that they make early application for next year's license plates. In order to facilitate the work and get it out on time, Secretary Vaughn, like the good business man he is, takes time by the forelock and calls for the applications in advance of the date when they will be required. It is up to automobile owners to co-operate with the department, and this they can do by making prompt return.

Be sure you're wrong before you back up.

DOOM OF THE DEMON.

The outcome of the dry vote in the State is the happy outcome of the agitation which has been conducted in the Tradesman ever since it was established in 1883. The verdict is due quite as much to the excesses and abuses of the liquor men as to the growth of temperance sentiment, per se. Indeed, hundreds of cases are on record where men who were naturally allied with the wet side of the controversy voted the dry ticket through sheer disgust over the methods of the liquor men and the nefarious tactics of the shyster leaders who conducted their ill-fated campaign.

Michigan has gone dry, but the fight has only begun. The liquor men will bend every energy to discredit the result of the election by blind pig and bootlegging methods. The law must be enforced with the same degree of vigilance and enthusiasm we have employed in securing its adoption. To stop now and crow over the result, instead of making new resolves to stay by the law and insist on its rigid enforcement, would greatly impair and nullify the great work accomplished through such desperate effort and unselfish devotion.

EUROPE'S WAR LOSSES.

When predicting conditions after the war, the very best of us are liable to get tangled up not only in our facts but in our logic. There is Mr. Kies, a Vice-President of the country's largest bank. He made a speech on our trade after the war. He considered Europe's man-power. He said that, while the largest estimates of losses only gave 3,000,000 men, the increase in population of the warring nations would be about 5,000,000 per year, at least half of which would be men. "The actual number of males available, therefore, for industrial pursuits in Europe," he concluded, "at the close of the war will be nearly as great as at the beginning of the war." Now let us examine.

We shall accept Mr. Kies's figures. The 3,000,000 men who are killed or disabled are all full-grown men. The 2,500,000 men who are born are all babies, infants. For at least fifteen years they will be more of a drag, a handicap, economically, than an advantage. Therefore the net decrease in "males available for industrial pursuits" will be 3,000,000.

Even this contains a fallacy, however. There are always men reaching maturity, or an age when they become available for industry. We may fix an arbitrary age of 17. Now if we assume that seventeen years ago the birth-rate was also 5,000,000 a year, then 2,500,000 men are now entering industry every year. This would seem to bring us back to Mr. Kies's conclusion. But while part of the population is becoming economically useful, another part is becoming economically useless. While part is entering industry, part is leaving industry. While part is becoming fit, part is becoming unfit. Men die normally, become old, retire. We may fix an arbitrary age when men leave industry of, say, 55. These men do not quite offset those who newly enter industry, but they nearly do so. In addition to Europe's losses by war, therefore,

there are Europe's normal losses. And it must be kept in mind that if working population be counted an advantage then that advantage, after the war, will be with the United States. Against our normal population gains must be placed Europe's normal population gains. Against our normal losses must be placed Europe's normal losses. But in addition to this are Europe's war losses, and America has no losses to place against this. No mathematical juggling can overcome that fact.

THE METAL INDUSTRY.

We have become so accustomed to larger profits and higher prices in the metal industry that the continuation of those conditions during the war has come to be pretty much taken for granted. "While the war lasts," runs the opinion, "foreigners must come to us for metals in increasing amounts; productive capacity will be taxed, and output will be eagerly taken. That has been true during two years, and it must continue so." Yet the growing insistence of questioning as to what will happen when the war is over has led, naturally, to some enquiry as to whether some change in conditions may not be realized even while the war is in progress. No change in the actual or prospective demand is held accountable for any revision of opinion, but the fact that production is rapidly increasing and costs rising has given occasion to doubts whether all will be smooth sailing for the metal producers.

One of the leading elements in this prospective change in metal-trade conditions is the increasing cost and growing inefficiency of labor. Another is the fact that in most of the divisions of the metal trade—copper, lead, zinc—strenuous efforts have been made to increase plant capacity until the Engineering and Mining Journal foresees the time when production will fairly well catch up with consumption, stocks, at present non-existent in copper especially, will begin to accumulate, and prices to fall away. Assuming that the war will last well into 1917, this metal-trade organ ventures the opinion that "there is reason to anticipate for the metals a continued large demand, which will be filled at gradually diminishing prices, while profits will contract even more sharply than prices, for the reason that costs will continue to rise. It is conceivable that we may settle generally upon a plane of price (for copper) 40 or 50 per cent. above normal, whereon nobody will realize any more profit than he used to in normal times."

The earnings of munition and powder companies have ceased to attract the interest they once did—possibly because they have become so large that they are meaningless. The Hercules Powder Company, for instance has made public its earnings for the nine months ended September 30. The gross earnings of \$43,875,000 were an increase of \$35,199,000 over the corresponding period last year. The surplus after charges and preferred dividends was \$12,833,400, an increase of \$10,784,000. This is equal to 179.47 per cent. on the common stock. It is a rate of 239.40 per cent. for the year, as compared with a beggarly 38.20 per cent. last year.

One Hundred Per Cent to Be Delivered On All Snider Orders

The following remarkable letter has been sent to the Wholesale Grocers of the United States and Canada:

Chicago, Nov. 1.—Our sales have been enormously heavy past thirty days. We still have five hundred and twelve cars to ship on our fall orders. We have been running night and day since August 4th.

The unusual amount of late orders we have received unquestionably have been diverted to us from some of our competitors on account of many of them delivering short on their future orders.

We have considerable surplus stock for sale after we have filled all of our future orders. Prices and terms on our surplus stock will be made public within thirty days.

Until we have shipped our prompt shipping orders, we will not accept any more orders from wholesalers.

We have a tabulated list showing amount of goods sold to you; also amount of orders sold to the retail grocers through you. We respectfully request you to properly fill 100 per cent on all our orders from retail grocers that we have turned over to you. Please see that you do not sell against your purchases so that you will not be able to fill 100 per cent on the retail orders we have sold through you.

We trust you will realize the importance of filling your retail orders in the manner described in the previous paragraph. You understand it is your obligation to the retailer—not ours. Our obligation is to fill your order complete and your obligation is to completely fill your orders that we have turned into you for the retail grocers.

Yours very truly,

THE T. A. SNIDER PRESERVE CO.

Their Second Letter Which Was Issued to Their Salesmen on November 1, 1916, Regarding Their Position on Their Retail Orders Through the Wholesale Grocers

Chicago, Nov. 1.—We sent you day letter yesterday as follows, which we now confirm:

“Our Sales Have Been Enormously Heavy Past Thirty Days. We Still Have Five Hundred and Twelve Cars to Ship on Rush Fall Orders. Until We Can Catch Up on Prompt Shipping Orders, We Will Not Accept Any More Orders From Wholesalers or Retailers Direct. Have Your Salesmen Sell Against Wholesaler’s Previous Purchases Only.”

We are going to leave it to your business intelligence to see that ALL wholesale grocers deliver 100 per cent on all the free deals on Snider’s Catsup and Soup that you have sold them.

We Will Deliver One Hundred Per Cent to the Wholesalers on Their Orders.

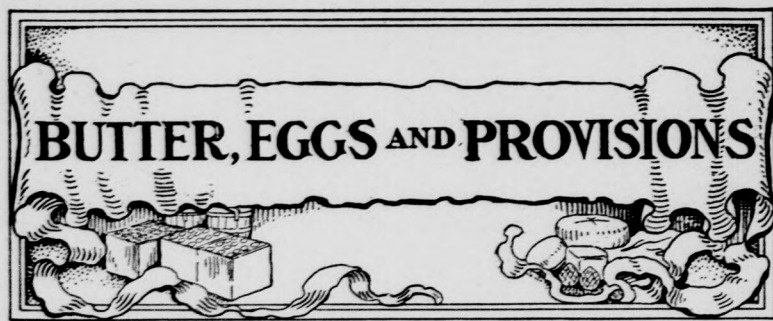
Some wholesalers will undoubtedly deliver short on the orders carrying free catsup and free soup unless you properly check them.

The only danger point for you to watch is that the wholesaler does not sell against his stock so he will be unable to fill his retail orders 100 per cent that you have turned into him.

Post your men correctly and in detail on the points mentioned above.

Yours very truly,

THE T. A. SNIDER PRESERVE CO.



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

Exports of Butter and Eggs.

The British demands for butter from this side of the Atlantic have lately been supplied chiefly from the United States. Shipments from New York since the movement began about mid-July have been nearly 180,000 packages, nearly 87,000 packages of which have gone out during the past four weeks, during which time the exports from Canada have fallen to insignificant figures. Earlier free exports from Canada—amounting to over 156,000 packages May 1 to October 7,—have left Canadian markets very short of butter and there is now a difference in current prices of creamery product of $4\frac{1}{2}$ @5c between Montreal and New York. This readily accounts for the shifting of export buying to this country, whence the British demand has taken out more high grade table butter than for many years past.

It is interesting to note however that a similar difference in egg prices at New York and Montreal has failed to shift the direct export trade so largely to our Atlantic Coast cities. Shipments of eggs from Montreal during the past month have ranged from about 19,000 to 33,000 cases weekly while from New York they have amounted to only about 15,500 cases as the total for the past four weeks and only very moderate shipments have been made from Boston, although storage eggs are reported selling for export in Montreal as high as $38\frac{1}{2}$ c. Even if this price represents stock especially packed for export it is at least 4c. higher than fine storage eggs can be obtained at New York in export order.

Of course a good deal of the stock going out through Montreal is of United States packing drawn from Western warehouses, but if these goods get through Canada at considerably lower cost than the prices reported for export eggs in Montreal it is remarkable that such a difference in price can be maintained; and if they do not it is remarkable that more of the export trade does not shift to our Atlantic Coast ports. The cause is doubtless to be found in the higher reputation gained for Canadian eggs in British markets and to their higher selling value when landed abroad. Whether this is due to safer shipper facilities from Montreal, to better methods of export packing, or to a better initial quality of goods

shipped we do not know. Probably the average quality of Canadian storage eggs may be higher than the average in this country, just as our Northern production averages higher than that from more Southernly sections; but it is hard to believe that the Canadians have any better eggs in storage than our fine Northern April packings that can be bought here much cheaper than Montreal prices for Canadian packings, and it is reasonable to expect that as the season advances a larger proportion of the export demands may be diverted to United States markets.

Appreciate Department's Efforts.

Following is a copy of the resolutions adopted at a recent meeting of the members of the Michigan Co-operative Association of Creameries held in the Chamber of Commerce rooms in Grand Rapids:

Whereas—Our co-operative farmers' creameries individually are powerless alone to attain complete success, and in order to do this we must have an ideal that can only be reached through organized effort; in other words, the unification of all the individual efforts that make for the greatest good of our industry can only be secured through an organization of this character and as outlined in our constitution; and

Whereas—The Michigan Dairy and Food Department first initiated the idea in Michigan of federating the co-operative farmers' creameries for the purpose of collective effort in production, manufacture and marketing and through whose instrumentality this organization received its conception and birth, having for its purpose the demonstrating of the feasibility of the plan; and

Whereas—The above mentioned department has proposed to lend its services for the purpose of extending the principle of our organization State-wide; therefore be it

Resolved—That we who compose the members of the Michigan Co-operative Association of Creameries and have gone through the experimental stages of this movement now commend the plan to all co-operative farmers' creameries in this State; and be it further

Resolved—That we extend our thanks and gratitude to the Michigan Dairy and Food Department for their untiring efforts in fostering and encouraging this movement, and we now recognize its tremendous possibilities as a means of entrenching our position in advancing the cause of stable and more remunerative dairying; and be it further

Resolved—That we accept the De-

partment's tender to enlist as members all of the co-operative farmers' creameries in Michigan and that we extend to them our fullest co-operation.
 G. E. Watts, Secretary.

Go Slow on the Flint Produce Co.

Lansing, Nov. 9—The Flint Produce Co. is sending to various creameries in the State requests for shipments of butter, eggs and other farm produce. We are informed that this company is operated by one Earl Day. Mr. Day has operated for a number of years in Michigan, in Hastings, Pinckney, Holly, Owosso, Lansing and Mancelona. In each of these places there are now a large number of mourners. We would suggest to all creameries that shipments of produce to the Flint Produce Co. of Flint, be made only C. O. D., in view of Mr. Day's record in the past.

James W. Helme,
 State Dairy and Food Commissioner.

What Did They Mean?

"How was your speech received last night?" asked one commuter of another.

"Well," was the reply, "When I sat down they all said that it was the best thing I ever did."

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.

Mr. Flour Merchant:

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

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

Purity Patent Flour

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

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Grand Rapids, Michigan

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BROOMS

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AMSTERDAM BROOM CO.
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PRODUCE COMMISSION MERCHANTS

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

Established 1873

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

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

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

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

SEND US ORDERS

ALL KINDS FIELD SEEDS

Medium, Mammoth, Alsike, Alfalfa Clover, Timothy, Peas, Beans

Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.

The Vinkemulder Company

Jobbers and Shippers of Everything in

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Grand Rapids, Mich.

THE MEAT MARKET

An Old-Time Butcher to His Son.

I was in a meat market the other day which, instead of being devoted to supplying the needs of its customers, was run as a full-fledged debating society for the settlement of the problems of this country and of the world as well.

When I went into the market the master butcher and one of his clerks were busily engaged in discussing the relative chances of Hughes and Wilson in the coming presidential election, and both of them seemed to be highly put out because a customer disturbed them just at the most exciting part of their discussion. While the clerk was waiting on her, the butcher, himself, turned to me, and endeavored to discover whether I had any views on the possible winner of the European war. When I told him I was neutral, I imagined the way he looked at me that I hadn't enough brains to have an opinion.

Every man that's a good citizen ought to take a direct interest in politics. But he ought to leave that interest outside of his market doors when he opens up in the morning. Politics and business refuse to mix. There's only one thing worse as a subject for discussion than politics—and that's religion, and you know as well as I know what the usual end of a religious argument is.

When I first went into the business I used to work for a fellow that was a red-hot Republican. For two months before election day he never thought of anything save whether his party was going to come out on top or not. He never lost a chance of presenting his views to any one who he could find would listen to them. He decorated his windows with campaign lithographs, and if his party did win, any of his customers who had any views to the contrary had to stand his jeers over their defeat for a year or so. His interest in politics finally led to his failure in business, for not only did he drive a lot of customers away by quarreling with them, but still a greater number refused to wait to be served until he had finished airing his views on how the country should be managed.

There's another example of the same character that I can call to mind. Last election we had a pretty stiff suffrage campaign up in this town. Some of the best-known women who live around here were busy working for "votes for women." There was a butcher who had a good market in the town then who didn't believe in that theory in any way, shape or form. He couldn't see it through the largest telescope that ever was invented. When you went into his

market all you heard him say was "The woman's place is in the home, and if she won't stay there it's her husband's place to make her stay." As a good proportion of his customers thought the opposite way, he lost a lot of business through it, and to-day he is out of business.

Now, I don't claim that this fellow wasn't entitled to his opinion. Every man is entitled to that. But a meat market is a place where you sell meat, not a place in which political debates are to be held. I don't believe that a butcher should be constantly switching his opinions because his customers believe differently than he, but I do believe that he should avoid all discussion along these lines that he possibly can.

The butcher who debates politics in his market sets a bad example for his clerks, for just as soon as he does it they are going to follow in his footsteps. The service given in that market immediately suffers, and with poor service there is no market that can be successful to-day. It's a bad business from every side that you look at it.

And while I'm on this subject there's another thing that I want to talk about. That's the habit of continual gossiping which some butchers have while they are at work. A customer comes in and they at once start talking with her, usually about the other customers who come to the market. First thing you know he finds that one of his customers doesn't come any more. He hasn't any more idea of the reason why she has stopped than the man in the moon. But I have. He has probably said something about her, which, while it was nothing in itself, has reached her ears in a distorted form through the usual channels, and has made her decide to get another butcher who doesn't talk quite so much.

Gossip is an old woman's game, but there are some men in the retail meat business who are worse at it than any old woman who ever lived. And it's just this type that wonders why he is continually losing trade.

You don't need to be a grouch in the market. You can exchange the ordinary pleasantries which courtesy requires you to do. In fact, you should be careful never to neglect them. If you like social life, however, get all of it you can after the market's closed. That's the real time for it.—Butchers' Advocate.

Enough, Thank You.

Customer—Your cream is very good.

Clerk—It ought to be. I just whipped it.



That's it, of Course

"There it is—the one with the big red word Jell-O on it."

That is the way to be sure it is Jell-O. Every Jell-O package has the word Jell-O on it in big red letters.

The word Jell-O occupies in one particular very much the same position in the business world that the words "Kodak" and "Winchester" occupy.

You know everybody calls every kind of a camera a "Kodak," and all story writers speak of a rifle as a "Winchester." Now, it appears, all kinds of jellifying products are called "Jelloes," as though there were more than one

JELL-O

The Genesee Pure Food Co. makes all the Jell-O that is made, and the other kinds, made by Tom, Dick and Harry, are something else. They are not Jell-O.

You are interested because in selling Jell-O you turn your money over from four to six times oftener than with the "something else" kind.

The Genesee Pure Food Company, LeRoy, N. Y., and Bridgeburg, Ont.

A tightly sealed waxed paper bag, proof against moisture and air, encloses the Jell-O in each package.



"Back to the Land"

The Long Distance Telephone is doing wonders to make American farm life pleasant and profitable. It helps the man or the woman in the country to help himself.

It helps the city man and woman to cooperate with those in the country to the advancement of all.

Producer and consumer, the gardener, the commission house, the marketer, the local merchant and the city wholesaler, the livestock dealer and the dairyman, all rely on the Long Distance Telephone.

Michigan State Telephone Company



Advantages of the New Stock Exchange.

Due to its rapid growth and commanding geographic situation in Western Michigan, Grand Rapids has become an active market for the better class of stocks and bonds—so much so that the investment houses and brokers have formed an organization which will be the foundation of a stock exchange. An office has been equipped in the Michigan Trust Company building, where representatives of the Michigan Trust Co., the Grand Rapids Trust Co., Howe, Snow, Corrigan & Bertles, Kusterer, Hilliker & Perkins, Allen G. Thurman & Co., C. S. Coleman & Co. and others meet daily, at which time local quotations are fixed in accordance with the demand for securities. This arrangement is a distinct advantage to both banks and investors, as the quotations thus fixed form a reliable basis for values of securities offered the banks as collateral. In the absence of reliable local quotations based upon actual market conditions, it was difficult for bankers to arrive at a reasonable and just valuation of securities offered as collateral.

The same growth has caused the location here of two first-class outside brokerage houses having stock exchange connections and private wire facilities in the larger markets of New York, Boston, Philadelphia and Chicago. Nothing speaks more eloquently of the steady progress of the metropolis of Western Michigan than the fact that all of the firms mentioned are enjoying excellent business.

A noticeable and acceptable change in the mind of the Grand Rapids public—that portion of the community who in former prosperous times contracted the speculation fever and plunged on margins—has taken place. It would be surprising to those uninformed to learn how many salaried people are now actually investing, either in bonds of small denomination yielding from 5 to 6 per cent., or in small lots of some of the motor stocks, such as Reo, Continental Motors, etc. The latter frankly buy with a hope of a rising market, the former from a desire to receive as large an earning on their savings as they can with any degree of safety. And yet, the savings deposits in the Grand Rapids banks are steadily increasing, showing a growing tendency toward thrift which is most encouraging. The situation is largely due to the educational publicity of the savings banks. They have made the people think. What is true of Grand Rapids is true of most of the other towns and cities of Western Michigan.

For bonds falling due, called for payment at a premium, and interest coupons payable on Nov. 1, the Michigan Trust Co. and the Grand Rapids Trust Co. paid out during the first few days of the month more than \$300,000. A large proportion of this amount went to Grand Rapids investors living in the Western part of the State. A good share of this was immediately re-invested in bonds.

Kelsey, Brewer & Co., operating the American Public Utilities Co., have moved into their handsome new quarters in the new Grand Rapids Savings Bank building. The firm occupies the entire tenth floor. The Metropolitan Life Insurance Co. has also moved into its new quarters in the same building and Howe, Snow, Corrigan & Bertles, who will occupy the entire third floor, will move in before Nov. 15. Frank S. Coleman, Cashier of the Grand Rapids Savings Bank, says the bank quarters will probably be ready for occupancy about the first of the year. The Commercial Savings Bank building is also virtually completed. Some of the tenants have already moved in and the bank expects to occupy its handsome new home by December 1.

The enactment and taking effect of the new income tax law has created an unprecedented demand for municipal and first mortgage real estate bonds which are exempt from taxation, and local trust companies and investment banking houses find no difficulty in selling about all the good Michigan municipals they can get hold of. This demand has created a keen competition in bond buying, with the results that premiums are now being paid for small village and township issues which would have gone begging a few years ago. It is, however, of great benefit to the State and confirms the old adage, "it's an ill wind that blows no one good." The scramble to get tax exempt bonds, in order to get out from under the income tax has stimulated the good roads movement through affording an excellent market for road bonds. The commercial and financial possibilities of this good roads development are legion, and there is not an issue of good roads bonds which will not find a ready market, providing the proceedings are regular. There are several reasons for this: One is that the banks and trust companies realize the future benefits to the localities and to the State of good roads; another is that even in sparsely settled districts, where men have the courage and faith in the future to tax themselves, they will pay the obligations they assume. Here, again, enters the element of character, which is the keynote of business. Paul Leake.

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

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

Combined Capital and Surplus.....	\$ 1,778,700.00
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INDUSTRIAL PREPAREDNESS.

It Is the Foundation of Public Safety.*

It is impossible to cover a large matter briefly and it is not my purpose to undertake a comprehensive discussion of the subject of Industrial Preparedness. I have not the time for preparation and if I had the time I have not the ability to discourse authoritatively on a matter of such importance. It will be sufficient if I make reference to a few details that stand out prominently, and those of you who are largely interested in the subject undoubtedly possess or have discovered ways and means for its study in a far more detailed manner than I could suggest.

Our present day motto is AMERICA EFFICIENT! The untrained hand, when confronted with a special job, is obliged, on account of a lack of manual skill, to cut and try; it bumbles in its effort to overcome the existing difficulty. Hence arises the so-called "rule of thumb" method, the results of which are all too patent to those of us who have a natural admiration for fine handiwork.

The untrained mind, when confronted with an emergency calling for immediate action, having no real experience to guide it, vainly tries, through the application of certain personal theories, to accomplish the work required. Such course of action generally makes for inefficient effort and costly experiments.

We witness daily the unhappy outcome due to the inefficient effort of the untrained hand or the untrained mind. No one understands better than the engineer the need for adequate preparation in the construction of any important work or the carrying out of any prospective enterprise.

A little in retrospect. Not so far back as the Civil War, but only as far back as 1900. Industrially, and the Spanish-American War.

In 1894 or 1895, I was in Watervliet conferring with the Major who was then in charge of the Government Arsenal, in regard to the electrification of the works and was permitted to view the recently completed hundred ton gun designed for the protection of New York harbor and to be mounted at Sandy Hook. Some ten years later I learned that the placement or mounting for that gun was being designed and was soon to be constructed. Perhaps this gun and its mate were in position for use or service in 1910 or 1911, a dozen years after its completion.

When the Spanish-American War broke out and later, when the whereabouts of Cervera's fleet was unknown, consternation and fear were in the minds of the merchants and business men of the larger Atlantic maritime cities. The harbors were poorly protected and we were really quite unprepared for a visit from the supposedly impregnable Spanish fleet. Had that fleet belonged to some other government and not to impoverished, decadent Spain, a different story might have been told.

It devolved upon a private corporation, inexperienced in the manufacture of munitions of war, to devise, prepare and install mines and other protective devices based on remote control for the harbors of New York and Boston. The Government was unprepared and unable to furnish the necessary plans, material or electrical equipment to supplement the big guns to ensure an adequate defense should the Spanish fleet suddenly appear off Sandy Hook or Boston Light.

An army of invasion was contemplated for Porto Rico. The army organization was such that it could not quickly and automatically expand sufficiently to furnish the engineering personnel required to promptly pro-

vide plans and ways and means for road and bridge construction, field communication and electric equipment for the emergency. Therefore, an executive of a large industrial corporation, a graduate of West Point, on his own initiative, organized a volunteer regiment of engineers to supplement the regular force that invaded Porto Rico.

It was an open secret and a matter of current report at the time that our facilities for the manufacture of war weapons, equipment and subsistence of troops and supplies for army and navy were wholly inadequate for the emergency that faced the Government upon the blowing up of the U. S. Cruiser Maine, even though the enemy was only Spain.

You are all familiar with the results at the concentration camps, the canned beef episode and the fact that some of the troops did not get their khaki uniforms until they returned from Cuba. They faced Mausers that would kill at 2,000 yards. Manilla Bay and Santiago were due to a better preparedness.

In the fall of 1913 I traveled throughout the German Empire, Italy, France and England. It was my good fortune to come in contact with important business men in the cities of Hamburg, Berlin, Dresden and Munich. I also had opportunity to talk with officers of the Prussian, Saxon and Bavarian army and it was my privilege to ride from Rome to Genoa with officers of the Italian army who were on their way to Africa for duties in connection with the control and government of the Italian possessions on that continent. When in Paris, I talked with engineers who were familiar with the military organization and attitude of France regarding military training of the youth and early manhood of that country.

I do not wish it to be understood that I succeeded in gaining any considerable data regarding European armies, but I did get some color of information such as one could readily obtain who was at all interested in such matters.

While I observed certain soldiery in England and Scotland, attending reviews and guard mounts and local manoeuvres, I had no opportunity to talk with any one who was familiar with the military policy of Great Britain. There was in circulation, however, certain credited observations as to England's pitifully inadequate army.

In Hamburg and Berlin I learned of the system of supply and replenishment of the government's military subsistence, equipment and arms. I also learned that the "first line" were entirely informed as to their duties in case of war, the location of their equipment, the place of mobilization; and was told that the reserve, who first would be called upon in time of emergency, knew where could be found their weapons, their equipment and kit, their first aid supplies, and that the size of their individual hats and roundabouts and shoes was known and provided for.

I was in Dresden, Munich and Leipzig shortly before and at the time of the unveiling of the war monument at Leipzig to celebrate the victory over Napoleon in 1813, at which unveiling 200,000 of the regular forces of Prussia, Germany, Saxony and from all the other states of the German confederation were present.

I spent a week with a major in the commissary department of the Saxon army, a very intelligent man and a keen observer, who had been sent by his government as special representative to Japan during the Russian-Japanese war. He returned leisurely through the United States, visited England and France, and it was patent that he had a very comprehensive idea of the preparedness or unpre-

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*Paper read before Grand Rapids Engineering Society by Mr. H. H. Crowell.

paredness and relative strength of the various nations that had come under his observation.

I saw the Prussians in their Fall manoeuvres and the differences in handling Prussian, Saxon and Bavarian men were explained to me—differences to be understood by even a layman. The Prussians showed the effect of an iron discipline.

I was informed in Hamburg and Berlin that Germany was prepared for a great war and I was told in Saxony, upon expressing my surprise at an order given by the Commissary Major for 8,000 horses in time of peace, that there would be a great war soon. I was impressed with the apparent carelessness of Italy and France on the question, although there appeared to be an undercurrent of uneasiness in France regarding Germany.

You all know what happened during the first two or three weeks of August, 1914, and we all remember that the French government fled to Bordeaux when German troops came within sight of the walls of the city of Paris; and none of us are ignorant of the fact that much French territory, many natural resources and a large number of the more important industrial establishments of France are now in the hands of the Germans, because of the fact that France was unable to resist the first dash of the German army; also that all engagements and battles on the Western front have taken place on French and Belgium soil. German territory up to now is unscathed and undesecrated.

You all know how hard it was for England to furnish equipment stores and subsistence to the pitifully small army of occupancy, not exceeding 250,000, which they were able to send across the English Channel to aid the French in an effort to stand off the first tremendous rush of the Germans.

A German officer visiting in Boston told a Welshman of my acquaintance that there was a large red building opposite a certain church in London, and yet the German had never been in London. Germany was prepared.

Those who have visited Russia, who have observed intelligently and have returned to tell about the situation, are unanimous in their report that the splendid man-power of Russia in the first year had been seriously wasted and its offensive strength reduced almost to nil on account of the shortage of ammunition, clothing, stores, camp and field equipment. Russia to-day, ably assisted in a financial way by Great Britain, after two years of sore trial and distress and a loss of millions of her young manhood, is apparently, able to equip and keep a properly officered and armed army in the field, which can hold its own against the German troops that face them. Russia was really unprepared.

The United States has been called a commercial Nation, but in no sense can we say that the Government ever has been in close touch and in active sympathy with the business activities of the country or that it has in any way worked in harmony with such interests to the end that there was intelligent appreciation or knowledge on the part of the Government as to just what the business interests of the country could do in time of need or as to just what the Government could do in a helpful preparatory way for business interests in order that they might develop in education and efficiency as a foundation for the Government to rest upon in case of emergency.

It would be superfluous for me to call your attention to the tremendous influence of the engineer, the scientist and the technical mind and hand in the present great war. War to-day is a matter of science and engineering. Battles have been won in

the past by an eager and highly-keyed army, plus the superior strategy of some individual born to high command, even though unequally equipped and illy prepared for the conflict, but modern wars surely will not be won in such manner.

The soldier in the field or trench and the sailor at sea needs now, as never before, the scientist, the engineer and the mechanic. While in the end man-power wins battles, that man-power must depend upon thoroughly mobilized science, production and manufacture as a prerequisite to tactics and leadership, if the victory is to be won.

This is the age of science. This is the age of machinery. The proper tool must be placed in the proper hands at the proper time to be used at the proper moment, and this can only be done through the effort of properly prepared peace industrialism.

It sounds good to hear some one say, "Should the American flag be insulted or should emergency arise a million citizen soldiers will spring to arms in a night." But a moment's thought will cause us to realize that this is no longer 1776, nor does a minuteman sleep on his rifle, nor does he spring to arms at the sound of a tolling bell, nor does the good housewife come running with his powder flask as he hurries out of the door to join his neighbors and friends behind some stone wall to repel a few hundred hireling soldiery who are marching to destroy the powder house.

It is very interesting to hear some one say, "The youth of America makes the finest soldier in the world. He is self-reliant and resourceful; he can fight his battle almost without the aid of his officer;" but to the serious mind such talk is simple folly. If he is such, he is too good a man to send out unprepared and illy equipped.

It sounds well for some one to say that the militia of the several states will supplement our small army nucleus and that this citizen soldiery will instantly mobilize in case of emergency. A study of the humiliating exhibition afforded by our attempt to mobilize the State militia on the Mexican border is sufficient answer to such observations.

A few details culled from one of the monthly magazines, with which, perhaps, you are all familiar, may serve to illustrate this point.

Secretary of War Baker said of mobilizations, "They take place easily and need not be upon a magnificent scale in advance."

But this is what happened when the Secretary issued his call to arms on June 18, 1916. After ten days of maximum effort, the various department commanders succeeded in getting just 12 per cent. of the men started for the border. Not a single state was ready to do its share. A report to the Military Committee of the Senate indicated that 30 per cent. of the men who went to the border had never fired an army rifle. Whole companies, notably those from Oregon and New York, were sent into the sweltering border heat wearing woolen winter uniforms.

On paper, Alabama had 172 officers and 2,826 men. When mobilization orders came, her organization was lacking uniforms and field equipment.

From Arizona, 700 of the 1,200 National Guard went to the border equipped with antiquated Springfield rifles. The balance were unequipped.

From Arkansas, the militiamen departed for Mexico, wearing straw hats and carrying umbrellas.

In Colorado, eight days after orders had been issued for an "immediate" mobilization, the National Guard was being "indefinitely delayed" by lack of equipment. In less time than it took Colorado militia to prepare to move, Germany had overrun Belgium

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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

and penetrated France to within striking distance of Paris.

In Connecticut, eight days after the call to arms, in the field-artillery "only the guns were lacking" and in the cavalry "only the horses."

Six days after the order for mobilization, two whole battalions in Delaware were still waiting for shoes.

In Georgia, almost all of the recruits were without uniforms, shoes or tent equipment.

A week after the orders for "immediate" mobilization, more than a quarter of the men assembled at Camp Dunne, in Illinois, were still without uniforms. There weren't even any mustering blanks on which to sign up the new recruits.

In Indiana, there were no horses. Company A, Signal Corps, went into camp with three mounts when it needed seventy-five.

In Iowa, "immediate mobilization" was theoretically accomplished in just twenty-eight days.

In Michigan, not a single man in camp had been given a chance to fire a practice shot, except those who practised on the salute gun when the flag went up in the morning.

In Minnesota, ten days after mobilization orders, the troops had "everything except guns and uniforms."

When the Massachusetts Guardsmen reached the border, its members tried some of their canned salmon and thirty cases of ptomaine poisoning resulted.

Nevada suffered from a lack of rifles, to the disgust of one of its majors, who declared that "There is yet to be found the enemy that will slow up at the cry: 'Hold on there! No fair coming any farther until we find our triggers!'"

Horses were lacking in New Hampshire. There was need for 383 and 371 of the number were lacking.

It took two weeks to get equipment and mounts in New Jersey and even then two troops had to be left behind because they had no horses.

From New Mexico the militia marched off to the border in oxfords and tennis shoes, as the Government was deaf to the demand for shoes.

North Dakota had no field-artillery and no cavalry. They were short uniforms, blankets and field equipment.

In New York, the Twenty-third mobilized promptly, but was held up two weeks for proper outfits. The Second Regiment from Troy arrived at Camp Beekman with at least a quarter of its members lacking uniforms. The Tenth arrived at camp wearing sweaters, "sneakers" and colored duck trousers.

So much for Immediate Mobilization of the State Militia.

I am not a believer in military preparedness in the sense that it is understood on the continent.

I am a believer in compulsory training of our youth, which is not in any sense the same as compulsory service.

I am a believer in the skilled hand and the trained mind and in being prepared for any emergency through a knowledge of what we have, where it is and how it may be utilized should occasion require.

I know that you will be interested in learning a few details about the recent attempt of the engineers to make an industrial inventory of the country's resources, with a view to their tabulation and study by skilled observers in an effort to ascertain just what the situation is or would be should a great emergency face this country.

We Americans are pathetically optimistic. When all is going well, no possible future ills disturb our present joy of living. We are prosperous—the spirit of freedom is ours—God is in his heavens. All's well with the world.

First, let me state that it was diffi-

cult for us to make the happy-go-lucky casual manufacturer, business man and employer of labor understand or realize that in time of war men at the front would not only need everything that they used in time of peace, but in addition they would need, and need most urgently, everything that the human mind could imagine that would make for their comfort under extraordinary conditions, plus war material for actual offense and defense.

In the recent inventory campaign, I failed to discover one single business activity that did not produce something that could be utilized for some governmental purpose in time of war. To be sure, there were found many instances where the factory output was so small or its character so remote from immediate requirement that they would not be considered in the first scheme of industrial mobilization, but of the output of the most important establishment down to that of the least, there was something to be had which would serve, if not now, at some later time, should there be a prolonged conflict or a war over any extended period of time.

Speaking in a more personal manner, I am pleased to report that Michigan was well toward the front in the country in this inventory movement, and to state, further, that we were able to send to headquarters reports reasonably complete on as large a percentage of the industrial establishments in Michigan as did any other state committee.

Michigan is now classified as a great manufacturing State. In fact, I think it is seventh in the Union in the value of its output, and it is well to the front in the variety and quantity of natural resources that make for a great industrial commonwealth. I have in mind copper, iron, salt, coal, cement, etc., and further, adequate rail and water transportation facilities.

Our inventories disclosed that Michigan would be a great factor in any future emergency. Its ten thousand industrial establishments are turning out an immense variety of materials and manufactured articles. Michigan could also furnish its share in staple products of the soil. It is entirely unnecessary to call attention to its manufacture of vehicles and rolling stock, its chemicals, its wood working, its canneries, its bean crop, its fruits and its cereals. Michigan would be of vast help in supplying trucks, freight cars, tractors, gasoline power plants, areoplanes, water craft, hospital supplies, clothing and equipment, as well as shells, raw materials, munitions and the deadly gases for the trenches.

All of these reports are now in Washington, where they will be made use of to the greatest extent possible by those who have them in charge. They represent the answers of the engineers of this country to a direct appeal from the Government that the industrial leaders of the country cooperate with the Government in this movement looking toward real preparedness.

Certain legislation has been enacted at Washington since this industrial inventory was started, and I believe the President is authorized to appoint a Board of Mobilization of Industries essential for military preparedness. To this Board will be given the authority to organize and co-ordinate all the work.

I believe, also, that the Secretary of War will be authorized to make educational purchases on behalf of the Government from private firms, furnishing them with specifications and detailed drawings of munitions and material equipment, such as would be required in time of war.

(Concluded next week).

Activities in Michigan Cities.

Written for the Tradesman.

The Detroit Board of Commerce, after investigating housing conditions there, declares that rents in general are too high and that many skilled workmen and laborers with families are leaving Detroit on this account to secure employment elsewhere. The excuse of landlords that higher taxes has forced them to advance rents in some instances 50 per cent. is branded as untrue. The reason in most cases is that homes are scarce and rates are pushed higher than the traffic will bear.

Saginaw refuses to pay its share of the county road taxes, which cuts about \$85,000 from the road money this year. The city's action is based on a recent court ruling that the Board of Supervisors had exceeded its authority in passing a county road act and it is held that this decision invalidates the entire act. It is declared that the city is bearing an unjust burden, paying about 80 per cent. of the county road tax and retaining only 20 per cent. of its own road money for use inside the city, while the same act requires that the county road money raised in the townships must be used in improving the roads in the township in which it is raised. Court proceedings will probably fol-

low, in an effort to make the city pay its road taxes as usual.

The Lake Odessa Board of Commerce is preparing for a busy season and will champion good roads and other measures for the good of the town. G. A. Weed has been re-elected as President.

Port Austin, which is at the tip end of the Thumb, has formed a Boosters' Club of business men, with G. J. Wallace as President and C. R. Cartwright as Secretary.

Mulliken will soon have electric lights, supplied by a private plant.

The Newaygo Improvement Association has elected officers as follows: President, Dr. E. G. McConnell; Vice-President, L. H. Coon; Secretary, Joseph Cox; Treasurer, W. E. Worthy. A banquet will be held Nov. 16.

An easing up in the labor situation at Muskegon is reported by the State Free Employment Bureau, with slightly more applicants for jobs than jobs, a condition which has not been noticed before for many months.

Four milk condensaries want to locate at Hastings and the city will endeavor to land one of them.

Almond Griffen.

A fool can answer any question to his own satisfaction.

The Clark-Anderson Motors

will arrive in Grand Rapids in a very short time.

Location and management are about decided.

Get your inquiries in early, for either the arrival of the motors or a decision on location will soon sell all the stock to be disposed of at par, as it has been limited by the board of directors.

Deuel & Sawall

Financial Agents

405-6-7 Murray Bldg.

Grand Rapids, Michigan

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

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



Story of a Dry Goods Dealer's Romance.

Chapter XIV.

Written for the Tradesman.

The Moore Dry Goods Store is a busy place these days. Of course at the very first, the great war had a deleterious effect on business of all kinds in our city. It took us several months to become mentally adjusted to this stupendous struggle of giant-powers, with its daily congeries of death, destruction and primeval brutalities; but now, to be sure, like other so-called neutrals the world over, we are so accustomed to such things, nothing in the war-butcher line seems to freeze us. But even in those dark, troublesome months of the first year of the big war, Mr. Moore was not hit nearly so hard as a good many other merchants of our city. Everybody felt it, from the least to the greatest. But it was due as much to Elsworth Seaton Moore as to any other one business man of our city that Centerville got out of the slough of business despondency as quickly and as effectively as she did. At a time when many other men were perceptibly panicky, Elsworth Moore set a fine example of poise and sane judgment. He didn't retrench in his advertising as some others did, but kept right on after dry goods business just as if there weren't any such place as war-torn Europe.

He also got quite a lot of perfectly good advertising, if I may so designate it, for which he paid out nothing whatever in the way of money. It came about in this fashion. As I have already stated, Centerville has quite a pretentious park-extension scheme. Our people are proud of it. Several thousand acres of land in different sections of the city—mostly out-lying suburbs, of course—have been acquired. To convert these tracts into parks, and construct also certain boulevards and viaducts likewise contemplated in the scheme, will require time and money. In the meantime available funds for improving the property already purchased was pretty well exhausted, and a bond issue for providing park-extension funds with which to carry out the programme, was put up to our people at their last election. This called for a thorough discussion pro and con, in the newspapers, on the street corners—everywhere. As a leading spirit in it all, and back of it, Elsworth Seaton Moore, the dry goods man, was considerably to the fore in our daily prints. Well, to make it brief, the cons carried overwhelmingly. And the sovereign will of the people, as indicated by our election returns, approved of their park scheme and sub-

stantially indorsed their park commissioners. And then, just to make it unanimous, those citizens of Centerville who had yelped the loudest against the bond issue, turned right around like true American citizens and applauded vociferously when they saw it had carried. And Elsworth Seaton Moore was something of a nine-days' wonder.

But some of my readers will doubtless wonder by this time what has become of Annette Merkle, and for the benefit of such I am happy to state that Annette had fully arrived. Dear old Mrs. Kingsley of Bloomfield—and somehow I always think of that familiar, meaningful phrase, "the salt of the earth," when I think of Mrs. Kingsley—had insisted that her niece must have the kind of clothes a girl of social proclivities is expected to have; and she furthermore insisted on paying for them. So, with the help of Mrs. Richardson, things began to happen. There were mysterious shopping excursions to local stores where women's fashionable finery is displayed, and other trips to Eastern style-centers where individual creations are planned, wrought out and occultly fitted to a woman in such manner as to accentuate an attractive woman's charm, and become, as they make it to seem, a very part of her personality and presence. Being a mere man, I don't know however they do it—only that they do. Of course it's genius, and, as everybody knows, your genius generally knows how to charge for such services; but they get results. And when Annette Merkle knew the psychological moment had come, she made her appearance on the social sky-line of our socially-tight little community. Our women-folk adjusted their lorgnettes and looked her over. The sheer beauty of the girl made them fairly gasp. But at first they made as if they didn't suppose for a moment that she was anything notable—merely an unusually pretty woman outwardly. But as they got to know her and see the sparkle of her intellect and sense the solid timber of her personality, they changed their minds. They had to admit that Annette Merkle really and truly belonged. And when they had heard her sing, and singing, merge her very soul into the spirit of the song, they gathered Annette Merkle into their arms.

Of course all the men of our social set—young and old alike, and both married men and bachelors—fell immediately and overwhelmingly in love with Annette. And she shed the sparkle of her wit and the witchery of her smiles on all alike—all except

TAKING INVENTORY

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

GEO. S. DRIGGS MATTRESS & CUSHION CO.

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

We are manufacturers of TRIMMED AND UNTRIMMED HATS for Ladies, Misses and Children, especially adapted to the general store trade. Trial order solicited.

CORL, KNOTT & CO., Ltd.
Corner Commerce Ave. and Island St.
Grand Rapids, Mich.

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.

Trade Stimulators For Price Advertising

Our monthly catalogue of General Merchandise abounds with these.

Get acquainted with the Yellow Page Specials in each issue of "Our Drummer." They will help you pull trade to your store.

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

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

"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

Mr. Elsworth Seaton Moore, and there, as they all saw, she bestowed the lion's share. So it soon got to be noised abroad that there was an affair between Elsworth Moore and Annette Merkle—quite an interesting one in fact, which sounds almost like a story one reads in books of fiction. And this rumor was presently confirmed by the announcement of their engagement. And this event was duly consummated just before the holidays. Socially it was a brilliant affair, and doubtless the only reason it didn't attract more attention throughout the country is that President Wilson took it into his presidential head to embark matrimonially just a few weeks later, and the anticipatory shadows of this forthcoming event dimmed our local limelight.

Aunt Catherine Kingsley boasts that her health was never better, and she surely radiates good cheer and full-hearted contentedness with life on those not unfrequent occasions when Elsworth and Annette run out to spend the night with her. Annette laughingly declares that she is sometimes jealous of Aunt Catherine since the latter has become so fond of her husband, and as for Mr. Moore, he insists there never was another Aunt Catherine.

"The little lady in black," is as bright and chipper as ever, and her husband, Mr. William Ernst Richardson, has gotten his financial affairs into better shape. They still live at their Pell Place home.

And as for Frank Vaughn, erstwhile bandit, who evaded our worthy police force and disappeared from Centerville as if the solid earth had opened up and swallowed him, word comes that he is located in a certain Western city, got a steady job, and doing well. Annette has unbounded faith in his goodness of heart, a faith that her husband also shares, and they think that Frank has been completely cured of his temporary madness. Annette corresponds with her half-brother and his wife, and next summer they are planning to make them a visit in their far Western home. They are going to drive through in their car. Moore says that the only way he can justify himself for the part he played in Frank's get-away, is to keep in close touch with the boy and help to be a wall around him, if at any time he should manifest symptoms of wavering.

Moore and his old friend Curtis Lenier, the magazine writer, lunch together Tuesdays as of yore, and sometimes when conversation lulls and trailing wisps of smoke from their after-dinner cigars curl upwards, forming fantastic designs that fade and vanish even as one looks upon them, Elsworth Seaton Moore recalls a dim, far-off period in his life when he labored under the delusion that his days were drab, prosaic and uneventful. And then as he smiles at the thought of the folly that was his for so thinking, he sees—or imagines so vividly it is almost as if he were seeing—the smiling face of a queenly woman—the just, winsome, beloved face, of a woman of infinite charm and sparkle, and for him the one

woman in all the wide world—his own Annette.

Charles L. Garrison.

Has the World Gone Profit Mad?

A wholesale grocer remarked last week that prices were advancing so fast and on so many items that it was impossible to keep track of them except by referring to the cost book. If the retail grocer has not noticed this fact, he probably will do so on his next invoices.

It may even cause the retailer to wonder how far these extraordinary increases are justified, and how far they are the result of an effort on the part of somebody to grab an exorbitant profit on pretext of the war situation.

One big wholesale house makes the public charge that some, at least, of the new prices are unjust. "Manufacturers and jobbers have gone profit-mad, using the war as an excuse," says this company, in a circular issued recently to its trade.

Items which really are not and should not be influenced materially by the war have advanced, and retailers are wondering why. Other items which would naturally be expected to slump in price as a result of the shut-down in foreign demand have advanced, and the retail trade is unable to understand it.

Of course there are a good many items which the war might reasonably be expected to affect, but does it not seem a little remarkable that this great, rich, and prosperous country, which boasts about its ability to support itself regardless of what the rest of the world does, should be obliged to pay such sharp advances on practically all of the necessities of life?

Meantime there are manufacturers who have a staple line of goods on the market at a staple price who are being hard hit by the present bulge in raw materials. The man who sells a package of crackers, or a package of breakfast food, or a package of macaroni, which has an advertised, established price on the market, which can't be raised without injuring the advertised value of the article—that manufacturer is doubtless gritting his teeth nowadays as the price of wheat and oats and corn climb skyward.—*Merchants Journal.*

Follow This Advice.

Be honest in your advertising—
Tell the truth and shame the devil.
Be aggressive—enterprising.
Treating people on the level.
Earnest be in each endeavor.
Scrupulous in all your selling.
Tho' your rivals may be clever,
You, in truth, should be excellent!

Be honest in your advertising—
Do not stoop to base deceiving.
Every word be analyzing.
So all readers are believing.
Confidence will keep on growing
With each promise made and printed,
If within the store you're showing
Just exactly what you've hinted.

Be honest in your advertising—
Thus you'll earn a reputation,
Building business quite surprising—
Earning public approbation!
Stick to facts in all your offers,
All exaggeration killing,
Then to fill your biggest coffers
You will find the people willing!

Silence With Reservations.

"Tommy, mother has letters to write. Won't you please be quiet?"
"Yes, muvver, if you'll give me my drum to play with."

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



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

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.

The EVEREADY Line is a real profit maker.

LET US TELL YOU MORE ABOUT IT

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



Blue Bird Crochet Cotton

is the latest addition to the popular selling lines of Cottons made by the Richardson Silk Company.

It comes in plain and shaded colors, packed one dozen balls to the box, at 43 cents per box. Our salesmen have color cards and will be pleased to book a trial order.

Grand Rapids Dry Goods Co.

Distributors for Western Michigan

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

Pere Marquette Railroad Co.

DUDLEY E. WATERS, PAUL H. KING, Receivers

FACTORY SITES

AND

Locations for Industrial Enterprises in Michigan

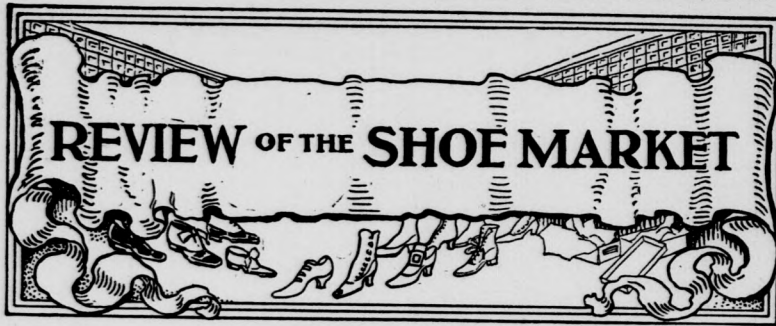
The Pere Marquette Railroad runs through a territory peculiarly adapted by Accessibility excellent Shipping Facilities, Healthful Climate and Good Conditions for Home Life, for the LOCATION OF INDUSTRIAL ENTERPRISES.

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.

Address

GEORGE C. CONN,

Freight Traffic Manager,
Detroit, Michigan



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

Seeking Gift Articles in the Shoe Shop.

Written for the Tradesman.

Time was when people rarely ever thought of the retail shoe merchant and his wares when they went out shopping for giftings.

Oh, of course there was ever a respectable minority who, in spite of the overwhelming sentiment against them, persistently sought to give gifts of a substantially practical nature.

And these eminently sensible people even then bought slippers for gentlemen, cushion shoes for elderly people, dainty footwear creations for little folks, and occasional wear shoes of exceptional value and charm to women's eyes.

But, broadly speaking, the multitudes of pre-holiday shoppers passed by the retail shoe dealer's door when they fared forth in search of commodities to be used for gift purposes.

But, mark you, how the times have changed! Nowadays it has come about that the proprietor of the smart shoe shop and his corps of regular and special salespeople are extremely busy waiting upon the crowds of Christmas shoppers.

It is no longer considered an anomalous thing under the sun that any one should think of the shoe shop as a likely place in which to find a gift token altogether worthy of his consideration.

And every season the progressive shoe store is growing in favor with the increasing armies of Christmas shoppers.

Practical Giftings.

Why is it the shoe shop has come to have a vogue with holiday shoppers?

Well, for one thing, the gift-making sentiment has been pretty generally submitted to what may be termed the censorship of the practical judgment.

The people as a whole are selecting better merchandise for gift purposes—i. e. merchandise of a more serviceable nature.

In other days people were accustomed to giftings of a showy sort. Whatever it was, if it would measure up to the popular estimate of a desirable Yuletide token, it must be strong on sheen and sparkle, for that's the kind of presents everybody was giving.

But presently people began to see the ingrained stupidity of giving costly and worthless trinkets, gewgaws and gimcracks, and a decided re-action

set in towards giftings of a practical nature and a more permanent value.

Admittedly such presents are far more satisfactory both to those who receive and to those who give. And now the commodity that lacks the fundamental merit of utility has fallen into disfavor with the majority of shoppers.

And this commendable transition from gaudy and meretricious giftings to presents of a more serviceable kind has naturally lead people to consider the shoe shop as an excellent place for Christmas shopping.

Lines of Greater Amplitude.

Not only so, but the lines now carried by progressive shoe dealers are far more extensive than used to be the case.

The present-day shoe store with its holiday trim and its holiday array of smart and attractive offerings is a far cry from the old-time shoe store with its subdued tones and traditional lines.

The old shoe store with its leisurely ways and conventional wares wouldn't recognize its modern successor.

New lines have been added. Old lines have been brightened up. And many appliances and contrivances for interior trims and displays have been introduced.

Holiday specials of many different kinds from many different sources have materially helped to create an atmosphere essentially new in the shoe store of to-day.

Numerous modern types of dress, millinery and special wear footcraft creations are in evidence; and a long and constantly augmenting list of articles, for many purposes, belonging to the class of merchandise designated shoe findings; and footwear ornaments and jewels, together with hosiery for everybody, and numerous other subsidiary lines.

All these things nowadays are found in shoe stores; and because of them the shoe shop of more progressive sort has taken on a way that wins with people who are looking for suitable giftings wherewith to make other hearts rejoice.

Consequently the shoe dealer of to-day who takes time by the forelock finds it no difficult matter to get in on the ground floor of the big and lucrative pre-holiday business that bathes the whole commercial world in a golden flood of good cheer.

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

Rouge Rex Shoes

High tops that the farmer wants.

A quality of stock that grips his desires and turns your efforts into quick profitable sales.

A combination of comfort and service that makes him talk about them to his friends and neighbors, recommending your store as the place to buy footwear.

It PAYS to handle ROUGE REX shoes.



Let us quote you prices.



HIRTH-KRAUSE COMPANY

Hide to Shoe

Tanners and Shoe Manufacturers

Grand Rapids, Michigan

It is Snappy Shoes that the Young Men Want

And

Here They Are!



No. 316—Black Gun Metal, Lace, Goodyear Welt @ \$2.65

And the same in

Tan Russia
 Goodyear Welt
 No. 336 @ \$3.00

Two Beauties
 Are you with us?

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

Presents For Everybody.

Holiday shoe store advertising has assuredly looked up.

It is no longer meek as a mouse, tentative and afraid to let itself speak in tones of confidence.

The modern shoe dealer, and the alert general shop-keeper who handles shoes and footwear accessories, knows how to play up his holiday wares.

He is persuaded in his own mind that footwear and footwear accessories and jewels and subsidiary merchandise are just as suitable and appropriate for gift purposes as any other class of merchandise under the canopy.

They have the basic merit of serviceability: they can be used—and the continued use of them is a source of pleasure to their owners.

Moreover, many of them are intrinsically beautiful in themselves—real products of genius—not only substantially made, but attractively made. Some of them—especially the finer specimens of footcraft and the finer things in footwear jewels—are really works of art; and as such are capable of making a strong appeal to all lovers of art, as it finds embodiment in commercial products.

Why aren't such things eminently suitable for gift purposes? They are. They can carry as weighty a cargo of seasonable good cheer, dollar for dollar, as any other sort of merchandise in which people delight.

And this is the gospel that alert shoe dealers all over this country are right now proclaiming through newspapers, through direct appeals, through brightly gleaming shop windows, and through countless other mediums.

So it has come about that the hurrying feet of the multitudes of shoppers do not all hurry past the shoe dealer's place of business. Many of the happy throng are deliberately headed for the retail shoe dealer's shop, and others who are just passing by, are quickly halted and interested by the eloquent appeals of tempting displays.

Yes, indeed, the enterprising shoe dealer has demonstrated his right to a sizable portion of this excellent holiday business.

Charles L. Phillips.

“Radical Who Tempers Work With Wisdom.”

The Michigan Tradesman, the most influential trade journal in the Middle West, celebrated its 33rd anniversary October 25 with a 100 page issue, every page indicative of high character and its having the good will and confidence of the best element in the mercantile, commercial and financial life of Michigan and the Central West. It was at the Ohio Retail Grocers' State Convention, about thirty years ago, we met Editor E. A. Stowe, a man who by his own exertion fought his way against odds which would stagger a less resolute man from a journeyman printer to the position of prominent journalist, successful printer and capitalist. He is one of the workers who keep things moving and growing. He identifies himself with industrial enterprises,

makes time for public service, has ever been the friend of organization, the promoter of whatever he believes tends toward the improvement of the race, the maintenance of good government, the uplift of his State, city and neighborhood. He has kept right at it for one-third of a century and probably will continue to do so until life ends. He has a right to say:

“Thirty-three years is a long time to look back upon, but they have all been years of pleasure and profit, only occasionally marred by disappointment and sadness. Many of the mercantile, manufacturing, moral and civic changes which have occurred during this long period are graphically set forth in the thirty-three contributed articles kindly prepared by the friends of the Tradesman for publication in this anniversary edition. No more comprehensive treatment was ever accorded an anniversary than this one, and the Tradesman feels under great obligations to its contributors for the effort they put forth in the preparation and presentation of such a remarkable collection of information.”

Stowe has the courage of his convictions. For thirty-three years he has advocated temperance; tariff commission; clean politics; better mercantile methods; more wholesome laws and better enforcement of existing laws. He is one of those radicals who tempers work with wisdom.

“The position of the Tradesman on the temperance question found decisive expression in its persistent refusal to accept any advertising for spirituous liquors, including whisky, wine and beer. It has never deviated for this policy, which has also been stretched to include cigarettes as well. The temperance question has invariably been discussed solely from a business standpoint on the theory that liquor drinking and business are incompatible and that the sooner all forms of liquor drinking are abolished the better it will be for all concerned.”

“The Tradesman has always stood for individualism and freedom—mercantile, commercial and individual. It has opposed tyranny in any form and cast its influence in behalf of the right of private agreement and individual action. This has led it to oppose the walking delegate, the closed shop and the collective agreement as to wages, because all of these weapons are based on unfairness, intolerance and injustice.”

Michigan has enriched Stowe, but Stowe has enriched the Middle West as well as his own State. We congratulate our contemporary on his long and useful career and trust the God he serves will perpetuate his life for scores of years to come when his work will be reviewed by the Writer in the Beyond. Even if it is soon finished he has won his crown as a “good and faithful servant.”—American Grocer.



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.

BIGGER, BETTER SALES ARE YOURS

If you will center your business on the **H. H. HARD PAN (service) and BERTSCH (dress) shoes for men.**

It is extremely difficult to **OVER-ESTIMATE** the importance of **HEROLD-BERTSCH** quality in your shoe department.

The extreme care taken to use only the best leather, trimmings workmanship, etc., insures the same uniform wear-resisting qualities in every pair of shoes made in our factory.

ARE YOU CAPITALIZING FULLY THE GOOD NAME THESE LINES HAVE ATTAINED?

Think what their sale will mean to you in protection and profit.

For your convenience in ordering we carry a large stock of each number on the floor.

CONCENTRATE ON THESE LINES AND WATCH YOUR BUSINESS GROW THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear **GRAND RAPIDS, MICH.**



Two Purposes in Education—Both Essential.

Written for the Tradesman.

Not long ago I heard a woman make this remark: "There is a lot of that stuff in a high school course that really is of no use unless one is preparing to teach." A bright girl was present, a junior in high school and an enthusiastic student. As the woman made her blunt criticism, a cloud passed over this girl's face, and for a half hour she looked puzzled, as if debating in her mind whether or not she is wasting her time by remaining in school. It happens this girl does not expect to teach. She already has taken a course in a commercial college, and after graduating from high school she plans to help her father in his business.

A friend of mine, a young lady of 20, is a trimmer in a fashionable millinery shop. She had to leave school altogether when she was 15, and her attendance before had been quite irregular, so she knows very little of books. She lately has been considering taking some private lessons in composition and English. She would like to be able to speak correctly, write a good letter, and read more understandingly than she now does. Perhaps later on she would study other branches. She has asked me to tell her frankly whether it is worth while for her to take the little course outlined. May she better do it, or shall she save her money or spend it in having a good time, as some of her friends advise?

Another acquaintance, a matron whose main business in life is keeping house and making a home for her husband and two children, has just joined a class that is taking some university extension work in English and American literature. Her sister scoffs at the idea. "I can't see how Nell can derive any benefit from all that study. She has more education now than she can use in cooking and washing dishes. What good will it do her to study Shakespeare and Walt Whitman?"

When some highly educated woman whom you know chooses the domestic life, do you ever fail to hear the comment—"Yes, she graduated from Smith or Wellesley or Michigan (or whatever may have been her alma mater) and then just went and got married!"

There are many persons—some of them very shrewd and intelligent along practical lines—who hold the view that culture is wasted unless it can be made to yield returns in money—that time spent in study, if it does not serve to increase the income, is time thrown away.

There is another, an entirely different view also widely held that is just as erroneous and misleading. This is the belief that education is bound to pay out—that it can't help but be the means of financial success. Men and women who have been hampered and kept back by their own lack of schooling, often have exaggerated ideas of what education will do. A college degree is a sort of fetish to which they bow in sincere but unthinking devotion.

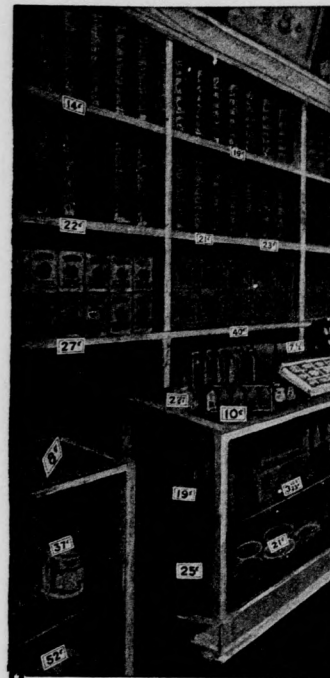
I know a family who, at great sacrifice, sent an intellectual son to college. The father and the mother wore shabby clothes and denied themselves many common comforts in order to meet the boy's expenses at a famous university. They were determined he should have the best. Another son who for some years had been earning, advanced money. A daughter who is a stenographer also contributed her share. All believed that Charlie had a brilliant future and would be able, not only to bring honor to the family name, but also to pay back, many times over, all they were spending on him.

Since graduating with high honors, Charlie has tried teaching—has for a short time held a position in three different schools. But he is not successful as a teacher—has not the right kind of a personality. Nor is he master of any profession or trade or business by which he can earn an honest living, to say nothing of an income in keeping with his attainments. Very pointedly this young man illustrates the error of the belief that book learning alone is a complete equipment for life.

There is needed a clearing up of the business and confusion of ideas that prevail as to just what results may be expected from education. The two kinds of education and the two purposes which education serves ought to be more sharply defined in the popular mind.

First there is practical education—the kind that enables one to earn bread and butter. Sometimes this is acquired in industrial or professional schools or in courses of technical training. Quite as often it is gotten mainly in the great outside university of work and experience.

Then there is the other kind of education—that which opens up and cultivates the powers of the mind and soul and ministers to the higher life. My little friend the trimmer has the first sort but lacks the other and keenly feels the lack. The young man with the university diploma has the second kind and sorely needs the other. The two are not interchangeable. Sometimes the higher sort largely serves



A Set Consists of:
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Will sell more goods than one extra clerk—every day

*They save clerks time
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 They save marking every article
 They ask no pay
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Shuman's Adjustable Price Sticker and Shelf Clamps

consists of a single strip of galvanized steel $2\frac{1}{4}$ in. wide bent so that it clamps itself firmly onto any shelf, from $\frac{3}{4}$ in. to $1\frac{1}{4}$ in. thick.

The price-sticker is pasted onto the clamp either before or after it is sprung onto the shelf.

Stickers are gummed with fish glue, that sticks on both wood and metal surfaces.

Eighteen different labels—make all combinations from 1c. to 99c.

Order One Set

Try it out in one section of your store. Then watch it boost sales in those stocks.



WHITE HOUSE BRAND

COFFEE
 DWINELL-WRIGHT CO.
 BOSTON-CHICAGO

QUALITY ALWAYS COUNTS IN THE LONG RUN; AND "WHITE HOUSE" QUALITY IS TOO PRECIOUS AN ASSET TO EVER LOSE SIGHT OF.—JUST "AS SURE AS SHOOTIN'!"

Distributed at Wholesale by
JUDSON GROCER CO. — Grand Rapids, Mich.

both purposes, as in the case of a successful teacher or librarian or writer. But this is not true in every instance, and it is a mistake, one which may result in sad disappointment, to assume that culture always can be depended on as a satisfactory means of livelihood.

Every young man and every young woman in ordinary circumstances needs to know how to make a living. No amount of higher learning will take the place of some skill of hand or brain—or both—that can be turned to account in earning money.

The increasing attention given to mechanical and industrial training in our schools is a move in the right direction, but as yet it does not meet the need fully. This is not intended as a slam at our educational system, but it has to be admitted that many high school graduates who want to go to work at once, are not fitted for any employment. Nor can it be denied that boys and girls who stop at the tenth grade and learn some trade or take technical training, are better prepared to make their own way at 17 or 18 than those who have continued in high school. Doubtless in some cases it is wise to defer the higher education somewhat in order to gain the practical. And let it be made emphatic that always it is a serious mistake when the practical is neglected too long or omitted altogether.

It is a mistake almost equally serious when the other kind of education—the higher kind—is neglected. I do not hesitate to urge my milliner friend to take the course of study, even though I can see no way in which it will be likely to add a dollar to her earnings. She will be well paid for her effort, but it will be in satisfaction and not in money. The girl who plans to help her father after she graduates is not wasting her time in high school. Nor is it foolish and absurd for the housemother to take up literature if she has a taste for it and enjoys it. Time spent in study, whether in school and college or outside, is lost only when, through lack of application or natural gift, the mind fails to grasp the beauty and meaning of the subjects pursued.

If the daily occupation is mechanical and monotonous and does not stimulate the intellect to healthful activity, nothing will add more to enjoyment than something in the line of real culture. Music may best meet the needs of some—others take great delight in the amateur pursuit of art in some one of its branches. Still others may like a language. The study of political economy, sociology, politics, current events—subjects which develop and broaden the mind and at the same time have a practical bearing on everyday life—is especially good. Time and effort so expended constitute an investment sure to yield rich dividends—but usually not in cash. Quillo.

Desirable, Anyway.

"Can any girl tell me the three foods required to keep the body in health?"

There was silence until one maiden held up her hand and replied:

"Yer breakfast, yer dinner and yer supper."

Worth of Sawdust Learned.

American and Canadian sawmills have discovered that the sawdust which they have been perplexed how to rid themselves of as a worthless encumbrance is worth at least \$40 a ton. In Baltimore a chemist has perfected a process of extracting gas from sawdust, adequate enough to supply a city like Ottawa with light and heat at 65 cents per 1,000 feet. This is thought to portend that around the great sawmills, which have been emptying their dust into the Ottawa River, a variety of new industries subsisting on it are likely to grow up.

In Austria, where everything in the shape of fuel is being carefully searched for, sawdust is impregnated with a mixture of tarry substances and heated to the proper temperature; it is then passed over a plate of iron heated by steam, from which a screw-conveyor takes it to a press, where it is compressed into briquets of the required size. The press turns out about nineteen every minute, weighing two fifths of a pound each and measuring six inches by two and a half inches by one and a half inches. One Austrian factory alone produces about 7,000,000 of these sawdust briquets a year.

In Germany there is a bakery that turns out 20,000 loaves of sawdust bread daily and finds an open market for this product. Although this sawdust bread is intended for consumption by horses only, it is claimed by the manufacturers that, in case of famine, sawdust bread would furnish a nutritious and very highly satisfactory food for human beings. The sawdust is first subjected to a process of fermentation and various chemical manipulations, and is mixed with one third of rye flour. It is then shaped into loaves and baked in an oven like other bread.

For many years the French have extracted coloring dyes from sawdust. The sawdust, it appears, is acted upon by sulphur and caustic soda in a furnace. Sulphuretted hydrogen is liberated in large quantities and the vegetable substance, whatever it may be, is rendered soluble in water, to which it imparts a strong color, varying with the substance employed. These solutions are employed as dyes which are fixed by passing the fabric through boiling bichromate of potash.

His Own Shame.

Robert's mother's admonishments to her small son generally ended with the words, "I'd be ashamed of you if you did so and so," and the word ashamed; therefore, was constantly in his ears.

One day, after he had eaten up his little sister's candy, his mother said to him:

"Robert, did you eat Dorothy's candy when I told you not to?"

"Yes, ma'am," said Robert in a tone of triumph, "and I'm just as ashamed of myself as I can be, so you needn't be ashamed of me at all!"

Good Reason.


"I can't say I like your new tooth paste."

"That's shaving cream."



A "Seasonable Suggestion"
Your customers will appreciate
MAPLEINE
That Golden "Mapley" Flavor
These are days of waffles, and "Mapley" syrup made with just sugar, water and Mapleine.
Order from your jobber or
Louis Hilfer Co.
1503 Peoples Life Bldg.
Chicago, Ill.
CRESCENT MFG. CO.
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TENTS



All sizes and prices. Write for catalogue.
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Cut Flowers—Floral Decorations
Funeral Wreaths and Sprays
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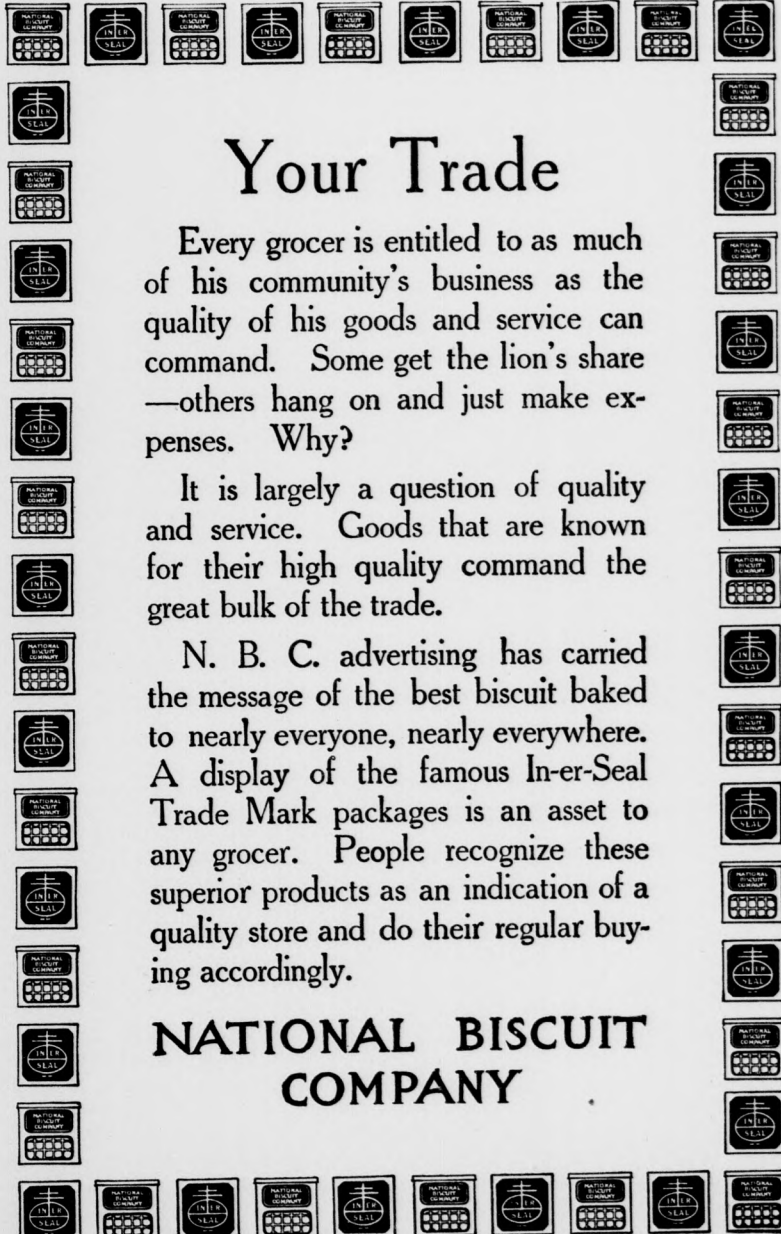
Your Trade

Every grocer is entitled to as much of his community's business as the quality of his goods and service can command. Some get the lion's share—others hang on and just make expenses. Why?

It is largely a question of quality and service. Goods that are known for their high quality command the great bulk of the trade.

N. B. C. advertising has carried the message of the best biscuit baked to nearly everyone, nearly everywhere. A display of the famous In-er-Seal Trade Mark packages is an asset to any grocer. People recognize these superior products as an indication of a quality store and do their regular buying accordingly.

NATIONAL BISCUIT COMPANY





What the Hardware Dealer Can Do in November.

Written for the Tradesman.

By the end of November, the progressive hardware dealer's Christmas campaign should be, not merely planned, but definitely under way. With many merchants in this and other lines of trade, the Christmas campaign opens almost immediately the Thanksgiving holiday is past. Some merchants may prefer to wait until the second week in December; but it is now generally realized that an early start at the selling end is advisable if early Christmas buying is to be stimulated.

Throughout November, therefore, the hardware dealer must keep one eye for part of the time upon his Christmas plans. But in addition to Christmas planning, there is lots of immediate work to do.

For instance, the stove season is by no means finished. In fact, a lot of people who ought to buy heaters, have a habit of holding off until the very last minute; and it takes real, nippy cold weather to get them moving. The hardware dealer who quits pushing is not going to get the lion's share of this last minute business.

Every plumber knows the rush that starts with the first cold snap. Everybody has jobs which demand immediate attention. Well, it's somewhat the same with stoves. Therefore, it will be worth the hardware dealer's while to put on at least one more good display, and for a few weeks more to keep his ranges and heaters well up to the front.

If you have any prospects who haven't responded—and of course you have—get after them again. A last minute personal canvass, if you can spare a little time, will pay. You might, also, repeat the demonstration with which you opened the stove season.

As a clincher, dealers sometimes offer premium goods. Quite often a set of kitchen ware is offered as a bonus on a range sale. In other instances some piece of furniture is thrown in.

Now, premiums of any sort aren't the best kind of business. The best kind of business, in my view, is to give the best value you can in return for a fair price and a fair profit. The dealer who bases his selling upon the value of the goods is building upon a thoroughly sound foundation.

Nevertheless, there are customers who will be caught by a premium proposition. It is better, however, to offer as a premium something apart from the regular stock. Then, it does not cut into your regular lines as were you to offer something you regularly handle, such as kitchen ware.

Folks get into the habit of expecting you to throw in a bunch of kitchen utensils with the range on which you have quoted a specific price. If, on the other hand, they are fully stocked with kitchen stuff, they'll want to beat down your price in consideration for their not taking the premium.

Stick to straight business; or, if you feel that you must offer a premium, emphasize the time limit and, if you can, put up a premium that isn't part of your regular stock.

I have suggested a last minute stove canvass. It does take time, I admit, for the merchant to get out and see people. In some instances he can use the telephone to good advantage, at least in finding out if his prospect is at home or making an appointment.

The shrewd dealer can secure some worth while byproducts or consolation prizes in such a canvass. Here's an illustrative incident. A prospect, called on by a hardware dealer, positively refused to buy a range.

Said the hardware dealer: "Do you need any glass or putty for your storm windows? It's a good thing to fix them up for the winter."

The order resulting from this suggestion was expanded until it included several dollars worth of stuff. If you take time to go out after customers and can't land them on one thing, try them with another. That's the way to get the best results.

A Fix Up for Winter campaign is timely about now. There are lots of little out of door repairs that should be done before things freeze up tight. The hardware dealer can sell glass and putty, nails and tacks, hammers, saws, paint and a lot of other incidentals. Close upon the out-door fixing up should follow an interior brightening up for Christmas, when inside finishes, floor finishes, wall paints and similar lines will be in good demand.

Perhaps it is worth while to get up a circular letter to your regular prospect list, discussing these timely lines. Many hardware dealers get out such letters every month.

A line that's worth pushing is roofing either metal or composition or both. Some merchants claim the profits in these lines have been cut all to pieces by unfair competition. Others are making money handling them. Pushfulness can accomplish a great deal in the teeth of any and every competition.

The outstanding factor in sales of roofing is to let folks know that you have the goods. Handle reliable lines. If you want to meet cheap competition, put in a little of a competitive line; but put your selling efforts behind the good goods that will give

At About Half Price

100 24 foot 12 lb. T Rails.
3 Switches and 3 Frogs for same.
300 feet nearly new 2 inch Pipe.
100 feet nearly new 6 inch Pipe.
100 feet nearly new 10 inch Pipe
with top and bottom plates to use for posts.
400 feet 1 inch Galvanized Cable.
1000 feet 1 inch Rope.

VANDERVOORT HARDWARE CO.
LANSING, MICH.

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.

Congress Automobile Tires

Are Strong Constructed of Up River fine Para Rubber, Cushion Stock.

The Breaker Strip is made of Sea Island Cotton.
The Tread is massive, efficient and a very good Non-Skid.

The Bead is well built and extra strong.

Distributors

SHERWOOD HALL CO., LTD.
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REYNOLDS

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

SHINGLES

Reduces Fire Insurance Rates

Will Not Ignite from Flying Sparks or Brands

Sold by
All Lumber Dealers

H. M. Reynolds Asphalt Shingle Co.
"Originators of the Asphalt Shingle"
Grand Rapids, Mich.

Established 1862

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Manufacturers and Jobbers

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Wholesale Hardware

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

Grand Rapids, Mich.



"The End of Fire Waste"

COMPLETE APPROVED

Automatic Sprinkler Systems

Installed by

Phoenix Sprinkler & Heating Co.

Grand Rapids, Mich.
115 Campau Ave.

Estimates Free Detroit, Mich.
909 Hammond Bldg.

satisfaction and help you to make more sales. Then, tell people about the lines you handle. Newspaper space, circulars, display and personal solicitation are all factors in getting out after the business.

In November, the dealer is well advised to make a good start with his winter lines. Get people thinking ahead of the season, and when goods are actually timely they will start to move rapidly. In the latter part of November, skates, hockey sticks, sleighs and similar lines can be shown. These appeal to the lovers of out of doors. On the other hand, there will be an insistent demand for winter comforts. If you handle electrical appliances, these can be shown to advantage. A reading lamp is a very attractive article to display as the long evenings draw on. Then, too, curtain rods, ash sifters, coal scuttles and kindred lines fit in very nicely.

A "Cosy Evening" display will be good. Fit up a dummy mantel and grate at one end of your window. Work in a table and an easy chair. On the table put a reading lamp and a coffee percolator. Curtains, screens and cushions can be added to give the room an air of cosy comfort. A red light in the grate, and the lighting of the reading lamp, will add the finishing touches.

Oil, gasoline and spirit heaters can be advantageously pushed. There is often in a house a room that requires in real cold weather a little extra bit of heat to make it comfortable. Here's where the oil stove should fit in. More of these devices could be sold if hardware dealers realized and took full advantage of their opportunities.

In November the retailer will do well to push his collections. As a matter of fact, the modern retailer watches his credit customers very closely from month to month. Now, however, is the time to put a special push into your efforts. Many retailers don't realize that quite often an unpaid account at their store will help to drive customers elsewhere. It's a curious twist of psychology, but a lot of people, having run up accounts, will take their cash business elsewhere. Offhand, I can't tell why they do it. Get the outstanding accounts settled up, and make sure of your share of Christmas business.

Christmas goods should be bought early. There's nothing so stimulating to early Christmas buying as an appealing display of Christmas goods right after Thanksgiving. Indeed, some dealers are now putting on preliminary holiday displays as early as November 10. They say it pays, and I don't doubt them.

With the holiday season coming next month, it will pay you to look ahead; to plan the details of your campaign well in advance; to look about for the extra help you need; to outline on paper your Christmas advertising and displays. All this preparation will save work and worry in the rush season, when you have no time to spare for such things. A Christmas programme mapped out in November will help you to secure more Christmas business, and to handle it with greater facility.

William Edward Park.

Dame Fashion's Tips to the Motorist.

Sleeveless sweaters, or slip-ons, sometimes called "middy sweaters," are greatly favored for motoring. They keep the body warm, get rid of the extra sleeve bulk and look very smart when the loose coat is unbuttoned. They come in all of the silk, fiber and wool weaves in popular colors. One most attractive sweater is the slip-on model, but with sleeves, is a hand-knitted Shetland model in royal purple, having collar and cuffs of mouse-gray angora wool. The sash is purple, with gray worsted tassels on the ends.

Unusual in appearance, even in this season of odd hats, is a dark tan beaver turban, like those worn by the Austrian soldiers. The pointed crown, folded over envelope fashion, is caught by a beaded military ornament, and the facing of old blue velvet shows just a line under the edge of the close brim. Another odd hat is a helmet turban of old blue velvet embroidered in Arabesque ornaments and the half brim, turned up around the back, is faced with dull gold galloon. Close veils are all that can be worn with these hats on account of their shape.

Following the fad for Japanese materials, one evening coat for limousine wear is made of silver and black brocade in the battle of flowers design. The coat is in one of the complicated loose draped effects with deep collar and cuffs of taupe wolf, and it is lined with shell pink crepe de chine. The fastenings on the front are frogs made of silver and black braid.

One of the latest top coats is made of bottle green Bolivia cloth and it is lined with Nile green crepe de chine. The model is loose, gathered into a deep yoke in the back, and the fulness in the front is absorbed by two deep inverted box pleats. Racoon collar and cuffs finish the trimming and the buttons are of dull silver and green metal.

Another pretty coat is of taupe velour de laine and has a taupe satin lining. The model is gathered into a belt in front and falls in two deep inverted box pleats in the back. There is a band of natural wolf around the bottom, and collar and cuffs of the same fur.

Leather hats in various shapes are chosen for touring wear on account of their durability. As one may buy them in becoming colors they are not as hard and trying to the face as the plain black or patent leather were. One in an Alpine model of old blue leather is simply trimmed with an Indian beaded band, the knot at the left side having two eagle feathers drawn through it.

New Cars at New York Show.

All available exhibition space in Grand Central palace, New York, has been allotted to exhibitors and there is a long waiting list. The exhibition space allotted amounts to 112,000 square feet. Manager Miles is trying to provide space for late applicants and has employed engineers to attempt the addition of space to the palace. This is the first time in the history of the National shows that all of the space has been filled at the

first drawing. Ten makes of cars have been given space on the fourth floor, which in former years was devoted exclusively to accessories. There will be shown ninety-eight makes of cars, and of this number seventeen will make their first appearance, being cars that have come into the market during the past year.

Her Little Game.

"I think she will make a fine wife. I have been calling on her for several months now, and nearly always find her darning one of her father's socks."

"That caught me, too, until I found out that it was the same sock."

HARNESS OUR OWN MAKE

Hand or Machine Made
Out of No. 1 Oak leather. We guarantee them absolutely satisfactory. If your dealer does not handle them, write direct to us.

SHERWOOD HALL CO., LTD.
Ionia Ave. and Louis St. Grand Rapids, Michigan

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

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.

A good business for at least one dealer in each county and particulars and a special proposition if you will Address Box 87,

Oden, Mich.

Use Half as Much

Champion Motor Oil

as of other Oil

GRAND RAPIDS OIL CO.

USED AUTOS

—My Specialty. Largest Stock—

Runabouts \$65-\$350 Touring Cars \$150 and up

Easy Terms

What have you to trade

Dwight's Used Auto Ex. 230 Ionia, N.W.

United Trucks

1½ to 6 ton all worm drive

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

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

The United Motor Truck Company

Grand Rapids, Michigan

FOR GOODNESS SAKE

BUY

Horse Shoe Tires

Wrapped Tread System

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

The Deitz Vapor System

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

5-Minute Vulcanizer

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

A full line of Batteries, Spark Plugs and Accessories

Wholesale Distributors:

Brown & Sehler Co.
Grand Rapids, Mich.

We have an interesting proposition to make to dealers.

NOKARBO MOTOR OIL

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

It will not char or carbonize.

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

WRITE FOR PRICES AND PARTICULARS

The Great Western Oil Co.
Grand Rapids, Michigan



Absolute Necessity of Getting the Price.

The spirit of accommodation is all right in its place, but it amounts to an offence against your house when you take the liberty of displaying it at the firm's expense. It is easy to be generous with other people's resources, unless your character is free from kinks. Price-cutting is character weakness. Did you ever think of it in that light?

What right have you to reduce the price of another's goods purely of your own volition?

No more right than you have to go behind the cashier's desk, put your hand in the money-drawer, and take out the same amount you lop off in a cut price and give to a customer.

Sounds severe, does it not? It is the truth. Truth hurts sometimes, but when it hurts most it does the most good.

You are paid to sell goods at a profit.

The Sheldon definition of salesmanship is the best I have ever heard—"Power to persuade people to purchase at a profit."

Not simply to purchase, but to purchase at a profit.

Your salary is based upon a percentage of your sales, plus traveling expense. When you cut prices, this percentage does not fluctuate with your cuts. It goes on just the same whether you are steady on prices or not. The basis of profit to you remains the same. If your house fixes the percentage on the profits of your sales instead of the actual sales, that is a different proposition. That is the safest and surest remedy for price-cutting; it makes the fiddler dance to his own music.

The house employing many salesmen without a profit-figuring department is like a steam boiler without a safety-valve.

Strange as it may seem, salesmen who have enjoyed the widest liberty in the conduct of their firm's affairs abroad, and whose basis for salary has been changed from net sales to profit on sales, decidedly prefer the latter method. It leaves no gaps in the selling-fence through which the salesman is tempted to wander into by-paths. It is always easier to keep your mind on one object than on a dozen. When that object is the sale of goods at a profit, it is easier of accomplishment with the course positively defined. The man is yet undiscovered who can successfully watch all the attractions going on at once in a five-ring circus.

If, however, your house is still operating on the old plan of percentage on sales, and there is no limit to your latitude (don't put the coat on, now,

unless it fits: this article is intended for that class of salesmen for whom instructions have but little restraining influence), stop for a moment to consider your house. It pays you your salary. It is the head of the business family of which you are a member. True, you could go elsewhere and secure a position—almost any one could. That is the meanest argument you could use. The question is, Have you no filial business regard for the head of your business family?

Why, of course! Down in the inner recesses of your sterner nature you know you have, only you have not stopped to think of it in that light. Show it, then, by quitting the price-cutting habit.

You would not lift your hand against the safety and maintenance of your own father's household, would you? Why do you do it, then, against the home of your business family? When you compare the two cases there is not much difference.

You have some pride, have you not? Well, then, if you don't want to be known to the father and brothers of your business family as a weakling, constantly requiring care and watching, quit that habit of price-cutting. Start in to hold up your end in supporting that family, in place of being a drag on it.

Every time that you take a liberty that you have no business to take, some one suffers for it. When you fail to do your part in keeping up the profits of your house, your brother salesmen have to carry the load you have imposed upon them by your lack of sense of obligation.

The most justifiable kick any salesman ever makes is when another salesman in his house cuts the price, while he remains firm. If you want the privilege of being a "special rights" member of the family, you ought to be willing to pay for it.

My first business venture was the establishment of a house that traveled ten men. Our capital was limited, and we could not afford to make many mistakes. But in our desire to get a foothold, we allowed our salesmen a considerable degree of latitude the first two or three years. Finally we were obliged to call a halt. The cutting of prices was ruining our business. We took the men aside one day and explained matters, asking their support in refusing to cut prices any longer. Our best men stopped the practice at once, but there were three or four weaklings on the staff, who thought the request was a joke, and to correct these it became necessary to make a positive rule that all salesmen cutting prices would be charged with the difference.

The rule worked splendidly, and our sales increased. All but one man fell into line. He was the tail-ender on the force, and a little, nervous, over-anxious fellow, as methodical as an eight-day clock about everything except getting the price. That worried him.

Two days after the new rule went into effect he sent an order in with several cut prices. On the face of it, there was no earthly reason for his action, as the quantities were all small and the prices shaved just a little all down the line. These cuts amounted to eight dollars in all. We immediately authorized the cashier to debit his personal account with that amount and to deduct it from his next paycheck.

When our star cutter received his check minus the eight dollars, he got very mad and came in from a nearby town to tell us so. As soon as he arrived we told him to save his breath; that we knew what he had come in to tell us; that our profits were involved, not his, and we would do the talking.

In language that he managed to comprehend at last, he was informed that the rule would stand—the eight dollars that he had taken from us and donated to his customer would not be refunded; that we would add to it the amount of his railroad fare from the town he had run in from and back to the next one; that he would be docked for the time lost while in the house and en route; that it was costing him money every minute he remained; and if there was any doubt left in his mind that we meant business, and he still wanted to deliver himself of that kick he had brought in with him, that we would accept his resignation then and there and put a man in his place from among the dozen young fellows in the store who were waiting and anxious to fill it, and who would obey instructions.

That settled it with him. He turned red in the face, a lump came up in his throat, he swallowed it along with his conceit and with whatever it was he had come in to tell us, reached for his hat, picked up his grip, set it down, and extended his hand, simply saying, "Thank you. I can get the price," and was gone. We never had any more trouble with him, and he did not lose his trade either.

Walter D. Moody.

Copyrighted 1907.

NEW

MERTENS

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

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

Grand Rapids
Fire Proof

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.

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.

The Hotel Geib

Eaton Rapids, Mich.

L. F. GEIB, Propr.

AMERICAN PLAN

Artesian Water Steam Heat

\$2 Per Day

Sample Room in Connection

OUR POLICY IS, THE SUBSCRIBER BE PLEASED



The 15,321 Telephones in the Grand Rapids Exchange, an increase of approximately 1,000 each year, without direct solicitation, proves our policy a good one,

CALL CONTRACT DEPT. 4416.

Citizens Telephone Company

Pickings Picked Up in the Windy City.

Chicago, Nov. 6.—Thomas C. Dennehy has purchased from Frederick R. Barnheisel, the land and ten-story building at 616 to 622 Michigan avenue, 80 x 172 feet, 80 feet north of the Blackstone Hotel, for a consideration understood to be \$1,300,000. This is the largest sale of the year. The ground belonged to the estate of the late Hetty H. R. Green and was leased by her to John D. Murphy for ninety-nine years from April 1, 1912, at an annual rental of \$15,000 for the first five years, \$20,000 for the second five years, \$28,000 for the succeeding thirty-nine years and \$35,000 for the remainder of the term. This lease was subsequently sold by Mr. Murphy to Mr. Barnheisel for \$105,000 and he erected the present building. The lease provided that should Mrs. Green at any time receive a bona fide offer for the purchase of the fee she should first submit the property and the offer to the lessee and give him the privilege of buying it within thirty days at the same price and upon the same terms and conditions.

Recently the estate of Mrs. Green received an offer of \$665,000 for the fee in the land and accordingly notified Mr. Barnheisel and it is under this right that Mr. Dennehy secures title to the land. Deeds from Mrs. Green's estate to Mr. Barnheisel and from the latter to Mr. Dennehy were passed to-day. The contract of purchase provides that Mr. Dennehy may take over the lease and building on the land within thirty days from date.

The building is a ten-story structure, is sufficiently substantial to carry six additional stories. The facade is very ornate and it is altogether a very attractive structure. It is said that the building is about 85 per cent. rented and pays under the present rentals considerably over 6 per cent. net on the purchase price and when fully rented will yield a very handsome return on the investment.

The Grant Park frontage of Michigan avenue—a little over a mile in extent from Randolph to Twelfth streets—is already established as one of the most attractive thoroughfares in the world. This is due to the park, the view of Lake Michigan, and the many beautiful and attractive improvements which line it. Many competent judges of real estate values predict for this frontage the highest prices of any street in this city. It is the face of Chicago to strangers. The widening of Twelfth street, now in progress, the erection of the Field Museum now under way, the proposed Union Station at Twelfth street and the lake, which will be as handsome as any railroad station in the world, will, in the opinion of experts result in extremely high prices for frontage in this vicinity.

The widening and improvement of Michigan avenue northward to connect with the Lake Shore Drive, legal proceedings to provide for which are now in progress, will mean that Michigan avenue not only in the opinion of the Chicago Plan Commission, but of many people of wide vision, will then carry the heaviest traffic of any street in the world.

The growth of the telephone business is such that the Western Electric Company is about to construct a building to contain 300,000 square feet of floor space, comprising an addition to the telephone apparatus shop at Hawthorne. The contract for the masonry has just been awarded to James Shedden & Co. It may be defined either as four new buildings, or one structure five stories high, 1,100 feet long and sixty feet wide. The buildings will be of steel and brick with structural floor arches and will be entirely fireproof. The sash will be of steel to give the maximum of light. Excavating is now being commenced with a view to its completion July 1. The cost of the building will be \$700,000. The company now has at

Hawthorne sixty-eight buildings of the most modern and substantial type of construction.

As the time draws near to election in the city of Chicago it looks very much as though it would take the whole police department as well as special sworn-in deputy sheriffs to keep peace in the family. Each side seems to think the other side is going to be crooked.

The most freakish political advertisements have been parading around the loop of late. This goes to show that Chicago is an over grown village.

The high cost of living has now gotten into men's clothing, hitting such wearing apparel as shirts, neckties, socks, collars, underwear, suits of clothes, overcoats and shoes. All of the above have advanced in price from 15 to 50 per cent.

It is planned by the city government to make Chicago the best lighted city in the world. To carry this out it will take an appropriation of about \$2,226,100. It is planned in building this lighting system to so arrange the poles that they will be unclimbable by children. The reason for this is that there are a great number of children who lose their lives during the year, climbing electric light and telephone poles.

Cupid is making gains. In Cook county during October the gain was 320 over one year ago October. The total number of marriage licenses issued last month was 3,203.

Automobile licenses issued in Illinois since January 1, 250,000.

Anyone venturing out of the house in Chicago last Saturday would imagine he was on the Mexican border trying to defend himself from aggressive Mexicans. The reason for this was that there were ten different societies selling tags on the street, all at the same time, so that a person, if inclined to be generous, had a different star or badge hanging to each button. The writer is in favor of charity, but charity of this kind and collected in this way where it becomes a nuisance, is out of place and there should be a stop put to it. Again, it is possible, owing to loose business condition, for some people inclined to be crooked to get in on a little of this easy money.

One of Chicago's visitors last week was G. J. Johnson of the G. J. Johnson Cigar Co., Grand Rapids. Mr. Johnson, after spending a few hours in Chicago, left for Cincinnati, returning to Grand Rapids some time Tuesday, Nov. 2. Charles W. Reattoir.

Hopes to Round Out Fifty Years.

Grand Rapids, Nov. 6.—I have read with a great deal of interest every page of your thirty-third anniversary edition of the Tradesman—interesting reading, every article, I cannot file this issue for preservation without extending to you my congratulations on your thirty-three years of merited success, also my sincere wish that you may be permitted to realize the wish expressed on the editorial page, that you may round out fifty years of publication of your excellent paper.

Incidentally, I remember well when the Tradesman was established. I was a small lad working in a grocery store up in the Northern Michigan woods at the time. The next year I began my life work in the telephone business, so perhaps we may close our business careers not so very far apart, for I, too, hope to make it fifty years before I balance the book.

Charles E. Wilde.

V. H. McKee has purchased the grocery stock of J. & W. Cooling, at 109 Gold street. Mr. McKee comes from Homer with the reputation of being a first-class grocer. He took possession Nov. 1.

Josh Billings says, "It's better to know nothin' at all than so much that ain't so."

TREES.

Written for the Tradesman.

Not simply things of growing wood.
But it seems they understood
What to do, and how to grow,
They beautify the whole world so.
Trees are more than what they seem.

In the forest's coolest shade
Where the soil from leaves is made
From their mold timid orchids grow
Which make the world wonder so.
Trees do more than what they seem.

In our orchard growing fair
Are many kinds of fruit most rare,
There we in summer love to go,
They satisfy this old world so.
Trees give more than what they seem.

When their branches toward the sky
Nest tiny birds until they fly
Making homes for squirrels, too,
Sheltering the wild world so.
Trees mean more than what they seem.

When at night I lay my head
'Neath the pine trees—quieted,
By their song, as winds raging blow
My tired world a debt does owe.
Trees bring more than what they seem.

When they their course have run,
No longer grow with summer's sun
They give themselves for fireside glow
Bring the cold world comfort so.
Trees yield more than what they seem.
Charles A. Heath.

Half Century Not Long Enough.

Thirty-three years ago, E. A. Stowe launched the Michigan Tradesman in Grand Rapids. For the first issue he was editor, business manager, circulation manager, and compositor. The Michigan Tradesman in those days consisted of a small sheet, little more pretentious than a handbill. It was mailed gratis to a select list of business men whom the editor believed would be interested. Not until he had demonstrated that his paper had a real value did he put a price on it. From that day, some six months after its birth, all subscriptions have been paid and they now total some 10,000 subscribers. Last week's copy of the Tradesman consisted of 100 pages, including specially written articles by leading men of Grand Rapids in various forms of business activity. It was probably the finest issue of the magazine turned out in the third of a century during which Mr. Stowe has occupied the editorial chair.

Michigan Tradesman wields a compelling influence on its readers. Probably half of them are known personally to the editor. They know him to be eminently fair and just, but nevertheless the arch enemy of tyranny in any form, the champion of mercantile, commercial and individual freedom and the relentless prosecutor of cheats and frauds. From the first he took a stand against booze. "The temperance question has invariably been discussed solely from a business standpoint," as he says, "on the theory that liquor drinking and business are incompatible and that the sooner all forms of liquor drinking are abolished the better it will be for all concerned."

Every reader of the Tradesman will sincerely pray that Editor Stowe may see his dearest wish gratified. That he may round out a full half century in the service of the merchants of the Middle West. But if he lives to see that day, they probably will disagree with him that the time, even then has arrived for him to retire.—Ludington News.

Recent Changes in Michigan Banks.

Detroit—Directors of the National Bank of Commerce at their meeting Monday authorized the transfer of \$250,000 from undivided profits to surplus account. This addition gives

the bank surplus of \$750,000, with capital stock of \$1,000,000, and is understood to leave approximately \$150,000 in undivided profits.

Grand Ledge—The new quarters of the Grand Ledge State Bank are now occupied, the transfer being made by the staff, last week. The mahogany wood work, the decorations and the lighting system present a handsome appearance.

Benton Harbor—The long contested case of the City vs The Benton Harbor State Bank, in which the Bank was charged with violating a city ordinance by posting advertising in ink on the entire side walk links of the city, culminated in an acquittal. Cashier M. P. Resch was his own lawyer. His defense was that he had taken precautions to get the permit from two former city attorneys who were called to the stand, and from the Mayor, D. B. Sutherland, a stockholder in the Bank.

Alma—Ray Tomlin, book-keeper with the First State Bank of Alma, resigned his position several days ago to accept a position tendered him by the Republic Motor Truck Co. and he is now at work in the offices of that corporation.

Up Against the Real Thing.

Old Reed City residents will be interested in the last issue of the Michigan Tradesman, which is published by E. A. Stowe, a former resident of this place.

The issue in question was known as the third of a century edition and surpassed anything in a trade journal ever attempted in Michigan. It contained 100 pages which are not only teeming with the trade news of the day, but contained a large number of "write-ups" which are of interest to all.

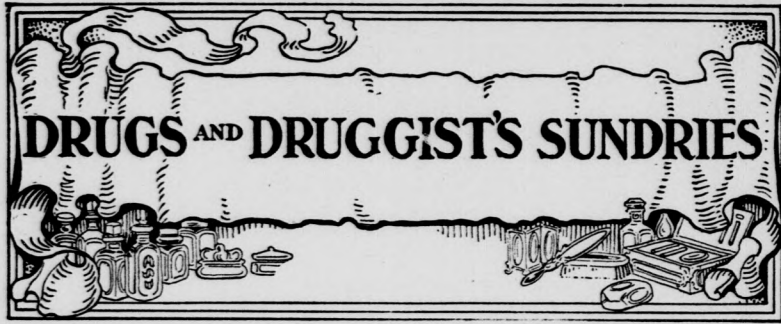
Mr. Stowe has the distinction of having the only trade journal in the world which has been published thirty-three consecutive years without change of ownership, editorship or business management. When he started the publication he could buy the paper for it for a song, so to speak, but to-day he is up against the real thing. For instance, two years ago he could buy a carload of paper for \$2,100, while now he has to pay \$6,600 for the same thing. This is why he makes an announcement of the subscription price increase from \$1 to \$2.—Reed City Herald-Clarion.

None Other Like It.

The Michigan Tradesman has rounded out a third of a century under the management of its able and distinguished editor, E. A. Stowe. The issue embraced 100 pages. There is no other trade paper in the world with such a record. Mr. Stowe's personal ambition is to be at the helm for seventeen years more, making it an even fifty years. Here's hoping his life will be spared to do it.—Otsego Union.

The retailer who handles unknown or unfavorably known products is handicapping his store both in immediate sales and in prestige in the community.

Promises in politics are just like doughnuts; when the outside is off, the hole is gone.



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. Steketeer, 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.

Business in drugs and chemicals showed the usual week-end shrinkage on Saturday and the market had a quieter appearance. A number of changes were reported in prices. The opium situation lacks new features, the market being firm at the advance previously noted. Salicylic acid, methyl salicylate and sodium salicylate are lower in second hands owing to an absence of demand of importance and keener competition among holders. Powdered licorice extract and powdered guarana are higher on a decrease in supplies. The essential oils are well maintained as a rule, but citronella and rose are available at lower prices. Higher prices are demanded for Valencia saffron flowers, gum arabic and rose leaves. Tinnevely senna leaves are easier, influenced by an increase in supplies. Gentian root is shaded. Among the seeds caraway and flax are higher, while celery is easier. A further advance occurred in permanganate of potash and powdered salamiac. Cochineal is obtainable at concessions. Shellac is again reported higher in Calcutta and the market here is stronger.

No new features have developed in the opium situation. The enquiry from consumers continues light, but the market retains a firm tone and previous prices remain in effect. Gum is quoted by leading importers at \$12 per pound and powdered and granular at \$13.

Powdered licorice extract is in small supply and prices have been advanced to 45@50c per pound.

Grains of Paradise are scarce and a sale was reported at \$1.65 per pound, showing a further advance.

Caramel color has been advanced 10c a gallon by manufacturers.

Powdered guarana is stronger owing to a decrease in supplies and prices have been advanced to \$1.40@1.50 per pound.

Insect powder has been revised downward to 30@43c per pound for No. 1.

Menthol continues quiet and easy at \$3@3.10 per pound.

Interesting Compilation of Color Tests.

Some years ago the writer made a compilation of color tests of thirty-five alkaloids and eighteen other organic compounds. In doing so it soon became evident that authorities differed widely in the statement of the color produced by a given reagent on a given compound. Recently I have been checking over these tests and have come to the conclusion that the following conditions will account for the variation.

1. There is a great difference in eyesight and in the power to distinguish colors and shades of colors. What looks like a certain color to one person will resemble another color to a different observer. This defect in some people amounts almost if not entirely to color blindness.

2. There is no recognized standard adopted by chemists with which to compare colors. A certain color can be called a violet-red or a red-violet and both be correct. It is difficult to distinguish the shades, for instance, as they pass from yellow through orange to brown, and it is still more difficult to describe them so that another person will catch them. It is to be regretted that there seems to be no convenient standard available for small laboratories so that one writer in describing a color could call it by the name and number of the standard color with which it agrees. The only book of which the writer knows gives about 4,000 shades and costs \$8. A few charts with perhaps 100 to 200 colors would be of great use, provided the colors could be made permanent.

3. The impurities occurring in alkaloids and other compounds will account for some variation. Principles as obtained from drugs and preparations in analytical work are frequently contaminated with foreign matter or are mixtures of several principles, as in case of *sabadilla* or *pomegranate* alkaloids. These impurities may modify the color, entirely cover it up, or destroy it. In some cases, as with *digitalis* glucosides or *aconite* alkaloids, manufacturers put up different compounds under identical names. Moreover, some chemicals change on keeping and give different results, as *apomorphine* and *apocodeine*.

4. Reagents sometimes have impurities in them which modify the colors, as iron or nitric acid in sulphuric acid.

5. Several reagents are made up with sulphuric acid as the solvent. Sulphuric acid being so hygroscopic, it will contain variable amounts of water. If the container of such a reagent is opened frequently for a week, enough water may be absorbed so that no color is obtained when there should be one. Reagents, like *Froehde's* formaldehyde in sulphuric acid, or ammonium selenite in sulphuric acid, should be made up frequently.

6. The variation in strength of reagents may give different results. Some workers in making up *Froehde's* reagent use 0.05 Gm., others 0.1 Gm. up as high as 1.0 Gm. for every 10 Cc. of sulphuric acid.

7. The actual amount taken of the compound being tested, the amount of the reagent applied, and the proportion of reagent to the compound in certain cases cause a variation. Occasionally where the weight of the compound is directed, it is so much larger than it is possible to get in commercial analysis, the test is of but little value.

8. The order of mixing, whether the reagent is added to the compound or the compound to the reagent, which is in excess, may cause some variation.

9. On adding a reagent the color produced may be permanent, or it may change slowly, requiring several minutes or even hours, or it may change very rapidly. The amount of substance being tested will often cause a variation in the time required for the change. Different workers may catch these colors at different stages of change. In analytical work it is impossible to use the same amount of substance each time or as the original test called for.

10. Some tests require the application of heat. The degree of heat and the rapidity with which it is applied in some cases causes a variation.

Since we must depend so largely on color tests for the identification of alkaloids and some other organic compounds, it is unfortunate that so many factors must be considered. To eliminate those as far as possible I would suggest to those who report results from color reagents: That they test the reagents used; that they state the strength of the reagent; that the reagent be added to the compound being tested, or if any other order be followed, it be so stated; that the amount of substance being tested be small, approximating what might be expected in making an analytical examination; that the amount of reagent added be one or two drops from a small stirring rod or dropper, unless otherwise stated; that if heat is to be used, the mixture of substance and reagent be placed on a bath in which the water is already boiling; that the name of the manufacturer of the alkaloid be given, where there is any doubt as to its purity.

E. A. Ruddiman, Ph.C., M.D.

Opportunity of a Lifetime

To buy a long-established, steady, nearly cash business, comprising stock of Drugs, Books, Stationery, Wall Paper and Photo Supplies, including A. D. S. Agency stock, in a room 24 x 100 feet in dimensions, well lighted, with fine basement. Central location on main street. An unusual opportunity for druggist or doctor to increase an already good business.

Stock and fixtures will inventory about \$8,000. Will sell at inventory less discount for cash or part cash and bankable paper.

George D. Van Vranken
 Cadillac, Mich.

THE
Keeley
 Treatment

Don't Despise the Drinking Man - Help Him

Don't kick a man because he is drunk. Help him. Surely every man is worth saving. Drop us a line and let us tell you how we can aid him. Address The Keeley Institute, 733-35 Ottawa Ave., N. W., Grand Rapids, Mich.

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

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

Stock Feeding Stuffs Analyzed and Described.

From Pennsylvania comes a State report which is of notable value and interest to feeders of horses, cattle, hogs and poultry, and to the manufacturers of stock feeding stuffs. It is a volume of 275 pages, made up, for much the greater part, of tables which show the constituent elements of samples examined. No less than 778 proprietary and miscellaneous mixed feeds are reported on, with every detail necessary for a complete understanding of the nature and value of the commodity. The bulletin covers a year's work of Chief Chemist James W. Kellogg and his assistants, and the results are commendable from every point of view. It is doubtful if the edition printed is large enough to sup-

ply the host of breeders and producers of feeding stuffs who should possess the book, and an early application is suggested. The volume is entitled Bulletin No. 280, Feeding Stuffs Report, 1915.

Rambling Route of the Bee.

According to a well known apiarist if a bee finds a suitable patch of flowers by following a ziz-zag course of exploration, it will seek it again by the same devious route, and not in a straight line from the next. Thus he found that certain bees coming to visit a hollyhock in his garden always came over the wall some twenty-five yards to one side of the flower instead of directly opposite. They were following the devious route by which they had first found the flower.

WHOLESALE DRUG PRICE CURRENT

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

Acids	Boric (Powd.) .. 17@ 25	Boric (Xtal) .. 17@ 25	Carbolic .. 72@ 76	Citric .. 81@ 85	Muriatic .. 2 1/2@ 3	Nitric .. 7 1/2@ 10	Oxalic .. 80@ 90	Sulphuric .. 2 1/2@ 3	Tartaric .. 82@ 85
Ammonia	Water, 26 deg. .. 8 @ 12	Water, 18 deg. .. 5 1/2@ 9	Water, 14 deg. .. 4 1/2@ 8	Carbonate .. 14 @ 16	Chloride .. 16 @ 35				
Balsams	Copaiba .. 1 00@1 40	Fir (Canada) .. 1 25@1 50	Fir (Oregon) .. 40@ 50	Peru .. 4 50@4 75	Tolu .. 60@ 80				
Berries	Cubeb .. 70 @ 75	Fish .. 15 @ 20	Juniper .. 8 @ 15	Prickley Ash .. @ 30					
Barks	Cassia (ordinary) 25@ 30	Cassia (Saigon) 90@1 00	Elm (powd. 35c) 30@ 35	Sassafras (pow. 35c) @ 30	Soap Cut (powd.) 35c .. 23@ 25				
Extracts	Licorice .. 38@ 40	Licorice powdered 50@ 55							
Flowers	Arnica .. 1 20@1 40	Chamomile (Ger.) 80@ 85	Chamomile (Rom) 55@ 60						
Gums	Acacia, 1st .. 50@ 60	Acacia, 2nd .. 45@ 50	Acacia, 3rd .. 45@ 50	Acacia, Sorts .. 25@ 30	Acacia, powdered 40@ 50	Aloes (Barb. Pow) 30@ 40	Aloes (Cape Pow) 20@ 25	Aloes (Soc. Pow.) 40@ 50	Asafoetida .. 1 00@1 10
Asafoetida, Powd.	Pure .. 1 15@1 25	U. S. P. Powd. 1 30@1 50	Camphor .. 95@ 98	Guaiaac .. 40@ 45	Guaiaac, powdered 50@ 55	Kino .. 70@ 75	Kino, powdered .. 75@ 80	Myrrh .. @ 40	Myrrh, powdered @ 50
Opium	Opium .. 13 75@14 00	Opium, powd. 15 00@15 20	Opium, gran. 15 00@15 20	Shellac .. 45@ 50	Shellac, Bleached 45@ 50				
Tragacanth	No. 1 .. @ 3 50	Tragacanth powder 2 25	Turpentine .. 10@ 15						
Leaves	Buchu .. 1 75@1 85	Buchu, powdered 1 85@2 00	Sage, bulk .. 67@ 70	Sage, 1/2 loose .. 72@ 78	Sage, powdered .. 55@ 60	Senna, Alex .. 70@ 75	Senna, Tinn. .. 42@ 50	Senna, Tinn. pow. 50@ 55	Uva Ursi .. 18@ 20
Oils	Almonds, Bitter, true .. 15 00@15 25	Almonds, Bitter, artificial .. 7 00@7 25	Almonds, Sweet, true .. 1 25@1 50	Almonds, Sweet, imitation .. 65@ 75	Amber, crude .. 2 00@2 20	Amber, rectified 3 00@3 20	Anise .. 2 00@2 25	Bergamont .. 8 00@8 20	Cajeput .. 1 35@1 60
Almonds, Sweet	Castor .. 1 40@1 55	Cedar Leaf .. 1 25@1 40	Citronella .. 90@1 20	Cloves .. 1 85@2 00	Cocoonut .. 20@ 25	Cod Liver .. 5 90@6 00	Cotton Seed .. 1 30@1 40	Croton .. 1 50@1 80	Cupbebs .. 4 25@4 50
Eigeron	Eigeron .. 1 75@2 00	Eucalyptus .. 1 00@1 25	Hemlock, pure .. @ 1 00	Juniper Berries 10 50@10 75	Juniper Wood .. 2 00@2 20	Lard, extra .. 95@1 05	Lard, No. 1 .. 85@ 95	Lavender Flow. 5 00@5 20	Lavender, Gar'n 1 25@1 40
Lemon	Lemon .. 2 00@2 25	Linseed, boiled bbl. @ 93	Linseed, bld. less 98@1 03	Linseed, raw, bbl. @ 92	Linseed, raw, less 97@1 02				
Mustard, true, oz.	Mustard, true, oz. @ 1 80	Mustard, artifl. oz. @ 1 65	Neatsfoot .. 85@ 95	Olive, pure .. 2 50@3 50	Olive, Malaga, yellow .. 1 60@1 75	Olive, Malaga, green .. 1 60@1 75	Orange, Sweet .. 4 00@4 20	Origanum, pure .. @ 2 50	Origanum, com'l .. @ 75
Pennyroyal	Pennyroyal .. 2 25@2 50	Peppermint .. 3 25@3 50	Rose, pure .. 18 00@20 00	Rosemary Flows 1 50@1 75	Sandalwood, E. .. 11 50@11 75	Sassafras, tru .. 1 25@1 45	Sassafras, artifl' .. 50@ 60	Spearmint .. 2 75@3 00	Sperm .. 95@1 05
Tansy	Tansy .. 3 50@3 75	Tar, USP .. 30@ 40	Turpentine, bbls. @ 53	Turpentine, less 58@ 63	Wintergreen, tr. 5 50@5 75	Wintergreen, sweet birch .. 4 00@4 25	Wintergreen, art 2 15@2 30	Wormseed .. 3 50@4 00	Wormwood .. 3 75@4 00
Potassium	Bicarbonate .. 1 90@2 00	Bichromate .. 60@ 65	Bromide .. 1 80@2 00	Carbonate .. 1 60@1 75	powdered .. 60@ 65	Chlorate, gran'r .. 80@ 85	Chlorate, xtal or powd. .. 75@ 80	Cyanide .. 50@ 60	Iodide .. 4 30@4 40
Permanagnate	Permanagnate .. 2 60@2 75	Prussiate, yellow @ 1 50	Prussiate, red .. @ 3 50	Sulphate .. @ 1 10					
Roots	Alkanet .. 90@1 00	Blood, powdered 20@ 25	Calamus .. 50@3 50	Elecampane, pwd. 15@ 20	Gentian, powd. 38@ 45	Ginger, African, powdered .. 20@ 25	Ginger, Jamaica 30@ 35	Ginger, Jamaica, powdered .. 30@ 35	Goldenseal pow. 7 50@7 70
Ipecac, powd.	Ipecac, powd. .. 3 25@3 50	Licorice .. 32 1/2@ 35	Licorice, powd. .. 35@ 35	Orris, powdered 30@ 35	Poke, powdered 20@ 25	Rhubarb .. 75@1 00	Rhubarb, powd. 75@1 25	Rosinweed, powd. 25@ 30	Sarsaparilla, Hond. ground .. 55@ 60
Sarsaparilla Mexican	Sarsaparilla Mexican, ground .. 25@ 30	Squills .. 35@ 40	Squills, powdered 40@ 60	Tumeric, powd. 13@ 20	Valerian, powd. 70@ 75				
Seeds	Anise .. 20@ 25	Anise, powdered @ 25	Bird, 1s .. @ 10	Canary .. 8@ 12	Caraway .. 40@ 45	Cardamon .. 1 80@2 00	Celery (Powd. 40) 30@ 35	Coriander .. 10@ 18	Dill .. 25@ 30
Fennell	Fennell .. @ 75	Flax .. 5 1/4@ 10	Flax, ground .. 5 1/4@ 10	Foenugreek, pow. 10@ 15	Hemp .. 8@ 12	Lobelia .. 40@ 50	Mustard, yellow 19@ 25	Mustard, black .. 19@ 25	Mustard, powd. 22@ 30
Poppy	Poppy .. @ 40	Quince .. 1 00@1 25	Rape .. 10@ 15	Sabadilla .. 40@ 50	Sabadilla, powd. .. @ 40	Sunflower .. 7@ 10	Worm American @ 25	Worm Levant .. 1 50@1 75	
Tinctures	Aconite .. @ 75	Aloes .. @ 65	Arnica .. @ 75	Asafoetida .. @ 1 35	Bellaonna .. @ 1 65	Benzoin .. @ 1 00	Benzoin Compo'd .. @ 1 00	Buchu .. @ 1 50	Cantharadles .. @ 1 80
Cardamon	Cardamon .. @ 1 50	Cardamon, Comp. .. @ 2 00	Catechu .. @ 60	Cinchona .. @ 1 05	Colchicum .. @ 75	Cubebs .. @ 1 20	Digitalis .. @ 80	Gentian .. @ 75	Ginger .. @ 90
Guaiac	Guaiac .. @ 1 05	Guaiac, Ammon. .. @ 80	Iodine .. @ 2 00	Iodine, Colorless .. @ 1 00					
Ipecac	Ipecac .. @ 75	Iron, clo. .. @ 60	Kino .. @ 70	Myrrh .. @ 1 05	Nux Vomica .. @ 70	Opium .. @ 3 50	Opium, Capmh. .. @ 90	Opium, Deodorz'd .. @ 2 75	Rhubarb .. @ 70
Paints	Lead, red dry .. 10 @ 10 1/2	Lead, white dry 10 @ 10 1/2	Lead, white oil 10 @ 10 1/2	Ochre, yellow bbl. 1 @ 1 1/4	Ochre, yellow less 2 @ 5	Putty .. 2 1/2@ 5	Red Venet'n bbl. 1 1/4@ 4	Red Venet'n less 1 1/4@ 5	Vermillion, Amer. 25@ 30
Whiting	Whiting, bbl. .. @ 1 45	Whiting, .. @ 2 5	L. H. P. Prep'd. 1 60@1 70						
Insecticides	Arsenic .. 9@ 15	Blue Vitriol, bbl. .. @ 15	Blue Vitriol, less 16@ 25	Bordeaux Mix Pat 8@ 10	Hellebore, White powdered .. 35@ 40	Insect Powder .. 30@ 50	Lead, Arsenate 10 1/2@ 16	Lime and Sulphur Solution, gal. .. 15@ 25	Paris Green .. 37 1/2@ 43
Miscellaneous	Acetanalid .. 85@ 95	Alum .. 9@ 12	Alum, powdered and ground .. 11@ 15	Bismuth, Subnitrate .. 3 80@4 00	Borax xtal or powdered .. 10@ 15	Cantharades po 2 00@12 00	Calomel .. 1 95@2 00	Capsicum .. 30@ 35	Carmine .. 6 50@7 00
Cassia Buds	Cassia Buds .. @ 40	Cloves .. 30@ 35	Chalk Prepared .. 60 3/4	Chalk Precipitated .. 70 1/2	Chloroform .. 55@ 73	Chloral Hydrate .. 92@2 12	Cocaine .. 5 40@5 60	Cocoa Butter .. 60@ 70	Corks, list, less 70%
Copperas	Copperas, bbls. .. @ 2	Copperas, less .. 2 1/2@ 7	Copperas, powd. .. 4@ 10	Corrosive Sublim. 1 85@1 90	Cream Tartar .. 50@ 55	Cuttlebone .. 45@ 50	Dextrine .. 7@ 10	Dover's Powder .. @ 2 50	Emery, all Nos. 6@ 10
Emery, powdered	Emery, powdered 5@ 8	Epsom Salts, bbls. @ 2 1/2	Epsom Salts, less 3@ 7	Ergot .. 1 25@1 50	Ergot, powdered 2 75@3 00	Flake White .. 15@ 20	Formaldehyde lb. 15@ 20	Gelatine .. 1 10@1 15	Glassware, full cases 80%
Glassware, less 70%	Glauber Salts bbl. @ 1 1/4	Glauber Salts less 2@ 5	Glue, brown .. 13@ 18	Glue, brown grd. 12@ 17	Glue, white .. 15@ 25	Glue, white grd. 15@ 30	Glycerine .. 58@ 71	Hops .. 45@ 60	Hops .. 45@ 60
Iodoform	Iodoform .. 6 75@6 94	Lead Acetate .. 20@ 25	Lycopodium .. @ 2 25	Mace .. 85@ 90	Mace, powdered 95@1 00	Menthol .. 4 50@4 75	Morphine .. 7 30@7 55	Nux Vomica .. 20@ 25	Nux Vomica pow. @ 30
Pepper, black	Pepper, black pow. @ 35	Pepper, white .. @ 40	Pitch, Burgundy .. @ 15	Quassia .. 12@ 15	Quinine .. 55@ 65	Rochelle Salts .. 43@ 50	Saccharine oz. .. @ 1 75	Salt Peter .. 37 1/2@ 40	Seidlitz Mixture .. 35@ 40
Soap, green	Soap, green .. 20@ 25	Soap, mott castile 12@ 15	Soap, white castile case .. @ 8 00	Soap, white castile less, per bar .. @ 85	Soda Ash .. 4 1/2@ 10	Soda Bicarbonate 2 1/2@ 6	Soda, Sal .. 1 1/2@ 5	Spirits Camphor @ 75	Sulphur roll .. 2 1/2@ 6
Sulphur Subl.	Sulphur Subl. .. 3@ 7	Tamarinds .. 15@ 20	Tartar Emetic .. @ 80	Turpentine Ven. 50@3 50	Vanilla Ex. pure 1 00@1 50	Witch Hazel .. 65@1 00	Zinc Sulphate .. 10@ 15		

AVOID DELAY AND DISAPPOINTMENT

GET YOUR ORDERS IN NOW FOR



LOWNEY'S CHOCOLATES

PUTNAM FACTORY Grand Rapids, Michigan
Distributors for Western Michigan

Holiday Goods

AND

Staple Sundries

Now on display in our sundry room, viz:

White Ivory Goods

Leather Goods in Gents' Sets

Hand Bags, Writing Sets,
Collar Bags, etc., Toilet, Manicure and
Military Sets

Smoker's Articles, General Novelties

Cut Glass

Stationery, Books, Bibles, Games

Hazeltine & Perkins Drug Co.

Wholesale Druggists Grand Rapids, Michigan

GROCERY PRICE CURRENT

3

4

5

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

ADVANCED

- Canned Blackberries
Cove Oysters
Sardines
Cheese
Krinkle Corn Flakes
Jelly

ADVANCED

- Green Peas
Potted Meats
Kingsford Starch
Dairy Salt
Yankee Girl Scrap

Index to Markets

By Columns

Table listing various grocery items and their prices, including Ammonia, Axle Grease, Baked Beans, etc.

Table listing various grocery items and their prices, including Ammonia, Axle Grease, Baked Beans, etc.

Table listing various grocery items and their prices, including Cheating Gum, Chocolate, Clothes Line, Cocoa, etc.

Table listing various grocery items and their prices, including McLaughlin's XXXX, Confectionery, Mixed Candy, etc.

Table listing various grocery items and their prices, including Peanuts, Crackers, In-er-Seal Trade Mark, etc.

Table with 6 columns: Item Name, Quantity, Price. Includes categories like Sugar, Butter, Soda, Oyster, Specialty, Dried Fruits, Evaporated Milk, Farinaceous Goods, Fishing Tackle, Cotton/Linen Lines, Poles.

Table with 6 columns: Item Name, Quantity, Price. Includes categories like Flavoring Extracts, Flour and Feed, Molasses, Mustard, Pickles, Playing Cards, Provisions, Potash, Herbs, Hides and Pelts, Grain Bags, Wool, Tallow.

Table with 6 columns: Item Name, Quantity, Price. Includes categories like Horse Radish, Ice Cream, Smoked Meats, Jell-O, Assorted Case, Mapleine, Mince Meat, Molasses, Mustard, Olives, Pickles, Playing Cards, Provisions, Potash.

Table with 6 columns: Item Name, Quantity, Price. Includes categories like Mackerel, Lake Herring, Seeds, Shoe Blacking, Snuff, Spices, Canned Meats, Uncolored Butterline, Rice, Rolled Oats, Kingsford, Muzzy, Syrup, Table Sauces, Tea, Scrap.

Table with 6 columns: Item Name, Quantity, Price. Includes categories like Oolong, English Breakfast, Ceylon, Tobacco, Plug, Pure Ground in Bulk, Starch, Muzzy, Syrup, Table Sauces, Tea, Scrap.

Table with 6 columns: Item Name, Quantity, Price. Includes categories like Oolong, English Breakfast, Ceylon, Tobacco, Plug, Pure Ground in Bulk, Starch, Muzzy, Syrup, Table Sauces, Tea, Scrap.

SPECIAL PRICE CURRENT

12

Table with 2 columns: Item Name and Price. Includes categories like Smoking, Cigars, Twine, Vinegar, Wicking, and Woodenware.

13

Table with 2 columns: Item Name and Price. Includes categories like Cigars, Twine, Vinegar, Wicking, and Woodenware.

14

Table with 2 columns: Item Name and Price. Includes categories like Butter Plates, Wire End, Churns, Clothes Pins, Egg Crates and Fillers, Faucets, Mop Sticks, Pails, Toothpicks, Traps, Tub, Washboards, Window Cleaners, Wood Bowls, Wrapping Paper, and Charcoal.

15

YEAST CAKE and TELFER'S COFFEE advertisement with product images and prices.

AXLE GREASE

MICA AXLE GREASE advertisement with product image and prices.

BAKING POWDER

Baking powder advertisement with prices and special deals.

Royal

Royal soap advertisement with product image and prices.

FITZPATRICK BROTHERS' SOAP CHIPS

Fitzpatrick Brothers' Soap Chips advertisement with prices.

The Only Five Cent Cleanser

KITCHEN KLENZER advertisement with product image.

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.

16

White House Coffee advertisement with product image.

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

SALT

MORTON'S SALT advertisement with product image and prices.

SOAP

Lautz Bros.' & Co. soap advertisement with prices.

17

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. 2 50

Proctor & Gamble Co. Lenox, 6 oz. 3 50 Ivory, 10 oz. 4 15 Star, 10 oz. 7 00

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 50

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 1/2c per lb. 300 lbs. 6 1/2c per lb.

CHARCOAL advertisement with prices for various sizes and quantities.

FOOTE & JENKS' Killarney (BRAND REGISTERED) Ginger Ale advertisement with prices and authorized bottlers.

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.

Retail Merchants—Liquidate your large stocks. We can show you how to turn your stock into money. The results you can obtain through "Harper Service" will far exceed your expectations. Based upon fifteen years of experience in conducting special advertising sale campaigns for merchants in almost every state in the Union—our ability and record has stood the test of time. We have converted hundreds of thousands of dollars' worth of merchandise into quick cash. Letters by the score from satisfied merchants everywhere tell of the wonderful results from "Harper Service." You should know more about this service. A letter will bring you the real facts. Simply state size of your stock and write to-day for free information. Our methods must be right and results satisfactory or we could not refer by permission to Chicago wholesale houses, Commercial Agency Book of Ratings and trade papers upon request. C. N. Harper & Co., Inc., 519-520 Westminster Bldg., Chicago, Ill. 599

200 Acres For Sale—Good buildings; three-fourths mile from railroad station. Estate to settle. \$100 per acre. Address James Lower's Sons, La Porte, Ind. 600

For Sale Or Rent—New corner store building in one of the best towns in Southern Michigan. Modern front, fine location, excellent opportunity for dry goods or general store. Wood & Woodruff, Athens, Michigan. 601

For Sale—A stock of goods consisting of general merchandise, doing a good business in a good live town in Central Michigan. Will sell at a bargain. Address No. 602, care Tradesman. 602

Bakery For Sale—Doing about \$2,000 monthly. Two stores, best location in city of 37,000 population. All retail. I am subject to pleurisy and want to go South for my health. This is a golden opportunity for some one. J. W. Baker, 1934 Broadway, Lorain, Ohio. 613

For Sale—Six oak bicycle ladders, 135 feet of track and pole with fixtures to match. All in A1 condition. Throckmorton Boot Shop, Michigan City, Indiana. 603

For Sale—General merchandise store in one of the finest towns in the country. Good farming and resort business. Right on Lake Michigan. \$8,000 stock. Everything in first-class condition. Address John Joseph, Empire, Michigan. 605

For Sale—Machine shop and garage combined. Cement block building 50 x 80 feet. Modern tools, good stock of accessories. Price \$3,800. Reasons for selling. Address C. N. Clauson, Ransom, Kansas. 604

Registered Pharmacist—Let me set you up in business. You find the location, I will furnish the stock. Have small but complete stock which I must sell. Easy terms. Write me. No. 606, care Tradesman. 606

For Sale—Stock of general merchandise in good Northern town. Can reduce stock to suit purchaser as owner has bought half interest in a manufacturing concern and must look after it by April 1, 1917. For further information address No. 607, care Michigan Tradesman. 607

For Sale—Good clothes cleaning and pressing establishment in town of 2,000. Owner wants to retire. Box 59, Holly, Michigan. 608

For Sale—Established hardware and house furnishing business, located on Main street. Invoice with fixtures \$4,500. Reasons for selling, failing health. Address Warner Hardware Company, 134 North Main street, Memphis, Tenn. 609

For Sale—Hubbard oven, dough mixer, Read cake mixer, pans, troughs, racks, everything in bakery. I. Ochsenschlager, Aurora, Illinois. 610

For Sale—New, up-to-date hardware stock in good town of 500 in Northern Michigan. Stock and fixtures will invoice \$4,000. No competition. Good farming community. An excellent chance for anyone wishing to embark in the hardware game. Owner going on farm. Terms cash. No trade. Address No. 611, care Michigan Tradesman. 611

Hardware For Sale—In one of the best towns in Michigan. Clean stock, good location, and very good trade. Very good reasons for selling. Address Box 612, Michigan Tradesman. 612

For Sale—Rexall drug store, \$6,500 stock; everything modern and up-to-date. Doing \$15,000 business in 1915. Will invoice same and take 75 cents on dollar. No trades; cash talks. If you want snap, get busy. Stewart Drug Co., Formoso, Kansas, Jewell County, Main line R. I. R. R. 561

Drug Store Offered—Discount. Sales about \$10,000 year. Gem Drug Co., Hudson, Kansas. 598

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

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

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. 534

The Merchants Auction Co., Baraboo, Wisconsin. The most reliable sales concern for closing out, reducing or stimulation. Write for information. 535

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. 536

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 4 x 11 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

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—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. 338

To Exchange—Nearly new \$365 electric operated National cash register for men's furnishings. Address Furnishings, care Tradesman. 597

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

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 store 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—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—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

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. 447

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

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—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

Safes Opened—W. L. Slocum, 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

Will pay cash for whole or part stocks of merchandise. Louis Levinsohn, Saginaw, Michigan. 767

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 83 M, care Tradesman. 595

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—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

Grand Rapids Safe Co.

Barnhart Bldg.

Bank Safes, Bank Vaults
Safety Deposit Boxes, Time Locks
Fire-Proof Safes, Vault Doors
Burglar-Proof Safes
Burglar-Proof Chests
Jeweler Safes, House Safes
Wall Safes, Expert Work

Only Stock of Safes Carried in
Western Michigan

Largest Line of Safes Carried
in Michigan

Manufacturing Matters.

Ecorse—The Ecorse Foundry & Machine Co. has engaged in business with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and \$10,000 paid in in cash.

Detroit—The Deodora Laboratory Co. has been organized to manufacture disinfectants with an authorized capitalization of \$1,000, all of which has been subscribed and \$300 paid in in cash.

Muskegon—A four-wheel drive for motor vehicles is being perfected by J. W. Lupher, of this city. The invention is designed to be used on all motor-driven vehicles, the power being applied to the front wheels as well as the rear.

Detroit—The L. M. H. Development Co. has been incorporated to build and demonstrate a farm tractor and other machinery with an authorized capital stock of \$30,000, all of which has been subscribed and \$3,000 paid in in cash.

Detroit—The Wolverine Stone Co. has engaged in business to manufacture and deal in stone and other building material with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$5,000 paid in in cash.

Port Huron—Canvas Goods, Incorporated, has engaged in the manufacture of tents and awnings and canvas goods with an authorized capital stock of \$35,000, of which amount \$32,000 has been subscribed and \$4,000 paid in in cash.

Greenville—The Original Manufacturing Co. has been incorporated to manufacture steel, metal, rubber and paper toys with an authorized capital stock of \$2,000, all of which has been subscribed, \$700 paid in in cash and \$1,300 paid in in property.

Ypsilanti—The Ypsilanti Motor Truck Co. has been organized to manufacture auto trucks, bodies and other auto parts with an authorized capitalization of \$50,000, of which amount \$25,000 has been subscribed, \$1,600 paid in in cash and \$5,000 paid in in property.

Detroit—The Detroit Novelty Manufacturing Co. has engaged in business to manufacture motor parts and accessories, motor equipment, hardware and novelties with an authorized capitalization of \$5,000, of which amount \$2,500 has been subscribed and paid in in cash.

Perrinton—The Wolverine Condensed Milk Co. has completed the concrete foundation for an addition to the plant which was built in Perrinton eighteen months ago. This addition will have a floor space of approximately 40,000 square feet, being 140 x 140 feet and two stories high, of brick construction.

Hastings—A Chicago milk condensing company, which wants to erect a plant costing between \$125,000 and \$150,000, is looking for a location along the M. C. R. R., and F. E. Adair, local agent, has received an enquiry as to the suitability of Hastings as a place for this plant. The company would expend \$200,000 for this purpose and no bonus is asked.

Holland—The Holland-St. Louis Sugar Co. had produced 7,000,000 pounds of refined up to Monday of

this week at its three plants at Holland, St. Louis and Decatur. Its total output this season will range somewhere between 26,000,000 and 30,000,000 pounds. Last season it was 36,000,000 pounds. The decrease is due to the reduction of 25 per cent. in the acreage, on account of cold, wet weather early in the season and the long spell of hot weather later in the summer. The beets going to St. Louis are richer in saccharin than last season, ranging from 17.2 to 17.4. The same is true of Decatur. Holland is about the same as last year. On account of the selling price being 1.9c per pound higher than last year, the aggregate volume of business will be up to last year's totals, despite the shortage in raw material.

Grocers Protest Rail Rate Boost.

Michigan wholesale grocers at Chicago, November 20, will give reasons why transcontinental railroads should be denied the proposed increase in rates on foodstuffs shipped from Pacific coast points to Eastern destinations.

The hearing will be conducted by Examining-Attorney Thurtell of the Interstate Commerce Commission. Hearings will be held in other Eastern as well as Western cities.

According to C. C. Ward, Secretary of the Michigan Wholesale Grocers' Association, the proposed increases will meet with vigorous opposition. The proposed rates are approximately 25 per cent. higher for all foodstuffs. Among the proposed increases are, salmon from 60 to 75 cents per 100 pounds; dried fruits, 62½ cents to 85 cents, and canned goods from 90 cents to \$1.10.

SITUATIONS WANTED.

POSITION WANTED—As manager of general store. Twenty years' experience and always made good. My hobby is work, increasing trade and cutting down expense. Am at present employed and I have good reasons for making a change. Have no bad habits, good appearance. Can furnish the best of recommendations. Address No. 614, care Michigan Tradesman. 614

BUSINESS CHANCES.

FOR SALE CHEAP—New improved Putnam's cloth chart. Two ribbon cases, eight-foot show case and coffee mill. George Dunn, Jones, Michigan. 616

For Sale Or Trade For Farm—Grocery and meat market or will sell separately. Doing in neighborhood of \$500 business a week. As expenses are kept down save a nice profit a year. Address No. 615, care Tradesman. 615

\$30,000**Automobile damage cases settled for \$2400**

John Abeare, of Bay County, while driving his automobile in West Bay City had an accident, April 29th, 1916. William McGifford was knocked down and run over and Edward Hauser knocked down and injured; McGifford died about fifteen days later. There was a conflict among the witnesses, and the administratrix of the estate of William McGifford brought suit against John Abeare for \$25,000, and Edward Hauser brought suit for \$5,000. Mr. Abeare was insured in the Citizens' Mutual Automobile Insurance Company, of Howell. The evidence was looked up carefully and attorneys employed to defend the case. What looked like two years of litigation was brought to a close, and a settlement was reached for the sum of \$2,400 to settle both cases. Checks were mailed from Howell under date of October 30th, 1916.

The Car that Stands Still Costs Everybody Money

To Shippers on the Pere Marquette Railroad:

We are doing everything possible to relieve the car shortage. We need your co-operation, in fact, we must have it if we are to be successful in our efforts.

There are too many cars on Pere Marquette teamtracks Many of these cars are now being used as warehouses. Possibly some of you are figuring that the payment of demurrage justifies this. Such, however, is not the fact. We would far rather have the car than the demurrage so that we can get cars to move your neighbor's freight and possibly your own freight when you put in your next order.

One of the principal causes of the coal shortage is the shortage of cars due to the inability of carriers to keep cars moving.

Please do not under any circumstances keep a car under load, or hold it for loading, a single day longer than is imperatively necessary.

Only prompt action on your part will enable us to supply you with cars when you want them.

PAUL H. KING,

OPERATING RECEIVER.