

Song of the Mystic

By Father Ryan

I walk down the Valley of Silence,
Down the dim, voiceless Valley—alone!
And I hear not the fall of a footstep
Around me—save God's and my own!
And the hush of my heart is as holy
As hovers where Angels have flown.

Long ago was I weary of voices
Whose music my heart could not win;
Long ago was I weary of noises
That fretted my soul with their din;
Long ago was I weary of places
Where I met but the Human—and Sin.

I walked in the world with the worldly;
I craved what the world never gave;
And I said: "In the world, each Ideal,
That shines like a star on life's wave,
Is wrecked on the shores of the Real
And sleeps like a dream in a grave."

And still did I pine for the Perfect,
And still found the False with the True;
I sought 'mid the Human for Heaven,
But caught a mere glimpse of its blue;
And I wept when the clouds of the Mortal
Veiled even that glimpse from my view.

And I toiled on, heart-tired of the Human,
And I moaned 'mid the mazes of men
Till I knelt long ago at an altar
And I heard a Voice call me; since then
I walk down the Valley of Silence
That lies far beyond mortal ken.

Do you ask what I found in the Valley?
'Tis my trysting-place with the Divine;
And I fell at the feet of the Holy,
And above me a voice said: "Be Mine!"
And there rose from the depths of my spirit
An echo: "My heart shall be Thine."

Do you ask how I live in the Valley?
I weep and I dream and I pray;
But my tears are as sweet as the dewdrops
That fall on the roses in May,
And my prayer, like a perfume from censers,
Ascendeth to God night and day.

In the hush of the Valley of Silence
I dream all the songs that I sing;
And the music floats down the dim Valley
Till each finds a word for a wing
That to hearts, like the dove of the Deluge,
The message of Peace it may bring.

But far on the deep there are billows
That never shall break on the beach;
And I have heard songs in the Silence
That never shall float into speech;
And I have had dreams in the Valley
Too lofty for language to reach.

And I have seen thoughts in the Valley—
Ah, me! how my spirit was stirred.
And they wear holy veils on their faces—
Their footsteps can scarcely be heard;
They pass through the Valley like Virgins,
Too pure for the touch of a word.

Do you ask me the place of the Valley,
Ye hearts that are harrowed by care?
It lieth afar between mountains,
And God and His Angels are there;
And one is the dark mount of sorrow,
And one the bright mountain of Prayer.

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SNOW BOY WASHING POWDER.

GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

Twenty-Fourth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 5, 1906

Number 1198

GRAND RAPIDS FIRE INSURANCE AGENCY

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UNFAIR DISCRIMINATION.

There is a State law against grand larceny, another one against highway robbery and others against arson, murder, forgery, burglary, and so on—and they are enforced.

There is a State law governing the operation of automobiles—and it is enforced.

There are also State laws prohibiting the opening of saloons on legal holidays and against the leasing of buildings or apartments for purposes of prostitution—and these latter are not enforced.

At least they are not enforced so far as the police department of Grand Rapids is concerned.

All through the respite, the parade and the pleasures of labor day every bar room in Grand Rapids was wide open for business and every official connected with the police department of Grand Rapids was well aware of the fact. And there are, to the certain knowledge of every one of the officials specified, numerous houses of ill fame in our city. They know, each official, that two of our largest and most centrally located business blocks, owned respectively by two of our city's wealthiest widows, are very largely given over to the business of tenants of a temporary character.

Men who peddle spirituous liquors over a bar must make their living in that fashion or go into some other business; so, too, it is with the other class. They must change their calling or remain offenders against the State law and take their chances, as do the bar-keepers.

And, after all, their chances are good in Grand Rapids as compared with the man or woman who owns and operates an automobile.

Who has heard, since the coming of the automobile, of our Board of Police Commissioners assigning one or two cleverly-disguised officers to sneak surreptitiously through the corridors of the two buildings owned by the wealthy widows in an effort to locate apartments having unmarried couples as tenants? Has anyone read recently of any proprietor of a building rented for immoral purposes being haled into court to answer a charge of violation of the State law? Can you recall having heard any of our Police Commissioners, in their indignation over the wiles and abhorrent practices of these women, declare boldly and with great show of patriotism and regard for the welfare of our young men that such occupants of buildings must be punished as a protection to the homes and family relations in our city?

And what about the bar rooms on labor day, Messrs. Police Commissioners? Is it possible that you de-

tailed a couple of unscrupulous sneaks and prowlers to go about in citizens attire and secure evidence that the State law was being violated and that those officers failed to secure such proof?

Of course, there are always difficulty and frequently great embarrassment about securing evidence. It is easy to secure testimony, especially where a witness is personally prejudiced and a cheat; but it has been demonstrated quite recently that testimony is not, invariably, evidence. It would be especially obnoxious to the members of our Police Commission, if, placing confidence in the statements of the sneaks they detailed to do the spy act, they were brought suddenly to a realization of the fact that the woman or the saloon man complained of could not only prove her or his innocence, but could also demonstrate, beyond question, that the complaining witnesses were venting personal pique. It would be embarrassing because the prostitute or the bar-keep, having little to lose through publicity, might bring suit for damages and win them.

But what need is there of discussing these points? The plain facts are that the Police Commissioners, in their direction of our police department, make distinctions—and mightily unfair ones—in the matter of enforcing the laws. Time and again have they caused the arrest of law-abiding citizens on charges of exceeding the speed limit in operating their automobiles, when the evidence to sustain those charges was either maliciously false or entirely insufficient. On the other hand, they have continually and, with full knowledge of the facts, ignored violations of the State laws against prostitution and against keeping open saloons on a legal holiday.

Brace up, gentlemen, and "assume a virtue, if you have it not."

Celluloid is an article that could be put to almost innumerable uses were it not for its explosive qualities, and the invention of a French chemist promises to obviate this difficulty. He makes an ether-alcohol solution of celluloid, to which is added an ether-alcohol solution of perchloride of iron. The two are mixed and upon the evaporation of the solutions a compound having every property of celluloid, and which is not only non-inflammable, but non-combustible, is obtained. Sheet celluloid is already displacing glass in many fields and this discovery bids fair to encourage the tendency.

The best training for the golden streets is cleaning earth's alleys.

The spirit of the father never works separation in the family.

THE ANNUAL OUTRAGE.

Yesterday, to-day and to-morrow upward of 3,000 school children in this city will be required to sell or otherwise dispose of at least 3,000 school books bought at prices ranging from 20 to 75 cents apiece a year ago, and at a loss. And those same children will be required to buy new music books, new geographies, new arithmetics, and so on, at another expense. The esoteric quality of modern pedagogy may have something to do with the situation, but it is beyond question that the commercial characteristics of modern management of school systems are very much more in evidence.

Of course psychology, the science of the conscious self, is the basis of all this tremendous advance in "teaching the young idea how to shoot," but wouldn't it be a pious notion to develop those conscious selves on the School Board and that curious ego yept School Teacher, that too cents still constitute a dollar and that each earned dollar represents labor and effort which should not be maltreated and abused for the sake of fads, fancies and combinations?

The Tradesman is of the opinion, based upon widespread, careful observation, that whether pupils are taught to write Spencerian or Payson, whether the instruction is vertical or slant to right or left, each pupil, upon becoming an adult and self supporting or supposedly so, evolves his or her own individual style of writing, all unrecognizable when tested by the back hand, the angular or acute loops, or the slant or lack of slant shown in the chirography of their school days.

There are national and international geographical societies of long and honorable standing whose monitorship over the geographical changes constantly taking place is sincere and valuable; but the geographies, in all their several grades, which are bought by pupils each year, show no evidence of acquaintance with the revelations made by the geographical societies. Indeed, it is almost impossible to decide definitely whether these books were published last year or ten years ago. School book publishers have a happy faculty of avoiding the use of publication dates—they might annoy school boards and teachers.

Prate and brag as we may, there is a long perspective visible when one looks down the vista which shows at its end approximate perfection in public school systems and management.

A big reputation can be built out of a mighty small character.



A Japanese Trim That Does Credit To Maker.

When Morse's man got up two sections of his big window in a Jap effect he did himself proud. The two parts are fixed just alike, so far as draperies, standards and umbrellas are concerned, but the pieces of pottery are all different and are all differently arranged. Handsome Madras curtaining (in dark shading with lighter colored squares at regular intervals) is gracefully festooned high in the background, drooping low at either side. Two high pedestals are placed at the rear in each section, while at each side of these is a stand or box. The center pedestals each have a long narrow board on top, evidently, and these and the stands or boxes at their sides are covered with a drapery which extends from the right of one section to the left of the other, falling to the floor at each end. The foot of each pedestal shows, but the stands or boxes are completely hidden by the manner in which the challie is arranged, only the shape indicating what they are. The pattern of the challie could not be better for a Japanese window. Its background is black and it is all sprinkled over with gay little parasols, the handles going in every direction. A third are open, a third closed and the remainder half open. The design is discernible a long way off and the printed parasols give a very cute effect. Large lamps and Moriagi vases decorate the stands and pedestals, also Jap paper lamp shades and the funny little dolls of this most interesting part of the globe are hanging by their arms in the vases and lamp chimneys, and many others are just sitting around doing nothing—for all the world just like some of their Melican cousins! Then there are chocolate pots, cups and saucers, salad and nut bowls, plates, trays and these odd little two-piece hair-receivers, with a hole in the cover so as to save raising it. American ladies do not seem to take to these, probably from the fact that the thought of putting combings into china is rather unpleasant; however, these receptacles must be liked by the Oriental island sisters, as these little toilet accessories are always to be discovered in every Japanese department of our stores. There may be a reason for the Japanese ladies' liking for these dresser dishes in that they all pay more attention to keeping their hair immaculately clean than does the average American woman. Forming a part of the enclosure of this Japanese window are two portieres made of colored pieces of bamboo, which tree enters so largely into the manufactured products of this country. These curtains look perishable but with proper care they will last almost a lifetime. Some of those which reach our shores are extremely beautiful, having shells and bright beads intermingled with

the bamboo in such a way as to form a large flower or the branch of a tree or bush. Standing close to such portieres these can not be seen, but go a little distance and the design can be plainly made out. They are appropriate for either inside the house or porch embellishment. The first cost seems considerable, but taking into account their beauty, and above all their durability, they are an economical investment. On a porch, using them in conjunction with big and little Jap jardinières and hanging baskets, a luxurious cozy corner may be realized.

* * *

I am surprised that some of the important local drug stores do not pay more attention to the dressing of their windows. They should present trims at least approaching the dignity and beauty of their frontage.

Monroe Canning Factories Taxed To Utmost.

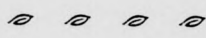
Monroe, Sept. 4—The Monroe Canning & Packing Co. is doing an enormous business in tomatoes nowadays and from the present outlook will do a much larger business than last season. The daily output is from 1,600 to 2,400 cans a day. Employment is given to 125 hands, and it is expected this number will be increased to 150 this week. George Buck, the manager, has experimented with small red beets. They have proven a veritable find, as they keep their shape and color well. The company has also added new and up-to-date machinery. Shipping has already commenced, mostly to Detroit and Chicago.

The greatest activity also prevails at the Floral City Canning Works, where corn, succotash, string and lima beans are put up. Without a doubt this will be its banner year. About Sept. 10 apples and sauerkraut will be prepared by newly installed machinery. The company employs from 100 to 250 hands and sometimes has been kept busy until 2 o'clock in the morning.

Japan Keeps Pledge of Open Door.

The mikado's empire is called a country without beggars, without drunkards, with everybody polite and good natured and doing work of some sort. Nothing is heard or seen of the effect of the recent war. The people do not talk of their late triumphs, but are working quietly to develop their industries and to gain control of the new markets which their soldiers have made for them. A tendency to exclude other nations from the markets does not exist. The uniform and repeated assurance is given readily by Japan's leading statesmen, that the promise of the open door in Corea and Manchuria will be carried out strictly, so far as Japan is concerned. Corea itself gradually is getting under effective Japanese control and administration. The natural resources of Japan itself perhaps are limited, but its people are frugal, intelligent, and energetic, and do not feel the burdens imposed by the war as a heavy weight.

Mail Orders and telephone

orders are for goods the dealer wants in a hurry. We appreciate this, and with our modern plant, complete stock and splendid organization, can guarantee prompt shipment of all orders entrusted to our care. We solicit your special orders as well as the regular ones through the salesman. 

WORDEN GROCER COMPANY

Grand Rapids, Mich.

Coupon Books

are used to place your business on a cash basis and do away with the details of bookkeeping. We can refer you to thousands of merchants who use coupon books and would never do business without them again. We manufacture four kinds of coupon books, selling them all at the same price. We will cheerfully send you samples and full information.



Tradesman Company

Grand Rapids, Mich.

Saved the Best for the Last.

Once upon a time a Great Thinker sat himself down in a restaurant and ordered a porterhouse steak, cut thick and medium done. It was a good restaurant and the steak came to him done to a turn.

"Now, in eating this steak," mused the Great Thinker, "I shall apply myself to the task in all philosophy."

"Recognizing that my keen appetite makes relish, I shall begin with the stringy, pointed end of the piece, which never is much regarded in gastronomy for the reason that it invariably is left to the last."

"Eating this portion, with my hunger only slightly appeased, I shall cut away the sirloin portion above the bone, which, thick and juicy, as it is, should serve still to tickle my palate as if I had not eaten already the least desirable meat in the cut."

"Finally, turning from the sirloin to the tidbit of tenderloin under the bone, I shall have reserved the best of all for the last and finish a meal with unimpaired gusto from the first to the last bite."

The Great Thinker began as he had outlined.

The stringy point of the thick steak was a little tough, but of excellent, flavor, and he ate, logically and appreciatively.

Cutting in on the lower stem of the "T" bone, the Great Thinker extracted the thick portion of the porterhouse which corresponds to the best cut in the sirloin steak. He began at the tougher end of this cut, but halfway up its length he paused

a half minute and glanced around him a little uneasily.

Ten minutes later he laid down his knife and his fork, pushed the dish of potatoes away and sighed.

Two ounces of the sirloin portion of the steak lay on his plate, unfinished, while on the dish the delicate tenderloin clung to the bone, untouched, and the Great Thinker was distressfully full of steak!

"However, it was a Great Economic Principle," said the Great Thinker, as he moved slowly away from the table.

The waiter, who finally ate the tenderloin portion, however, declared to his fellows that the man was a fool.

Hollis W. Field.

The "Advertiseless" Man.

The business man who never advertises is much like the man without a home: no one knows where to find him. He is an advertiseless man, selfish and lonely; the homeless man, morose and melancholy; the one longs for the angel spirit of business to enliven the dreary abode of his self-walled tomb; the other follows his shadow from morn till night in search of peaceful rest; both are playing hopefully with time and waiting for something to turn up to brighten their souls and to enliven their drooping spirits. The advertiseless man has his just reward; the homeless man deserves the pity of the benevolent; the condition of the first is his own making; that of the second came upon him through circumstances beyond his control.

Egg-O-See Out With a New Offer To Grocers.

The Egg-O-See Cereal Company announces upon another page that it will, for a limited time, give one full case of Egg-O-See free on an order for 10 cases, or one-half case free with an order for 5½ cases of Egg-O-See. This offer is open until October 1.

Some time ago this offer was made and thousands of retail grocers took advantage of it. So many of them have asked the Egg-O-See Cereal Company to renew the offer that it has concluded to do so, but for a short time only.

Egg-O-See is, perhaps, the most widely known flaked cereal food on the market. It is the pioneer 10 cent package and forged its way to the front with great rapidity. Its position in the front row has been steady and permanent. To-day there is hardly a grocer in the whole country who does not sell it. An investment in the quantity mentioned in this offer is much like buying any other staple article of food. You "can't lose" on it.

Never for a moment does this company let up on its advertising. Magazines, newspapers, street cars and bill boards keep reminding the public of Egg-O-See, and the grocery trade of the entire country are reaping the benefits.

Poor Stuff To Handle.

Chicago, Sept. 1.—An examination of a bottle of Thompson's wild cherry phosphate was completed by Dr.

Biehn yesterday. It showed that the fluid instead of containing a single drop of wild cherry, was composed of injurious drugs and acids. The drugs are said to have an aphrodisiac effect, especially harmful to young girls and the same as contained in the packets known as "love potions." The "phosphate" is composed of coal tar for coloring purposes, benzoic aldehyde to give the "wild cherry" odor, muriatic acid and water.

Food Inspector Murray sent out two assistants at 5:30 o'clock yesterday afternoon to arrest the officers of the Thompson Phosphate Co., which manufactures the "original hygiea phosphate." The direction gives the location of the concern as 35 River street and its officers as Mrs. Sophia A. Spencer, President, and Lloyd G. Spencer, Secretary. Both Spencers live in Palos Park. The bottle was bought by Mr. Murray at Twenty-second street and Archer avenue.

Curious Ways of Wild Bees.

There are about 5,000 species of the wild bees, all with interesting ways of their own. Among them is a species whose females are veritable amazons and carry more and better weapons than the males. These are the "cuckoo" bees, who deposit their eggs in the nest of others, the progeny of both living peaceably together until maturity, when they separate. Then there is the tailoring bee who cuts leaves with his scissorlike jaws and fits a snug lining of the leaf material into his cave-shaped nest.

Good Storekeeping

When you hand out Royal Baking Powder to a customer

You know that customer will be satisfied with his or her purchase;

You know that your reputation for selling reliable goods is maintained; and

You know that customer will come again to buy Royal Baking Powder and make other purchases.

It is good storekeeping to sell only goods which you know to be reliable and to keep only such goods on your shelves.



Movements of Merchants.

Ludington—A. N. Stowe has purchased the grocery stock of David Gibbs.

Shepherd—Frank Bedtelyou succeeds Cole & Bedtelyou in the drug business.

Ludington—Nelson Johnson has purchased the restaurant heretofore conducted by John Duboise.

Ludington—Jas. Murray has an option on the Butters general stock, at Buttersville, but has not decided as to purchasing.

Ludington—S. A. Shue & Co. have purchased the bazaar stock of Mrs. Wm. D. Young and will continue the business at the same location.

Ionia—Hemens & Smith, dealers in books, stationery and wall paper, have dissolved partnership, S. Hemens continuing the business.

Harbor Springs—Caskey & Graul have sold their grocery and meat stocks to Clark Bros., who will continue the business at the same location.

Portland—A. & D. Friedman, who have been engaged in the clothing and men's furnishing goods business at Belding for the past six years, will remove their stock to this place about Oct. 1.

Hancock—Anton Wendell has retired from the general merchandise firm of Wendell & Schulte. The business will be continued by Anton and Joseph Schulte under the style of Schulte Bros.

Plymouth—The farm produce, coal and wood business formerly conducted by J. D. McLaren & Co. has been merged into a stock company under the style of the J. D. McLaren Co., which has an authorized capital stock of \$30,000, of which amount \$25,000 has been subscribed, \$5,000 being paid in in cash and \$20,000 in property.

Detroit—Sheldon H. Dibble, at one time a prosperous merchant here, was stricken with apoplexy in Eloise last Saturday and expired a short time later. He was 56 years old. Dr. Dibble was a Canadian by birth, but came to this city many years ago. He opened a furniture store at 178 Myrtle street. About eighteen months ago he became the victim of a mild form of mental derangement and was taken to Eloise.

Luther—Geo. E. Osborn and Dr. H. W. Hammond, who have been engaged in the drug business here since the fall of 1882 under the style of Osborn & Hammond, have dissolved partnership, Dr. Hammond retiring to devote his entire time to the practice of medicine. The firm suffered a complete loss of its stock in the fire at this place last week, but business will shortly be resumed in a temporary location by Geo. E. Osborn, pending the construction of a one-story cement building, 24x70 feet in dimensions.

Dowagiac—The grocery store of John A. Jones and Ed Adams, doing

business under the style of John A. Jones & Co., has been closed by the sheriff on a chattel mortgage held by Mrs. Anna M. Bostwick. In January, 1905, creditors became pressing and Mr. Jones asked that a receiver be appointed, which was done. J. J. Ritter acted in that capacity, and in a few weeks had the accounts so well straightened out that he was able to turn the business over to Messrs. Jones and Adams. Since that time it has been supposed that the business was running on a paying basis. There is also another mortgage on the stock of \$180 which runs to a wholesale firm, and is recorded ahead of Mrs. Bostwick's mortgage, which is for \$800. By the terms of the latter mortgage the goods cannot be disposed of until it becomes due next July. What disposition of the stock will be made meanwhile remains to be seen. There are other creditors besides these holding mortgages.

Manufacturing Matters.

Detroit—The capital stock of the Menzies Shoe Co. has been increased from \$40,000 to \$80,000.

Millersburg—J. T. Hamilton is cutting about 4,000,000 feet of lumber in and around that place this season.

Millersburg—R. P. Holihan has bought 10,000,000 feet of hemlock, 100,000 ties and 75,000 poles near the straits in Upper Michigan.

Deward—The sawmill of the Ward estate is cutting to its full capacity and is running day and night. The firm has been scouring the Northern part of the state for men, help being exceptionally scarce.

Lyons—The Herrick Casket Co., which manufactures caskets, has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, all of which has been subscribed and \$8,000 paid in in cash.

Detroit—A corporation has been formed under the style of the Detroit Paste & Chemical Co. to manufacture paste and floor wax. The company has an authorized capital stock of \$10,000, all of which has been subscribed, \$3,000 being paid in in cash and \$7,000 in property.

Petoskey—George W. Benham, T. D. Benham and Norman Reynolds have organized the Petoskey Manufacturing Co. for the manufacture of lath, crating and other small timber products. The mill is located near Oden and will begin operations September 10, using up small timber on Crooked and Pickerel Lakes.

Detroit—A corporation has been formed under the style of the Detroit River Canoe Works for the purpose of manufacturing canoes and other small water craft. The company has an authorized capital stock of \$15,000, of which amount \$8,000 has been subscribed, \$4,000 being paid in in cash and \$4,000 in property.

Cheboygan—F. L. Wilson has been appointed temporary receiver of the Cheboygan Boiler Works, but the shops are still running and it is hoped James McGregor will pull through in a short time, the trouble being caused by too great an expansion of the business before his partner, James Taylor, pulled out and left

the whole burden upon Mr. McGregor.

Lansing—In view of the discovery that less than 1 per cent. of the goods put out as maple syrup consists of the pure product of the sap of the live maple tree, Food Commissioner Bird has promulgated a ruling prohibiting the use of the word "maple" anywhere in the label, or the design of a sugar camp or picture of a maple leaf, unless the product shall be thoroughly pure.

Munising—The business of the Great Lakes Veneer & Panel Co. at Grand Marais and this place has been merged into a stock company under the style of the Great Lakes Veneer Co., operations to be carried on at both places. The corporation has an authorized capital stock of \$100,000, of which amount \$51,000 has been subscribed, \$5,000 being paid in in cash and \$30,000 in property.

Inadequate Car Service on Muskegon Interurban.

Grand Haven, Sept. 4—An exigency? What is an exigency?

Why, it is a condition of sudden, unexpected pressure, an emergency unlooked for, a crisis not counted upon.

When, day after day through the hot weather season, the cars of the Grand Rapids, Grand Haven & Muskegon Railway leave the two cities last named carrying anywhere from 160 to 180 passengers on each car, there is nothing unexpected about it. It is not an emergency. It is simply and boldly an outrageous fact and an avaricious imposition. And when the two cars meet at the Spring Lake Junction and the Grand Haven car dumps its maltreated scores of tired patrons upon the penurious apology for a waiting station at that point, then the situation becomes a wanton, cruel, commonplace cheat, of which the stockholders, directors and managers of the line in question should be ashamed.

There is absolutely no excuse for such barefaced abuse of its patrons. For eight or nine miles the people of Grand Haven and for ten or eleven miles the people of Muskegon are packed and pounded around like pigs in a box car. Then comes the Junction, with its measly chutelike platform, open to wind, rain or dust, as the case may be, and but a single car to accommodate the four carloads of people bound to Grand Rapids.

Schedule time? No more cars available? We didn't expect such a jam? We can't help it? The people are to blame, they shouldn't all try to go home at once?

Parries such as these, worn threadbare through long-continued use, won't do! They are mere vaporings. The G. R., G. H. & M. Railway has its charter through the various townships with the consent of the people it promised to serve; it enters the city of Grand Rapids by authority of the Grand Rapids Railway Co. and with the promise that it will serve the people. The people of Grand Rapids, Grand Haven, Muskegon and all the intermediate

townships and villages have a right to adequate and comfortable service over the line in question, and the directors of that line will do well to see that this right is satisfied.

Don't blame the motormen or the conductors. They are powerless and to be pitied for being in the service of such a niggardly, indifferent, grasping and utterly unsatisfactory corporation.

Radiation Affects the Weather.

The clouds and sunshine a season ahead are to be predicted by the weather man of to-morrow. Mr. C. G. Abbott, an associate of the late Prof. Langley, explains that the earth is a body hanging out in space and receiving rays from the sun, some visible and some invisible, the latter approaching in wave length to the electric rays of wireless telegraphy. The energy received from the sun is radiated by the earth back into space. If the sun should grow hotter the earth would have to grow hotter, too, to keep a balance between radiation received and sent out. If the sun's radiation of this energy or heat upon earth is measured from day to day and is found to fall off 1 per cent., say, to-day, a week or more will be required before the consequent fall of the temperature will be felt in our climate. Then would follow what would be called a cold May, and the sun and earth are such tremendous bodies that observers of such phenomena feel justified in supposing that the cold spell is likely to continue some time. In fact, a variation in the sun's radiation has been found thus far to occur only two or three times a year.

Hence when such a change definitely is established it will be possible to predict whether the approaching season will be hot or cold, wet or dry.

New Process for Making Aluminium.

May aluminium multiply and increase is the prayer of many a man of commerce. The shortage of this valuable metal and the large efforts to supplement present means of supply give importance to the experiments for commercially separating the metal from the bauxite clay. Since the electrolytic method was shown to be feasible commercially the trade in aluminium has expanded immensely, so that the present output is estimated at 8,000 tons as compared with eighty-five tons seventeen years ago. The price has decreased to about one-eighth of the former rate. The uses for aluminium increase daily, not only in the motor car industry, but also in railway carriage work and in the casting of iron and steel, aluminium direct from the bauxite. Machinery of something like 50,000 horse power at present is required to operate the aluminium industry, but this shortly will be augmented. The new Betts patent, which originated in Uncle Sam's realms, indicates the direction wherein the industry again may be revolutionized. It is said that the impure alloy is used in a bath of molten cryolite containing alumina in solution, while pure aluminium forms the cathode.



The Produce Market.

Apples — Strawberries command \$2.50 per bbl. Maiden Blush and Golden Sweets fetch \$2.25 per bbl. Wealthys command \$2. Supplies are liberal, the demand is good and the market is in a healthy condition.

Bananas—\$1 for small bunches, \$1.25 for large and \$2 for Jumbos. While there are occasional small advances or declines at the seaboard, the dealers here do not change their prices, and the same figures have obtained for several months. Trade continues good.

Beets—50c per bu.

Butter—Creamery is in strong demand and ample supply at 25c for extra and 24c for No. 1. Dairy grades are in active demand at 18c for No. 1 and 15c for packing stock. Creamery extras are up a cent a pound, and creamery firsts and seconds and fresh sweet packing stock are a half-cent higher. Receipts of extra creamery are somewhat lighter, and there are too many first creameries coming in. The tone of the market is very firm. Receipts of dairy grades are merely nominal.

Cabbage—Home grown fetch 35c per doz.

Carrots—50c per bu.

Celery—Home grown commands 18c per bunch.

Cocoanuts—\$3.50 per bag of about 90.

Crabapples—60c per bu. for early varieties.

Cucumbers—15c per doz. for home grown.

Eggs—Local dealers pay 16c f. o. b. shipping point. There has been considerable improvement in the market, and candled stock is up ½¢. There is also a slight improvement in the quality of receipts, due doubtless to the cooler weather. Higher prices are in sight.

Green Corn—10c per doz.

Green Onions—15c for silver skins.

Green Peppers—75c per bu.

Honey—13¢@14¢ per lb. for white clover. This is the season for large shipments of honey, and excellent stock is coming in in large quantities. Trade is seasonable and will be better later on, when the cold weather begins.

Lemons — Both Californias and Messinas have advanced to \$8@9 per box.

Lettuce—60c per bu. box.

Musk Melons — Rockyfords are steady at \$2.50 per crate. Benton Harbor Osages fetch 75c per crate. Home grown Osages are in large supply on the basis of 75c per doz.

Onions—Home grown, \$1.25 per 70 lb. sack. Spanish, \$1.35 per 40 lb. crate.

Parsley—30c per doz. bunches.

Peaches—Early Crawford's command \$2@2.25 per bu. Barnards fetch \$1.50@1.75 per bu. Ingalls range from \$1.75@2 per bu. Champions (white) find an outlet around \$1.05@1.20. Receipts are not large, but are

fully equal to the demand, owing to the disposition of buyers to wait for a lower range in values, which they are not likely to see this season.

Pears—Sugar are in fair supply at \$1 per bu. Bartlett command \$1@1.10 per bu.

Pickling Stock — Cucumbers, 20c per doz.; white onions, 65c per bu.

Pieplant—60c per 40 lb. box.

Plums — Lombards and Green-Gages fetch \$1.40@1.50 per bu.

Potatoes—40¢@50¢ per bu.

Radishes—10c per doz.

Summer Squash—50c per bu.

Tomatoes—Home grown are in liberal supply and demand at 50¢@60¢ per bu.

Wax Beans—90c per bu.

Water Melons—18¢@20¢ apiece, according to size and quality.

Voracity of Black Bass.

The black bass is like "a roaring lion going about seeking whom he may devour." I have seen a good-sized specimen get into a school of minnows and eat and stuff until he could not get any more into his capacious insides, then go off by himself, throw up what he had eaten and begin over again, after which he would keep on killing the poor innocent minnows apparently for the mere pleasure of killing. Very young bass will attack minute water life which flourishes on water plants and get away with every one in sight, adopting the same method as their elders. To illustrate the extent of the cannibalism of the black bass here is an experience of a superintendent of one of the fish hatcheries in Pennsylvania:

The superintendent made an actual count of 20,000 young bass about an inch long and placed them in a fry pond by themselves. He gave them food six times a day and according to his statement each fish ate on an average three times its own weight of the prepared food every twenty-four hours. They were placed in a pond on July 1 and on Oct. 1, when they were taken out, there were only 11,000, and the record showed that less than 200 died from sickness. It is reasonable to suppose, therefore, that in addition to the food given them by the superintendent there were about 9,000 bass devoured by their stronger and more fortunate companions.

Not for Publication.

The engagement between a wealthy Baltimore belle and an impecunious clubman of that city was at one time last winter perilously near the "breaking off" point, and all by reason of the unfortunate mistake of a florist's assistant of whom the young man had ordered flowers for his beloved.

It appears that the young fellow had hastily despatched to the florist's establishment two cards, one bearing an order for roses to be sent to the young lady's address, and the other intended to be attached to the flowers.

What was the astonishment and indignation of the beloved one when, on taking the roses from their box, she found affixed the card bearing the legend:

"Roses. Do the best you can for \$3."

The Grocery Market.

Sugar (W. H. Edgar & Son)—There is no change in quotations since our last letter. Centrifugals in all positions are held at 4c, with occasional sales on this basis. Europe, also, is at a parity closely approximating 4c. Refined is as yet unchanged, but with continuous intimations of higher prices. We quote the market firm at 4.80 net New York, less 1 per cent. for cash, and there are influences at work which may force prices to 5c before we are a week older. The situation in Cuba is serious and there is a still greater factor, to which we have as yet made only casual reference—weather in Europe—which has been far from satisfactory during the entire season. Unless September is all in favor of the development of the plants, Europe's crop will be so reduced as to affect prices seriously. We still hold firm in the belief that buyers of all degrees should anticipate their wants without further delay.

Tea—There is little prospect of declining prices in the near future, the market on all teas being steady to firm. Continued good business is reported in new crop Japans, both pan and basket fired, and the ideas of importers and jobbers are exceedingly firm. In China Ping Suey teas have advanced about 1c per pound, and this, if maintained, will undoubtedly affect the market on this side. The good demand is assigned as the reason.

Coffee—The demand for coffee has been good. Milds are firm and in fair demand. Java and Mocha are steady and in moderate request.

Canned Goods—Corn is quiet, with a downward tendency, by reason of the excellent yield in spite of a smaller acreage. The pack of peas is over. There is a good demand, but little is available, contracts having absorbed practically all of the pack. Reports from New York State say that the outlook for string beans is poor, owing to rains and continued humidity, which have caused rust to appear. In some sections the damage is reported as 50 per cent. on some grades. Late advices on Limas state that with the perfect conditions surrounding the growing crop, present indications point to a production of fully 800,000 bags. The market for peaches remains very firm, and it is almost impossible to obtain supplies. Packers are offering practically nothing. There is an active demand for gallon pies, but there is very little to be obtained. Higher prices are expected, by reason of the short crop. Tomatoes occupy an equally strong position. The demand is active, with the price advancing. Large sales have been made for future delivery. California late mail advices report apricots firm and in small supply, with a light demand, which has a tendency to prevent an immediate advance. Sardines continue very firm and in excellent demand. The new price on the 1906 pack of Red Alaska Salmon has not yet appeared, but is expected early in the week. The trade is anxiously awaiting it.

Dried Fruits—Prunes are slightly

firmer and some holders now refuse to sell on a 2c basis. These are asking 2½¢ for earlier shipment, though it is still possible to buy at 2c for later shipment. There is now an active inquiry at the lower price. Peaches are dull, and unchanged. Raisins are a little firmer though very dull. Currants are unchanged and dull. Apricots are also quiet, by reason of too high prices.

Syrups and Molasses—Sugar syrup is moderately active at unchanged prices. Molasses is steady and quiet. The glucose and syrup situation is gradually straightening itself out. All glucose containing sulphites is being removed from the market, and the trade is beginning to adjust itself to new conditions.

Provisions—Both pure and compound lard are firm and unchanged. Both grades are in good demand. September is usually a good lard month, and it is likely that there will be during the next four weeks a firm, if not an advanced, price. Values are now about normal for the season, and as to lard are relatively lower than other parts of the hog. Barrel pork is scarce and unchanged. Dried beef is dull and unchanged. Canned meats are almost dead.

Rice—The demand continues quite good and prices are quite firm. The new crop is receiving a good deal of attention from buyers.

Fish—Cod, hake and haddock are in almost no demand, but the market is inclined to be easy. Prices on new Red Alaska salmon, as reported elsewhere, have been named, on a basis of 95 cents, 5 cents below what was expected. New sockeye salmon prices have also been named, on a basis considerably above last year. The mackerel market is in a very strong condition. The catch to date is far below what it should be, with prices several dollars higher. While the season lasts some few months yet, it is probably too late to recover anything like the ground lost. Irish mackerel are dull and unchanged. Norways are practically not yet in market, no quotations having been made on anything but small lots. Sardines are unchanged and firm, by reason of short pack.

Geo. E. Osborn, whose drug stock at Luther was destroyed by the conflagration last week, will shortly resume business in a temporary building, pending the erection of a permanent store building. The Hazeltine & Perkins Drug Co. is putting up the stock.

F. B. Post, formerly engaged in the drug business at the corner of Alpine avenue and Seventh street, will shortly open a drug store at the corner of Wealthy avenue and Diamond street. The Hazeltine & Perkins Drug Co. has the order for the stock.

J. J. Berg, President of the Manufacturers' Distributing Co., has returned from New York and other points in the East, where he spent a week in placing orders for holiday goods and such other lines as his trade demands.

DANBY GOES SHOPPING.**Actually Gets Just What His Wife Wants.**

Danby, poking his head inside the office, nodded timidly at the girl at the desk.

"Is this the place where you sell patterns?" he asked.

"Yes," said the girl. "What do you want?"

"I want a pattern."

"What kind?"

"Now you've got me. What kind would you want if you were me?"

"That depends. Who is it for?"

"My wife."

"Is she young?"

"Five years younger than I."

"That's not answering my question."

"Oh, isn't it? I thought it was. Yes, she's young. She was 35 the 10th of last November."

The girl looked Danby up and down with unblinking coolness.

"Dear me," she said, "how some folks do hold their own."

There was a pause.

"It is hard work," ventured the girl presently, "for a man to select a becoming pattern for a woman. Why didn't your wife come herself?"

"She couldn't. She has rheumatism and can't get out of the house. You advertised a sale of \$1.50 patterns for 13 cents to-day only. She could not afford to let the bargain slip, so she asked me to get a pattern for her."

"She must have faith in your judgment."

"She has reason to."

"Why?"

"I married her."

"That is no sign you can buy a pattern for her dresses. Most men can please a woman by wanting to marry her, but few can keep on pleasing by choosing her clothes afterward."

"There may be something in that; still, I've got to get a pattern. What would you advise?"

"It all depends upon your wife's style. What kind of looking woman is she?"

"Stunning."

"That is too indefinite. There are lots of stunning women, and no two of them look alike. Now, if you could only point out somebody—"

"I can. Her eyes are like—what is the color of your eyes, please?"

"Gray."

"So they are. I hadn't got close enough to get a good look at them before. My wife's eyes are gray. They are like yours. They've got those same little purplish specks around the pupil that are found in only one pair of eyes in a million."

"It depends, too, upon the material. If she has a voile gown—"

"It is voile. I heard her say so last night. Her nose is like yours, too, only yours turns up a little bit more just at the end. And her hair is that same sunny shade of brown. Her complexion is a little muddy now, on account of the rheumatism, but when she is well her color is as fresh and delicate as yours."

"The eyes, nose and hair really have little to do with the selection of a becoming pattern. They are not

hard to fit. It is the figure that counts. If you could give me some idea of the height—"

"She's tall."

"Here is a pattern that I think would suit her. The skirt hangs in folds—"

"Oh, that is one of those balloony things with sixteen drawstrings around the waist. I think they are beastly ugly. I swore when I left the house that I wouldn't get one of those."

"I have one of them on now. My friends think it rather becoming."

"Stand back a minute and let me see. Yes, that does look nice, but, then, you would look charming in anything."

"Thank you. If you had only remembered to bring your wife's measurements along—"

"I have them right here in my pocket. Waist, 28; hips, 44—a-a-hem. Seems to me that's a little more robust—"

The girl clasped her hands at either side of her 21 waist.

"It is rather," she said, "but this style of dress is very popular. Everybody wears it."

"All right, I'll take it. What's the use of having a wife if you can't dress her in style?"

Eight hours later Danby sauntered into his own sitting room and laid the pattern on the table.

"Oh, you darling," cried Mrs. Danby. "You did relent and get me one of those full skirts, after all. This is a beautiful pattern. I always did say you had the best taste of any man in the world."

"Thanks," said Danby. "I think myself I know a good thing when I see it."

Relic of the Chicago Fire.

A bank note that passed through the Chicago fire is one of the curios preserved in the Bank of England. The paper was consumed, but the ashes held together and the printing is quite legible and it is kept under glass. The bank paid the note.

Greater Success in Building Little Men's Trade.

The writer was in conversation with the manager of a large metropolitan clothing department early in the first week of the present month when a woman approached and asked for autumn clothing for a boy. When shown the tables with the new season's goods piled upon them she looked pleased and said she was glad her search was over, as she had been "all over town" for winter-weight suits for her boy and this was the first place she found any stock. During this week the department sold two chinchilla reefers and three boys' winter suits, which sales satisfied the buyer that he was not too early with his new goods. Yet he was forced to bring in the stock, as he had no other to cover the tables. Retail stocks on the whole have not fared so well, for at some of the boys' departments the summer stocks are apparently as large as though the season were just opening.

It is said that the department stores do the business in juvenile clothing. Yet it is a hard matter to find a buyer who thinks that it is not the toughest kind of a proposition to build a satisfactory business in boys' and children's clothing, and get that department developed to a point where it may truly be said to be a satisfactory success. The man at the head of the junior department is inclined to compare his lot with that of the head of the men's store, and consider that the other fellow has it easier because he deals directly with men, who are less hard to sell than women. To sustain his ground he argues that when a man who is buying clothes for his offspring is shown a suit at \$12 and one at \$18 he buys the better, whereas, the woman, buying for her boy, has her mind made up to spend no more than \$5 for a suit or garment, and when the salesman shows her higher priced clothing and makes effort to sell her the better, she demurs, intimating that her husband

won't allow her to spend more than \$5 for a boy's suit. It appears, therefore, that the problem of success is based on how to deal with women.

Speaking of the successful and non-successful in a comparative way, and intimating that the peculiarity of the juvenile business in large cities is that only a few of the great number of big stores anywhere have cut out a nice large trade for themselves, and that the others trail on behind, a prominent clothing man said: "If it is so, as they say in New York, that the department stores do most of the little fellows' business, there are not more than a few stores leading. I can count only three that I could call off as doing a big business in New York; the others are not doing near what they ought to. Why are not more of the boys' departments greater successes?"

"There are too many reaching out for the same kind of trade—the bargain hunters. The department buyers are constantly looking for 'plunder.' Few seem to have the courage to venture beyond 'bait.' An article I read in your magazine put the case clearly: that few have the courage to go after the better class of trade and trust to the time element for growth, prestige and volume. They are all so busy watching each other, copying the 'specials' that other stores exploit, that they haven't time to stimulate business on the better class of merchandise. Every department to-day has one or more 'specials' for the regular season and a 'raft' of 'bargains' for the slow time, all put out to tempt 'the women whose husbands won't let them pay more.' One store of reputation advertises a 'special' for boys, forthwith another copies it to sell it for less, and so it goes ad nauseum. The stores have none but themselves to blame for making women hard buyers. They appear to be working on the idea that every woman has at least \$5 to spend for her boy's suit or overcoat, and are falling over each other's necks to get the greater part of that \$5, and each store has some-

Brownie Overalls

The Same Old Reliable Sizes

Age 4 to 15.....\$3.25

Age 8 to 15.....3.50

Age 11 to 15.....3.75

Orders shipped same day received.

THE IDEAL CLOTHING CO.

GRAND RAPIDS, MICH.

Two Factories

thing a little better than the other one to offer at less than \$5. One store advertises a boy's suit for \$4.49 as unmatched anywhere for less than \$5, and it really is good value. A neighboring store challenges this competition with a suit at \$3.95 and beats it in actual value. Still another attempts to surpass it, but only in a lower price. And this is the sort of competition that the buyer is expected to meet and fatten his department on.

"Yes, some of the values are remarkable. Take the \$3.95 suit as an instance, made as a knife-pleated Norfolk with bloomers, both cut so liberally as to require two yards of cloth for the making, cloth at 85 cents a yard; cost of making the coat 60 cents, and 22 cents for making the pants; cutting and trimmings about \$1.60, or a total of \$4.12. Now the make and the trimmings are of a quality that would cost what I have set down for them, for the store that sells this suit will not have anything that is inferior in make or quality of material in its place, and considering that the pants are lined throughout, I don't see how it is done, unless the manufacturer didn't know how to figure or was satisfied to take a loss. Surely the store is not going to lose money. Of course, this is a legitimate bargain, and if there were more such bargains, I mean a bargain that is such and not a faked one, women would be easier to sell to."

According to the success one store is reaping as a result of specializing it is remarkable that more stores do not do more specializing when it means success to do it. The store referred to is building up a large patronage on stouts, suits and overcoats for stout boys from 12 to 17.

A new autumn model sack coat for boys which buyers are confident will have a big sale with the people who like a little style is a double-breasted coat with a wide double pleat in the back, belt, and mock side vents finished with a button at the top, somewhat similar in style to the old-fashioned Derby-back coat.

A novelty in Norfolks has a yoke and knife-pleat styling which admirably lends itself to this style of garment and adds variety where it was supposed that originality was pretty well exhausted. The semi-yoke extends only halfway across the front and back parts from the arm scye, terminating in front in two pleats and in three in the back. It is a genteel model, full of style and yet not extreme.—Apparel Gazette.

It Pays To Particularize With the Ladies.

Written for the Tradesman.

Those stores that desire to catch the women's favor must employ a diametrically opposite set of tactics from the methods that would take with the opposite sex.

A woman always wants to know the reason why. She was born an animated interrogation point, and if you don't tell her the "wherefore of the whichness" she isn't going to be satisfied until she finds out.

That is, the general run of the sex

feminine. A few ladies there be who do not take after their Garden of Eden maternal ancestor and are content with a mere smattering of knowledge on a given subject commercial, but the more you look into the subject the more you will find that most women are pleased if you flatter their vanity to the extent of going into details.

For instance, if you say a piece of fine dress goods is "reduced" don't just let it go at that but delve into the matter deeper. Tell why it is now selling for less, also its actual retail value. Dwell on the superior mesh, the excellent wearing qualities, especially in comparison with something of a well-known cheaper or inferior grade. Along this line let me enjoin on you this important point: In selling goods by comparison it is suicidal to your good reputation as a clerk to allow the customer's mind to revert to goods of a better character, once she has signified emphatically that she will not pay over a certain price—unless she is one of the so-called easy marks that the clerks like to load up with unneeded merchandise. You must, of course, know your customer well; know that her "No" is final and not the "No" of vacillation. With such an one don't be afraid to run down the merchandise below this in rank, as such a course enhances the value of the piece of goods under inspection. Go into quite an extended dissertation on the cloth under discussion. Tell where it is made and any peculiarities in the weave that you know of. This is essential in the sale of any and all goods, no matter of what kind. It gives an appreciable interest in them, also serves to keep customers longer in the store. This is your opportunity—seize it and make the very most of it. Nowadays many clerks are altogether too lax in this regard. They don't want to be bothered to do any more talking than is absolutely not to be got along without. And here is where they make a great mistake. They should "talk" their goods, and be chatty and agreeable. T.

The Colonel and the Mosquitoes.

Rev. B. P. Fullerton, of St. Louis, in addressing a Presbyterian meeting in Philadelphia told the following story by way of illustrating how diverse schools of thought are coming together nowadays:

"A Northern visitor was spending the night with the Colonel, who lived in the lower swampy reaches of the Mississippi. The stranger suffered severely because there were no mosquito nettings over his bed, and the next morning asked Sam, the colored bodyguard of the master of the house, how it was that the latter could manage to exist amid the pernicious activity of these small augers of the air. 'It's des lak dis, boss,' answered Sambo. 'In de fo' part uv de night de Colonel's so drunk dat he don't pay no 'tention to de skeeters, an' in de las' part uv de night de skeeters is so drunk dat dey don't pay no 'tention to de Colonel.'"

Edson, Moore & Company

Detroit, Michigan

GRAND RAPIDS OFFICE, 28 South Ionia Street

GENERAL REPRESENTATIVES

Ira M. Smith

C. W. Sergeant

J. M. Goldstein

For the convenience of our many customers in Western Michigan we have maintained an office in Grand Rapids for some years. Our increasing business in this section of the State has made it necessary for us to enlarge our Grand Rapids quarters and we now wish to announce to the trade that we have an office on the ground floor at No. 28 South Ionia Street in the center of the wholesale district.

During the West Michigan State Fair, Sept. 10 to 14, all of our traveling force in Western Michigan will be at our headquarters in Grand Rapids.

Complete lines of samples representing our entire stock will be open for your inspection and we invite and urge the trade generally to call on us if in Grand Rapids during the fair.

Our stock of merchandise is the largest in our history and our facilities for "DAY OF ORDER" shipment were never so good.

Edson, Moore & Co.



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E. A. STOWE, Editor.

Wednesday, September 5, 1906

THE OPENING CAMPAIGN.

At 9 o'clock on the morning of September 4 the educational army of the United States fall into line. In all the world there is no grander sight than that, and the march of that magnificent army from September to June will be attended by results the most stupendous to the fortunes of this Republic. There, in that fateful rank and file, are our future presidents. There, somewhere from kindergarten to university, are drawn up the standard bearers of all the nation holds dear. From these ranks some day will come our governors. There, burdened with books, are the law-makers of their day and generation and there, too, are the defenders of those laws. Some day from these serried columns by twos will step out together the makers of unnumbered homes—"spots in the wilderness, touched by the Jordan"—from which other recruits will come, who in their turn will send soldiers to this, the grandest camping ground of the grandest army that the sun looks down upon.

What battles these soldiers of the Republic are to fight we can not now foresee. We only know that whatever they fight for, the victory, to be theirs, will depend upon the discipline and the drill of the camp life, beginning now or about to begin, and that to make that victory sure, from now until the victor returns with his shield or on it, the home that he fights for must give him of its best and foster him with its prayers and hopes and, if need be, its tears. With this in view the army appropriations have been made without stint. The officers are the best that cost and ability can furnish. The equipments in every point are unsurpassed. No country has furnished superior quarters in every respect, and the army that enters upon the fall campaign will find no want and certainly no need which has not been anticipated and supplied.

With all these things provided for, however, the most important part remains to be done. If the best is to be obtained from this lavish expenditure, there is to be no leaving of the enlisted at the officer's tent with a satisfied, "There! My duty is done." From reveille to taps the home heart-beat must keep time with the camp's

drum-beat and the map of the campaign must have in the home circle its most earnest students and most devoted followers. Each day's march, its skirmishes, its gains or losses, its advance or its retreat must there find its joy or its solace and better, far better, than that its incentive to more strenuous exertions for higher ideals and grander things.

The Nation as a whole is above the disclosures of the muck rake. "Tis true, 'tis pity; and pity 'tis, 'tis true;" but the best remedy—perhaps, the only one—for this deplorable condition of things lies in the drill, the instruction and the example given to the vast educational army just falling in. Is the grip of the Almighty Dollar to be noticeably less in those to be promoted to the public service in the coming June? Is the thought of "getting there with both feet" to be considered of less importance than the How? Is the young man with the "filled watch" and the young woman with the "false" diamonds to be accepted at their own pretended value and praised for passing muster with that sort of merchandise upon them? In a word, is the common, everyday life of these boys and girls to ring out the old and the false and to ring in the true, so that the detested rake shall have few rank disclosures? Then, by precept and example, on duty and off, at mess and at campfire, these young soldiers must be taught that only the real is worth striving for and having and dying for, and that they who are satisfied with anything else are the ones and the only ones whose enormities are exposed by the inevitable muck rake.

Nations are like the men who compose them: They reap what they sow. The crop depends upon the cultivation it receives; and if this crop of soldiers whose training begins now is to be equal to the duties demanded of these same soldiers, home and camp must work together untiringly, unceasingly, and be satisfied only when the highest ideals have been realized.

CONFLICT OF OPINION.

Briefly put the policy holder's idea was this: "My money helped to create the surplus, and it is the insurance company's bounden duty to remit to me my share of the company's earnings. Without my consent the officers have no right to use, much less to appropriate, the company's gains, and to do so is a crime; and the courts have sustained that opinion." Knowingly or unknowingly, the labor unionist has the same contention. "My labor," he says, "has helped to create a stupendous surplus, and for the company to appropriate that surplus without remitting to me my share is a crime, but the courts have not affirmed that opinion." Labor is capital; but the workman forgets, or does not care to remember, that the wages he receives is his share of the profits, the returns of his capital, exactly as the capitalist looks upon the remaining gain as the wages earned by his money, time and ability. The conflict of opinion lies squarely in the failure to agree

upon the value of the capital which labor puts into the firm. Dollar for dollar the workman contends his capital has not the same earning capacity as the capital of his employer, and his capital is going to have that same earning capacity or he will know the reason why. From the existing strikes and rumors of strikes it must be inferred that the reason has not yet been ascertained.

"What ought to be done," says the striker, "is to find the net gain per cent. of the business and so give each man his share of it. Instead what do they do? Out of that gain is first deducted the money the company is going to have anyway, and the rest becomes a condition of cutting your garment according to your cloth. Then if there is not cloth enough there is a cut in wages; but never by any process of reasoning can the company be made to see the necessity of drawing on the money deducted to help along the business. Nobody expects that a business is always to be prosperous. It has its ups and downs, and its yearly gains will vary; but somehow or other the minute it lags a little, instead of drawing on the surplus of the prosperous years, exactly as the rainy day fund is drawn upon when the rainy day comes, on the plea of hard times, the cut comes and the workman is the one that stands for it; and it is well to note that when the financial pressure is removed the price of labor is the last thing to go up. That is where these enormous incomes come from and that is how the hundred million dollar fortunes accumulate. The capitalist's dollar has a limitless earning capacity and the workman's is kept at a starving rate per cent."

To change the point of view will not help matters. In this country the grinding heel on the neck of humanity does not always belong to the boot of the capitalist. The teeth of the muck rake in the business cesspool have not always brought to the surface an impaled trust or an untrustworthy official. The wage earner to-day in San Francisco is showing exactly what he is. The walking delegate at his best or worst is hardly to be excelled, and so far in the labor contest it has been a matter of millstones and of how much grinding the public can endure. It has been suggested that a tax be resorted to and that the vast accumulations may be thus reduced and scattered. We have seen what endowment has done and how little of its purpose it has accomplished. The old conditions remain and behind them are entrenched the armies of capital and labor, both still determined that the dollar shall and shall not have in the industries the same earning value.

A Western railroad has recently declared an unexpectedly large dividend. It is the sign of prosperity and the stockholders are rejoicing; but the railroad employees, notwithstanding the increased net-earnings of the road, have not received any increase of salary and the public, in the face of the something-million dollar income, are still called upon to pay a great deal more than they ought

to pay for every kind of railroad service. At once there is a conflict of opinion. "It is the legal and legitimate earning of my invested money," says the capitalist as he crowds the bank bills into his pockets. "It is anything but legal and legitimate," says the employe, "so long as the earning power of my dollar has an earning rate less than yours;" while the payer of the extortionate railroad rate, hearing and heeding, wonders whether the time has come for him to put an end to this conflict of opinion by determinedly and forcibly, if need be, declaring his own.

One thing seems to be certain. The public is getting weary of the silent-partner role in a business where it furnishes all of the money. After much wearisome waiting, attended with no end of vexatious inconveniences, it, too, is on the lookout for its gain per cent.—a dividend, the amount of which will not be diminished if the payment is too long deferred.

Repeated suggestions have been made that the United States should or would eventually interfere in the Cuban affair. It is urged that under the Platt amendment it would not only be warranted, but required. The conservative and wiser opinion, however, hopes that any such course may not be necessary. The United States took a very active part in a Cuban affair a few years since and brought order out of chaos very quickly. It held the reins of government until the Cubans had a fair chance to quiet down and learn how to manage their own affairs, and that they do it hereafter should be required of them. Whatever the United States might do at this time would raise the criticism that it was done in the interest of eventually securing control there, and this country has no aspirations in that direction. Should the Cubans with anything like unanimity, of their own accord and voluntarily, ask to be put on the same basis as the Porto Ricans, then the President and Congress would take the matter under consideration. The initial step must come from the island, however, and not from the mainland.

The idea of Iceland which most of us have is of a land of ice and snow with an occasional walrus or reindeer to vary the scene. But recent developments there intimate that the people are awake to their interests and are planning to bring about the direct importation of American goods, instead of by way of British ports as heretofore. The imports from America, especially petroleum, wheat, sugar and tobacco, have largely increased during recent years and it is thought that the trade could be considerably improved with cheaper, direct transportation.

Granted that the misrepresentations are slight and that the article advertised is one of merit, it must be remembered that the average man would sooner give away a dollar than think he has been gulled out of 25 cents. We want to talk advertising with firms who are manufacturing good articles that have the repeat quality in them.—George Batten Co.

GUEST OF UNCLE SAM.

All on Account of a Counterfeit Bill.

Say, would you like to relax a bit in the humdrum routine of your commonplace existence and take a little jaunt with your Uncle Sam? Would you like to hopscotch across the continent a couple of times, with several stops along the way at interesting points, eat in the "diners," sleep in "sleepers," munch peanuts and candy all the day long—in a word, have a royal, jolly good time—and all at the expense of Uncle Sam? Would you like to stay a while as his guest, say, in the big city they call Gotham, go to shows, take in wine dinners and champagne suppers, see the tenderloin, visit the great banking institutions, and then maybe take a run down to Long Branch to shake hands with King Faro? And when these diversions palled on you, would you like to have him take you down to the Sunny South, where the oranges and sweet potatoes grow, down to Florida, and from there to the cotton fields of Alabama; thence back up to the bracing mountain air of Virginia, and on to Baltimore, where the big fire was, and then to Washington to see the Government buildings, then maybe to Pittsburg, where they make the iron and steel, and from there over to St. Louis for a few weeks' quiet rest?

Would you like to do this—have all this fun and maybe much more—and not cost you a cent? If so, all you will have to do is to get a \$20 counterfeit bill; but be sure it is not a bank note, for that would not do at all. Get it by fair means if you can, but if you can't then get it some other way, just so you get it—even if you have to steal it. Your Uncle Sam is a bit quixotic in this respect, and unless you have the \$20 bill treasury note, and have it right with you, you might as well give up all hope of any jaunt.

But his guests, when not on the road, must be locked up in powerful castles, so that none of his secrets may be divulged through them.

But even the most wide awake will be caught napping once in awhile, especially in so sleepy a place as St. Louis. That is where I caught Uncle Sam fast asleep, and, after storming the Desmond castle—which is the strongest castle in St. Louis, in more ways than one—succeeded in solving this wonderful mystery of how a \$20 counterfeit bill can do such wonders.

On the other bench—there were two benches in the apartment in which the grand keeper of the inner circle told me I might rest—and under a newspaper, stretched out the full length of the bench, was an object closely resembling a phantom picture of Rip Van Winkle. It was a man, or, at least, all that was left of him.

Presently, just like the original Rip, he opened his eyes and rubbed himself. He then took his paper blankets, carefully folded them, with the editorial side out, and put them in his pocket. Then he slowly took his pillow by the handle, dipped it

into the pail of Anheuser Nit, and quenched his thirst. Then he looked at me. I already had been looking at him. In fact, I had for some moments been working my wits double time to figure out just how I could open the ball with this queer specimen of humanity. Anyway, he looked queer, not to say weird, down in that subterranean chamber, amid the faint yet distinct pitapat of the large, moist drops that slowly percolated through the ceiling from the famous sweat box above. I was anxious to know who he was, why he was there and what he was, and all about it. If he was a murderer I wanted to know it. After picturing myself in all sorts of tussles with him, and working myself almost into a state of nervous prostration I concluded there was still one avenue left me. I would try diplomacy. So, shoving over my half finished sandwich to a point where he easily could reach it, and putting on as unconcerned a smile as possible, I ventured: "Who are you?" I emphasized the "you," for I wanted him to think that I might be somebody, too.

"I?" he slowly repeated, at the same time feeling of himself to make sure he was still there, "Oh, I am the guest of Uncle Sam. Blank's my name."

"What, not Blank, who sent me a 'wireless' from the calaboose in Chattahoochee that you were getting tired of being your uncle's guest so long?"

"I am the same."

"Why, man alive," I replied incredulously, "that was four months ago! Do you mean to tell me you have been enjoying Uncle Sam's hospitality ever since?"

"That's the point exactly, ever since. And I am getting tired of it. If you will listen, I'll tell you the story."

After he had taken another drink of Anheuser Nit and chased the sandwich, he began:

"It was about six months ago that I first met Uncle Sam. I was in New York and was walking along Broadway, when he came up to me and asked me quite sudden like if I had a counterfeit \$20 bill about me. I told him I had a \$20 bill, but didn't know about its being a counterfeit; but I showed it to him, and he said it was a counterfeit all right, and then he said I might come along with him and be his guest for awhile. He said his own hotel wasn't up yet, so he'd just find quarters for me in the Hotel Tombs. I was hypnotized completely and did whatever he told me. In a few days he called for me at the Hotel Tombs and took me downtown and introduced me to some of the bankers and showed them my \$20 bill. Then from there he invited me into a little private office of his own, where some of his friends were gathered discussing the merits of \$20 counterfeit bills. They also invited me to state my opinion in the matter. They offered me a couple of good Havana cigars. They seemed not to like it that I was so poorly informed on the subject under discussion, and then wanted to know how my friends were getting along,

where they lived, and all about them. I told them the only friend I had lived in New York, but I didn't know his street number.

"I was at the Hotel Tombs about four weeks altogether. All these friends of Uncle Sam came up to see me almost every day. Sent me up fine dinners and cigars. They seemed much amused over the \$20 which I had given them, for every once in a while they would pull it out and look at it.

"When I had been there about two weeks Uncle Sam came up alone one evening with a fine dress suit which he told me to put on, for he had bought me a ticket for the show for that night, and he wanted me to look swell. 'After the show, just enjoy yourself in your own way,' he said, 'at my expense—you will find money in the vest pocket—eat, drink and be merry. After you are tired out with your night's reveling you may come back here if you wish, or put up at some other hotel, just as you choose.' I put on the suit, and when evening came went down to the show just as he had invited me to do.

"I thought it strange that Uncle Sam should allow a guest of his to go about so large a town alone, but I was satisfied in my own mind by that time that he was a bit peculiar in some ways, so I went and enjoyed myself and after the show had an elegant feast, which I was sorry my friend couldn't enjoy with me. I was on the point several times of going up to his house and asking him to join me, but somehow the notion died within me before I got well under way. After I was all tired out I went up towards the Waldorf-Astoria thinking I'd like that place better than the Tombs, but just as I was at the entrance along comes Uncle Sam, and asks me to take a little walk and tell him how I enjoyed myself. Of course I couldn't refuse, since I was his guest, and by the time our walk was ended we were so close to the Tombs again that Uncle Sam thought I might as well drop in there for the night.

"This performance was repeated several times, and once Uncle Sam got pretty mad because I stayed by myself and didn't call on my friend to ask him to share my good time; but, aside from this once, he was always pleasant. We went down to

Long Branch once, and looked around. While we were down there he also introduced me to one of the bankers. From New York we then went down to New Orleans. I liked it there. We also called on a number of the bankers there. We stayed there a week, then went up to Vicksburg for a day or two, from there to Chattahoochee, and from there to Atlanta, Ga., where we stayed about a week, calling on bankers. Then we went over to Virginia for a few days, from there to Baltimore, from there to Cincinnati, and then to Cleveland. From Cleveland we jumped out to Denver for a few days, and after we got through there, we went all the way back to New York, stayed there a few weeks again (Tombs, same hotel as before), made more visits to bankers, and also had a few more callers at the hotel. From there we went to Memphis, and from Memphis came on up to St. Louis.

"I've been here for a week, and hope Uncle Sam gets back from Washington soon—he went there on a little special business while I was resting up here—for I am getting anxious to get back to my own home, so I can change my clothes and shirt, get a shave, hair cut and bath. Clothes will get dirty when you have them on six months. Before he left for Washington he said as soon as he got back we would go back down into Virginia for a few days, and from there I don't know where he intends to go. Yes, we've been to see a few bankers here, too; we always call on the bankers wherever we go."

Even as he was talking to me Uncle Sam came in, and took his guest away for another few days' sojourn in some town down in Virginia, but not before your good uncle had bestowed a most withering look upon me for being so presumptuous as to pry into his quixotic notion of giving a man a six months' pleasure trip in return for a \$20 counterfeit bill.

C. D. Romero.

They who sow the wind should not shiver when they have to face the whirlwind.

Some people think they have peace when they are only petrified.

Fortune smiles on few and makes a face at the many.

Residence Covered with Our Prepared Roofing



More Durable than Metal or Shingles

H. M. R. Brand
Asphalt
Granite
Prepared
Roofing

All Ready to Lay

Write for Prices

H. M. REYNOLDS ROOFING CO., Grand Rapids, Mich.
Department A
Established 1868

SUCCESS VS. FAILURE.

Wherein the Difference Between the Two Lies.

"What is the difference between the successful man and the failure?"

"One hundred thousand dollars."—Old joke.

One of the things that puzzle sociologists and students of human nature is why one man succeeds while another with the same kind of start and the same advantages fails. All men are born free and equal in this country, and they have, in theory at least, the same free and equal chances for winning wealth and success. Yet some fail phenomenally and others win phenomenal success. This is all the commonest of platitudes. It betters the facts none to simply state them. But it must be obvious to all that there must be some difference in the men who win success and those who draw failure as their life lot.

There is a difference, not only the \$100,000 difference of the old joke, but difference in character, action and being. The two following character sketches, one of a failure, the other of an especially successful man, are attempts at telling just what this difference is:

The Success.

The Successful Man sat at his desk and gave orders. As a contrast to the Failure he was a shock. It was hard to imagine the Failure in the role of an order giver. The Successful Man looked the part without effort. He was typical of his type, and between him and the Failure there was a wide gulf—wider than any gulf of a mere \$100,000 ever could hope to be.

Assurance was the first of the things that struck one when he was compared to the Failure. It was assurance that was dangerously near to being conceit, and yet it was only the natural expression of untold confidence in one's self and one's career. Perhaps there was a lot of self-satisfaction in it, too, but this is better than the total lack of assurance that was the Failure's.

Next, there was force, which had been so utterly lacking in the Failure, and it was force that was unmistakable. It fairly cropped out of the man in every word, move or gesture, and it was apparent when he sat still. And generally he sat still and let others do the moving. His jaw was big, his forehead lower than the Failure's, and the expression on his face was not in any way to be construed as friendly. Rather it was openly truculent, full of determination to take if any one refused to give. The face was the fighter's face, it was selfish.

The story of the Successful Man is quite the reverse of the Failure's. He was born in a large Eastern town, educated at the common and high school, began to work at 20 years of age, and had worked steadily ever since—fifteen years in all. He began humbly at the bottom and worked up.

He had no pull, no outside help of any kind. He worked up on his own efforts. He never lost a job in his life. He quit often—he wasn't

one of the steady, old fashioned kind—but when he changed jobs it was always to go to one better than the one he left. There was no question of luck about his career. When he saw a thing that he wanted he went after it. Often he failed, but this only served to make him all the more determined. If he failed in a small thing he went after something larger. There were no vacant spots in his career, although many setbacks. He always was busy, whether as worker or a seller of some kind of work. He got into his present place directly through his own efforts as a salesman on the road. He was selling the bulk of a firm's product. He had won this trade by his own work. He went to his firm and demanded that he be made a partner. They refused. He at once opened negotiations with another house. The old one came to time and made him a junior partner. In another decade he will be head of the house, and in the prime of life. He is the Successful Man, and he knows it—which same is a trait of the successful man.

What was the great difference between success and failure as exemplified in these two personalities? Aside from the question of inborn qualities or lack of them, it is undoubtedly the ability to apply one's self to one's work, whatever it is. To concentrate one's entire energy on one thing and follow it out to the end—this certainly is the mark of the successful man.

As far as character might be read, there were just as great possibilities in Failure, in the beginning, as in the Successful Man. The capacity for success was there. To bring success from it there was needed only the intelligence and will power to apply to one particular line of endeavor to the exclusion of other lines and distracting habits. Probably at the root of this there lies overwhelming ambition, so ambition must not be left out; but most men are born ambitious. There was the question of force, but force is largely a matter of development. There were other discrepancies, but to be short and sum the matter up as tersely as possible, one of the two knew how to work. He was the Successful Man.

The Failure.

You don't have to go far to find him or his kind. If you walk south on Clark street, Chicago, in the daytime you will meet him; if you remain in the down-town district any night until the theaters and stores are closed and the saloons are the only places open, you will meet him. He is neither nice nor pleasant company. If you had your choice of the matter you would prefer not to meet him, but as he presents himself to you, unshamefully asking you for "the price of a bed" it is impossible for you to avoid him. His name is legion and his religion persistency, which, if applied to other and better causes, would have kept him from acquiring the title of failure. But here is the first, the greatest and the all important difference between the man who fails and the man who

succeeds. The failure does not know how to apply himself. The successful man does. The failure is not necessarily without his capacities. Often he is entirely capable to fill a good position in the world. But if he is he is "waste power" in the world of industry, for he doesn't know how to use himself.

The particular Failure in the case came shuffling shamefacedly and with uncertain step over the pavement from the sheltering shadows of a corner building. He was quite ashamed, and his nerve was not quite good enough to make his "brace" quick and effectual. And by these signs it was easy to read that the world of beggary and disrespectability was new to him, and that the calloused, steel plated, rhinoceros hid nerves and sensibilities of the real beggar were yet to be acquired. He was new in the game of the underworld, yet he had "failure" written out in unmistakable characters in every line of his face, in the hang of his head, the droop of his shoulders, the shuffle of his feet, the bend in his knees, even in the hang of the clothes on his body. He was Failure in person, come to ask for the price of a bed or meal, come to beg abjectedly for that which he could not, would not, or hadn't been permitted to get by self-respecting work.

In the nearest restaurant the question of why was put to the Failure earnestly.

"It's a case of hard luck, of course," said the calloused citizen who was buying the meal, "but go on, tell us just what led up to your being down and out. For you are down and out, aren't you?"

"Down and out," agreed the Failure with his mouth full of potatoes. Then he talked and gave excellent opportunities for studying him as he was. And he was failure in person, not merely one particular failure, but a condensed type of all the miserable white failures since the beginning. His face was not bad, his manner was not bad, the look in his eyes was not bad. There was nothing unfriendly in his expression. He was cowed, but he never had been vicious. There were good qualities in his face, he was good natured, tolerant, friendly, human and—woe unto him—easy going. He would steal, judging from the way in which he furtively eyed the nearest watch chains, but no man knows that there is a law when his stomach is empty. He was quite dishonest in most parts of his story, judging from the manner in which he contradicted himself constantly. His jaw was weak, but his forehead high enough to neutralize this defect, and he was not in ill health. He had drunk much and would drink more, but, still, physically he was well fitted to succeed. Temperamentally success to him was impossible. He never had learned to apply himself and there was not a trace of the fighting man in him.

But the Failure's wail, when he did wail, was against conditions and hard luck. "Graduate of McGill University at Toronto; went to Detroit, where I got a job as draftsman, that's my trade, and got thrown out of it

through slack season. Got another job in Toledo, lost it through getting drunk. Went back to Detroit, got another job there, and lost that on account of a strike. All this took ten years, and I was 25 when I started to work. Went to Chicago and got a job that lasted a month, and it cost me a month's pay to get there and get started. Got sick there and had to go on the county for my board. That was the beginning. It wasn't hard after that. Went back to Detroit and tried to get work and couldn't. Still had my draftsman's tools and hung them up for the price of a few meals. They are hanging yet. Finally had to begin sleeping in the station houses, and a fellow don't get up after that, not often. I began panhandling a year ago. But what kind of a chance have I had? Hell! I've been sick three times since that. I got a job running a truck in a freight house here a month ago. I lasted three hours, because I caved in under a heavy load, and they threw me out. I haven't had a day's work since, not a day's work. I'm a bum. Who wants a bum working in his place? Well, nobody in this town does. I'll tell you that. They'd sooner see you bracing 'em on the street than give you a job. It's those fellows, the fellows who could give us a real boost that put us down and out."

But it is well to remember that he was naturally dishonest and quite lazy. He was a failure, one of ten thousand, and quite worthless in the world. Quite worthless? No, he was a jewel of price, for he was the horrible example, the red light of warning, to tell others just where not to steer if it is success they are looking for. Drink, laziness, shiftlessness, these are the shoals he warned of.

Henry Oyen.

Looking for Mineral Deposits at Cadillac.

Cadillac, Sept. 4.—Messrs. Pearson and McBride, the mining men from Pittsburg who have been trying to get an option on several pieces of farming land in this vicinity for the purpose of sinking shafts for copper, iron and coal, have secured the leases and had them properly signed, which gives them permission to go to work.

In each lease the company agrees to put down a shaft to the depth of 600 feet. If nothing is found at that depth and the indications are favorable, another shaft will be sunk in another location to a similar depth. If at the 500 foot depth or sooner the indications are favorable the company will take the land at the price agreed upon and pay for it.

The first hole is to be sunk in the swamp on the William Discher farm, just southeast of the city. The company proposes to give the territory a thorough exploration before relinquishing the job.

The Office Boy's Excuse.

"How is it you get back so late from your grandmother's funeral?" "It was a ten-inning game."

It is never hard to find a good argument to back up an inclination.

EGG-O-SEE

Great Profit-Sharing, Co-Operative and Concentration Plan Offer

—TO—

Retail Grocers

Positively the Last Special Offer This Year

WE PAY THE FREIGHT

From August 20th to October 1st, 1906, we will make the following

SPECIAL FREE OFFER:

With 10 Cases of EGG-O-SEE - - 1 Case FREE
With 5½ Cases of EGG-O-SEE - - ½ Case FREE

In response to letters from thousands of Retail Grocers and General Merchants all over the country who took advantage of our recent great Concentration Plan Offer to increase their profits and eliminate unprofitable brands of uncertain life and questionable value, we are repeating this the most liberal offer ever made by a Cereal Company. EGG-O-SEE is the highest grade, most extensively advertised and largest selling cereal in the world, and there is more EGG-O-SEE sold than all other flaked wheat foods combined. This is the season in which it attains its greatest sale.

In this age of strenuous business competition it is self-evident to the mind of every grocer that the manufacturer of a proprietary article who does not advertise liberally and judiciously has no claim upon your patronage and support.

Life is too short, indeed, for the retail grocers to spend their valuable time attempting to "boost" unadvertised goods.

GOODS RIGHTLY BOUGHT ARE HALF SOLD. This is your opportunity to buy right, increase your profits and eliminate many objectionable features of the cereal business. Is it not decidedly to your interests to concentrate your efforts upon Egg-O-See, which meets all requirements, rather than to divide your efforts as well as your profits by attempting to market unprofitable brands of uncertain life and questionable value?

MANY RETAIL GROCERS HAVE DISCARDED ALL OTHER BRANDS OF FLAKED WHEAT FOOD, realizing that Egg-O-See meets all requirements and is the only brand on which the grocer absolutely takes no chances.

Our great magazine, newspaper, street car and bill board advertising campaign, combined with our offer of free goods to the retail grocer, MAKES EGG-O-SEE EASY TO SELL, makes it move off of the retailers' shelves quickly and satisfactorily, pleases the people who buy it and is in every sense a live and profitable proposition.

We are now running our factories at full capacity, but believe we will be heavily over-sold before October first, in view of which we suggest that you send orders promptly, as they will be booked and filled in the order in which they are received.

EGG-O-SEE CEREAL CO.

QUINCY, ILLINOIS

POSITIVE PEOPLE.

Some Reasons Why They Are Sel-
dom Popular.

Success seldom can be secured without confidence, but overpositiveness is a mistake as serious as vacillation. To be too positive means to repel casual acquaintances, to lose friends, sometimes even to make enemies. "Don't be too positive if you would succeed," should form one clause of every good "working creed."

Illustration best supports argument of this kind. A young man, recently suffering from a severe toothache, visited four dentists. Each in turn, failing to find a cavity, assured the patient that the pain must be "purely sympathetic" or "nervous;" one went so far as to use the frank word "imaginary." To the sufferer this conduct was most irritating, and, not being a believer in the non-resistance theory, his appreciative gratitude to the less positive fifth man who finally found the cause of and relieved the pain only was balanced by his disgusted condemnation of the other four. Each of these others, therefore, lost a business opportunity and a patient through being too positive. The man who secured both was confident in regard to his scholastic theories and the belief that the toothache victim might imagine his misery; but he had learned that practice sometimes proves theory deceptive, and he knew enough to be silent until quite sure of his ground.

Physicians often make similar mistakes, insisting that certain conditions exist in face of the patient's assertion to the contrary. Sometimes they are right, sometimes wrong; in either case no good end is served by too positively contradicting the other's statements. A cheery manner is the best of tonics, the most effective instrument or medicine at the physician's command, but it should be used with discretion and skill.

"I'll never call Dr. Blank again!" is an exclamation by no means uncommon. "It simply disgusts me to have him insist that I feel better when I know I do not."

Everybody knows, has suffered from, the too positive salesman who insists that the customer wants the thing he wouldn't dream of selecting, or is positive that he does not want the thing he does. Most men have bought hats or neckties, most women been cajoled into ordering frocks or bonnets not really liked or desired, because of the too positive haberdasher or dressmaker or milliner who insisted upon the mistaken purchase. Such tactics may seem good business methods at first, but they bring bad results later. The overpersuaded individual usually cherishes a secret sense of resentment, and the bargain must be a good one to give satisfaction. It is rare for such a salesman or modiste to be sought again by the most forgiving victim of overpositive treatment. Even when, for reasons of trade, the customer must be kept from choosing an unbecoming article if possible, opposing ar-

guments should be of the gentlest, delivered in anything but aggressive manner.

It is the same way with musicians, photographers, entertainers, all the host of clever toilers who live by pleasing other people. They may know what their clients want and seek better than the clients themselves, but it is well to use tact and care in expressing marked differences of opinion. A lawyer rarely wins a case by flatly informing the jury that a certain view of it is utterly wrong or mistaken; his success chances are much better if he tactfully leads them to look at things in his way.

In society the too positive person seldom is popular. Toleration is about the warmest regard he awakens. If a bore is well defined as "some one who insists upon talking about himself when you want to talk about yourself," then is the too positive person the king and star of boredom. Even if human infallibility were possible it would be better to suffer conversational wrong now and then than to acquire a reputation for setting every one else right.

"He's too good to be true," said an observant man of a verbal reformer who had routed all daring opponents, not long since. "Let me get away before he undertakes to prove that I'm not alive."

"She's a walking encyclopedia and as good as gold," was the verdict rendered on a well meaning but unpopular woman by a jury of her peers and fellow feminines, "but she will force her opinions on others, and she never allows any one else to be right."

The children who relentlessly cry "Smarty!" after a know-it-all, positive comrade really are kind rather than cruel. In childhood's democracy the too positive member is not long allowed unrepressed sway.

"You're too smart to live!" is the youthful sentence. "Give somebody else a chance."

The last sentence embodies the gist of the whole question. It is well to be confident, to be positive—within bounds—but not so positive as to leave no room for the opinions, tastes, judgment of others. Probably the man on the other side of the discussion or problem also likes to be positive upon occasion.

A positive confidence in the rightness of the personal point of view and wisdom makes a fine, almost indispensable foundation for progressive, successful endeavor. It is not necessary to be weak or flabby of will and character tone in order to retain the good will and friendship of others. An apologetic or deprecating manner will lessen success possibilities greatly. There are occasions when a stoutly maintained argument, a healthy determination not to yield, proves a most potent lever or weapon. But such occasions are comparatively rare, and gain much from contrast with a bearing and manner ordinarily quiet and gentle.

While the too positive individual—and the case scarcely could be stated too strongly—is like a man toiling

West Michigan State Fair

\$18,000 In Premiums and Purses

A West Michigan Enterprise Fully Illustrating the Products and Resources of West Michigan for the Benefit and Pleasure of the People of West Michigan.

Trotting Races over the Best Mile Track in Michigan and Running Races over a Model Half Mile Track. Our Grand Stand Seats 5,000 People.

Grand Rapids

Sept. 10, 11, 12, 13 and 14

Special Attractions

The Tokio Royal Japanese Acrobats in 8 Great Acts.

Schermann's Acrobatic Bears (5) and Monkeys (7) in Specialties.

Mme. Marie, Queen of the Side Saddle, and Mizpah the Wonder.

Beaumont's Ten Brainy Ponies and Trained Dogs.

The Golden Gate Quartette in Choice Songs of the Day.

Prof. Sunlin's "King Bill," the Only Trained Bull in the World.

ALL EXHIBITED FREE IN FRONT OF
THE GRAND STAND

Special Rates

Over All Michigan Railroads During
the Week

Michigan's Best Fair

up an icy steep with slippery shoe soles, the most arduous effort too often but means the more lost ground.

John Coleman.

Lost His Job by Favoring the Unfortunate.

Maddox was checker in a big house that employed forty-two typewriter girls to make out addressed envelopes in which were to be enclosed advertisements for fake medicines, fake beauty remedies—fake everything that is sent out on a "mailing list." It was his duty to check these addressed envelopes against a list of addresses printed on a long piece of paper, to send the incorrectly addressed envelopes back to the girls who made the mistakes and to prevent any other errors.

"It's girl's work," he remarked the first time I met him, "but I need the coin. All there is to do is to guard against errors and read about 6,000 addresses a day, sending back the envelopes when the girls make mistakes. The boss over me is one of those high collars whose neck I would twist if he came into a place where I was tending bar and asked for a drink. He thinks it's real work."

It seems that Maddox went to work, and, with an eye sharpened by watching the case card while acting as lookout in a faro game, he caught errors in the addresses as never they were caught before. Nothing could escape him, and each day he sent back to the forty-two girls who operated the machines scores and scores of envelopes to be re-addressed; and thereupon the "high collar" who was the superior of Maddox reproved the girls and placed black marks against their names, which meant that they would lose a few cents from the 85 cents to \$1 that they earned daily.

And the forty-two girls, of all sizes, shapes and complexions, bowed their heads closer over their machines and cursed Maddox because his eye was so sharp; and, also, his employers praised Maddox and declared he was the man they had been looking for—the man who made no errors and let no error slip past him.

Then something happened. It was at noontime and most of the girls were nibbling the little lunches they had brought from home, while Maddox was leaning back in his chair resting. He heard a thumping, thumping on the floor and presently a girl stood beside him. Her hair was brown and wavy and set like a wreath around a pale, exquisite face, while two great brown eyes looked at him reproachfully. She was small and helpless looking, and Maddox noticed that she walked with one crutch, which had made the thumping.

She sat down, uninvited, near Maddox and stared at him out of her big brown eyes:

"You're Mr. Maddox, aren't you?" she asked. "I just wanted to ask you to go easy on me. You've been sending back a lot of my envelopes. I need the money, and, besides, you have caught so many of my mistakes

that I am likely to lose my position."

It might have been all right and Maddox might have been successful in his efforts to cover up the girl's mistakes if it had not been for the High Collar. It so happened that High Collar was friendly with the Big Blonde of machine No. 18, which was next to the one that the little lame girl with the brown eyes operated, and in an outburst of gratitude the little lame girl confided in the Big Blonde that Mr. Maddox was so kind to her and covered up all her mistakes, and never sent any of her envelopes back unless he positively couldn't help it.

So the Big Blonde, who was friendly with the High Collar, being angry because Maddox had sent some of her work back for correction, told High Collar, when he took her out to dinner that evening, that Maddox was playing favorites, and was shielding the little lame girl because he was stuck on her. Those were her words.

The next day—which was one day last week—High Collar grabbed all the letters that Maddox had checked and looked over the Iowa and Missouri list; and down in the list he found one addressed to Cedar Rapids, instead of Cedar Rapids. When he saw the "b" instead of a "d," High Collar frowned and, ignoring the 4,700 correctly addressed envelopes, descended upon Maddox.

"Mr. Maddox," he said, in his coldest official tone, "it is bad enough to have to check our girls without having to check our checkers. This letter is incorrectly addressed and you checked it as correct. You had better quit."

Then he fired the little lame girl, who hobbled to the elevator weeping, just as Maddox went out.

W. Carey.

That Helped.

"Now," said the director of the amateur theatrical company, to the girl who had the stellar role, "in this scene you must show the greatest anxiety and concern. You must be worried and nervous, and on the verge, apparently, of prostration. Act as though your lover were possibly lost at sea—that is the situation we portray in this scene."

She acts as near that way as she can, but the director is not satisfied.

"No, no," he says, stopping her. "Try to imagine how you would feel if some one near and dear to you were lost."

She tries to act that way, but with no better success. The director is about to give up and let her go through the scene in her own way, when an inspiration strikes him.

"Here!" he exclaims. "Act as you would if your Easter bonnet were not going to be delivered in time for you to wear it to church."

When the play was produced, it was said that the heroine's rendition of this scene was one of the finest bits of acting ever witnessed.

Hard is the exit from Easy street and many there be that find it.



Get our prices and try our work when you need

Rubber and Steel Stamps, Seals, Etc.

Send for Catalogue and see what we offer.

Detroit Rubber Stamp Co.
99 Griswold St. Detroit, Mich

Mica Axle Grease

Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

Hand Separator Oil

is free from gum and is anti-rust and anti-corrosive. Put up in ½, 1 and 5 gal. cans.

Standard Oil Co.
Grand Rapids, Mich.

DO IT NOW

Investigate the

Kirkwood Short Credit System of Accounts

It earns you 525 per cent. on your investment. We will prove it previous to purchase. It prevents forgotten charges. It makes disputed accounts impossible. It assists in making collections. It saves labor in book-keeping. It systematizes credits. It establishes confidence between you and your customer. One writing does it all. For full particulars write or call on

A. H. Morrill & Co.
105 Ottawa St., Grand Rapids, Mich.
Both Phones 87.

Pat. March 8, 1898, June 17, 1898, March 19, 1901

Quality Is Everlasting

It stays with you and increases the demand for the goods every time. We have found it so.

S. B. & A.
Stands for Quality

Straub Bros. & Amiotte

Traverse City, Mich.



This is a photograph of one of the jars in our

Scientific Candy Assortment

24 fine glass display jars holding 120 pounds of high-class candies. One of the best propositions ever put out by a candy manufacturer.

Send us a postal for further particulars and price. It will pay you.

PUTNAM FACTORY, Mrs.
Grand Rapids, Mich.



Weekly Market Review of the Principal Staples.

Ingrain Carpets—This line continues only in moderate demand for a limited class of trade, such as churches, in two-toned effects, in set geometrical designs in two-toned weds. The country householders in the West and Southwest and elsewhere have continued to use them, as some think wisely, as a good ingrain extra super is considered by such users to be better than a cheap printed tapestry. At this time there are five makers of printed tapestry carpets of the cheaper grades in Philadelphia besides the drum-printed tapestry made in Philadelphia and elsewhere, and this week it is reported that a well-known concern of Gloucester City, N. J. will shortly put in drum-printed tapestry machinery. This concern has made a reputation for its double-faced cotton rugs, which resemble a body Brussels.

Three-Quarter Carpets—The all-over Persian effects show an increased demand for bright chintz parlor effects in body Brussels, while the demand for cheap tapestries runs to the bright, gaudy flower or floral effects, chiefly in ecru grounds; and dark effects are bought with border to make into rugs to fit rooms where the regular sizes do not suit. Prices of several makes of three-quarter carpets were advanced Aug. 1 from 2½@10c per yard, while other makes will be advanced Sept. 1. Most of the large department stores anticipated the rise prior to Aug. 1 and bought at old prices. The mills are very busy.

Rugs—The demand for the best grades of rugs continues, the carpet sizes leading: 9x12 feet is the standard size, with 10 feet 6 inches by 12 feet, 10 feet 6 inches by 13 feet 6 inches, 11 feet 3 inches by 15 feet following. All of these sizes are well sought for in the largest stores, and while now called special sizes, are expected to become regular standard sizes later on, like 9x12 foot rugs. The latter size is made in Wilton and other fine grades woven in one piece, while the special sizes are woven in breadths and sewed together with the border as a part of the piece. In this way the ugly seam at the corners is avoided, and the borders match all around.

Wash Goods—Deliveries from first hands are to be had only at greatly advanced periods and then they bring the best prices, which bid fair to remain as they are. One dealer, in speaking of white goods said: "There will be no change in their condition for the next thirty days, if then."

Bleached Goods—Hold to their position very strongly. These, too, are sold so far ahead that little that might accrue could affect them one way or the other. The shortest length of time mentioned for delivery is sixty days. Fine count goods are the rarest thing in this line and few

spot goods can be had at the best prices.

Colored Goods—Remain as strong as heretofore. No further advances have been made, but good orders are coming in all the time. Indigo blues show good ordering and keep pace with their former record. Colored goods, on the whole, will be a strong factor in the spring market. All of these items are sold far ahead and give not a little strength to the market themselves. Objections are being raised to the advanced prices, as there were last week. However, this was expected and it comes chiefly from those who could have ordered earlier, but did not.

Dress Goods—Voiles are experiencing the larger amount of popularity. Next year bids fair to show a decided increase of favor for this type of goods. With the female wearing public it is very popular indeed, not only because of its attractiveness, but from its availability as wearing apparel. Said a female friend of this material, "You can get more satisfaction out of a voile as regards style and wearing qualities than out of any other dress goods fabric I know of." If this sentiment is to become general voiles may easily be looked upon as a staple to be reckoned with. There are many lines of other materials that can not be called anything that may approach a success and as a result some houses are heard from in the way of price cutting. This is a very bad policy to pursue, as it establishes a precedent by which buyers in succeeding seasons govern themselves. A successful house can far better afford to meet the market in the matter of prices than can an unsuccessful house afford to establish it on a downward scale. Patrons of the latter will wait in future seasons, looking for similar conduct, until time undecives them, but this is costly business.

Underwear—There is no appreciable change in the market this week, it being very quiet all around. Unless something out of the ordinary occurs nothing can affect the primary market for some time to come. There is a disposition to debate the question of the effect of the decline in raw cotton upon knit goods, as a rule, but there is no possibility of this decline being in any degree felt in underwear for some time to come, to say the least. The thing which mostly affects the underwear situation is the impregnable front presented by the yarn market, and while yarns maintain their firm position, the chances are that underwear will also maintain its advanced prices. Yarns, together with the increased cost of labor, are two potent factors in the manufacture of all kinds of knit goods, particularly underwear and hosiery. The fact that the number of available operatives is scarce, and, comparatively speaking, in its relation to the demand, is growing scarcer every day puts them in an aggressive position, in which they can almost be said to be absolute dictators of terms.

Hosiery—The trade is not very brisk just at present; as a matter of fact it is quite dull. The factors that

Are You in the Market for Sweaters

The values we have to offer this season should induce you to place your orders with us. We advise you to buy them now and get them forward for early fall trade. Will give you liberal dating.

Children's Fancy Wool Sweaters—Priced from \$4.50 to \$9.00 per dozen.

Boys' Wool Sweaters—Assorted in size and colors. Priced from \$6.00 to \$9.00 per dozen.

Boys' Sweaters, in fancy Honeycomb and Basket weaves, all colors, at \$4.25 per dozen.

Men's Sweaters, in assorted fancy weaves and colors, at \$4.50 per dozen.

Men's Fine Wool Sweaters, in Black, Navy, Red and Tan. Priced from \$7.50 to \$30 per dozen.

Order from our travelers or send us a trial order by mail.

The Wm. Barie Dry Goods Co.
Wholesale Dry Goods Saginaw, Michigan

Toques and Tam O'Shanters



will again be popular with children for fall and winter wear. We prepared for this by placing an early order, thereby securing some very pretty numbers as well as extra good values. We also have in this department a good line of caps for infants' wear. Place an order soon if you want the choice of the line.

Range of prices is as follows:

Toques

Infants, worsted @	\$2 25 per dozen
Child's, single wool @	2 25 per dozen
Misses' and boys', wool @	2 25 per dozen
Misses' and boys', worsted, angora, mercerized, with wool lining, in plain stitch, fancy stitch, plain colors, assorted and plain white	\$4 50 per dozen

Tam O'Shanters

Square and Round Styles—Solid colors. Red, white, blue, gray, browns, etc.	\$4 50
Square and Round Styles with Visor—Solid colors. Red, white, blue, gray, browns, etc.	9 00

Infants' Caps

Wool, assorted colors @	\$2 25 per dozen
Knit Silk, white @	\$4 50 to 6 00 per dozen
Bear Skin, white and gray @	4 50 per dozen
Silk, @	\$2 25, \$4 00, \$4 25 4 50 per dozen

GRAND RAPIDS DRY GOODS CO.

Exclusively Wholesale

Grand Rapids, Mich.

have hitherto been the most active are now resting on their oars to a greater or less degree. Whatever trading is being done is nothing to judge the market by, as it is more or less spasmodic. For instance, a house may have little or no business this week and next week may bring forth a fair amount of business. Here and there a house is found which is doing a little in the way of duplicating, but there is nothing general in this activity at all. Whatever duplicating is being done is on the cheaper grades of goods and in one instance in particular it mounted up fairly well. On the higher grades buyers find the looked-for difficulty, the relative amount produced being no comparison to the cheaper grades. With the jobbers the general run of the business is as good as heretofore. Deliveries, of course, come in for their share of criticism, but all realize that the best effort possible is being made to hasten the shipment of goods from the mills. There are isolated cases, to be sure, where some fluke occurs and causes a distracting delay, but no amount of effort can avoid such and the best has to be made of the situation. Gauzes seem to be increasing in popularity for the spring trade. Some claim that they will succeed laces in popularity. However that may be, they are certainly more serviceable and equally as cool. Plain colors lead in the race. Blacks and tans are the favorites. Now that cotton is on the decline, buyers who have formerly had faith in such a condition bringing about a lower level of prices seem to think that this is their opportunity, and numerous enquiries are being received to this effect. However, as has often been stated, yarns practically make the prices of both underwear and hosiery, and as they still continue in their strong position, in some instances advancing, there is little probability of anything like a reaction of prices in the knit goods market. The more raw cotton declines, the more money manufacturers will make who own their own spinning plants.

Flint Industries Are Prosperous.

Flint, Sept. 4—When the Buick Motor Co. moves its assembling plant from Jackson to this city and establishes itself in the immense new factory building which has been in process of construction for over a year, the engine works in the fourth ward, which constituted the nucleus of the present large and growing enterprise two years ago, will continue to be maintained as a separate plant, with a largely increased capacity.

The building has just been enlarged by a four-story extension, having a frontage of 105 feet and a depth of 65 feet. New machinery is now being installed. The plant is today employing 300 men. Preparations are being made to increase this force to 550 men. They will be employed exclusively in making gasoline engines for the Buick two-cylinder car and run-about and the Whiting four-cylinder car, which will be built at Jackson by the Whiting Motor Co., a corporation recently organized in

that city with J. H. Whiting, of this city, as President.

Work on the building to be occupied by the Oak Park Power Co. is progressing rapidly, and the present prospects are that it will be ready for occupancy in about sixty days. The plant will furnish power to the new Buick and Weston-Mott factories. The Weston-Mott plant is meanwhile being supplied with power by a dynamo which has been temporarily installed at the electric light works.

The Radium Sign Co. has filed articles of incorporation and is now doing business as one of this city's new industries. The company is capitalized at \$10,000, and its officers are W. R. Bates, President and General Manager, and Irving B. Bates, Secretary and Treasurer.

Miles Fox, foreman of the trimming department of the Durant-Dort Carriage Co., has gone to Waterloo, Ia., to take charge of the Waterloo carriage factory as superintendent. As a mark of appreciation of his faithful and efficient service here the Durant-Dort Company presented him with a chest of silverware.

Remarkable Industrial Awakening at Marshall.

Marshall, Sept. 4—The business men of this city are jubilant over the industrial awakening of the place. From the minute the usiness Men's Association was organized Marshall seemed to take a start.

First the Hardy food plant was built, then the Marshall School Seat Co. started operations and the New Process Steel Co. commenced the erection of a big foundry. Now the Michigan Central is bringing in trainloads of cars to the local shops to be repaired and local officials state that 150 men will be at work in six weeks. Thirty men have already been put to work.

Now the Page Bros. Buggy Co. announces its intention of putting up new buildings and will increase its capacity. Plans for the new buildings have been drawn and the contract will be let the first of this week. The company expects to add about thirty men to its force.

The Folding Bath Tub Co. received an order of 174 folding bath tubs last Tuesday and this puts this company so far behind in its orders that E. H. Grant contemplates erecting another building. The business of this company has increased 50 per cent. over last year.

The Lambert Food & Machine Co. has been working over time trying to fill Pacific coast orders for peanut butter machines which were wrecked by the earthquake.

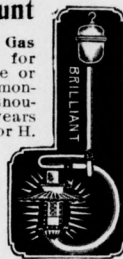
The B. & B. Buggy Co. has increased its capital stock to \$37,500 and recently closed a deal for 500 buggies with a Grand Rapids firm.

The building of the New Process Fuel factory will be practically finished by the end of the week and will be in operation by September 15.

Last week the Marshall Furnace Co. broke all previous records for shipping furnaces. There were forty-five shipped that week and of this number twenty-three went to schools.

50 Per Cent. Discount

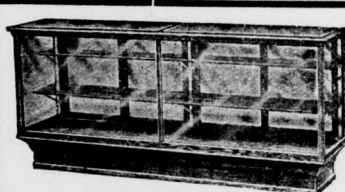
to all who use the Brilliant Gas Lamp in their expenses for lighting over gas, kerosene or electric lights. This is demonstrated every day by the thousands in use for the last 8 years all over the world. Write for H. R. Catalog. Don't wait for short days and long nights, order now, and be ready for this and the fall trade. Money back if Brilliant Lamp fails to do as represented.



BRILLIANT GAS LAMP CO.

42 State Street

Chicago, Ill.



A CASE WITH A CONSCIENCE

is the way our cases are described by the thousands of merchants now using them. Our policy is to tell the truth about our fixtures and then guarantee every statement we make. This is what we understand as square dealing. Just write "Show me" on a postal card.

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Protection at Actual Cost

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certainly has made a wonderful record. In 25 years of actual experience it has taken care of its contracts promptly at a cost to the members that seems remarkable. Highest cost age 30 per year per \$1,000, \$7.50; age 40, \$10; age 50, \$12.50. For full information phone or write

E. W. NOTHSTINE, 103 Monroe St.
GRAND RAPIDS, MICHIGAN

Fast, Comfortable and Convenient

Service between Grand Rapids, Detroit, Niagara Falls, Buffalo, New York, Boston and the East, via the

Michigan Central

"The Niagara Falls Route"

The only road running directly by and in full view of Niagara Falls. All trains passing by day stop five minutes at Falls View Station. Ten days stopover allowed on through tickets. Ask about the Niagara Art Picture.

E. W. Covert, City Pass. Agt. Grand Rapids.
O. W. Ruggles, Gen. Pass. and Ticket Agt. Chicago



Gloves and Mittens

We carry a large and complete line made up in the following grades:

Canvas, Muleskin, Goatskin, Calfskin, Dogskin, Buckskin and Horsehide

We have some exceptionally good values, and it will pay you to see our line before placing your order. Our prices are right.

When you come to the West Michigan State Fair September 10 to 14, make our store your headquarters.

P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

ASSETS OVER \$6,000,000

Ben Franklin Said:

"For age and want, save while you may;
No morning sun lasts all the day."

Now is the time to lay aside the golden wealth to supply your needs for years to come.

Saving is easy—it is only the beginning that is difficult. Once started, laying money aside becomes a habit, a custom. Open an account at once and begin to build competence. The three per cent. interest, compounded every six months, helps amazingly.

OLD NATIONAL BANK

FIFTY YEARS AT 1 CANAL STREET.

CITY OR COUNTRY.

Which Is the Better Place for a Boy?

Walter Burpee, of Philadelphia, says:

"I would not advise a country boy to become a city boy unless there was some good opening in the city where he would have the chance to advance, provided he showed merit, or unless he was educated to take up some professional work. Many a country boy is ruined by going to the city without any special opening or any special qualifications. Thousands make miserable failures, and remain cheap clerks in banks or mercantile houses all their lives. For the great majority it would be much better, if bred and born on a farm, to stick to the old farm, but to prepare themselves by careful study and hard work to improve on the methods of agriculture and horticulture generally in vogue, and also to look forward to becoming, in a certain sense, specialists. If near a town of considerable size or a large city a good trade could be established by a progressive young man in superior fresh vegetables, dairy products, eggs or poultry.

"Of course the country boy might think that the returns in dollars and cents proportionately were inadequate for the same amount of work in a mercantile business, but the chances of failure would be much less, and the enjoyment of life, if he were the right kind of boy, would be greater. The best things of life, notwithstanding the monopolies of to-day, still cost nothing—that is, to those who live in the country and do not have to pay for air and sunshine.

"There no longer is the same reason why farmers' boys should desert the farm, because with the rapid suburban trolleys the farmer's family is brought in close contact with the town and city for what social recreations, lectures and amusements they may desire. In starting out in life, however, the boy's thoughts must be upon his work and not upon his play. As he gets older he naturally will value more and more highly the quiet, peaceful surroundings of the country, with its opportunities for reading and improvement."

William Horlick, Racine, Wis., says:

"A country life cultivates in a boy the power of observation, as he is brought close to Nature in her many aspects. The wonders of the vegetable, animal and mineral kingdom constantly appeal to him, and the practical side, as well, is emphasized in judging as to the utilization of these for the benefit of mankind. The home life of the country is much purer than that of the city. Many temptations which sap the morals of the growing youth in the city are absent from the simpler home life of the country. In addition to this, abundance of pure air, water and sunlight certainly furnish the ideal environment for the physical development of the growing youth who has the battle of life before him.

"In the city the growing boy has

the great advantage of a more perfect school system and better trained teachers, together with public libraries, lectures, etc. If he is mechanically inclined and taught to observe, and especially if helped by a good manual training school, he early acquires much valuable knowledge which will be helpful in his life work. But he lacks the close contact with Nature which the country boy enjoys, and is subject to many temptations which debase his moral and physical nature. Frequently, it must be said, his mental development will be acquired at the expense of the physical."

Edward W. Pope, of the Pope Manufacturing Company, Hartford, says:

"Advantages offered by the country:

"Any boy who has a fondness for the country, for gardening in any form, or for animals, should try in every possible way to find some satisfactory way of earning his living without going to the city. It is much easier to keep one's health in the country, without which it is difficult to achieve success in anything. It also is easier to keep from drinking, gambling and other vices, especially for those who are fond of company and a so-called good time. The fact that in the country every one knows what you do is a safeguard for most boys and men; for even men never get to the place where they are safe against temptation in some form; and I believe that any property gained by work in the country, and any reputation gained by living in the country, is kept easier than property and reputation gained in the city.

"The advantages of living in the country are not so fully appreciated in early life as they are later, and many a man looks back to his early life in the country and thinks what a mistake he made in leaving it just for the sake of having more money to spend, to be able to wear fine clothes every day, and for other pleasures that undermine his health and are not pleasant to look back upon.

"I think the principal disadvantage of the country, especially farming and living with only a few neighbors near, is the isolation. This, of course, is not felt so strongly by a boy born in the country and I should advise any boy who intends living in an isolated place, or even in a small village, to get a good education and acquire a taste for good reading and study, as it is the uneducated man and the man used to city life who feel the most lonely. The chances for trade and anything on a large scale, except farming, are less in the country, and unless the city boy has a decided taste for farming he would better not try it, or any other business in the country, until he is sure he can not get along in the city, provided, always, that his health is good enough. The country is for city boys who must go there for their health and for those who can not find satisfactory employment or prospects in the city.

"Advantages offered by the city:

"To earn more money, provided one has the ability to keep near the top of the ladder. To get a better education by coming in contact with more educated men, better access to libraries, picture galleries, the experience that comes only by daily contact with many people, the opportunities to do good, especially when one has the time and money.

"Disadvantages of going to the city:

"The sharp competition with men who have great ability, as the large cities attract the smartest men, as well as the most unscrupulous ones. The confinement and want of fresh air, making it more unhealthy. The difficulty for the poor boy or one of small means to find a satisfactory place to live in. The greater cost of living, and the temptation to spend money, even to the most upright and careful liver. There is room at the top of the ladder for only a few in any pursuit, and as most boys only have ordinary ability there are more chances of failure by going to the city and more probability of coming to want in old age."

Nathaniel C. Fowler, Jr.

Three Ways of Assisting the Forestry Movement.

Being by nature and training something of a pioneer, and by my early life in Ionia county rather identified with the interests, and what I hope may be, the improvement of her vast acres in forestry, I am glad to speak a word for the good of Michigan.

Without reflecting on what we have done or what we have not done, it becomes us as wide-awake citizens of to-day to realize that we have a problem before us and it must simply be faced as men and women should face any other problem in life—with courage and intelligence.

We must start with what the preacher would call the missionary stage. As an old teacher said, it must be here a little and there a little and then "there a great deal." So this agitation and teaching by press and conference and organization and speech all tend in the right direction. I would name three avenues now open to us in this splendid service to the State.

First. The schooling of the children in the love and nurture of the trees. I venture the statement that the most unlovely spots now through our country will be found around the school houses, and yet the most of them are large enough to allow the teacher an opportunity to show the scholars how to beautify and improve the grounds and in some places the teacher could revolutionize the ideas of the community by a good object lesson in forestry. An impression made in childhood will live. While difficulties may arise, I am writing to those who do not stop at difficulties, but who are willing to be something more than to be mere timeservers. I am encouraged to learn that something of the kind is taught and encouraged at our State Normal School at Ypsilanti. Arbor day and what it stands for should be used as a means to this end and if some of the fads of educators would give place to this

healthy and much-needed discipline, very much would be accomplished.

Second. We must regulate fires, and, by admonition and example, show how to avoid them. Prof. Roth tells us that a law provides for the supervisors to attend to some parts of this difficulty. Now, that is just the thing and it should be studied and adjusted until it becomes a practical working law. If the people understood that he had that authority and he was encouraged to use it in the right way, I can see a great relief coming from this source. Some directions could be printed and circulated and this officer become the means of reaching the people, and the people are the ones to reach and interest. They should be taught not to fire at any and all times but when the wind and conditions are right. They also need to learn how to control or put out a fire. Railroads need also to take more care about fire and to report fire to their men and see that it is extinguished before whole farms and townships are burnt over.

Third. I plead for a use of the practical now and not wait too long for the coming of the technical part of it. There are innumerable things that a practical woodsman would see—many things that he could say and the people would hear—that would tell mightily in advancing the interest and efforts of the people to co-operate in reforesting this State. I am rejoiced to learn what Prof. Roth says concerning the man he now has at the head of the State Reserves. We need more such men and then have our forces backed up and strengthened by the technical training, for, understand, I have no quarrel with that training, for I thoroughly believe in it. My only point is, do what you can now. F. P. Arthur.

Milk Flour Is Made by New Process.

Good morning, have you had dried milk for breakfast? This interesting article produced by the new soluble process is soluble in water, and can be reconstituted by the addition of enough water to the flour. The reconstituted milk, which possesses all the exact properties of the fresh liquid, has a flat taste and is less palatable. The great value of solid milk lies in its use in baking and cooking or for certain commercial purposes. Thus in the manufacture of milk chocolate the make is limited in the quantity of milk which can be added to the ground chocolate, because the resulting mass must not be too thin or the chocolate will not harden properly. No such difficulty is present if milk flour is used. As it will keep indefinitely it promises to be a solace to tourists, campers, explorers, and for military and naval purposes, not only as a powder but also in tablets. Its use will simplify the transportation of milk, as its weight is less than one-tenth the weight of fresh milk. It will be extremely difficult to adulterate, for, primarily, no water can be added without the possibility of detection, and, in the second place, no chemicals need be added to preserve unchanged its qualities as a raw milk.

Invitation

Lyon Brothers, 246-252 E. Madison St., Chicago, Ill., the largest Wholesale General Merchandise House in the world, are anxious to increase their business with the readers of this paper.

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THE WHITE BUTTER.

Dutchy's Thrift Proved Too Much for Our Cousin.

There were freaks in the woods in the early day as well as now. The schoolmaster at Rock Creek was one of these. He was positively stuck on himself and talked as if he owned the world and a good portion of the other planets. The boys had any amount of fun at the teacher's expense.

Well do I remember the night the whole settlement was out coasting—"riding down hill," we called it then. Conceited Master Stanleigh was there, guide and mentor to the girls, of whom he "thought a pile," as Dan Bullis expressed it. The girls, however, were not quite gone on the master; at any rate they enjoyed the jokes cracked at his expense and laughed as heartily as any one when the long legs of Mr. Stanleigh formed a cartwheel in the air as he plunged headlong into the big snow bank from Tommy Bigelow's swift-flying sled. Then, too, they laughed when Dick Hooper managed to drop a frozen rat into the master's coat pocket in such a manner as to leave the tail standing up stiff and hairless in the moonlight. An endless number of jokes were played on the pompous master that night, and the school term was shortened by a month because of the culminating expose at an evening entertainment which showed Stanleigh up in all the vainglory of his self-conceit.

However, it is not of Master Stanleigh that I am writing this trip. He was not the only pebble on the backwoods beach at this time. Ralph Singerly, a cousin of mine from Portland, Maine, was visiting us, and a more conceited young sprig of humanity we boys never saw. He had a peculiar drawl and seemed to patronize the woods boys in a way that said, "Look at me! What a mighty man am I!"

My brothers and myself did not relish the high and lofty airs of our city cousin. Ralph was no lazy-bones, however. He was out early every morning anxious for a lark, ready to go hunting—"gunning," he called it—on every possible occasion.

"I want you to show me a genuine lumber shanty before I go home," said Ralph; "one of the style we read about. I'll set 'em to talking when I get back to Maine."

"We'll do that all right," said brother Tom. "I am going out to Dutchy's in the morning and you can go along. He's head cook for Roberts & Furlong, the Muskegon millionaire lumbermen. The camp is a hummer, you bet. It's up to date in every particular."

Tom winked his off eye at me and I confirmed what he said with a nod. "Just the thing!" declared the little Yankee.

We were early astir next morning, despite the fact that it was Sunday. Partaking of a hasty lunch from the pantry we three boys set out for a three-mile walk along a crisp and shiny logging road. It was a sharp morning, the dry snow cracking under our feet; we did not mind this,

however. No Maine lad would own up to feeling the cold.

Dutchy was the shanty barber as well as cook, and Tom's long locks needed trimming, which gave him an excuse for an early call at the shanty.

We found Dutchy busily engaged doing up the morning's work. Only one man was in sight, one of the teamsters, who was at work cleaning out the stables. Even the chore boy was absent.

"I'm all alone," explained the cook. "Most the boys have gone to town."

We showed our cousin about the premises, visited with him the various skidways and explained all the ins and outs of the logging business of the time. There were no "lumberjacks" then. That phrase is of modern origin, and has no part in the history of lumbering among the white pine of the Grand and Muskegon Rivers way back in the fifties. There were "crosshauls," "toteroads," and the like, then as now, but the general ensemble was far different. One recalls those old times with a sigh—not wishing them back, perhaps, but wondering if such glorious, health-giving work will ever again predominate in any part of this big round planet of ours.

It was late when we got back to the shanty. The cook was already setting his table for dinner. He had a caller in the person of one of the foremen from another camp. The two were discussing lumber prospects as we entered, glowing from exercise and hungry as a black bear just out of his winter hibernacle.

Boiled potatoes, hot biscuits, yellow with saleratus, fried fat pork and tea as red as a fox's tail composed the backwoods dinner, which always came at the noon hour.

"Sid up, poys, and have some-dings," cried Dutchy as he poured the red tea and nodded toward one of the long pine benches which served in place of chairs. Tom and I drew one of the benches to the table and sat down. Ralph, after a momentary hesitancy, sat down with us.

The dinner was certainly not inviting. The butter was abominable. We boys, however, were accustomed to the Chicago firkin article and did not wince at what seemed a fair sample from a settler's cow. I noticed a peculiar taste to the butter but said nothing, watching Tom and Ralph.

Our cousin was a dear lover of the good things of the table, especially butter. Putting a bold face on the situation, Ralph spread a liberal allowance of the fresh butter on his biscuit and gulped it down. He made no face and seemed to like it.

"You must eat," I whispered, "or Dutchy will feel offended."

And he did eat and seemed to relish it. Dutchy turned suddenly toward us and began to apologize for the fresh looking butter.

"Ve got no firkin butter, so me feex dis," he said, grinning. "You see, de ole sow she git choke on someding. No want to waste so mooch good meat, so me butcher her mighty queek. Dis lard good 'nough, eh?"

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OTTAWA AND LOUIS STREETS

De boys like it jess so well as firkin butter—"

Ralph waited to hear no more. He was up and away, dashing through the door to the cool of an outside bank of snow. I didn't feel quite comfortable myself. Tom laughed, continuing to eat, praising Dutchy's white butter substitute to the skies.

I retired shortly and sought our dainty cousin. I found him wallowing in a snowbank, sick unto death. He threw up everything but his boots! He was as white as a sheet; I felt actually sorry for the poor fellow. And, would you believe it, Ralph never quite forgave Tom for that trick, although my brother protested that it was no trick and that he was wholly innocent.

Ralph left us soon after. He is now a prosperous lumber dealer in New England, and doubtless recalls that little episode of the Michigan woods with a smile. Old Timer.

Jersey Milk for Cheese.

In some parts of the country owners of dairy cattle are interested in the question of cheesemaking, and are enquiring if Jersey cattle can be expected to score as cheese producers, their quality as butter-producers being no longer in dispute. Now, most producers of Jersey milk can find a more profitable way of disposing of the milk of their herds than in making cheese; yet, as the manufacture of cheese from Jersey milk may be a matter of importance in the case of some dairymen, it is worthy of examination.

In the first place it may be stated that milk which is but indifferently suited to the production of butter, by reason of its low fat percentage and lack of "churnability," may do fairly well for the manufacture of cheese. But, on the other hand, milk that is superior for the production of butter is equally good for the production of cheese. And the reason is plain: milk that is rich in butter-fat is also rich in total solids, and from these solids of the milk the cheese is made.

In the second place, it may be asked whether any reliable test has ever been made as to the capabilities of Jersey milk for cheesemaking. In this connection it will be recalled that at the Columbian Exposition at Chicago, in 1893, there was an official "cheese test" under the control of the Exposition management. For this cheese test, and the butter tests which followed after, the following breed associations had pledged themselves to enter cows: The American Jersey Cattle Club, the American Guernsey Cattle Club, the American Shorthorn Breeders' Association, the Holstein-Friesian Association, the American Devon Cattle Club, the Red Polled Cattle Association, the Brown Swiss Cattle Association and the

American Ayrshire Association—in all, eight breed associations.

However, although barns had been built by the Exposition management to accommodate them all, but three of these breeds were represented in the test, viz., the Jerseys, the Guernseys and the Shorthorns, the others withdrawing. The latter three breeds were represented by twenty-five cows for each, and the cheese test was continued for fifteen days.

The Jerseys ate food to the value of \$98.14, produced 13,296.4 pounds milk, containing 1,871.41 pounds total solids, making 1,451.76 pounds cheese. Their net profit, after deducting cost of the feed, was \$119.82.

The Guernseys ate \$76.25 worth of feed, produced 10,938.6 pounds milk, containing 1,503.8 pounds solids, making 1,130.62 pounds cheese, their net profit being \$88.30.

The Shorthorns ate \$99.36 worth of feed, produced 12,186.9 pounds milk, containing 1,544.28 pounds solids, making 1,077.6 pounds cheese, their net profit being \$81.36.

From the above figures it will be seen that the Jerseys not only gave more milk than the other two breeds, but their milk contained more solids and made more cheese per hundred pounds than that of the others, and, consequently, they yielded a higher profit. The scores of the cheese, flavor, texture, keeping quality and color being taken under consideration, were as follows: Jersey cheese, 90.7 counts; Shorthorn, 90.5; Guernsey, 87.2.

The award for the best cow competing was won by the Jersey Ida Marigold. Of the best five cows of any breed, the first four were Jerseys and the fifth was a Shorthorn. The most important award in this test was for the herd that proved itself the most profitable in the production of cheese, and it was won by the Jersey herd.

It required 9.16 pounds of Jersey milk to make a pound of cheese, 9.67 pounds of Guernsey milk and 11.31 pounds of Shorthorn milk.

The Jersey milk contained more solids than that of the other breeds. Consequently, it took less Jersey milk to make a pound of cheese, and the Jerseys produced more cheese in the total, and of a higher quality, and proved themselves the best and most profitable cheese producers.

R. M. Gow.

The Yarn of the Sea-Going Cheese.

While sailing o'er the waters of the treacherous North Sea,
In latitude fourteen-by-six and longitude 3B,

Upon a hidden, sunken reef, with loud, heartrending bang,

A German whaling vessel struck—the "Wein, Fisch und Gesang."

And only Friedrich Wurst, the mate, was rescued, if you please;

He climbed upon a whale's broad back, and brought along a cheese.
The monster gayly swam away and spouted merrily,

While Friedrich thought: "If it should dive vot would become of me?"

But then he sniffed that cheese and cried: "Eureka! Ha! Just wait!"

(That cheese had been a dotard back in eighteen-forty-eight.)

He took a handful of its crumbs, and, standing on the whale,

He threw those crumbs into the sea, which bubbled and turned pale.

The whale prepared to dive, it did; it spread its jaws and smiled,

And then it got a taste of sea-mit-cheese that fairly drove it wild;

It lashed its tail; it thrashed about; it said: "As I'm alive!

If that's the way the ocean tastes I'm jiggered if I dive!"

And so it stayed above all day; it lashed with frightful force,

While Friedrich, standing on its brow, threw cheese along its course.

Six times it tried the diving bluff; six times it sipped the sea,

And roared: "If that's the subway taste, a surface life for me!"

At last it didn't even try; it hardly dared to sneeze.

(No pen can paint the deadliness of that unhallowed cheese.)

And Friedrich sat upon its neck and watched out for a sail,

And soon he spied a whaling vessel near—so also did the whale.

The whale prepared to dive again; it sipped the salty seas;

Just at the moment Wurst threw in the whole remaining cheese.

It floated down the monster's throat; the taste was something weird;

That frantic whale dashed toward the ship in hopes of getting speared.

And speared it was, while through the air the cheers of Friedrich rang.

For he had recognized his ship, the "Wein, Fisch und Gesang";

She hadn't foundered on a reef; she had encountered none.

(A violent contradiction to Lines Three and Four, Verse One.)

C. D. Crittenden.

For every real sorrow there are a hundred shadows.

W. C. Rea

A. J. Witzig

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Great Men Have Great Ideals and Lofty Courage.

There never has been a great man who has not chosen an ideal for his inspiration to greatness. No great accomplishment can be gained without inspiration any more than a beautiful picture or handsome piece of statuary can be created without a worthy model.

If we study the lives of successful men we find this statement to be true. Two great men—Marshall Field and William Rainey Harper—recently have passed away, but their influence will be felt for a long time because their work was built up through lofty inspirations. It may seem a great stride from an apprentice boy in a Conway dry goods shop to the owner of the world's greatest dry goods store; still Marshall Field accomplished this in less than a quarter of a century, because he selected the golden rule as the foundation: "Do unto others as you would that they should do unto you." He translated this in business terms to give honest representation of goods, to offer the best goods for the least money, and because of this he found in his business once a patron always a patron.

Though William Rainey Harper's life work lay along a different line his undertakings were no less strenuous and his accomplishments no less wonderful and more to be admired, for in less than fifteen years President Harper raised more than \$20,000,000 and he reared from the marshes of the western metropolis a monument to education never to decay. Better still, he organized a student body of 1,400, he sacrificed his health and life to accomplish this end—to organize a university for the west.

He accomplished this not alone by struggle and work, but by an ideal which inspired him from the start. The chart found in one of the rooms of Haskell museum tells the whole story of his ambition. It shows what the university should be in its completion, and, though this idea grew and had to be changed, it was impelled by the ideal President Harper held. He explained repeatedly to the student body and to strangers visiting the institution that his idea of a university was not far from Ezra Cornell's saying: "I would found an institution to which any one may come and learn anything."

A man was visiting Wanamaker's store in Philadelphia the other day, and after finishing he went to Mr. Wanamaker and said: "I now understand why you are such a successful merchant. I have been noticing you as you visited some of the departments, and you showed the same enthusiasm in your work that a young college boy does in witnessing an exciting football game. Your face was alert and your expression intense as you suggested to one clerk and approved of a certain line of work to another."

Mr. Wanamaker was silent for a few minutes and then answered: "I can't imagine a man anything but enthusiastic in his work any more

than I can imagine a musician giving a concert without being wrought up to his best. You see that motto hanging over my desk? I make a point of reading it at least once a day, sometimes oftener: Nothing else is as contagious as enthusiasm. It is the real allegory of the lute of Orpheus, it moves stones, it charms brutes. Enthusiasm is the genius of sincerity, and truth accomplishes no victory without it."

Friends said of George W. Childs that they never saw him happier than when he was doing a good turn for some one else, and since Childs usually was doing some good, he was happy most of the time. He was a modest sort of a man, and did not like to talk about what he was doing. One day a friend cornered him with the question: "Childs, why is it you are so much happier than most men I know?"

Childs laughingly answered: "Happiness largely is a matter of habit." Though the friend was not satisfied with the reply, he was looking through a book one day that lay on Childs' library table and read this quotation, which told the story why George W. Childs was happier than most men: "I believe that doing good to others is not only the supreme mode of pleasure bringing but also the best builder of success possible to humanity."

There is no one man in this country or abroad whose words are more valued and respected than those of President Roosevelt. What he has accomplished for himself and the benefit of this country is a marvel for all nations. He has not done this alone through his ability and his love for work. He believes in his country and the ability of other men. He says that men and women must be willing to work in different ways with all their might and strength. He believes that every man and woman should give part of their talents to their country.

President Roosevelt's motto is "Be honest with the world and the world will be honest with you." This is the fundamental truth of all real prosperity and happiness. That this is his motto has been shown on many occasions, but never so completely as in his work at the peace conference. He was anxious for the conference because he believed that the war involved more than a settlement of a certain amount of land, and he wanted justice done to both parties.

There are men who can do many things and do them well; they have genius for accomplishing much in a short time. Gladstone is supposed to have accomplished more in a day than any other man, but he never worked in a hurry. A friend was visiting in his study one day, and after watching him work for some time, said: "Why, it would take me a week to do what you have done in a morning." "Nonsense," came the answer, "I had every bit of this work planned before I started. If my work differs at all from that of some other people I know, it is because I work with great caution. One thing at a time, and that done well, is all I can manage."

There are many men who make



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great successes because of unusual ability or their insight into situations, but there never was a man who achieved success without possessing courage and unusual self-reliance. When Lincoln was asked if he was not afraid of antagonizing a large party in the republic by the attitude he took towards slavery, he replied: "The man who allows his life to justify itself and lets his work speak and who, when reviled, reviles not again must be a great and lofty soul."

Every man wishing to succeed should have inspirations to greatness, whether he work in a counting room or be engineering a great business enterprise, for it is the ideal that energizes work just as steam does an engine. The thought of "hitching one's wagon to a star" not only inspired Emerson, but it has inspired and encouraged others in varied walks of life. And if a man's ideal be lofty he cannot be discouraged in the struggle to succeed, if he accept Browning's philosophy:

"A man's reach should exceed his grasp,
Or what's a heaven for?"

John Trainer.

Can You Believe Your Eyes?

"I can believe my own eyes surely!" Who has not heard, and probably even uttered, this indignant protest when some statement, made in good faith and with a profound conviction of its accuracy, has been questioned? Unfortunately, no sense is more likely to play tricks with us than that of sight. A blind person who suddenly obtains the use of his eyes invariably makes the most ludicrous mistakes as to the form and relative proximity of the objects around him, until experience and the aid of the other senses—touch, especially—enable him partially to correct his early judgments. He at first will stretch out his hand, expecting to come in contact with a wall ten feet away, and stumble against a chair or table which he fancied to be far out of reach. Subsequently, when he can see at least as well as the average man, he is just as liable to make mistakes of another kind. Imagination comes into play. He thinks he perceives objects which have no existence whatever but as figments of his fancy; while, on the other hand, the impressions of real objects which momentarily strike upon his retina may, when he attempts to recall them, become distorted beyond all power of recognition.

The truth of what precedes, though recognized from the earliest times and summed up in the Latin maxim, "Testis unus, testis nullus"—the testimony of one person is worthless—recently has been scientifically demonstrated by interesting experiments which have been made in Switzerland, France, and Germany. Prof. Claparede, of Geneva, one of the leading living authorities in experimental psychology, recently asked a class of fifty-four students eight questions—perfectly simple questions they were—concerning the rooms they had long been in the habit of frequenting daily in the University. "Is there a window facing the doorkeeper's box?" "Are the col-

umns in the vestibule cylindrical or quadrangular?" "Is the ceiling in the large amphitheater plain or decorated?" and so on. Out of the whole number of fifty-four students, all presumably young men of more than average intelligence, not one gave correct answers! Forty-five of them declared that there was no window at all; eight remembered that there was a window; but each and all attributed a wrong situation to it; one, more sincere than his fellows, candidly owned that he had not the least idea whether there was a window or not. As regards the shape of the columns in the vestibule only six answers were correct.

Foreseeing that critics might object that this experiment really proved nothing, since the questions concerned matters of such minor importance that the students hardly could be expected to notice them, Prof. Claparede arranged another experiment. During the carnival a man conspicuously costumed and masked suddenly burst into the class room, where he performed certain antics and uttered certain emphatic phrases prearranged with the Professor. He then was thrust out of the door as if he were an unauthorized intruder. Here was a scene, the reader will admit, eminently calculated by reason of its strangeness and unexpectedness to impress the imagination of the students.

A few days later, on some pretext or other, Prof. Claparede asked his pupils to describe to the best of their recollections the person and acts of the masked man. Out of the twenty-two students who had been present on the occasion four only described the man accurately. The rest either admitted that their recollection of the scene was at fault or gave such a description that it might have applied to anybody rather than the correct person.

These experiments of Prof. Claparede have been confirmed by independent investigators in France and Germany. If young men, all more or less highly educated, accustomed to reflect, and familiar with methods of scientific investigation, can err so grossly in such simple matters, what confidence can be accorded to the testimony of ordinary individuals about complicated events in which they may have participated? When their passions, interests, or prejudices, political, national or religious, are involved the testimony of such persons, it may be said, without fear of contradiction, is all but worthless, however many of them may declare the same thing. Half the art of a skillful cross-examiner, whether he realizes and admits it or not, is to lead witnesses, unconsciously to themselves, to rearrange their mental pictures as he wishes them to do, and to believe that what they had hitherto been convinced was black is white, and vice versa. How many people, again, are there who can recount quite everyday occurrences without any exaggeration whatever?

E. G. Minnick.

The way to duplicate a fool is to argue with him.



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Chicago

Santos

*Who else can do this?

TRUE COURAGE.

Without It Success Is Next To Impossible.

There are few young adventurers into life who appreciate all that lies for them in the interpretation and appreciation of true courage. Without courage no such adventurer ever may hope to succeed, according to the best measure of success. Courage too intimately and indissolubly is bound up in all that makes opportunity for success. A goal which does not exact courage for its attainment is at once unworthy and unstable. If one may lie and sneak to it by a short cut it can be only a harvest from thistles.

In spite of these things it is a fact that true courage scarcely is regarded as a community virtue. Courage has a reputation in many places as a trouble maker in certain of its manifestations. The worldly recipe for the most available of men in the world's work probably would exact a little honesty, a little courage, and a great deal of tact, with wide discrimination in the use of the mixture.

But in such a recipe as this the world is overlooking the fact that the elements of honesty and courage in the formula are adulterated qualities from the beginning. Because the honesty is not honest and because the courage is not real the element of tact becomes overwhelmingly important in the mixture. Tactless dishonesty and tactless cowardice are impossible.

Courage, as a misunderstood part of speech, calls for a few words. Perhaps it more closely and wrongfully is associated with physical action than is any other kindred noun. But how few of the vaunted actions of men at large are based upon a true courage? In these summer months one of the great dangers to the human family is death by drowning. One morning, perhaps, the newspaper will have a thrilling story of a rescue from drowning in which, in mock heroics, a man has risked his own life to save another. Frequently the truth is that the strong swimmer who pulled the drowning person from the water was more disconcerted at getting his clothing wet than he possibly could have felt at danger in the water. Perhaps the most courageous of all the persons witnessing the accident and the rescue was that one man whose impulse almost overwhelmingly forced him into the water when he knew that he couldn't swim a dozen strokes!

Courage of the true test comes of honest confidence at the last, however. It is the courage that accomplishes things. The courage of the man who, failing to learn to swim, stands helplessly on the bank to watch another person drown in a last analysis may have been a cowardice which prevented his ever going near the water when he needed to have learned one step toward a true courage.

That a true courage per se has a place in the business world is shown at once in some of the attitudes of the captains of industry. Not one of

these would trust a lieutenant who has not sufficient courage to act at times even in the face of doubt. "Better be called down for doing something than be called down for doing nothing" is the philosophy of one of the successful business men of Chicago. But without doubt this philosopher would be quick enough to draw the line between an action that suggested a sane courage and another which might mark only a foolhardiness. And before this attitude of the philosopher can be considered by him it will have to be considered by the employee.

An enormous amount of tommy rot has been written about courage. Courage is a qualification whose exhibition always is measured by circumstances and environment. An individual action based in a conscious knowledge of personal invincibility in any capacity may be an exemplification of bullying, merely. Or, under conditions where a waiting multitude may be expectant of this courageous action and awaiting it, it may even be cowardice to refuse it. Some of the greatest cowards in the world have been forced into an effective show of courage and had the reward of that sham virtue. But that courage is rare which, for the sake of courage, assumes the role of interpreted cowardice.

In business life perhaps the greatest show of moral cowardice possible is that which refuses to take to itself justly the consequences of its own error or deliberate wrongdoing. This is a cowardice growing out of incompetence. In most cases where a serious error or wrong has been committed the person under pressure of cowardly recourse must have had opportunity bravely to have brought confidence to himself over that of his inferiors in position. When he is in the position at last of taking the coward's recourse of shifting blame, it is not so much that in the emergency of emergencies he convicts himself of cowardice; his shame is that in consistent small cowardice of months and years he has not strengthened himself for facing the possibility.

Perhaps the highest physical courage ever developed is that which is shown by the man who, conscious that he has been wronged deliberately in a way which exacts that he take the punishment of the offender in his own hands, gives his first untrained battle to his fellowman, who may have had his years of experience at fisticuffs. The sense of deliberate wrong has outraged him. He is prompted to fight for a right principle, which is the first test of his courage, and he goes to battle, satisfied with the prospects of a victory or of a defeat. Either possibility must leave him with a new courage. He can not be the loser.

Ask yourself, reader, what you did to-day and yesterday and what you mean to do to-morrow to lay the basis of your courage? It must have a basis or your courage will be lacking. Having all courage of confidence, you may find yourself in positions where there is greater cour-

age in not using that confidence in show of courage. But never will opportunity present itself to cowardice to prick itself into show of courage without leaving you a greater coward still.

John A. Howland.

Inattention Invariably Drives Away Trade.

Written for the Tradesman.

Attending strictly to business wins tens times where brilliancy or loud advertising comes in once. The ordinary village merchant is a sloven. He does not keep his store looking in apple-pie order. On the contrary, he attends more to the gossip of his neighbors, and perhaps lends a word occasionally to help the general society function along, rather than looks after the appearance of his salesroom and the comfort of his customers.

Clerks are inattentive. Where you find one smiling, polite clerk in a village store ready and pleased to show you goods you will find a dozen the other way. Why is it? How am I to answer? It must be Nature that makes the average store man a hog instead of a gentleman anxious to please those for whom he opened his store.

A customer entered a village store not long ago and passed down to the grocery counter. Although the owner and his son, the latter a clerk in the place, were both present, neither paid the slightest heed to the waiting caller.

A young lady present was dealing out a bit of neighborhood gossip and both father and son seemed entirely taken up with what she was saying.

Now this caller was not a regular customer of the store in question. He had failed to find a desired article in the place where he usually did his trading, and had come here in search of the same. He, of course, could not help noticing the inattention of the proprietor and his clerk.

The gentleman asked for the article he sought.

"Yes, we have it."

This from the clerk, who never once glanced toward the enquirer.

"What is the price?"

"Fifty cents."

All this time no move was made to take down the article, a well known brand of baking powder. The clerk continued to look at the young woman, while the father continued in conversation with her.

"I will take half a pound."

Reaching behind him on the shelf, the clerk fetched forth the desired article and slapped it down on the counter. At the same time he laughed heartily at something the gossipy caller said.

"That was a corker sure!" cried the younger man.

All his attention was focused on the yarn-spinning young woman. Up to this time not a glance had been given the customer, who laid down a dollar and waited for his change.

"Well, now, you must have enjoyed it, Miss Jones," and the clerk nearly cracked his throat laughing.

"I did immensely, I can tell you. And, Mr. Borax, it has spread all over the town. The young fellow

feels cheap enough by now."

"I should think he would."

"I'd have him arrested," declared the proprietor.

All of this was Greek to our waiting customer, who was in something of a hurry, since his wife was waiting for him with horse and buggy on the corner.

"Change, please," he finally said.

The clerk pulled out the drawer, dropped the dollar and fished out two quarters and tossed them to the waiting customer. The drawer was slammed shut and the clerk turned all his attention to Miss Jones, who was retailing a bit of scandal without one thought of making a purchase.

"I gave you a dollar, sir," protested the customer.

"Er, is that so? I am sure it was a half."

This was the first time the clerk had noticed the customer in the least.

"It was a dollar, sir."

In any event the clerk had made the wrong change. He fumbled again with the drawer, this time making the right change. Not a word of apology was offered for the delay, nor did either proprietor or clerk offer to do up the purchase. Picking up the can Mr. Brown left the place, feeling rather relieved than otherwise to get away with his right change.

"And that," said he, as he walked along, "is one of the leading stores in this town. I don't think I shall patronize it again very soon."

He told his wife about the incident and she laughed a little.

"After all, it's nothing to laugh over," said she, suddenly sobering. "Those people do not deserve any custom; it's a wonder to me that anybody patronizes them."

"Well, nobody ought to, that's certain. I wanted to tell that young jackanapes a thing or two, but held my tongue. Of course, I don't have to trade there, and shall not trouble them again soon."

Is it any wonder that such men fail in business? Here was an opportunity to make a good impression, perhaps to gain a permanent customer. Why didn't father and son improve it? You tell; I can not. The slipshod methods and careless manners of those who cater to trade is a poser to an ordinary citizen, and would doubtless puzzle the wisest man or woman in the world. J. M. Merrill.

The orange groves about High Grove, Cal., have been decorated with flypaper and present an odd appearance. Cut or "army" worms have increased by the million during the past few weeks and have attacked the orange trees to such an extent as to threaten the crop with destruction. Power sprayers were sent for and then it occurred to someone to try the flypaper. It was put around the trunk of each tree, and it was found that the worms could not crawl over it and get to the fruit. An hour after the paper was put on the trees the ground was alive with the worms for several feet around, but the fruit hung safe from their reach.

ESTABLISHED 1872.
INCORPORATED 1890.



SAMUEL M. LEMON, PRESIDENT.
JNO. A. COVODE, VICE PRESIDENT.
GEO. B. CAULFIELD, SECRETARY.
R. J. PRENDERGAST, TREASURER.

Lemon & Wheeler Company **WHOLESALE GROCERS.**

Grand Rapids, Mich. Aug. 30, 1906

Michigan Tradesman:

Accept our most hearty congratulations upon attaining your twenty-fourth birthday.

As a trade journal after the test of these many years you are now acknowledged by business men universally as the best trade paper ever furnished the merchants of Michigan.

Back of you and in your columns have been manifested strong and well directed effort and highest patriotism, working as a great agency for good, particularly in advancing the individual and collective local interests, thus proving to be a most potent factor in building up a Greater Grand Rapids, making it a great Mart of Trade, to which a large portion of Michigan merchants look as their natural mercantile and financial trade center--a great depot of supply.

We wish you a long life of prosperity.

Yours truly,

Lemon & Wheeler Company

By *[Signature]*

[Signature]
Saml. M. Lemon

DO IT RIGHT NOW.

Better Chance for Highest Work May Not Come.

Somebody asked the bill clerk in our establishment why he was content to remain in a poorly paid position when, by working a little harder and taking a little more interest in the business, he might get into a place that would lead to a salary three or four times as large as he was receiving.

"Oh," he said, "there's no chance for a fellow to make a hit here; all the good positions are taken, and wherever there's a prospective vacancy there are three or four fellows waiting to step into it. No, it's a poor chance a fellow has here; so what's the use of killing yourself? I'm not such a fool; I'm just hanging on here until I get something better. I've got my lines out in two or three places, places where there are plenty of good chances for a fellow to start in and dig his way up. Just as soon as I get answers to my applications you'll see me get out of here so quick that it'll make your head swim to watch me. Then, when I get into a good job in one of these other places is when I'll begin to work. What's the use killing yourself here? There's no chance for you."

How many workers there are who are deluding themselves day after day with some such plea as this! Every office, every store, every shop, has them in abundance—men who are dragging along in their present positions by doing just enough work to hold their jobs and who look forward to doing no more work than this until they get a "better chance." And how many there are who fail utterly, fail both in upbuilding their fortunes and in making character. For nothing could be worse for the young man, either as regards his material advantage or his character, than to pursue this deadly policy. Deadly it is. It means stagnation; it means the cultivation of the spirit of procrastination; it means the development of impulses that no man can develop and hope to win success. The whisky drinking worker is to be pitied for his weakness, but the man who is "waiting for a better chance" is to be pitied and condemned.

Not that there are not plenty of places where it is a waste of time for a man of conspicuous ability to apply himself to the limit of his powers. It would be foolish for a \$5,000 a year man who temporarily was forced to seek minor employment to put his \$5,000 ability permanently in a house whose total business might not be more than that amount annually. For him there only is one thing to do, to get something better just as soon as he can, devoting more time and thought to the securing of a position adequate to his capacity than to the pursuit of his makeshift position. But \$5,000 men are scarce, and they are not the kind who need to be warned against the dangers of making "waiters" of themselves. A man who can earn \$5,000 a year would not be foolish enough to do so.

It is the man who has yet to make his start—the clerk at \$15 a week, the salesman, the worker in the minor

grades—who wants something better to turn up, and he of all men is the one who least of all can afford so to wait. It is to him that every moment of time is valuable, and he cannot afford to waste one single month treading water in a position which he considers of little value while he waits for something else.

Even if it is a certainty that he cannot better himself by remaining where he is, and if he is certain that the next few months will see him placed with another house where he can make his mark, he cannot afford to rest on his oars while holding the old position. The habit of "soldiering" is a tenacious one, just as is the habit of industry, and he who acquires it will find that it will stay with him long after he wishes to shake it off. Often it will be all that there is to him when he comes into a position that he considers favorable. Then he will find that he is worse off than he was before, for his new employer, judging only from what he sees of him, will put him down as lazy, and this is a hard handicap to overcome.

There is only about one case in a hundred where a worker with a large or moderately sized house is so situated that he cannot make an impression if he really wants to do so. The commonest of common sense should teach a man this. It is the man that the employer is looking for, not the work that he happens to be doing for the moment. It doesn't matter that Jones may happen, let us say, to be copying invoices. If Jones copies more invoices, copies them better, and generally shows that he can do his work better than the others in the same line his employer soon is going to notice Jones, and then the first great step for the worker has been taken.

Or if Bill is doing nothing more important than enter packages for shipment in the express book, if he enters them properly day after day, makes no errors, and has all information concerning his work at his fingers' tips when the office comes out to ask for something, Bill soon is going to have a reputation in the house and it won't be long until he is given a try at something better.

On the other hand, if Jones and Bill have applications in two or three other houses and are convinced that there is no chance for them with their present employer, they are going to do their work in a manner which clearly will indicate their attitude of mind and so attract the unfavorable attention of their superiors. Then they will be crossed off the list of those eligible for promotion by having "dead timber" written after their names.

While it would be madness to say that the young man who constantly keeps his weather eye open for something better was a fool, this epithet is to be applied, and emphatically, to the man who neglects his work because he has prospects of something better somewhere else. He is doomed to failure in 90 cases out of 100. It is the present that counts in the business world. It is the man who counts, not the house he is with or the work he does. The big opportunities run about equal in all houses;

WHITE HOUSE

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

COFFEE



Really Pleases People

Because it's honest; because it's the genuine, simon-pure coffee of the olden time, when adulteration and imitation and substitution were unknown—a dependable coffee.

Now Isn't it Good Business Sense to Handle Stock that Saves You all the Worry of Doubt and Uncertainty.

WE GUESS YES!

JUDSON GROCER CO., GRAND RAPIDS, MICH.

Wholesale Distributors of Coffees and Spices Bearing the Name

DWINELL-WRIGHT COMPANY

Boston and Chicago—Guaranteed Goods

Talks to Grocers on Modern Methods---No. 3

SUPPOSE you were not in the grocery business and went in a strange store to buy a pound of bulk butter. If the man would get out a messy looking tub and ladle out, chunk by chunk, into the plate until the scales went down, of course you wouldn't say anything because you doubtless would be accustomed to getting it that way,

Suppose the next time you needed butter you'd step into another store and the clerk would turn to a handsome, clean, glassed paneled refrigerator on the counter and cut your pound or half pound in a jiffy, right before your eyes, in one nice, compact piece, or handed you a pound already cut and put in a carton. Then you would say something.

The quick service, the neat package, the appetizing appearance of the butter, before and after cutting, would win your admiration and you'd go back to that store and send your friends there. Be the leading grocer in your community.

A Kuttowait Butter Cutter and Refrigerator

will give you that standing. Everybody buys butter and everybody is attracted by the Kuttowait Outfit.

It's a Trade Builder as well as a Money Saver.

We can furnish you with cartons, with any advertising you wish printed on them, so you may sell your own prints.

We guarantee the Kuttowait—Let us show you.

The Kuttowait Butter Cutter Company

68-70 N. Jefferson St., Chicago, Ill.

the difference hardly is enough to make it worth a man's time to change. A good man will attract attention and win his way anywhere; a poor man nowhere. And one of the first and longest steps towards becoming a poor man is to begin to "wait for a better chance."

"Do it now" and wherever you happen to be. The chances are that the other place isn't enough better than your present one to make any material difference to you.

G. P. Zimmerman.

Relative Advantages of the Wholesale and Retail Trade.

Samuel T. Morgan, president of the Virginia-Carolina Chemical Co., and of the Southern Cotton Oil Co., says:

"Answering your inquiry as to why I would advise a boy to enter the wholesale instead of the retail business, beg to say that the first feature which commends itself in the wholesale trade to a young man is that the business is of much greater magnitude. Business in this line is not done in a small way. It therefore compels a young man to use every faculty of good judgment and discretion. He cannot afford to make mistakes, for a mistake made in the wholesale trade necessarily means pecuniary loss of greater or less magnitude.

"A young man entering this branch of business must recognize that it is not pennies he is dealing in, and usually it is men of brains and business knowledge that he is dealing with. He therefore soon understands that the best thought and endeavor he is capable of must be exercised constantly if he would hold his position and work his way to prominence.

The promises of reward in the wholesale trade, to the right boy who is willing to give the business the proper thought and attention, are great; and what he lacks in experience and knowledge when he first enters the wholesale trade must be made up by good judgment and great diligence. Unless a boy is possessed of both of these qualities he should think long before entering this branch of trade, which, in a general sense, is a most profitable and prosperous branch, and is full of promises in all features to the right boy.

"Answering your inquiry as to why a boy should go into the retail rather than the wholesale trade, I beg to suggest a few thoughts that strike me as making this branch of trade more desirable—certainly to the young man beginning work—than the wholesale trade.

"In the first place, there is no education or no knowledge that is worth so much to a man in trade and business as the knowledge of his fellow men, and, in my opinion, there is no way in the world that this knowledge can be gained so rapidly and so thoroughly as in a retail store, where a salesman comes in contact with all classes and kinds of people. The right kind of boy, after a little experience, if he is a close student of human nature, will soon learn to 'size up' his customer when he comes in; then the balance is easy.

"It teaches also a young man not to 'despise the day of small things,'

and teaches him that if he would be successful he must treat the small buyer with the same consideration that he gives the larger one.

"It should instill in a boy a spirit of economy, both as to time and money, and at the same time give him a broad and liberal mind—fitting him for almost any duties that require knowledge of trade and knowledge of people, and there are few duties that I have found in this world in which knowledge of these two is not the keynote of success.

"For a boy to be successful, either in wholesale or retail trade, he must love his business. A love of the occupation that a boy is engaged in is as essential to success as intelligence and industry. I hardly know a case of a boy who was in love with his business, whether it be wholesale or retail, who did not make a success of it and find rapid promotion."

Fred L. Howard, of the firm of C. A. Browning & Co., of Boston, says:

"A young man in making a choice between a wholesale and retail business career has first his natural qualifications to take into account with almost as much careful thought as if considering two entirely different professions, for it is well known that many successful wholesale men have made marked failures in attempts to conduct a retail business, and vice versa.

"It certainly may be said that at the present time the retail business has some advantages over the wholesale. Both are merely distributors of goods which the producers or manufacturers cannot conveniently distribute themselves.

"Originally the producer was the venter of his own product. The first necessity, as the demand for goods increased, was the retailer, and the last necessity the wholesaler.

"While the retail business was done

by many small dealers, the position of the wholesaler was an important one, really indispensable; but as the population increased, and prosperous retailers adopted methods to attract trade to fewer centers, the retailers became able to handle greater and greater quantities of goods, until many of them became larger purchasers than the wholesale dealers themselves, and consequently more desirable customers of the producers. In some branches of business, such as the boot and shoe, grocery, and dry goods businesses, this has taken place to such an extent that the wholesaler now most decidedly has taken second place to many retailers in the amount of goods handled. The immense quantity of goods that now pass direct from the producer to the retailer once passed first through the hands of the wholesaler.

"So far as I can see, this difference is to be greater in the future; the larger a retail business, the more direct dealings with first hands and the less use for the middle man.

"Also, where the needs of the retailer are too small to warrant buying at first hand, the combination of a number of smaller dealers, who are not in competition with each other, enables them to obtain the advantages of large buyers by purchasing together and dividing their purchases according to their needs. Hence the numerous syndicates.

"In this age of trusts and combinations the necessity for the wholesaler becomes less and less, consequently that field for the young man is diminishing.

"Yet for all this, the opportunities in the wholesale line are greater for a larger percentage of those engaged in it than for those engaged in the retail business. In the first place, the salaries of wholesale salesmen after the first few years average more;

the work to be performed affords the opportunity of travel and larger association with men, and demands a versatility of ability, tact, and self-reliance not required of the clerk behind the counter. If a man is sure of an opportunity to become a manager or owner of a business, in most lines of trade retail is to be preferred. If he can see nothing before him but the life of the employe he will get more salary and more business experience and lead a freer life in most kinds of wholesale business.

"Whichever his choice may be, the hope of the young man must be in himself, in his own pluck and perseverance.

"The lower ranks of all pursuits ever have been, and probably always will be, crowded, but every branch of business is now suffering from the need of upright, persevering, and efficient young men, and such are bound to succeed, whether in the wholesale or retail business. The young man who applies such qualities to his pursuit always will believe his choice was correct at the beginning. The young man who does not will attribute his failure to his choice and not to his own shortcomings."

Daniel P. Morse, President of the Morse & Rogers Co., of New York City, says:

"I would advise a boy, after a few years' apprenticeship in either the retail or wholesale business, to reason with himself as to which form of trading he wishes to make his life work, and then put his whole soul into that, whether it be a wholesale or retail business, my observation being that some boys are better fitted for one than the other."

Nathaniel C. Fowler, Jr.

Wrong rather enjoys the blows it gets from blowers.

PROGRESSIVE DEALERS foresee that certain articles can be depended on as sellers. Fads in many lines may come and go, but SAPOLIO goes on steadily. That is why you should stock

HAND SAPOLIO

HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain.

Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.

Experience of a Jackson Druggist In Window Display.

In these days of great pharmaceutical laboratories, with their acres and acres of floor space and their unlimited means of manufacture, with the application of machinery to the manufacture of everything formerly made by hand, their superior facilities for obtaining the best crude materials and the financial ability to employ only the most skilled chemists to supervise their preparation, the greater accuracy of dosage and the uniformity of strength of their preparations, their enormous consumption of raw materials and the immense output of their laboratories, the strict system that watches every detail of a great establishment and utilizes every by-product, and, in consequence of these advantages, enables them to sell their products to the retailer at prices lower than he can make them for, we have to all practical purposes eliminated the retail druggist from the field of pharmacy and caused him to degenerate into a tradesman, whose mind is occupied not with the art of his profession, but with the commercial spirit of trade.

We find that the pharmacist of today is an anomaly, whose business is little more than the buying and selling of those articles which pertain to his profession, and to which he has added such "side lines" as his experience has proven to be remunerative.

It is not our purpose to discuss the evolution of the druggist, but some of the ways to make the most out of existing conditions.

It can safely be assumed that none of us is in business solely from a spirit of philanthropy or because of a special love of business activity. Any business to be continued must be reasonably profitable; and the thought that concerns us is, How can we make it more so?

Among the many means successfully employed, that one most commonly used, but probably with the least study and expenditure of effort, is that of the display of merchandise.

Too many druggists seemingly regard this practice as a necessity occasioned by custom, but from which there is no particular benefit. So certain am I of the advantages of outside displays as a medium of advertising, that in the smaller cities, at least, if not in all cities, for the advertising of certain lines of goods I would prefer a good outside display to an advertisement in the newspapers.

This may seem like a bold claim, but I believe it to be demonstrable.

All information is obtained through the senses.

What we read really appeals to the sense of hearing only, except where it relates to something with which we have direct or comparative knowledge; hence newspaper advertising is particularly advantageous in the exploiting of such articles only as require an appeal to the reason through the sense of hearing; as, for example, remedies which are said to possess especial merits and articles whose claims to popularity depend upon some intrinsic value.

On the other hand, what you display appeals to the sense of sight, and is valuable in that it calls attention to articles whose uses and desirability are instantly apparent and require only to be seen to be understood. And this leads naturally to the enquiry, What shall we display?

It may not be a needless repetition to mention some things that should not be displayed.

Your windows and outside case are your one opportunity of appeal to the passing public.

Don't waste that opportunity by filling your space with some commonplace patent medicine which is advertised as for sale at all druggists' and at a uniform price.

Don't display chemicals and pharmaceuticals which are not common articles of trade and of whose uses the public are uninformed.

Don't display unseasonable goods. Chest protectors and cough syrups are all right to show in January but not in July.

The goods that may best be displayed outside are sundries of all kinds, toilet preparations, side line and remedies of your own manufacture, and those the sale or newspaper advertising of which you control.

Again, don't be afraid to show any legitimate article of merchandise. By way of illustration: Previous to a year ago we had never sold, and I am not sure we ever had a call, for rubber diapers. Our attention being drawn to them by a drug salesman we bought one dozen as an experiment and gave them a prominent outside display, with the result that we re-ordered in a few days, and have had a steady demand for them ever since.

On another occasion we bought a quantity of earthen bedpans at a very low price, and placed them in the window—to the horror of some of our neighbors. But I will venture the opinion that we sold more bedpans as a result of that display than all the other drug stores in the city combined, in the same length of time. And, what is of equal value, we taught the public an object lesson, by which they learned where to buy them in the future, even if they had no present need for them.

It is not enough to know what to display, but also how to display it, and herein, more than in any other particular, lies the secret of successful display advertising.

The advantages of a corner store have long been apparent; in fact, any live business man will pay from 10 to 20 per cent. more rent for a store located on a prominent corner than for one in the middle of the same block. Why? Because of the conspicuousness of the location for one reason, and also from the fact that it gives him an additional show window, and one that is located at right angles to the line of travel, so that you get a direct view of whatever is being displayed.

Corner stores are not always to be secured, but the same results as pertain to display opportunity can be obtained by having a good outside case. In fact, in some ways it is as good as a corner window because you see it when approaching

A GOOD INVESTMENT THE CITIZENS TELEPHONE COMPANY

Having increased its authorized capital stock to \$3,000,000, compelled to do so because of the REMARKABLE AND CONTINUED GROWTH of its system, which now includes more than

25,000 TELEPHONES

10 which more than 4,000 were added during its last fiscal year—of these over 1,000 are in the Grand Rapids Exchange which now has 7,250 telephones—has placed a block of its new

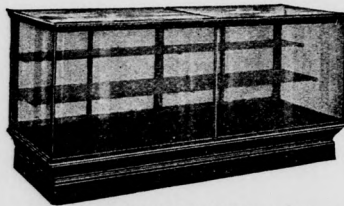
STOCK ON SALE

This stock has for years earned and received cash dividends of 2 per cent. quarterly (and the taxes are paid by the company.)

For further information call on or address the company at its office in Grand Rapids
E. B. FISHER, SECRETARY

THE BEST IS IN THE END THE CHEAPEST

Buy None Other



Our New "Crackerjack" Case No. 42.
Has narrow top rail; elegant lines!

Our fixtures excel in style, construction and finish.

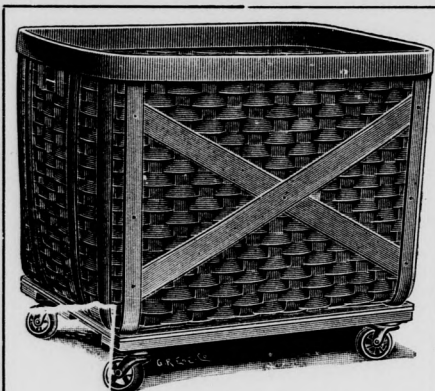
It will pay you to inquire into their good qualities and avail yourself of their very low price before buying.

Send for our catalogues at once.

Grand Rapids Show Case Company
Grand Rapids, Mich.

The Largest Show Case Plant in the World

BALLOU BASKETS ARE BEST



X-strapped Truck Basket

A Gold Brick

is not a very paying investment as a rule, nor is the buying of poor baskets. It pays to get the best.

Made from Pounded Ash, with strong cross braces on either side, this Truck will stand up under the hardest kind of usage. It is very convenient in stores, warehouses and factories. Let us quote you prices on this or any other basket for which you may be in market.

BALLOU MFG. CO., Belding, Mich.

Good to the Very End

S.C.W.

5c Cigar

G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.

from either direction; and then, as they can generally be placed a short distance out on the walk, you come so close to it that you are almost forced to look at it.

The increasing popularity of outside show cases for the display of such goods as men's furnishings, shoes, notions, etc., by the other and heavier lines of trade suggested to us that they could be made comparatively as profitable in the drug business; and that our confidence was not misplaced, we can unhesitatingly say, after an experience of about one year, we would not be without its use one year for five times what it cost.

The man who said, "An article well displayed is half sold," certainly had a clear insight in the possibilities of display advertising, but at that he uttered only a partial truth, for I believe an article properly displayed, if it is good for anything, is as good as sold.

If it will not seem presumptive, permit me to suggest a few ideas which have been particularly productive of results in our experience:

1. If possible show a large quantity of one article. This creates the impression that it must be a good thing or you wouldn't be buying so largely, and also it suggests that it must be a popular article else you could never expect to sell it, and it is astonishing how much weight popularity has in influencing the public mind.

2. Never fail to attract attention to the uses of what you are displaying by short, pithy, bold-typed signs, something that can be read at a glance, and expressed in as original and suggestive language as possible. I recall our making, not so very long ago, a large display of charcoal tablets in boxes and having prominently shown a large card which read, "Your stomach repaired for 10c." The sales on charcoal tablets immediately multiplied and weeks afterward customers would return and ask for more of those tablets to "repair their stomachs." At another time we had several cases of cocoanut soap corded up in the window, and on it a card, "Hard Water Soap—6 for 25c." It went, and what made it go was two words on the sign, "Hard Water."

3. Always mark a price on what you are showing and occasionally if not generally make it a "special" price, as 23c, 45c or 60c. The force of this suggestion may be best illustrated by citing a circumstance in our experience.

Having just received a shipment containing a quantity of a cheaper grade of fountain syringes, we determined to make a display of them and placed a pricecard on them of 79c. These sold very readily during the few days they were on display, notwithstanding, as we afterward learned, one of our nearest neighbors had bought and were selling the same syringe at 75c, but were not displaying it, and while they doubtless sold many of their syringes, I believe while our display was in the window, we sold three to their one, and at 4c each more profit.

4. Novelty in outside display is also desirable. Several years ago, during our first year in business, when

the firm of Hoffman Bros. was almost unknown, we sold five gross of a toilet soap in an incredibly short time by placing it all in one window, with appropriate price cards, and connecting up an electric bell, from which the bell itself had been removed in such a manner that the hammer would keep its rapid and continuous tapping on the glass. No one would pass that window without hearing the "tapping" and, looking in, would see the soap display, which was the purpose desired.

5. Lastly, keeping changing your display. Store signs are a good and necessary part of every business equipment, but don't be so lazy or indifferent that the public can recognize your place of business by your window displays which have grown fast.

Many more instances might be recited to illustrate the thoughts suggested, but it would be needless and an uninteresting use of time; in fact, I probably have not told you anything that is new or untried. If so then you will agree with me that no department of the drug business brings more direct returns for the time expended.

And if you have not been giving the subject due consideration, then all who have will unite with me in urging you to do so at once, as it will repay you a hundred fold.

H. H. Hoffman.

DRINKING SONG.

"I have made a choppy channel," said the stranger at the bar,
"I have seen the crooked sidewalk and a double trolley car,
And my head is big and buzzy and my stomach's out of gear
And my heart is out of kilter and I'm feeling mighty queer,
For my eyes are deep and shrunken and my legs are far from right—
But I think you'll cite me something for my palsied appetite."
"Right you are!"
Said the keeper of the bar.

"I am weak and wan and worried, and my nerves are in a twist—
Say, I guess I've told my symptoms.
Is there any one I've missed?"
Then the keeper knit his eyebrows, and he said: "It seems to me
That the thing you should be drinking is a Sure Cure Sangaree."
"Do you mean," inquired the stranger, "that the sort of drink I need is concocted of the remedies whose daily ads I read?"
"Right you are!"
Said the keeper of the bar.

"Then, I tell you, make the mixture—I have just mislaid its name—
But, O keeper of the jigger, will you kindly mix the same?"
So the keeper of the jigger got a hustle on himself
And produced a lot of bottles from an overhanging shelf.
"Why," the stranger said, "I notice you have nearly all the brands
That are blazoned on the scenery of this and other lands."
"Right you are!"
Said the keeper of the bar.

Then he filled his little jigger with the Great Lumbago Cure
And he poured it in a tumbler, with a countenance demure;
Next he added half a jigger of Mazuma, and a dash
Of old Dr. Dosem's Cordial for the Prickly Heat and Rash—
"You must know a heap about them," said the stranger, with a grin;
"I have read some testimonials of the stuff you're putting in."
"Right you are!"
Said the keeper of the bar.

Then he stirred the mystic mixture, crushing in a Pepsin Pill.
Adding Killercuram's Bitters till the glass began to fill,
Strained it through a porous plaster, sifted Headache Powder in,
Set it out before the stranger in a glass both deep and thin.
And the stranger, when he drank it, said in wonder: "After all,
It resembles other bracers in its taste of alcohol."
"Right you are!"
Said the keeper of the bar.

San Francisco, California, Crowd.

Fifteen thousand people were congregated, to attend the special sale announced by Strauss & Frohman, 105-107-109 Post Street, San Francisco, California. Their stock was arranged, their advertising was composed, set up and distributed, and the entire sale managed, advertised and conducted under my personal supervision and instructions. Take special notice the amount of territory which the crowds cover on Post Street. Covering entire block, while the sale advertised for Strauss & Frohman by the New York and St. Louis Consolidated Salvage Company is located in a building with only a fifty-foot frontage.

Yours very truly,
Adam Goldman, Pres. and Gen'l. Mgr.
New York and St. Louis Consolidated Salvage Company.



Monopolize Your Business in Your City

Do you want something that will monopolize your business? Do you want to apply a system for increasing your cash retail receipts, concentrating the entire retail trade of your city, that are now buying their wares and supplies from the twenty-five different retail clothing, dry goods and department stores? Do you want all of these people to do their buying in your store? Do you want to get this business? Do you want something that will make you the merchant of your city? Get something to move your surplus stock; get something to move your undesirable and unsalable merchandise; turn your stock into money; dispose of stock that you may have overbought.

Write for free prospectus and complete systems, showing you how to advertise your business; how to increase your cash retail receipts; how to sell your undesirable merchandise; a system scientifically drafted and drawn up to meet conditions embracing a combination of unparalleled methods compiled by the highest authorities for retail merchandising and advertising, assuring your business a steady and healthy increase; a combination of systems that has been endorsed by the most conservative leading wholesalers, trade journals and retail merchants of the United States.

Write for plans and particulars, mailed you absolutely free of charge. You pay nothing for this information; a system planned and drafted to meet conditions in your locality and your stock, to increase your cash daily receipts, mailed you free of charge. Write for full information and particulars for our advanced scientific methods, a system of conducting Special Sales and advertising your business. All information absolutely free of charge. State how large your store is; how much stock you carry; size of your town, so plans can be drafted up in proportion to your stock and your location. Address carefully:

ADAM GOLDMAN, Pres. and Gen'l Mgr.

New York and St. Louis

Consolidated Salvage Company

Home Office, General Contracting and Advertising Departments,
Century Building, St. Louis, Mo.

Eastern Branch:

ADAM GOLDMAN, Pres. and Gen'l Mgr.
377-379 BROADWAY,
NEW YORK CITY.

CHILD, HULSWIT & CO.
BANKERS
GAS SECURITIES
DEALERS IN THE
BONDS AND STOCKS
OF
Mattoon Gas Light Co.
Laporte Gas Light Co.
Cadillac Gas Light Co.
Cheboygan Gas Light Co.
Fort Dodge Light Co.
Information and Prices on Application.
CITIZENS, 1999. BELL, 424.
MICHIGAN TRUST BLDG.

BONDS
For Investment
Heald-Stevens Co.
HENRY T. HEALD CLAUDE HAMILTON
President Vice-President
FORRIS D. STEVENS
Secy. & Treas.
Directors:
CLAUDE HAMILTON HENRY T. HEALD
CLAY H. HOLLISTER CHARLES F. ROOD
FORRIS D. STEVENS DUDLEY E. WATERS
GEORGE T. KENDAL JOHN T. BYRNE
We Invite Correspondence
OFFICES:
101 MICHIGAN TRUST BLDG.
GRAND RAPIDS, MICHIGAN

You don't have to explain, apologize, or take back when you sell
Walter Baker & Co.'s
Chocolate & Cocoa
They are absolutely pure—free from coloring matter, chemical solvents or adulterants of any kind, and are, therefore, in conformity to the requirements of all National and State Pure Food laws.
46 Highest Awards in Europe and America.
Walter Baker & Co. Ltd.
Established 1780, DORCHESTER, MASS.

An Auto? No!
Peanut and Popcorn Seller.
Catalog show'em \$8.50 to \$350.00. On easy terms.
KINGERY MFG. CO.
106 E. Pearl St., Cincinnati



Why Marriage Is the Great Lottery.

Marriage essentially is a partnership, the closest possible association known to humanity, and as such necessarily implies community of interest between man and wife. In all legendary myth woman is said to have been created as mate for man; and in Genesis we are told that the Lord God, saying: "It is not good for man to be alone," made Eve as "an helpmeet for him." "And they twain shall be one flesh;" the halves of one harmonious whole. For which cause no marriage can be a happy one in which there is not complete and thorough sympathy between the two who are joined in the "holy estate." Neither does this statement imply that the two are to be replicas merely each of the other; on the contrary, even as variety is the spice of life, a little difference is wholesome for the better union of the two. Not too much, however, the "just enough" is here, as elsewhere, that which is wanted.

It has passed almost into a proverb that like is unwise to seek like in matrimony; "opposites attract;" which sweeping assertion has helped no little in complicating the mystery of the baffling ways of love. In point of fact, the marriages which result most happily are those between men and

women possessed of the same standards of life; whose characteristics agree, although they may not be identical, and whose tastes are similar. Yet the average man almost instinctively looks for a different temperament than his own, whenever he dreams of a wife, or allows his thoughts to stray towards love; while, as a rule, both men and women frequently are more strongly attracted by those most dissimilar to themselves.

It is a popular theory that every man and every woman has his or her complement somewhere upon this planet; that usually the two who are intended to combine into the perfect whole will have at least a chance of meeting. Sometimes, like ships that pass in the night, they come within measurable distance of each other, yet exchange no word nor sign of recognition; but as a rule they sooner or later stand face to face, and are given the choice whether or no to fulfill their mutual destiny. The theory is beautiful, no doubt; but like many another it will not hold water, as the saying is. It is possible that "every Jack has his Jill," but the rest of the proverb is untenable, since statistics prove indisputably that the number of women in the world is in excess of that of the men, wherefore if the whole world were to attempt mating there would be left several millions of superfluous women without husbands.

There also is much talk of affinities. But these, although they undoubtedly exist, comparatively are rare, and are in most cases not born, but made;

that is to say, they are developed, rather than found all ready and charming. For what are affinities? People who think and feel and act in perfect sympathy, perfect harmony; between whom attraction reaches the maximum, and who, heart and soul, are in complete unison. It is improbable that any man and woman could meet for the first time and instantly discover such a bond of utter responsiveness. Such a condition is too near to heaven to be found on earth. In the first place, men and women have different points of view, which often are at cross lines; and in the second, it would be difficult to find a man and woman who had the same conditions for the formation of character and inclination. People must make their affinities. They must find the proper material and mold it to their liking, which by no means is an easy task.

The contrariness of men and women goes far to stultify the realization of perfect happiness in matrimonial matters. Often and over it happens that bystanders and lookers-on in the game of life see women, who appear to have been created expressly as wives for certain men of their acquaintance, neglected, scarcely noticed, by those men, who pass on to marry other women far less suited to their needs. Equally, women flout and reject men who would make them excellent husbands, and cling to ne'er-do-weels, against the advice of all their friends.

It is not so much that love is a trickster as that men and women conspire to thwart their own best interests. How is it that the man

who would be made as happy as possible by sensible Mary, who would gladly marry him, elects to woo and wed her feather-headed sister, whose character is the opposite of Mary's and whose chances of becoming a satisfactory wife to any man who wants more than a plaything are slim indeed? The "little god of love" is as scatter brained and short sighted as the old Greek represented him to be.

In spite of the saying that "There is no fool like an old fool," middle aged men often secure the best matrimonial prizes, simply because they keep the question of suitability before their minds when they go a-courting. Instead of being swept off their balance by a pretty face and a piquant manner, they stop short to investigate deeper, to inquire whether behind the veneer of good looks there exist the solid qualities which a sensible man desires in his wife. When a man of 40 or 50 years of age sets forth, purposefully, to find the right kind of wife, instead of allowing himself to be pounced upon by the first fascinator who may choose to exhibit a preference for him he is apt to succeed in his quest, especially if he is amenable to the advice of friends whom he knows to be sensible and prudent.

It is not the least of the many advantages that men possess over women that it is so much easier for a man to make a suitable choice in marriage than it is for a woman to do so. Not only has the man all the benefit of his wider experience, but, owing to the operation of social laws, he

A Day's Business Balanced in Five Minutes

Your present system allows the dollars that represent the profits of your business to slip away. You cannot keep track of all the money handled in your store, except with the most perfect system. You might not miss a half-dollar or dollar a day, but such a leak makes a big hole in your profits.

Our new system tells at any moment how much money you should have. Five hundred thousand retail merchants have used this system. Leaks and losses are reduced to a minimum where our system is used.

Drop a line to our nearest agency and our salesman will call and explain this system. It costs you nothing and places you under no obligation.



Tear off here and mail to us today

The
N. C. R.
Company
Dayton Ohio

Please explain to me what kind of a register is best suited for my business
This does not obligate me to buy

Name _____

Address _____

No. of men _____

has the opportunity of seeing the woman at home in her daily life, which few women can secure with regard to a man. It is cause for wonder that so many marriages turn out well, rather than that some are failures, when one reflects how often a young girl stands at the altar to utter those words which bind her for better or worse, for good or evil, with only the most superficial knowledge, if any, of her husband's past; of his real character; his true disposition. If only women knew men as men know men, and if men knew women as women know women, there might be fewer weddings, but marriage would cease to be a lottery, and be a pleasant game in which all prizes and no absolute blanks would be the rule.

Dorothy Dix.

Why Englishmen Object to Women Workers.

It is a work of supererogation for the ordinary business man to pray with the Scotsman: "Lord, gie us all a guid conceit o' oorselfs." Man is born conceited as the sparks fly upward, and many of us business girls are agreed that the real reason why men do not like us to work side by side with them in the city is because what we see for ourselves makes it extremely difficult—not to say impossible—to continue to hold the absurd opinions about men's superior business capacity that for some centuries have been fostered by the males.

"If men only knew how ridiculous they appeared in our eyes!" is an exclamation that one often hears; but after some years in London it is my belief that some of them, at any rate, do know, and that the knowledge brings not a little shame, though, unfortunately, they have not sufficient backbone to alter their ways and regain our good opinion. They prefer to banish us from their offices, so that we can no longer bear silent—though I am glad to say not the less effective—testimony to their conceit, vanity, idleness, and self-indulgence. I say nothing about even graver faults.

There are few business men who are not spread over with conceit. They talk about being businesslike. Well, what does being businesslike mean if not doing one's work steadily and carefully day by day without unnecessary fuss and without making idiotic mistakes; knowing what one wants and setting to work to get it? If that is being businesslike, then I maintain that we are far more businesslike than the average male clerk.

There are few girls who have not an excellent reason for being "in the city," even though they may not be ready always to confess it. But what about the men? Why is young Mr.—in business as a junior partner? Because he wasted his time at school, frivole away his opportunities at Cambridge, failed in all his professional examinations, and was foisted on to the firm because his "people" did not know what else to do with him. So far as I can judge, his present mission in life is to come as late as possible, to wear the most outlandish clothing procurable, speak in as aggressively loud and insulting a tone to every one in the house as he dares, and, thank heaven! to take

himself off again as early as possible.

Then there is the foozle headed manager. He may have been a good man in his day. I do not know. I am not good at ancient history. All I know is that, so far as present capacity is concerned, his consists in a genius for thwarting or delaying every useful suggestion ever made. The firm's travelers are a hard working body of men, whose breath invariably bears testimony to the affection their customers have for them. Quite half the correspondence in an office is devoted to correcting mistakes made by the travelers. I never yet heard of a traveler who was not "badly treated by the firm" in the matter of expenses, nor do I ever remember hearing a traveler express any gratitude to the office for getting him out of his difficulties.

As for the clerk, the average specimen has not the faintest spark of ambition beyond "spotting a winner." This doubtless is a clever accomplishment, but to become master of it seems to absorb all the leisure of the best years of a man's life and entails a vast expenditure of halfpence on "speshuls." I may have been unfortunate, but up to the present I never have met a gentleman of the clerical persuasion who had mastered the elements of arithmetic sufficiently well to enable him to recognize that betting on race horses in the long run absolutely is certain to show losses. Is betting on "fancies" one never has seen "businesslike?" If the average male clerk had the faintest glimmer of manhood he would break his ruler over the junior partner's shoulders and earn his living in some capacity that would enable him to look other men in the face and say fearlessly what he honestly thinks, instead of cringing to his employers for his pitance.

These are the creatures who venture to criticise us! "A Business Man" complained that we chattered, and then—just like a man—went on to tell how:

"Smith told a good (?) joke to Brown, who tittered, glanced at the typist, and slipped across to Jones with it. Jones in turn went over to Thomson with it, and Thomson presently thought of a brilliant reply and set it in whispered circulation via Jones. This sort of thing does not increase the output of any office."

How well we know these "good jokes." To be quite candid, they usually are either mere rude personalities about some less fortunate male who happens to be the butt for the time being or of a nature to make an honest girl's ears tingle.

"Messages which lads could do in three minutes take fifteen when a girl is sent," is a complaint made by a man who objects to girls in offices. If that is true, why did the cable companies dismiss their boy messengers and fill their places with girls? Of course it is not true, nor do girls "vanish" from the office for an hour, as he says. But how many of the 20,000 (mostly male) spectators who watched the Australians at the Oval, or Yorkshire County at Lord's, are employees who have "vanished" from their places of business for an hour or two?

There is no hour in the day when the hotels and bars are not crowded with "business" men, and each one of them would tell you that "personally and individually whisky was most repugnant to him, but . . . it was necessary to drink in order to get business!" If that is true, and I have no reason to doubt it, what sort of respect can we have for business men?

Time and space would fail me if I endeavored to tell of half the time men waste in running about and chattering, or of the stupidity that is the underlying cause of their many, many reverses, or of their wasteful habits in the matter of personal indulgence. We girls usually are satisfied with a frugal lunch and naturally are anxious to leave the office as punctually as we enter it. For one thing, we want our tea; for another, we have domestic duties to attend to in the evening. Men come late, often eat so much at lunch—it is a painful confession, but truth must out—that they are incapacitated for serious work for half the afternoon, and then grumble most outrageously if we who have been working steadily all day naturally demur when they expect us to stop after office hours to make up for their laziness and gluttony during the day. How many of them dare confess how much they spend on drinking and smoking every day? How many of them dare tell their poor, deluded wives the real reason why they catch the last train but one home? Yet we know perfectly well how their evenings are spent.

We know that it rarely is "the books" that detain them, and we despise and condemn the unutterable selfishness and meanness that induce them first to behave disgracefully, and secondly to lie about it when they get home.

English Business Girl.

Too many people talk in one direction and act in another.

It takes more than rust to win reverence.

It means
Positive Assurance
of
Harness Endurance

When you buy
it of
Brown & Sehler Co.
Grand Rapids, Mich.
WHOLESALE ONLY

The Wise Do First What Others Do Last.

Don't Be Last

Handle a Line of

BOUR'S COFFEES

The Admitted and Undisputed

Quality Coffees

They Are Trade Builders

Why?

Because the J. M. Bour Co.
offers the Greatest Coffee Value for the Money
of Any Concern in America.

Unquestionably the Best

Branch Houses
in all
Principal Cities

The J. M. Bour Co.
Toledo, Ohio

NEIGHBORHOOD OPINION.

How the Newspaper Man's Wife Changed It.

Written for the Tradesman.

If it is really necessary to go back to the beginning of things, then I will say at once that Paris, according to the Ragan side, gave the apple to the wrong goddess and—so much anger is there in celestial minds—the modern Juno never forgave the injury to her slighted beauty, any more than her classical ancestors did. The older inhabitants of Green River had long ago made up their minds that Mrs. Murdock McLean was and had been running things into the ground. They could not see why Clove Kingswood could not and should not ask Margaret Marchman to be his wife and, the optical conditions remaining the same, they expressed themselves as being wholly unable to understand why Miss Margaret shouldn't say yes if she wanted to. At the time the decision was made public opinion seemed to be pretty evenly divided, the one part made up of the inconsiderate youth of the community—and much the larger—believing that the last thing to be thought of in such instances was money, while the willful minority affirmed with very decided nods of the head that if Clove Kingswood knew which side of his bread was buttered he would be found as often as possible spending his summer evenings and Sunday afternoons on Kirt Ragan's front veranda.

As is very often the case the inconsiderate youth carried the day. Clove Kingswood decided that, while he had no particular objection to money per se, in matters of this sort where the thing had to go on forever, things besides cash had to be taken into account. So when the time came for the modern Paris to present the golden apple he promptly turned it over to the keeping of Margaret Marchman. Hence bellum erat in Green River where Venus and Juno both settled after giving to the pretty little village two of the most striking weddings in its history—the one the grandest and the other the prettiest that the oldest inhabitants could remember.

There is to be recorded here no vigorous warfare. There wasn't any. Ragan took McLean, his son-in-law, into the bank of which he was President and built the young people a house a good deal too large for them, while Kingswood, on the day of the wedding, went straight from the church to the unpretending story and a half cottage with an L out on the Elton road, a mile from the center of the village, where he was doing his level best to send out every Friday the liveliest issue of the Green River Record that the village and the county and the State ever expected to read, digest and inwardly consider.

With the temporal affairs thus disposed of, life at Green River pursued the even tenor of its way, but settling at last into two distinctly marked centers, the one intensely financial and the other most decidedly literary.

That these characteristics entered the social world goes without saying, and that Juno should walk a queen in her center need not be dwelt upon. What the interested reader must remember is that from the time Clove Kingswood went over to the Marchman cottage a feud began which exists to-day in Green River, and that not only now but all along the line Margaret Kingswood somehow has always come out ahead.

Anyone who has tried need not be told that the man who picks up a down-at-the-heel newspaper has to have the courage of a lion. If he makes a success of it he has all the sterling qualities that the martyred saints possess without allowing the saint-side of him to interfere too much with his daily concerns of life. So, when the Green River Record came into Kingswood's hands the announcement was met with, "Next!"—an expression which under the circumstances had a world of meaning. What seemed to give emphasis to the utterance was the common condition of those who had anything to do with that paper—a lack of means. For a number of years now the same old programme had been run through, taking possession of the plant and then starting straight for the bank, where after certain formalities the Record was placed on a solid(?) foundation and the new editor and proprietor proceeded "to let the old cat die," a process which had been so far accomplished in something less than a year.

When, therefore, it was remarked at the Ragan breakfast table that Clove Kingswood had bought the Record, the daughter of the house hastened to remark that she guessed Clove had found something at last that would hold him down, and that when he got to the end of his rope she didn't want the Green River Bank to have anything to do with any "tiding over" of the Record as long as Clove Kingswood had charge of it.

It didn't. The fact was that at last the paper had passed into the hands of a man who had an idea that newspaper success was made up largely of brains and pluck and a fairly intelligent use of them. He believed he had a fair share of both, and his estimation of his possessions, together with a limited knowledge of the community where he had pitched his tent, made him confident he could publish a paper that the Green River folks first and the rest of the State afterwards was going to be proud of. As he looked at the list of subscribers that first day in the office he was not at all cast down. That it was smaller than he had supposed he calmly conceded; but with a forceful "All right! It'll be larger than that ten years from to-day!" the future of the Record was told.

That first issue of the paper under the new management was a "corker." The present proprietor had come to stay. The Record was destined for a long and vigorous career and after that issue, which was a greeting to the Green River community, the paper would be sent only to those who on the day of publication had paid

for it. The village and vicinity were attractively written up. The size was slightly reduced, but the general make-up was an improvement upon what the paper had been, the arrangement was better, the type clearer and so thoroughly up to date that for the first time in its history the readers were convinced that the Record amounted to something.

After that first publication the editor and proprietor was a busy man. His day was not an eight hour affair, but began when he got up and ended when he went to bed, two periods that for years remained unfixed, only between them was crowded every form of work that a paper exacts and gets if it is a success; and that is just what the Green River Record was from the moment young Kingswood took hold of it. He did it all; so that when, with a weary but satisfied "There!" he left at the postoffice his weekly work he felt that the girl who called the Record Clove Kingswood's weekly digest couldn't have put it more accurately or briefly and must, moreover, be a pretty smart person to think it and, above all, to say it. When, therefore, that person turned out to be Margaret Marchman—well! therefore! hence!

The Kingswood-Marchman wedding came off first. "It was such a tame affair," the Ragans said, "but what else could you expect? Both poor as church mice with the same prospect ahead, as far as anybody

could see. The church was opened one Wednesday morning and somewhere about 10 o'clock the bride and groom walked over—walked!—she in white at a shilling a yard, and he in a suit of hand-me-downs, and they didn't have any announcements nor any invitations and not a present!" and when this was repeated to pretty Margaret Kingswood she said with the prettiest, most exultant smile, "But I married Clove Kingswood!"

So the years sped. The financial center of Green River waxed fat and the Green River Record lengthened th radii of its circle until its lengthening circumference circumscribed town and county and states—notice the plural—and what was strangest of all never, even once, did the editor and proprietor apply to the bank President for assistance of any kind; and in spite of Mrs. Murdock McLean's often expressed wonder how the paper and the folks behind it lived they managed somehow to keep their noses above water, and what was worse—a good many times worse—that Maggie Marchman, with nothing under Heaven but a country newspaper, talked and acted somehow as if the McLeans didn't amount to anything. "And, would you believe it, that woman actually for a good while after they were married went to the Record office regularly and did clerical work to keep the paper going! and yet one would



Satisfaction is the First Law of Selling

The grocer who carries in his stock Burnham & Morrill Co.'s Extra Quality Baked Beans has the same certainty of giving his customers satisfaction as Burnham & Morrill Co.'s Baked

Beans have of delighting everyone who eats them.

Extra Quality Baked Beans

The real New England Baked Beans, baked in New England, after New England methods. All who know our Baked Beans are positive of their superiority. Only the choicest hand-picked Eastern beans are used, together with a generous amount of prime farm-raised pork. In flavor, they are appetizing beyond comparison.

Your jobber has them. If not, write us.

GROCERS, REMEMBER THIS:

Burnham & Morrill Co.'s Baked Beans will have large space each month beginning in September in the "Ladies Home Journal," "Saturday Evening Post," "Collier's," "Munsey's," "Everybody's," "Scribner's," and other magazines. This publicity, backed up with such a superior product is bound to maintain a consistent and steady demand. Satisfy and please your customers by having Burnham & Morrill Co.'s Baked Beans in stock. You will have many and repeated calls for them.

Burnham & Morrill Co., Portland, Maine, U. S. A.

think to see her and hear her talk that the Record office was the hub of the universe, and that Clove Kingswood with his wife on his lap governed its movements!"

Then, going back to the classical myth, Juno McLean made up her mind to overwhelm Venus Kingswood and she'd do it in a way that the golden apple woman couldn't resent. She would have a party. Only her Cresus friends should be invited and, to make that woman with ink on her fingers ashamed of herself, she would ask her to receive with her! It should be the old story of the princess and the beggar, she guessed there was such a story, and once in her life she would make Margaret Marchman wish she hadn't! Then the foolish woman fancied herself in her palatial home in royal robes with Maggie Bluestocking at her side in a made-over gown with the bediamond guests looking at her and quietly laughing at her; while Clove, like the bridegroom in Young Lochinvar, would stand around with his head down and his finger in his mouth and wish he hadn't!

So the banker's daughter proceeded to business and the countryside watched and winked at on another and laughed. There were engraved invitations sent out, the first that Green River society had seen, a man from the city was sent for to prepare the house for the occasion, to another was consigned "carte blanche," whatever that was, the refreshments, and when "Mrs. Judge Everton Iverson" saw Mrs. McLean come out of Madame La Robe's establishment in the city with a smile on her face, it was altogether evident that "money would talk" at Green River's coming social event and that the hostess, tradition and custom to the contrary, would do most of the talking—the loudest anyway.

It would be a mere waste of words to give in detail a description of all that centered at the party. The artist with the house in charge understood his business and it was beautiful. The refreshments were splendidly conducted; but what in the neighborhood's opinion was the crowning glory was the fact that the feud in Green River was over the moment that Mrs. Clove Kingswood was announced to receive with Mrs. Murdock McLean on the evening of the twenty-fifth. Then all at once the fat flew into the fire, for Mrs. Murdock McLean had conveyed to one of her dearest friends the fact that that last mentioned lady had said that she would make the printer's wife look "like thirty cents and feel like three" when she got her up beside her in her costly, city-made gown in that cheap, made-over affair she had when she was married.

Straight to Mrs. Clove Kingswood the mischief makers flew and poured into her ears the story with considerable varnishing, to be told when the narrative was finished, that it couldn't possibly make any difference to her what anybody said. She was going to wear the best she had and was going to do her best to make

everybody, herself included, enjoy the occasion to the utmost; and when they added that "she"—Mrs. Mac—"said, too, that Clove Kingswood would find out the difference between chalk and cheese," she simply said, "Yes; but Mr. Kingswood found that out a number of years ago," without a rocking voice or an exclamation!

"The receiving party"—I am giving the report of an unprejudiced eyewitness—"were at their best when I entered the large handsomely furnished apartment. The two women stood together and the contrast was all that had been predicted, only the 'thirty-cent' and the 'three-cent' features were on the banking house side. Voluminous folds of white satin revealed in three places Mrs. McLean's red, jewel-burdened neck and arms and at her side, fair and 'divinely tall,' stood queenly Margaret Kingswood, her sweet, intelligent face, looking the superlative, arrayed, as she was, in velvet—her mother's gown, 'made over'—fastened at the throat with an almost priceless diamond-cluster—another heirloom. And the men! Foss Brunswick crowded it all into a single sentence when he said it was a mere matter of chin and shoulders—McLean had neither and Kingswood had both!"

It was the party, however, that settled the question of supremacy. From that time on the money standard didn't amount to anything in Green River, "and what," in Mrs. Kirt Ragan's expressive vernacular, "put the button on was to see that creature stop addressing paper wrappers long enough to hurry home and receive the hob-nobs that drove over from the county seat to call!"

The other side was summed up more concisely and conclusively than that. When they had got home and Mrs. Kingswood, after the fashion of women, was giving a last satisfied glance at herself in the glass, the man with the square chin and square shoulders drew her face with both his hands to his and said as his lips pressed her broad, low forehead, "That's for Minerva," and later, as her lips received their merited tribute, "and that's for the goddess that received the Golden Apple!"

Richard Malcolm Strong.

Formulas for Proprietary Medicines Change.

In an advertisement of a headache remedy we read that it was placed on the market 30 years ago; and that as antipyrin, acetanilide and phenacetin were all introduced many years later, this should be a sufficient guarantee that the remedy in question does not contain any of these deleterious synthetic chemicals. Let's see: Ayer's cherry pectoral was put on the market at least 30 years ago, too, and heroin was first heard of much later than was antipyrin, yet according to the statement of the Ayer people the cherry pectoral contains heroin. How is that? The formulas for secret remedies are not immutable. In June, 1905, page 193, appear two entirely different formulas for Ayer's sarsaparilla, both given out from Ayer headquarters, but at widely separated intervals of time. One day when we

buy peruna we get a "catarrh cure," the next day peruna is a cathartic—a sort of catarrh maker, as it were. Prior to April 1 of the present year Hostetter's bitters came pretty near to being straight whiskey; now, we learn from the internal revenue department at Washington, it is an emetic. The conclusion drawn by the headache remedy man does not necessarily follow his postulate. The physician who prescribes a secret remedy has no guarantee that the patient gets the same thing twice.

No man ever became wise who feared to be called a fool.

A man's imagination reveals more than the imaginary man.

Always Something New

When our customers want something fine they place their order with us. The best line of chocolates in the state.

Walker, Richards & Thayer
Muskegon, Mich.

Window Displays of all Designs

and general electrical work.
Armature winding a specialty.

J. B. WITTKOSKI ELECT. MFG. CO.,
19 Market Street, Grand Rapids, Mich.
Citizens Phone 3437.

A Special Sale

Secure a date for an August or September ten days sale, and have your store thronged with cash customers.

Odds and ends and surplus merchandise turned into money and your stock left clean and ready for Fall business.

My true and tried and strictly honorable methods will turn the dullest days into the busiest.

But it is not by argument but by achievement that I desire to convince.

The character of my work makes successful results certain and the after effects beneficial.

Highest grade commendations. Special attention given to securing profitable prices. All sales personally conducted. Write me to-day.

B. H. Comstock, Sales Specialist
933 Mich. Trust Bldg.
GRAND RAPIDS, MICHIGAN

Make Me Prove It

I will reduce or close out your stock and guarantee you 100 cents on the dollar over all expense. Write me to-day—not tomorrow.

E. B. Longwell
53 River St. Chicago

FOOTE & JENKS MAKERS OF PURE VANILLA EXTRACTS AND OF THE GENUINE, ORIGINAL, SOLUBLE, TERPENELESS EXTRACT OF LEMON

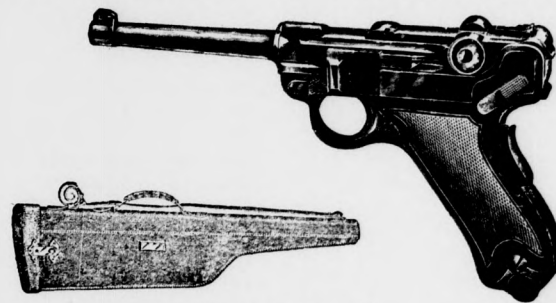
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FOOTE & JENKS
JAXON
Highest Grade Extracts.

FOOTE & Jenks
JACKSON, MICH.

COLEMAN'S
HIGH FOOTE & JENKS CLASS
EXTRACTS

Guns and Ammunition



Complete line of
Shotguns, Rifles and Revolvers
Loaded Shells

Camp Equipment Big Game Rifles

FOSTER STEVENS & CO.

Grand Rapids, Michigan



How the Making of Footwear Has Progressed.

The interesting and thrilling story of the world's progress may be read not only in the literary remains and social customs of successive ages, but in the kind of shoes men have worn from time to time. The character of a people is largely determined by the kind of clothes they wear. It goes without a controversy that shoes form an important factor in the utility and general appearance of a man's dress. The earliest footgear devised and worn by primitive man was extremely crude and inexpensive. Observing that sharp, keen-edged rocks cut his feet, and suffering from time to time by wounds inflicted by sharp thorns concealed beneath the leaves and mould of the forest, early man began to ponder the problem of safeguarding himself against these discomforts. It is interesting to note the simple, yet expedient, device upon which he hit. He provided himself with a light, tough piece of bark or wood of convenient thickness. With a sharp-edged implement of stone or flint he blocked this out to the proper size and shape. By means of some tough fiber—probably at first of bark—he would fasten these pieces of wood more or less securely to his feet. In those primitive days every man made his own shoes, and he probably had to spend a good deal of his time in the making of them, for they couldn't last long evidently.

Later on, when he learned how to make and use some crude edged tool, he could cut out the wooden soles to better purpose, and instead of bark would cut out strips of leather from the skin of some animal which he had slain.

Our North American Indian seems to have acquired very early the somewhat complicated art of making moccasins for himself. They were usually made of buckskin, and withal constituted a soft, pliable, durable, noiseless and comfortable piece of footgear. The cutting and sewing of moccasins would naturally give rise in the course of time to a craft. Not every one would have the patience or aptitude requisite for this sort of work. And as these copper-colored men-of-the-woods preferred hunting and fighting to industrial pursuits, they doubtless turned their moccasin-making over to the "squaws."

In the East the sandal has persisted through long ages as a fixed type in footgear. While the Jews wore shoes made of leather, linen, rush or wood; and while the soldiers of various times wore shoes made of iron or brass, by far the greatest number of shoes were of the simple, inexpensive sandal type. Socks were unknown. The people seemed to have acted on the belief that water and good servants could effectually over-

come the temporary discomforts occasioned by dust or mud.

There are a good many curious survivals of crude footgear. For instance, the peasant classes of Russia wear a queer-looking shoe made out of tough, flexible bark, and woven after the manner of a basket. They are tied on the feet by means of thongs. Instead of socks the legs are swathed in linen. Such shoes are not very difficult to make, nor are they very expensive. They are said to cost about seven cents a pair. When one considers the cheapness of Russian peasant labor, and the fragile character of the shoes he gets, the price is no doubt high enough.

Among Koreans of the lower classes a rice-straw sandal is worn.

Among Turks and Japanese the wooden clog still persists.

Walking down a certain street in our city the other day I happened to pass one of those old "curiosity shops," whose windows fairly bulge with second-hand garments, cheap rugs and coarse, heavy shoes. Just outside of the store, and on either side of the door, two sticks some four feet in length were suspended from a hook. These sticks were hanging as thick with shoes as a banana stalk with bananas. They were shoes of an exceedingly miscellaneous character, ranging in price from 58 cents to \$2 a pair. Among the number my attention was attracted to a pair of grain calf shoes for men, with soles of wood about an inch thick, rimmed "fore and aft" with little strips of iron. The vamps were nailed to the wood with round-headed nails. These shoes were not especially weighty, although I would not vouch for the elasticity of the soles; yet clumpy and rough hewn though they were, these old clogs are dreams of luxury compared to some of the shoes men have worn. The mightiest princes of Europe used to wear shoes made entirely of wood. Great, heavy, clumsy wooden shoes—and yet people tell us we are not progressing. Fudge! Pass me a pill before I say something that isn't printed in the dictionary.

Nowadays when shoes manifest a tendency to become a little too pointed at the toes, we are warningly reminded of the recent historic fad when we allowed our penchant for ultra-pointed toes to get the better of our sober judgment. When shoes manifest a tendency to extend the out-sole somewhat beyond the limits of the conventional, prophets of moderation rise up and wax eloquent. If shoes seem disposed to become a trifle "flip," if the toe piece seems a little too much skived and over-profuse in its perforations, we are forthwith warned to be careful, to go slow, to look out for the perils of freakhood. Now the simple truth is that in the matter of freakish shoes we are unsophisticated children besides some of our stout-hearted ancestors. They would pile all our current styles in a single bunch and call the whole mass "tame." In the eleventh century, when Robert "the horned" was abroad with his winsome manners and his spec-

When you attend the West Michigan State Fair Sept. 10 to 14 Make Your Headquarters With Us



Salesrooms and Factories of the
ROUGE REX SHOES

We of course should be pleased to have you look at our line of samples whether you buy or not.

HIRTH-KRAUSE CO.

Shoe Manufacturers

16 and 18 So. Ionia St.

Grand Rapids, Michigan

HARD PAN SHOES

FOR MEN, BOYS & YOUTHS
HONEST WEAR IN EVERY PAIR

SOLD HERE

MADE BY
THE HEROLD-BERTSCH SHOE CO.

THE SIGN OF GOOD BUSINESS.

Of Course It Takes Nerve

to frankly tell a customer that a shoe that costs a few cents less a pair will not give a third of the wear that

Hard-Pan Shoes

will give, but it takes nerve, grit and stick-to-it-a-tiveness to win out at any game, but then you'll never have any trouble selling the second pair, and you know it's the "come back" customer that keeps your business growing.

The line is yours if no other dealer is handling Hard-Pans in your town. Don't you think it worth a postal to find out? No waiting—we will deliver right out of stock.

Our Name on the Strap of Every Pair
of the Original Hard-Pans

Herold-Bertsch Shoe Co.

Makers of Shoes
GRAND RAPIDS, MICH.

tacular raiment, he wanted shoes that were somewhat in keeping with his own dauntless spirit. Nothing tame for Robert. Not on your life. He wanted shoes with long, sharp points, and he wanted them twisted into a decent shape, somewhat like the horns of a ram. In the days of Richard II. the dressy young fellows wanted long shoes with upturned toes, and they wanted some fancy gold or silver chains extending from the knees to the toes of the shoes. These chains served a two-fold purpose; they attracted the attention of the ladies and they helped to support the weight of the shoes.

Now excesses of this kind in the matter of footgear are interesting historically because they show the progress of society through the crude, unrestrained periods of its development. Beads, amulets and bird feathers indicate a lack of that refined judgment which we call taste. When men are fully matured they outgrow these things. Then it is seen that to be well dressed does not require one to be over-dressed. If we had in a single collection specimens of all the shoes men have worn from the very earliest inventions down to the present time, we could, from such data alone, write a history of the progress of civilization.

Now take as an index of our present social and intellectual status current styles in shoes, and it ought to make our stock go up by leaps and bounds. We have the most serviceable, the most scientific and the most artistic footgear imaginable. Our present-day shoe factories make the output of the old shoemakers appear ridiculous. When one looks over a collection of half-tone cuts of the leaders and specials now being exploited by our enterprising manufacturers, he is almost tempted to go on record that we have just about reached the goal of perfection in the art of shoemaking.

To start with, improved processes of tanning have supplied us with a material which is almost perfect. With flexibility it combines durability. In finish and in appearance it is prepossessing, and withal splendidly adapted to meet the demands made upon it.

The shoe, furthermore, fits the foot. It fits the foot because it is scientifically built. The lines and angles of the foot have been carefully studied and measured, and these measurements have determined the lines and angles of the shoe. Because there is no abnormal strain made upon the leather at any particular point the shoe holds its shape. For the same reason it wears well.

And we have learned to adapt our footgear to the varying seasons of the year. For hot weather we have cool, porous leathers, or other seasonable materials. For cold, rainy weather, and for rough usage we have shoes specially adapted to such purposes. But in every case the shoes are made in accordance with certain well known principles of workmanship.

Not only in the general appearance of the present day shoe but in the development of the details of it

there is the same careful regard to the best results. The cutter—upon whom more depends, perhaps, than upon any other one person in the craft—has made an art of his work. He knows a hide from head to butts, and from the backbone to the skirts. He knows just how to lay his pattern on that hide so as not to have any stretch across the leg, nor from heel to toe. And the same conscientious regard to detail obtains throughout the factory.

When it comes to style it is assuredly true that we have creations of a far more artistic order than those of any previous generation. The general effect of our shoes is not marred by the over-doing of any one feature of them. The absurd and excessive features which appealed to the eye, and to the sense of humor of former operations, do not tempt us at all. We are more restrained in all things, and this restraint manifests itself nowhere more clearly than in the shoes we wear. Fear is sometimes entertained that we may again be led into freak styles. Such fear would seem to be wholly without warrant. During the long and eventful progress of shoes from the wooden sandals of primitive man to the shoes of the present nearly every possible feature has, in its turn, been pushed out to its utmost limit. We may see in such freak creations the dangers and absurdities of unrestraint, and seeing such dangers we are not apt to repeat the folly. We may look for new styles and new effects, but we shall discover that they will fall well within the limits of the rational and the artistic.—Cid McKay in Boot and Shoe Recorder.

Migration Once Toward the East.

When the tide of empire flowed eastward and the emigrants went to India it was 4,000 years ago and more, according to Dr. G. A. Grierson. The most recent migration was that of the Aryans from the northwest. No one can tell when this commenced. All they can say is that parts of their earliest literary record, the "Veda," have been considered by competent scholars to date from B. C. 2000. The main line of approach was over the western passes of the Hindu Kush and along the valley of the Kabul river into the Punjab. Thence they spread over northern India. The entry into the Punjab was gradual, extending over centuries. When the latest comers arrived they found that the language and the customs of their earliest predecessors had developed to such an extent that the speech was unintelligible and the usages were unsympathetic to them. This is reflected in the condition of the Aryan languages of India from the earliest times to the present day. There always have been two sharply differentiated groups of Indo-Aryan languages, one representing the speech of the earliest invaders and the other that of the latest, while between the two there is a bond of intermediate forms of speech which can be referred to the dialects spoken by those who were neither first nor last.

Wolverine Girl

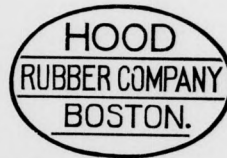


A LADIES' McKAY sewed line, of character, at a popular price. The cut which we give herewith can not possibly convey to you the sterling worth of these shoes. The uppers are made from fine grade dongola stock. Solid leather insole, outsole and counter. Very snappy lasts.

We have these shoes in stock and they look fine. Any of our customers who put these shoes in will have a winner right from the start.

The Price is \$1.65

Seven different styles and lasts to select from in high shoes.



We are State Agents

Geo. H. Reeder & Co.

Grand Rapids, Mich.

Come to Our Factory



When you attend the West Michigan State Fair September 10 to 14.

Whether you buy goods from us or not we want to show you how we make shoes so that they fit better and wear longer than any ordinary footwear.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.



Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Sept. 1.—Seldom has New York held more visiting country merchants than have been here this week. They came from all parts of the country and many of them have found it a good time to purchase. They came to "hear Bryan" and made the most of their time. Aside from these there is the regular contingent due about this time every year and September never opened with the New York market in better shape.

The coffee market has gained strength during the past few days in the speculative field, but, so far as the spot situation is concerned, there is little if any change. The demand is fair, but there is no evidence that buyers are taking supplies at all ahead of current requirements, notwithstanding all we hear of the "certain rise," owing to the passage of the valorization law. At the close Rio No 7 is worth 8½¢, against 8½¢ last year. Of Brazil coffee in store and afloat there are 3,296,560 bags, against 3,900,067 bags at the same time last year. East India coffees are steady. Supplies are moderate and no great amount is on the way hither. Central Americans are doing fairly well at unchanged quotations—9½¢ for good Cucuta and to 13¢ for washed Bogotas.

The tea market continues in good condition. Supplies are not over abundant, so far as either new or old crop Japans are concerned, and the general situation favors the seller. The buyers have been very numerous this week, and in the aggregate a goodly quantity of tea has changed hands.

The sugar market closes from Friday night until Tuesday. The week has been a very quiet one and, so far as new business is concerned, has been almost nil, the little doing consisting of withdrawals under previous contract.

Stocks of rice are rather light, but so is the demand. There is a firm feeling, however, and sellers are not at all disposed to cut rates. After the holiday it is thought matters will show steady improvement.

Molasses is steady, but is about all that can be said. The trade seems to be taking a holiday extending from Friday until Tuesday and meantime things take their own way. Good to prime centrifugal, 18@28¢. Syrups are steady with demand fair.

As a general thing the canned goods market has been very quiet all the week, so far as actual transactions are concerned. There is a firm feeling all around, and tomatoes are not the least interesting things on the market. Packers are taking no chances on future deliveries and are withdrawing from the fray until they think they can tell with some certainty where they will "be at." The weather in the great producing districts has been steadily unfavorable

until within a day or two and there is much more confidence in the outlook than there was. It is hard to get packers to name prices on future peaches, as the pack seems bound to be much less than expected. Salmon is quiet and unchanged, with most of the demand coming from regions outside the city. After the holiday there will be "something doing" every day in the canned goods trade and dealers look for an active campaign.

The demand for the better grades of butter is sufficiently active to keep the supply closely sold up and the market remains firm at 24@24½¢ for extra creamery. Seconds to firsts, 22@23½¢. Imitation creamery is moving in about the usual way within the range of 19@21¢. Factory is firm and worth 18¢ for firsts and about 17¢ as an average for seconds. Renovated is steady, with extras worth 21¢.

No change is to be noted in cheese. The top seems to have been reached in the quotation of 12¾¢ for fancy large size, and with a pretty good supply on hand there may come a slight decline.

The Great American Hen has much occasion to rejoice when her fruit is worth 28¢ per dozen on September 1; but this is the rate for near-by stock and the tendency is toward a still higher basis. Best Western are firm at 22@22½¢, and firsts 21@21½¢. The whole market is well sustained and receipts are not large.

Drilling for Ore in Heart of City.

Ishpeming, Sept. 4.—Within a few days will be witnessed the novel spectacle of a diamond drill in commission in the business portion of this city the Cleveland Cliffs Iron Co. having determined to institute exploratory work at the corner of Cleveland avenue and Second street.

The object in drilling at this point is to get a line on the ore deposits thought to extend through that part of the city; in fact, the underground openings at the Cleveland Hard Ore mine have been extended to but a short distance of the ground now to be tapped by the drills, and the deposit at the Cliffs shafts also extends in that direction.

It is not proposed to sink a shaft at the point mentioned, or elsewhere in the business portion of the town, as such ore found there can be mined from the Cliffs shafts, the More and the working shafts to the east of where the hole is to be bored. It would be no surprise if some day the announcement is made that the ore extends clear across the city, meeting the deposits of the Barnum and Lake Superior mines.

Should ore be found by the drill and mining work be prosecuted in that direction there will be no danger of surface disturbances, as the ore formations are of the hard variety, and besides are a considerable distance under ground. Above the ore is a ledge of rock that will hold the surface firm.

Most men are willing to pray for their enemies to get the worst of it.

When the heart is lifted up the head often is bowed down.



Clyde Cole



Claude Cole

What
Up
To
Date
Merchants
Say!

Kalkaska, Mich., July 19, 1906.

McCaskey Register Co.,
Alliance, Ohio

Gentlemen:—

On Jan. 19 we placed an order with Mr. Thos. A. Wilkinson for one of your Style No. 1 420 account registers and as the register gave us such great satisfaction, we decided to install it in the different stores in which we are interested.

On March 21, we ordered a 240 register for our Feed & Builders' Supply Store of Bowerman & Cole Bros. of this city and on March 30 we ordered a 140 account register for our store at Elk Rapids in the firm name of Towers & Cole Bros. and on June 19 we ordered another register of 160 accounts for the Bowerman & Cole Bros. store at Kalkaska. We do not think it would be possible to write you a better testimonial of what we think of the register than the simple fact that after testing one thoroughly, we ordered THREE more for our different stores. We will say, however, that the McCaskey Register has SAVED us a great deal of EXPENSE, TIME, LABOR and WORRY in the handling of our accounts. It has put us in closer touch with our business and as a COLLECTOR it cannot be beat as it has given us the use of hundreds of dollars long before we would have had it by the methods of account keeping in use before we installed the registers. No more night work posting accounts for us, neither do we have to tell a customer to call again—that the account is not posted. It is with pleasure that we recommend your system to our brother merchants. With best wishes for your prosperity, we are

Yours truly,

Cole Bros.

NOTE—Since writing the above letter Cole Bros. have purchased another McCaskey Account Register of 760 accounts.

A postal card will bring you our CATALOG with full information about the McCaskey system. Write to-day.

McCaskey Register Co.

Alliance, Ohio

J. A. Plank, State Agent, Tradesman Bldg., Grand Rapids.

The Best Friend of Many a Family.

"What's in a name?" Shakspeare never would have asked this question had he considered the mother-in-law problem. The mother-in-law of popular conception has suffered much because of the supposed attributes of her title. There never is nor has been a good mother-in-law in the ordinary humorist's collection, nor a bad mother-in-law who hailed from the masculine side of the household. It is always the girl's mother who figures in the funny column.

As a matter of fact, few husbands are born motherless, while a fair proportion of contemporary husbands have living maternal parents—which unrecognized condition inevitably is reminiscent of the happy retort made by a loving daughter to the scornful reformer who longed to inaugurate new social conditions.

"Since there's a father in most families, it seems a pity to dislike men."

As a matter of fact, again, a man's mother-in-law frequently is his most efficient silent partner, his wisest, most disinterested adviser, the truest family friend.

Change "mother-in-law" to "grandma"—many mothers-in-law also are grandmothers, while every grandmother must of necessity first sustain the mother-in-law relation—and note the difference of effect and feeling. Who would call into question the tender value and aid of grandmothers to the families they bless and cherish? The maternal grandmother has perhaps even a little the better of it in the popular love and opinion. Yet the maternal grandmother and the husband's mother-in-law must be one and the same.

A great eastern editor long since recognized this fact to such a degree that he sternly interdicted the publication of mother-in-law jokes in his paper.

"Next to my own mother I love and revere my wife's mother," was his ground for such action. "Even as the mere parent of the woman who made my life happy I owe her too much to tolerate coarse jokes at her expense. And all other mothers-in-law are sacred for her sake."

"The best, the warmest, the most faithful friend I ever had, with the exception of my wife," recently remarked another prominent American citizen, "was the woman who became my second mother by marriage."

Nor are such cases exceptional nor even rare. Every thoughtful person can recall numerous instances of devoted mother-in-law, or grandmotherly self-sacrifice and friendship, emanating alike from both sides of the family. In many cases the young husband later willingly has acknowledged the best of reasons for the tender regard yielded by him to his wife's mother.

A clever Kalamazoo woman, early widowed, not only reared and educated a family of daughters unaided and with marked success, but, having acquired her by no means insignificant business knowledge and ability in a hard school, deliberately and patiently taught and trained the none too brilliant young men whom

two of the daughters married. A winter of hard evening work with one son-in-law made possible for him a better position and increased salary; the other, urged and encouraged by the appreciative woman, who divined his self-unsuspected talent, took up totally new work with admirable and pleasing results. The funniest mother-in-law joke would fail of interest to either of the sons by adoption whom this woman helped.

"Good-by mother-in-law and hot breakfasts!" was the whimsically expressed regret of an honest admiring son-in-law not long ago, as his wife's mother took her departure. "There's is delicate, and I can't allow her to rise early enough to see a commission merchant off to work in the summer. But my mother-in-law made me hot biscuits every morning of her stay."

Such instances, big and little, might be multiplied by the million. Attached to almost every family is at least one good mother-in-law. Jealousy, which the wisest man declared cruel as the grave and the French proverb describes as rising early, makes many young married people slow to discover this fact.

The eager lover, masculine or feminine, not unnaturally longs to keep the cherished object of affection all to himself, or to herself, a little fearing the influence of the other's parent. The parent, on the other hand, finds it hard to at once relinquish the suggestive habit of years, to substitute for the part of first violin that of second fiddle. Before the new son or daughter learns to know the mother-in-law with more than the merest formality, a condition of armed neutrality, at mildest, frequently has set in. It was a wise mother-in-law who took her young daughter-in-law aside shortly before the marriage and made this simple appeal.

"My dear, if I try to remember that Harry now belongs more to you than to me, will you try to remember that he was mine first?"

The faithful observance of some such pact would mean mutual love and peace in many now hostile families, the refreshing necessity for at least one new perennial joke on the part of the overworked humorist, and the recognition of the much maligned mother-in-law as the growing family's best friend.

John Coleman.

Even the plants take anaesthetics in the twentieth century. One of the professors of the Copenhagen University, whose name is withheld, has obtained results from the application of anaesthesia to plants. He first completely narcotizes the plants, and then lays them aside in a condition in all respects analogous to lethargic sleep, which lasts for a considerable period. On their revival from this state they begin to bud and flower with remarkable profusion. The known physiology of plants does not explain the phenomenon, but those who have seen the results of the experiments with ether and chloroform attest to the reality of the results.

Alabastine

The Sanitary Wall Coating

Dealers handle Alabastine
Because it is advertised, in demand, yields a good profit, and is easy to sell.
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Because it is a durable, sanitary and beautiful wall coating, easy to apply, mixed with cold water, and with full directions on every package.

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Excellent opportunities for investors in mining properties, farming, grazing and timber lands, and other enterprises. For information address

H. J. Benson, Durango, Mex.

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See that Top

Blue.

For the Laundry.

DOUBLE STRENGTH.

Sold in Sifting Top Boxes.

Sawyer's Crystal Blue gives a beautiful tint and restores the color to linen, laces and goods that are worn and faded.

It goes twice as far as other Blues.

Sawyer Crystal Blue Co.

67 Broad Street,

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Mr. Shoe Merchant

If you have a call for a work shoe that will "wear like iron," yet is "easy and comfortable" on the foot, WHAT HAVE YOU TO OFFER? Our Celebrated

"NOX-ROX"

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Black or Tan Buck Bal, will satisfy your most exacting customer, which means it will satisfy you, and that satisfies us.

Ask our salesman when he calls, or send for a sample case of a dozen. (Advertising folders free)

Waldron, Alderton & Melze
Saginaw, Mich.

MICHIGAN
SHOE CO
DETROIT

Fire and Burqlar Proof

Safes

Tradesman Company, Grand Rapids

BUILDING UP A BUSINESS.

Some Difficulties Which Confront the New Merchant.

The opening of a new store in a community is always the signal for a transference of trade which is most deceptive to the proprietor of the new establishment, and if he is not a man of rare shrewdness and has not a natural faculty for credits, he will be sure to make the remark:

"My trade is good—way beyond my expectations!"

Judging from surface indications, this observation is warranted. But why? Because the new store always gets the customers who have accumulated debts or grievances of some kind with the merchants who are already established, and who have sifted out their customers. Instead of considering this sudden influx of trade as an omen of prosperity it should be regarded in exactly the opposite manner, and so treated. Rightly considered, it is a red lantern sign of "Danger Ahead." These rejections from the other and established merchants are generally shrewd enough to pay cash for the first or second and perhaps the third month, and then they begin to ask for credit. Generally this is done very adroitly, and the request at the start will be to allow the amount to run "until Saturday night," or until "the first of the month." When this time comes the game of partial payment will be begun. Generally this is done on the basis of special pleas, alleging sickness or some phase or other of "bad luck."

But one thing may be depended upon. This class of customers will play the game in a progressive ratio and see that the balance against them is increased week after week and month after month. What is the result?

When the storekeeper finally wakes up to the situation he will find that the customer has him at a disadvantage. "If I press him too hard," reasons the storekeeper, "I am likely to lose the whole account, and therefore I must deal gently with him."

There are few things more difficult in merchandising than to get a "slow pay" customer to reduce a large balance by gradual payment. In fact, the storekeeper who is shrewd enough to accomplish this is too keen to get into such a situation with many of his customers. The merchant who gets a line of these undesirable customers is under the necessity of keeping them carefully in his mind, and this, as a rule, means that he must "carry in his head" the balance against them—or practically so. Not only this, but he must have his clerks do likewise. This is not so easy a matter as it might seem, and in most cases the storekeeper finds himself constantly allowing a "slow customer" to increase, rather than forcing him to diminish, his balance.

Inevitably the result of doing this kind of a business is that the merchant is finally forced to ask his jobber to carry him. When he reaches this stage his first inclination, generally speaking, is to think

that by spreading out and dealing with other jobbers, as a temporary measure, he can cover his situation in the eyes of jobbers with whom he has previously placed the burden of his trade.

Instead of concealing his predicament, this expedient is a sure way of giving notice to the credit man of his old jobbing house that he is in hard straits, for no modern credit man fails to understand the significance of this process of "spreading out" when the merchant in question is a little slow in his payments.

The only safe course for the storekeeper who finds himself in these straits is to go to his jobber and give him full information, and to keep his indebtedness bunched together instead of scattered about. If the man is worth saving, the jobber principally interested will give him the support of extended credit, and will also aid him by sound advice and practical suggestions suited to his individual needs.

When the unfortunate and deluded storekeeper follows an opposite course and attempts to cover his embarrassment by spreading out to new jobbers, the result will be that the old jobber, or perhaps some of the ones to whom he has shifted, will realize that "the race is to the swift," and that the first man to close in on the unstable customer will be likely to get the most out of him.

I know one decidedly successful merchant who determined to make his credits according to a fixed principle, and that he would not vary his system under any conditions. Nominally, he was supposed to do a cash business, but at last felt that he must extend credit to a portion of his customers. He did it in this way: He would not even discuss the opening of an account with a customer about whom he felt any doubt whatever; then, when the man came in to arrange for an account, the merchant asked him: "How much of a line of credit do you wish me to give you?"

"Well, fifty dollars," responded the customer.

"And now about the question of time?" enquired the storekeeper.

"Make it sixty days," replied the customer.

"Very well," answered the storekeeper, "I will give you just what you ask for in the matter of credit, and will make the memorandum right here on the ledger page which will carry your account. But let us understand one thing clearly, right from the start: You are not to ask me for five cents more than the amount of credit I have given you, nor are you to ask me for an extension of time. Certainly you can't complain at my making this rule rigid, when I have given you at the beginning all that you have asked for. You have set your own stakes, and can not reasonably resent it if you are asked to abide by them."

This system of credit worked admirably in the case of the storekeeper to whom I referred, for the reason that he held every customer rigidly to the limitations fixed at the outset.

Although every sort of storekeeper should keep the most careful and constant watch upon every one in his employ, he should be slow to accuse a clerk or any other member of his force of dishonesty. Lax methods of accounting are often, if not generally, the cause of apparent discrepancies which lead to suspecting crookedness on the part of employees. The merchant who does not keep his books in a condition which will tell him at any time just exactly his standing, to a dollar, is in a poor position to bring accusations against a clerk or cashier unless he has absolute knowledge of that employee's dishonesty or misconduct.

It is scarcely too much to say that the first impulse on the part of the storekeeper who arrives at the conclusion that there must be a "leak somewhere" in his business is to accuse a clerk of stealing. There is neither justice nor common sense in acting upon this impulse without solid facts upon which to base the accusation. Many a merchant by hasty action of this sort has not only deprived himself of a useful assistant, but he has also shamed and humiliated, if not actually disgraced, a clerk entitled to respect and confidence. If a merchant employs his relatives he should, on their account as much as his own, watch them with the same care that he would a clerk entirely unrelated to him. Not only does this course establish a proper sense of responsibility, but it also promotes the feeling among his help that he is fair and impartial. Again, if a situation arises in the store which seems clearly to indicate that some employee is indulging in peculations, the relative of the proprietor is in a far better position, under a system of impartial scrutiny, than if the head of the establishment took it for granted that it was only necessary for him to watch those of his help not connected with him by family ties.

A practically universal source of loss to country merchants is the failure to charge all the goods which go out of the store. It is scarcely too much to say that there is not a single country store in existence which does not suffer a loss of 1 to 5 per cent. of its business from this cause. Consequently, the first thing for the wide-awake storekeeper to do is to settle it with himself that not a dime's worth of goods shall go out of his establishment unless charged or paid for.

This resolution can not be made really effective unless the storekeeper has determination enough to resort to the radical measure of throwing out the time-honored old-style day-book, as a book of original entry, and substituting in its place the duplicate carbon-slip system. No matter how frequently and emphatically he may tell his clerks to charge every item "if the house is on fire," they will sooner or later begin to leave items uncharged, if the old day-book system is adhered to. The clerk, for example, is standing in front of the store, doing up a package of fruit for a charge customer, when a carriage drives up and its occupant beckons to

the clerk to come to the edge of the curbstone. In the course of taking the order of the lady in the carriage he naturally forgets to charge the fruit which he hastily pushed into the hands of the other customer. If an instance of this kind has occurred once it has ten thousand times in the history of storekeeping, and that is putting it very mildly. As a matter of fact, it is a daily occurrence in almost every town in the United States. There is no remedy for it excepting to change the system.

Each clerk should be supplied with a little flimsy book of the style used by all clerks in modern city department stores. Each leaf of this book is made up of a stub and detachable leaf with a sheet of carbon between, so that the entries on one are manifested upon the other at the same writing.

There is room for several items on each slip and stub, and the stubs, with their corresponding slips, are numbered consecutively throughout the book. The rule for handling these books is that each purchaser, whether a charge or a cash customer, must receive along with his goods the slip containing the memorandum of his purchases. The customers very soon learn that they are expected to take this memorandum, and consequently they quickly fall into the way of expecting it.

This system has various other advantages beyond that of making it more difficult for the clerk to let goods go without charging them. As each clerk has his individual charge book it is a very easy matter for the storekeeper to keep accurate account of the business done by each clerk. In other words, he has readily at his hand the total of each clerk's sales for a day, a week, a month or a year. Again, it should be remembered that the mere volume of a clerk's sales is not always a true criterion of his salesmanship. In other words, some clerks get into the habit of increasing the volume of their sales at the expense of the proprietor's profits.

The practice of cutting prices is quite as much a matter of personal disposition as it is of necessity. Without realizing it, clerks who have a weakness in this direction fall into the way of shaving a little off from the price whenever there seems to be the slightest possible excuse for so doing. Others adopt this practice deliberately and for the purpose of making the total of their sales look attractive in the eyes of the storekeeper, thus paying him the poor compliment of believing that he is not shrewd and discerning enough to detect their trick. Of course the store's regular books of entry are written up from the stubs of these small books, and if a number is missing in any one of them it is a legitimate reason for enquiry. Not 50 per cent. of the country merchants use these books, which would, in my opinion, probably cut down three-fourths of "lost charges."

Economy of time is another matter altogether too slightly considered by the average storekeeper. There is always something to do about a

There are two classes of country

IRON

Bar Iron	2 25	rate
Light Band	3 00	rate
KNOBS—NEW LIST.		
Door, mineral, Jap. trimmings	75	
Door, Porcelain, Jap. trimmings	85	
LEVELS		
Stanley Rule and Level Co.'s....dis.		
METALS—ZINC		
600 pound casks	8	
Per pound	8½	
MISCELLANEOUS		
Bird Cages	40	
Pumps, Cistern	75&10	
Screws, New List	85	
Castors, Bed and Plate	50&10&10	
Dampers, American	50	
MOLASSES GATES		
Stebbins' Pattern	60&10	
Enterprise, self-measuring	3	
PANS		
Fry, Acme	60&10&10	
Common, polished	70&10	
PATENT PLANISHED IRON		
"A" Wood's pat. plan'd, No. 24-27	10 80	
"B" Wood's pat. plan'd, No. 25-27	9 80	
Broken packages	½	per lb. extra.
PLANES		
Ohio Tool Co.'s fancy	40	
Sciota Bench	50	
Sandusky Tool Co.'s fancy	40	
Bench, first quality	45	
NAILS.		
Advance over base, on both Steel & Wire		
Steel nails, base	2 35	
Wire nails, base	2 15	
20 to 60 advance	Base	5
10 to 16 advance		5
8 advance		5
6 advance		20
4 advance		30
3 advance		45
2 advance		70
Fine 3 advance		50
Casing 10 advance		15
Casing 8 advance		25
Casing 6 advance		35
Finish 10 advance		35
Finish 8 advance		35
Finish 6 advance		45
Barrel ¾ advance		85
RIVETS.		
Iron and tinned	50	
Copper Rivets and Burs	45	
ROOFING PLATES.		
14x20 IC, Charcoal, Dean	7 50	
14x20 IX, Charcoal, Dean	9 00	
20x28 IC, Charcoal, Dean	15 00	
14x20, IC, Charcoal, Allaway Grade	7 50	
14x20 IX, Charcoal Allaway Grade	9 00	
20x28 IC, Charcoal, Allaway Grade	15 00	
20x28 IX, Charcoal, Allaway Grade	18 00	
ROPES		
Sisal, ½ inch and larger	9½	
SAND PAPER		
List acct. 19, '86	dis.	50
SASH WEIGHTS		
Solid Eyes, per ton	28 00	
SHEET IRON		
Nos. 10 to 14	3 60	
Nos. 15 to 17	3 70	
Nos. 18 to 21	3 90	
Nos. 22 to 24	4 10	
Nos. 25 to 26	4 20	
No. 27	4 40	
All sheets No. 18 and lighter, over		
inches wide, not less than 2-10 extra.		30
SHOVELS AND SPADES		
First Grade, Doz	5 50	
Second Grade, Doz	5 00	
SOLDER		
¼ @ ½	21	
The prices of the many other qualities of solder in the market indicated by private brands vary according to composition.		
SQUARES		
Steel and Iron	60-10-5	
TIN—MELYN GRADE		
10x14 IC, Charcoal	10 50	
14x20 IC, charcoal	10 50	
10x14 IX, Charcoal	12 00	
Each additional X on this grade,	\$1 25	
TIN—ALLAWAY GRADE		
10x14 IC, Charcoal	9 00	
14x20 IC, Charcoal	9 00	
10x14 IX, Charcoal	10 50	
14x20 IX, Charcoal	10 50	
Each additional X on this grade,	\$1 50	
BOILER SIZE TIN PLATE		
14x56 IX., for Nos. 8 & 9 boilers, per lb	13	
TRAPS		
Steel, Game	75	
Oneida Community, Newhouse's	40&10	
Oneida Com'y, Hawley & Norton's	65	
Mouse, choker, per doz. holes	1 25	
Mouse, delusion, per doz	1 25	
WIRE		
Bright Market	60	
Annealed Market	60	
Coppered Market	50&10	
Pinned Market	50&10	
Coppered Spring	40	
Barbed Fence, Galvanized	2 75	
Barbed Fence, Painted	2 45	
WIRE GOODS		
Bright	80-10	
Screw Eyes	80-10	
Hooks	80-10	
Gate Hooks and Eyes	80-10	
WRENCHES		
Baxter's Adjustable, Nickeled	80	
Coe's Genuine	40	
Coe's Patent Agricultural, Wrought	70-10	

STONEWARE

Butters		
½ gal. per doz.		44
1 to 6 gal. per doz.		53½
8 gal. each		52
10 gal. each		65
12 gal. each		78
15 gal. meat tubs, each		1.13
20 gal. meat tubs, each		1.50
25 gal. meat tubs, each		2.13
30 gal. meat tubs, each		2.55
Churns		
2 to 6 gal. per gal.		6
Churn Dashers, per doz.		84
Milkpans		
½ gal. flat or round bottom, per doz.		44
1 gal. flat or round bottom, each..		5½
Fine Glazed Milkpans		
½ gal. flat or round bottom, per doz.		60
1 gal. flat or round bottom, each....		6
Stewpans		
½ gal. fireproof, ball, per doz.		85
1 gal. fireproof, ball per doz.		1.16
Jugs		
½ gal. per doz.		56
1 gal. per doz.		42
1 to 5 gal., per gal.		7
SEALING WAX		
5 lbs. in package, per lb.		2
LAMP BURNERS		
No. 0 Sun		38
No. 1 Sun		40
No. 2 Sun		40
No. 3 Sun		50
Tubular		87
Nutmeg		50
MASON FRUIT JARS		
With Porcelain Lined Caps		
Pints	Per gross	
Quarts		5.25
½ gallon		5.50
Gallons		8.25
Caps.		2.25
Fruit Jars packed 1 dozen in box.		
LAMP CHIMNEYS—Seconds.		
Per box of 6 doz.		
Anchor Carton Chimneys		
Each chimney in corrugated tube		
No. 0, Crimp top.		1.70
No. 1, Crimp top		1.75
No. 2, Crimp top		2.75
Fine Flint Glass in Cartons		
No. 0, Crimp top		3.00
No. 1, Crimp top		3.25
No. 2, Crimp top		4.10
Lead Flint Glass in Cartons		
No. 0, Crimp top		3.30
No. 1, Crimp top		4.00
No. 2, Crimp top		5.00
Pearl Top in Cartons		
No. 1, wrapped and labeled		4.60
No. 2, wrapped and labeled		5.30
Rochester in Cartons		
No. 2, Fine Flint, 10 in. (85c doz.)		4.60
No. 2, Fine Flint, 12 in. (\$1.35 doz.)		7.50
No. 2, Lead Flint, 10 in. (95c doz.)		5.50
No. 2, Lead Flint, 12 in. (\$1.65 doz.)		8.75
Electric in Cartons		
No. 2, Lime (75c doz.)		4.20
No. 2, Fine Flint, (85c doz.)		4.60
No. 2, Lead Flint, (95c doz.)		5.50
LaBastie		
No. 1, Sun Plain Top, (\$1 doz.)		5.70
No. 2, Sun Plain Top, (\$1.25 doz.)		6.90
OIL CANS		
1 gal. tin cans with spout, per doz.		1.20
1 gal. galv. iron with spout, per doz.		1.40
2 gal. galv. iron with spout, per doz.		2.25
3 gal. galv. iron with spout, per doz.		3.25
5 gal. galv. iron with spout, per doz.		4.10
3 gal. galv. iron with faucet, per doz.		3.85
5 gal. galv. iron with faucet, per doz.		4.50
6 gal. Tilting cans		7.00
5 gal. galv. iron Nacefas		9.00
LANTERNS		
No. 0 Tubular, side lift		4.50
No. 2 B Tubular		6.75
No. 15 Tubular, dash		6.75
No. 2 Cold Blast Lantern		7.75
No. 12 Tubular, side lamp		12.00
No. 3 Street lamp, each		3.50
LANTERN GLOBES		
No. 0 Tub., cases 1 doz. each, bx.		10c 50
No. 0 Tub., cases 2 doz. each, bx.		15c 50
No. 0 Tub., bbls. 5 doz. each, per bbl.		1.90
No. 0 Tub., Bull's eye, cases 1 dz. e.		1.25
BEST WHITE COTTON WICKS		
Roll contains 32 yards in one piece.		
No. 0 ¾ in. wide, per gross or roll.		28
No. 1 ¾ in. wide, per gross or roll.		38
No. 2 1 in. wide, per gross or roll.		60
No. 3 1½ in. wide, per gross or roll.		90
COUPON BOOKS		
50 books, any denomination		1.50
100 books, any denomination		2.50
500 books, any denomination		11.50
1000 books, any denomination		20.00
Above quotations are for either Tradesman, Superior, Economic or Universal grades. Where 1,000 books are ordered at a time customers receive specially printed cover without extra charge.		
COUPON PASS BOOKS		
Can be made to represent any denomination from \$10 down.		
50 books		1.50
100 books		2.50
500 books		11.50
1000 books		20.00
CREDIT CHECKS		
500, any one denomination		2.00
1000, any one denomination		3.00
2000, any one denomination		5.00
Steel punch		.75

storekeepers who keep up the large percentage of failures in this line of business. These are the merchants who are not contented with small beginnings, but insist in starting out with a splurge and a show involving an investment and expenditure beyond that which the business will warrant, and those who, on the other hand, are content to drift like logs down the stream, and feel that they are doing a fairly good business if they are able to make sixty dollars a month with nothing charged for carrying their investment.

There are thousands of small storekeepers who are satisfied to make the wages of a day laborer and who have little ambition beyond this. Of course, this means that the margin between the profit and loss of their total business is so small that a little carelessness or a little misfortune turns their balance against them, when their capital is so small and their resources are so limited that they are unable to stand their reverse, even in a temporary way, and are, therefore, closed up by their creditors. This should emphasize the fact that no matter how small may be the business of the storekeeper, it is absolutely essential to his existence to figure his cost so that no item or element will be left out; to see that all of his running expenses or fixed charges are included in his cost; that no goods are permitted to pass over his counter without being paid for or charged; that he practices thorough economy, and does so in a consistent and systematic way, which applies both to his handling of goods and to his use of the services of his employees; that he keeps his store in a clean and attractive manner, and that he does not allow his customers or his competitors to lead him into making prices which do not yield him a fair and substantial profit.

By thus stopping all the little leaks on the one hand and by a consistent and energetic expansion of profitable business on the other the country storekeeper may amass a very comfortable competency in almost any locality which enjoys a reasonable degree of prosperity. Depend upon it, every community will have its prosperous storekeeper, and he will succeed because he conducts his business upon the principles which have been indicated.—Harlow N. Higginbotham in Saturday Evening Post.

The Oatmeal Trick.

"It reminds me of the oatmeal dodge," said the detective. He was speaking of an ingenious swindle that had been worked successfully on a retail merchant. "The oatmeal dodge," he continued, "was worked on a grocer in the suburbs. A man entered the store and engaged the grocer in conversation. While they talked a youth came in.

"Do you sell oatmeal?" the newcomer asked.

"Yes," said the grocer, "The very best. How much—"

"But the man interrupted. 'I just wanted to know,' he said. 'Good day.' And he walked out.

"The grocer, looking a little disap-

pointed, resumed his conversation with the stranger. In a few minutes a second youth appeared.

"Do you sell oatmeal?" he asked.

"Yes," the grocer answered.

"Thank you. Good day."

"And this young man also disappeared.

"Well, what the dickens!" exclaimed the grocer. "But, as we were saying," he resumed and the interrupted conversation went briskly on.

"Soon a third youth entered the store. He said, 'Do you sell oatmeal?'"

"Yes," the grocer snapped.

"Thank you. Good day."

"And this young man departed—on a run, for the grocer, thoroughly enraged at last, had rushed upon him. He had, however, a clean pair of heels. The grocer was unable to overtake him. So after a chase of a hundred yards or so he returned, breathless.

"He found the first man gone. The shop was empty. So was the till.

"Once more the oatmeal dodge had succeeded."

Pictures of Times Prehistoric.

"The old masters" in art are the artists of the reindeer age in the prehistoric times of paleolithic man. The Abbe Breuil of the Isle of Monaco and others have laboriously copied the wall pictures of many caverns, often under the most trying conditions, far in their dark, damp, cramped recesses. The number and variety of objects depicted indicates powers of accurate observation and a mastery of hand in the arts of sculpture and drawing which are astonishing. It is evident that this wonderful capacity for art was the common heritage of paleolithic man in all parts of Europe. A primitive rhinoceros and some dozen other extinct quadrupeds appear to have been his favorite studies. A bison was the species most frequently and most characteristically represented, being perhaps the commonest, or the most dreaded member of his fauna. The human figure was less frequently and always rudely portrayed, and usually with monstrous or grotesque faces, suggesting that actors in some ceremonial were intended to be depicted in masks, and recalling the dance masks of the Chiriqui and Arizona Indians.

Surgery Cures Idiocy.

Growing geniuses by the surgeon's knife is promised by Parisian experiments. They have at least cured idiocy. The idea was conceived that idiocy was frequently caused by the premature union of the bones of the skull in infants where no congenital causes were apparent. Acting on this assumption the French surgeons removed a portion of the bony covering of the skull on several patients, the idea being that the brain had no room to expand commensurate with the growth of the child. The results in many cases proved the correctness of the theory. In some instances the results were marvelous. One idiot girl began to show signs of recovering intelligence the day the operation was performed.

STILL HOLDS GOOD.

The Old Maxim That Honesty Is Best Policy.

Despite the oft repeated sophistry that honesty is no longer the best policy, the fact still remains that dishonesty is not the best policy—not yet. The man who wants to win his way to the top has got to keep his record as free from any taint of dishonesty or treachery in his business dealings as he ever did before this day of the muck raker, who shows many of the heads of our greatest corporations to be dyed in the wool crooks.

While it may be quite the thing for captains of industry to conduct their business enterprises along lines that would land them in penal institutions were they of less importance and power, it is not the thing for the young man who is not a captain of industry—and few men are—to go and do likewise. When he gets to be a captain of industry, so big that nobody can touch him, he may be able to forget all question of honesty and honor in business. Until then, in the time when he is painfully getting a start on the big ladder that leads to the highest places, it behooves him to keep his name clean and honorable—as it paid in the old days before people really knew what their "greatest business men" really were.

It is well enough to scoff, to say that honesty as a policy is out of date, that the man who wins is the man who is not honest, etc. Unquestionably there is some reason, probably plenty of reason, for such scoffing. When it is shown, as it constantly is, that the men who have been held up to the public eye as bright and shining examples of sterling success owe their successes not to the pursuance of the time honored precepts of honesty, hard work and industry, but to sharp and often criminal practices, there is plenty of excuse for almost anyone to lose faith in precepts.

"To the young man who would succeed there is one quality which is absolutely necessary: Honesty," said Senator Chauncey Depew three years ago—and the country believed him. Now the same country has read and heard the tale of Depew's financial iniquities until it knows that its belief in him was unfounded, and that the principles which he so constantly advocated for the young man to follow were nothing but words, and that he himself never practiced them save at his own sweet and profitable convenience.

"Be honest, work hard and save,"

Gold Sign Letters

For Store, Office and Bank Windows

Handsome, Durable, Inexpensive. Sample free
E. Johnston Mfg. Co., Quincy, Ill.



Hocking Dry Measures

(Bottomless)
For filling paper bags. Saves handling vegetables twice. "Cuts out" guessing quantities. Order of your home jobber or
W. C. Hocking & Co.
Chicago

Have You Received One of Our

POLICEMAN Cutouts

which reads

Found

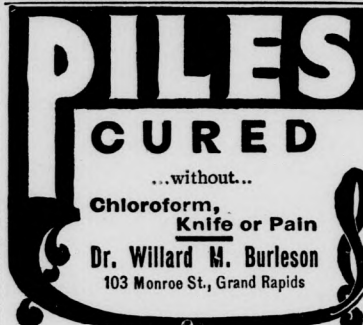
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Jennings Flavoring Extracts

Terpeneless Lemon Mexican Vanilla

are pure and delicious flavors and meet all requirements of the

Pure Food Laws



Booklet free on application

GRAND RAPIDS PAPER BOX CO.

MANUFACTURER

Made Up Boxes for Shoes, Candy, Corsets, Brass Goods, Hardware, Knit Goods, Etc. Etc.

Folding Boxes for Cereal Foods, Woodenware Specialties, Spices, Hardware, Druggists, Etc.

Estimates and Samples Cheerfully Furnished.

Prompt Service.

Reasonable Prices.

19-23 E. Fulton St. Cor. Campau,

GRAND RAPIDS, MICH.

said John D. Rockefeller to his Cleveland Sunday school class. "Honesty is the basis of all character, and there can be no real success without it."

The young man of average intelligence in the country who now would not laugh at any mention of Rockefeller's honesty is an exception. We now know that John D. had a standard of honesty all his own as regarded his business dealings, and the hardest and best work he ever did was in working the American public the best saving by the manner in which he crushed out dangerous competition.

Yes, it is enough to shake one's thought of "honesty" in business. But don't let it go any further than this, don't try to put a theory regarding the practicability of dishonesty into practice. It doesn't pay. The cold, substantiated truth of the matter is that it doesn't pay—that it still pays to be honest. In brutal English: Even a dishonest business man demands honesty in his employees. Even if the dishonesty is not directed against him he does not want it; he won't have it. He doesn't know when it may be he who suffers from it; and every good business man "plays safe."

In spite of the obviousness of this fact there are plenty of bright young men in the world of business who persist in following the idea that the best way is along the way of sharp practices. Every once in awhile some bright young man loses his job because he thinks he is wiser than the man who made the old proverb.

And every one who so loses his job finds it the hardest work of his career to get back into reputable standing, many, in fact, never doing so.

Once the brand of dishonesty has been stamped upon a man, or even if there is a suspicion that it ought to go on, that man's way will lie in hard lines. He will labor under a disadvantage so large that it will be well nigh impossible for him to overcome it.

He may change his name, but a man with a changed name necessarily has no past, and therefore nothing to refer prospective employers to; he may change his habitat, the stigma will always be upon him or conveniently near, ready to spring out when the opportunity offers.

Any ambitious man can not afford to be dishonest. It doesn't matter how brilliant, how capable, how apparently well established he is, he can not afford to stray from the straight and narrow way. After he has won his way—but the grand jury findings of the last six months indicate that it is not well to do it even then.

An example of how tenaciously an acquired reputation for dishonesty will stick to a man and how it will ruin his chances for success is had in the case of a young salesman, formerly one of the most promising and successful in his line, that of wholesale jewelry. The young man made his initial error, to call it by a mild name, by enriching himself \$500 thereby and his firm put down a similar amount, less its 50 per cent.

profit, to "selling losses," and things went along for a month before anybody thought that there might be something queer about the deal.

Then the investigation was made, and it was discovered that the young man had converted the "selling losses" into his own pocket. It happened that the young man's father is wealthy. The young man explained that he had borrowed the amount only temporarily, that he had intended to put it back as soon as he could, and he promptly did so, his father advancing the money.

Naturally the firm discharged him. There was nothing else for them to do; they told him, although they did not believe that he was dishonest.

The young man took his money, and the next day found him working with another house at an advanced salary. He was a good salesman; he did not need to go long without employment. He made good with the new firm, and was progressing rapidly when one day one of the clerks of the old firm happened into the office and saw him.

"What's he doing here?" was the clerk's surprised query.

"Selling goods," was the prompt answer. "Why, what's wrong?"

"Nothing," said the clerk. The head of the firm heard about the clerk's surprise and set out to investigate. Of course, he found why the salesman had been discharged and said salesman promptly lost another job.

He has lost exactly six jobs since then. One was with a firm that took him in knowing quite well his reputation for dishonesty. "Keep straight here," said the head, "and we don't care what you have done in the past." Somebody, no one knew who it was, made away with a dozen watches. Next day the new man was discharged. He is out of work to-day and probably will be until he finds a refuge in some poorly paid position where his past will not trouble him.

Reginald Cooke.

Why He Was Opposed To Capital Punishment.

A long, lank specimen of a countryman was called upon for examination as to his fitness as a juror. When asked the regulation questions he replied that he was opposed to capital punishment. Looking at him sternly and in tones somewhat suggestive of wrath, the court asked the fellow if he did not think there were conditions so extraordinary as to warrant the hanging of the offender. He said he did not believe anything could make him assent to such a verdict, and he was waved aside and a new man called for.

"But will your honor let me explain," said the qualified citizen. "I'd like to give the court my reasons."

"I don't wish to hear any explanation from you. Go and sit down."

"Excuse me, judge, but you must hear my reason."

"Well, then, give it, and go along with you."

"The reason I am opposed to capital punishment, your honor, is that my old mammy taught me it were a sin to kill anything that wasn't fitten to eat."

Our Holiday Goods

display will be ready soon.

See line before placing your order.

Grand Rapids Stationery Co.
29 N. Ionia St. Grand Rapids, Mich.

Sherwood Hall Co., Ltd.

Jobbers of

Carriage and Wagon Material

Blacksmith and Horseshoers' Tools and Supplies. Largest and most complete stock in Western Michigan. Our prices are reasonable.

24 North Ionia St.
Grand Rapids, Mich.

Dorothy Vernon Perfume

Popular in Odor!
Popular in Name!
Popular in Price!

Universally sold at retail, 50 cents per ounce, and at wholesale at \$4.00 per pint, net.

Dorothy Vernon Perfume

Dorothy Vernon Toilet Water

Dorothy Vernon Sachet Powder

The

Jennings Perfumery Co.
Grand Rapids, Mich.



Saves Oil; Time, Labor, Money
By using a
Bowser Self Measuring Oil Outfit
Full particulars free.
Ask for Catalogue "M".
S. F. Bowser & Co. Ft. Wayne, Ind.

HATS

At Wholesale

For Ladies, Misses and Children
Corl, Knott & Co., Ltd.
20, 22, 24, 26 N. Div. St., Grand Rapids.

Wm. Connor

Wholesale

Ready Made Clothing

for Men, Boys and Children, established nearly 30 years. Office and salesroom 116 and G, Livingston Hotel, Grand Rapids, Mich. Office hours 8 a. m. to 5 p. m. daily. Mail and phone orders promptly attended to. Customers coming here have expenses allowed or will gladly send representative.

HERE IT IS!

The best Corn Meal made.
The kind your customers have wanted for years.
It is made of the choicest yellow corn by the most perfect milling processes known. It is uniformly granulated, absolutely pure and free from hulls and specks. Such is

Quaker Best Corn Meal

It is sold only in sealed 3 lb. packages. This is the kind of meal it will pay you to sell, Mr. Retailer. The beautiful carton in which it is packed attracts your customers and saves you the time and trouble of weighing out bulk meal—saves paper, twine and loss, too, but best of all

It Yields You a Handsome Profit

Don't delay, but order a supply of Quaker Best Corn Meal from your jobber today.

The Quaker Oats Company

Successors to
The American Cereal Company
Address—Chicago, U. S. A.

THE FRAZER

Always Uniform
Often Imitated
Never Equaled
Known Everywhere
No Talk Required to Sell It
Good Grease Makes Trade
Cheap Grease Kills Trade



FRAZER Axle Grease
FRAZER Axle Oil
FRAZER Harness Soap
FRAZER Harness Oil
FRAZER Hoof Oil
FRAZER Stock Food



Michigan Knights of the Grip.
President, H. C. Klockseim, Lansing;
Secretary, Frank L. Day, Jackson; Treasurer, John B. Kelley, Detroit.

United Commercial Travelers of Michigan
Grand Counselor, W. D. Watkins, Kalamazoo; Grand Secretary, W. F. Tracy, Flint.

Grand Rapids Council No. 131, U. C. T.
Senior Counselor, Thomas E. Dryden;
Secretary and Treasurer, O. F. Jackson.

Some Good Orders Lost for Odd Reasons.

"It's funny how even a little thing will knock you once in awhile," began the traveling salesman who sold duck goods.

"You know I used to be a sort of general utility man in my house. They batted me around in almost any territory they pleased for awhile. I knew one of their men down in Arkansas who had an idea that it was his moral duty to buy all the booze and put his finger marks on every poker chip in the State. He got to borrowing from customers, so it was up to me all of a sudden to finish his trip. Good fellow, too, he was—prince of a fellow—but a little too curious about making combinations with the pasteboards. He had, however, several warm friends. He got on a toot in Little Rock and sold all of his samples to a kyke. I didn't find this out until I went down there. Then I wired the house to express me a fresh line.

"You know our overall line is strong and it looked nice and fresh when I spread it out, and I was sure I would land a good order. I went up to see our old customer, and, just as easy as sliding down the bank of an old creek, he said: 'Yes, sir, I'll certainly be glad to come over at any time you specify.' I made an appointment for the afternoon, knowing it wouldn't do to hurry things down in that country. I had heard everybody who came into the old gentleman's store call him colonel, and I soon tumbled to this. At 2 o'clock I went over to the store and said: 'Colonel, I am at your service.' 'Well, sir, I will go right along with you.'

"As we walked over toward the hotel the old gentleman was communicative. He talked in the flowery language typical of the South. When he walked into the sample room, though, his stream of honeyed words at once ceased to flow. He pulled at his whiskers with one hand and flashed a goose quill toothpick out of his pocket with the other and stuck it in his teeth. I saw him come down on it rather hard with his jaws. To jolly the old gentleman up a little I offered him a cigar. 'No, thank you, suh,' said he. I knew there was something wrong—and, sure enough, in just a minute he turned on his heel and started to walk out. Still, he couldn't leave the room without making an explanation.

"'Look hyah, suh,' said he, 'do you know, suh, that I was a cun'l in the Confed'rate army, that for foh long

years I followed, suh, the stars and bars? During all this time I heard the cannon roar and the minnie balls hiss and my men under me and myself drank coffee made out of parched sweet potatoes, and often for weeks at a time, suh, fed on mush, the feed of hogs. I can not forget it, suh. Can't forget it. A man like me, who woh the gray—and hyah you come and try to sell me merchandise for my stoh with these hyah samples'—and with this the old gentleman did walk out.

"You know the boy who looked after that department up in the house had sent me samples of blue overalls, instead of gray! I went up and rather squared things with the old gentleman as best I could, but that day, sure's you're born, I went away from that town skunked."

"I was dropped last season on a mighty good count, too—over in Kansas," commented the boys-and-children's clothing man. "I had been selling my man there for three or four years. Just about twelve months ago now, when I was there, after I had taken my order and the proprietor himself had returned to the store, leaving his buyer to wait and bring along the copy, the buyer picked out a suit for his little boy.

"I put it on the bill and instructed the house to send out the suit complimentary. You know there are a great many buyers and business men themselves, even, who expect that sort of thing, but you'll never catch me doing a trick of that kind again. When I came around this season the old man was red headed. He told me he didn't like to have anything sent to any of his men without their paying for it; so now I've made up my mind that I'll never enter an item on a bill and not charge even the customer himself for it unless he especially asks me to do so."

"It's mighty hard on a fellow to lose a customer that way," remarked the furnishing goods man. "I had a bitter taste of this several years ago when I quit my old house. I had an idea that I owned my trade. Another house offered me a raise of \$800 in guaranteed salary, and I went with them. I not only lost out on one man but on several, but losing one particular customer hurt me hard. I thought we were the best of friends, and that by all means he would give me his business when I changed. I counted on him because we had been closely associated with each other. When I first opened the account he was slow with my firm and they would not have shipped him had I not strongly recommended the account. My firm, at my suggestion, broke one of their ironclads and lapped bills on this man."

"Lapped bills?" asked the young college man. "What do you mean by that?"

"Oh, merely shipping one bill before a previous one has been paid for. Yes, the firm lapped bills on him. In addition to this, at one time he was wanting a clerk. I found a good man for him. In fact, this man proved so satisfactory that the old man let him buy a great many

of the goods. I thought I surely had a cinch on this account. I had been pulling against the tide for a whole week before I struck that town. Knock down after knock down landed on me, but I felt sure I would even things up when I went to see my loyal old friend. I ordered my trunks sent over to his store—this always suited my customer—just as soon as I got off the train. When I went in I didn't say anything about business right at the start, but I talked about one thing and another. I noticed that my old customer acted a little peculiarly, and I couldn't understand it until the drayman dumped my trunks off in front of the store and started to roll them in.

"I am awfully sorry to tell you," said my old friend, 'but I wish you had saved the expense of having those trunks brought over. I have bought my goods from the old house. I can't go back on them. True, you helped me to get credit when I needed it badly, but I feel that I owe the house more for giving the credit and standing back of me in other ways than I owe you for suggesting such action. I'm sorry I have to choose between the house and yourself, but I must.' I don't believe I ever had quite such a setback in my life. I tried to say that it was all right. I knew it would do no good to beef, but something kind of choked me and I couldn't talk plainly. There I had got credit for this man when he really needed it badly. I had favored him in many ways. I had even found a man a job in his store who picked out the goods from the other fellow—my strongest competitor. I wanted to turn loose and give them both a good rub down, but I merely said: 'Well, I'll have the stuff taken out of your way.' Yes, sir, when a man goes to changing houses and thinks he can carry all of his trade with him he is mighty sure to have a good many hard fall-downs."

Here the shoe man remarked: "I had a great experience a few weeks ago, just before I started out on this trip. One of my competitors sent me a mail order for nearly \$1,000. Yes, sir; a bully good, nice, clean bill. I appreciated that order about as much as any I ever had come to me in my life. It came about in just this way. Now, hold on, I'll just read my competitor's letter itself. I have it here in my pocket." With this the shoe man fingered about through a big bunch of stuff from his pocket, and getting out the letter, read: "My Dear Sir: Inclosed find order from Messrs. Bemis & Company. Kindly rush this out at once and mail them a catalogue so they can order a few other things they wish. On your spring trip notify them when you'll be out at Deadwood and they will come over and give you their order for their other three stores. There are four shoe men here to-day. I was placed in a position where I couldn't sell this account, and knowing you personally I recommended them to you rather than to either one of our competitors who are here to-day.

"Now, you may think it strange

that I, who am in a great measure a stranger to you, should send you this order and put you on to these four accounts. But the reason why I do so is this: I have heard all over the territory that you always have spoken a kind word for me. These two men who are here in town to-day have, to my certain knowledge, tried to knock me more than once, and I am only too glad that I have to-day this chance to play even with at least one of them."

"Ha! you bet those fellows got just exactly what they deserved," observed Brewster. "The man will always lose out who runs down his competitor."

"Yes," the hat man remarked, "there always is a clear and simple reason for any failure on the road. I recall that when I used to be a stock boy a fellow came into the house who at once let us know that he had taken a place in stock not to work hard but to get a little knowledge of the business before going out on the road. He had been a hatter at the bench, and after that he worked for a few years in a retail store. As he would sling himself down the aisle, smoking his cigar carefully so that the pretty ash tip would not drop off, you could hear him saying to himself: 'Ah, I know all about this business. Watch me when I get started on the road! You won't see me selling any little half dozen jugs! I'm a case lot man.'

"One day I saw an order blank that he had been scribbling on. He couldn't write anything less than three dozen at a time. Well, out started Mr. Pompous with two brand new trunks full of nicely packed samples. This part of it was all well and good, knowing how to take care of the line, but that week did not seem to carry him through. He was a little too proud to make a team trip and get his trunks muddy, and he couldn't drive into the electric lighted town buyers. He lasted just one year. The swelled head and the I-know-it-all swing don't make a hit for a man when he goes on the road."

"No, sir; and another thing a man must do," said Watkins, the dry goods man, casting an eye at the young packer, "is to take care of himself. Being a good fellow in moderation is all right for a man, but he can carry it too far. Take Harry Howe for example."

"Well, what has become of Harry?" asked one or two of his old friends.

"He used to be a high roller all right. I remember seeing him one night down in McCook, sitting around the green cloth with a gay party and plunging as much as fifty on a hand. I kind of had a hunch then that he couldn't booze and play poker all night, catch a few cat naps on the train, sell goods during the day, and hold up forever.

"Although he stood it out pretty long," continued Watkins, "old John Barleycorn and the bobtailed flushes finally landed him. You know his eyes were not good anyway, and one of his old friends was telling me the

other day that he had gone blind and was living out here in a little town with his sister, who runs a small millinery store."

"Poor old Harry!" exclaimed the shoe man. "He was a jolly fellow. Isn't that hard on him?"

"Yes, it is hard," answered Watkins, "but if a man on the road wrestles night after night with highballs and poker chips, he might just as well count on getting a hard fall."

Charles N. Crewdson.

Gripsack Brigade.

Never fear from competitors.

Courage and confidence bring results.

Constant and well directed efforts will bring success.

Always remember you are expected by your house to meet and overcome conditions.

Persistence in a good cause is bound to bring results. The only possible failure of persistence is neglect in thoroughly persisting.

"Billy" Baier, the Detroit traveling man, received a surprise last week that put to blush any of his end-men minstrel jokes. Coming home from a social evening he found the back door of his house broken in by a burglar. Evidently the marauder was frightened out before completing an entrance. Baier has a double-barreled shotgun loaded for the man if he turns up again.

Don't be discouraged when you hear, "No, I don't believe I want anything this trip," or, "That last bill was not exactly right," or "Those last goods you sent me did not give satisfaction," or, "Your prices are out of sight and I can beat them to death." Those things are inevitable. You can't get away from them, but you can overcome them by the exercise of will power and assurance.

No fraternal convention in Michigan would be complete without John Gillespie, of the Detroit Regalia Co. Gillespie comes under the class of commercial traveler, but he also has a good hold on the business ladder, being Vice-President of the concern and actively engaged on the inside when not on the road. Gillespie is a "jiner," but he does not let that interfere with his business. In fact, it is quite in his line. He is a thirty-second degree Mason, a Knight Templar, Shriner and member of the Arab Patrol. He is past officer in nearly all the ranks of Odd Fellowship. He is a Knight of Pythias and a member of the Dramatic Order Knights of Khorassan. He is a member of the Fellowship Club and of half a dozen other organizations. When any one of these wants a man to depend on for service, whether it is to fill a chair in the absence of the regular incumbent or to make out the desired number for a ladies' egg and spoon race at a picnic, "Jack" Gillespie is there; and when there is an order for goods Gillespie is on hand with the samples. A mighty good fellow is Gillespie, and he courts his friends by hundreds, both among fraternal associations and in the world at large. He is a bachelor, but by no means at the hopeless stage.

Greetings from President of the M. K. of G.

Jackson, Sept. 4.—On behalf of our Board of Directors and State officers I want to thank all the members of Post H, of Port Huron, for the splendid time they gave the members of the Michigan Knights of the Grip and their ladies during our convention, July 27 and 28. It was a good meeting and I trust all the members present enjoyed themselves and went home with new courage and zeal for our noble order. Those not there missed a good time.

That our meetings have an influence goes without saying. Already there is a rumor that we are to have a thousand-mile book at a flat rate of \$20. The Michigan Tradesman, in its last issue, says there is a well-founded rumor that the Michigan Central and Lake Shore Railways will shortly abandon the use of both the C. P. A. and Michigan mileage books and substitute therefor the book now used by the New York Central lines east of Buffalo. This is a thousand mile book sold at \$20 flat, without a rebate. It can be used by anybody and by as many persons as desired and is good anywhere in the State, as well as to such points as Toledo and Chicago outside.

This is indeed encouraging news to our many traveling men in Michigan, and I hope it will soon come about. It will help our organization. We are growing nicely and have added quite a few new members since our convention, and while we gained 131 new members in the last six months we must do fully as well or better in the next six months to make our pledges good. But the officers can not do it alone. We must have help. And from whom? From members that are interested in our Association. What we want you to do is to have an application in your pocket all the time and ask every traveling man to join our order; take a little time, show him what Michigan Knights of the Grip have done for him. If this could be done for only one year, what an organization we would have! This would also be to your own interests, as our assessments would be less in number.

I am aware that the traveling man is the busiest man on earth, but in traveling from town to town and at depots you can always find time to say a good word for our Association.

I think that I am not asking too much when I ask every member to get one new application during the next six months.

The question is, Will you do it?—or, will you forget it? "Nein."

H. C. Klockslem, Pres.

Beginning October 1 the experiment of collecting the city mail with automobiles instead of with the usual one-horse wagons will be tried in Baltimore. The new plan will require less men and vehicles and will take a much shorter time, but if the postmen get the speed mania there will be a scattering and loss of precious matter that will speedily call the despised quadrupeds into action again.

Boston Brown Bread.

Something concerning the origin of Boston brown bread appeared recently in the Saturday Evening Post. It is said to have been invented by Major Nathaniel Thwing, of Boston, in July, 1746, and was regarded in the earlier days as a "famine food."

At that period there was a great scarcity of the cereals. All sorts of provisions, but especially bread-stuffs, were high. Wheat cost twenty shillings a bushel, and white bread came at two cents an ounce, the sixteen-ounce "household loaf," which was of a coarse kind, selling for twelve cents.

Thwing was a baker by trade. When he asked permission of the selectmen of Boston to make and sell brown bread of a certain specified composition, containing a stated proportion of cornmeal, the suggestion was kindly received and, breadstuffs showing a tendency to mount considerably higher than the figures already mentioned, he proceeded to manufacture the article on a considerable scale, retaining a monopoly of the business for many years.

It was not until Parliament came to the rescue of the Colonists that breadstuffs fell in price, and even brown bread, although a famine food, was at first more expensive than it is to-day; but finally it dropped to eight cents for a loaf weighing about three pounds, and thus became an article available for the everyday diet of people of the most moderate means—although Bostonians to-day regard brown bread as a sort of Sunday bread most particularly, eating it every Sabbath with baked beans.

Immigration To Cuba Is Increasing.

Cuba is planning to grow. The Cuban Congress has authorized the President to spend up to \$1,000,000 to encourage immigration. Eighty per cent. of the amount is to be spent in bringing families from Europe and the Canary Islands, and the remainder to bring laborers from Norway, Sweden, Denmark and Northern Italy. It has been asserted 54,000 immigrants came to Cuba during the last year of their own accord. The Bank of Habana, recently organized by important banking interests in New York, Paris and other European cities, began active business in Havana during July. The bank has an authorized capital of \$5,000,000, of which one-half has been paid in. The belief is expressed that the bank will take an active part in transactions which will facilitate an increase in Cuba's foreign trade, particularly with the United States.

Chinamen Long Ago Had Red Hair.

John Chinaman of centuries ago had red hair and blue eyes. Prof. Gruenwedel, of the Prussian exploration expedition to Chinese Turkestan, reports that they have found remains of persons belonging to a red haired, blue eyed race, evidently the founders of the temple in the Mingoi caves, and bearing marks of unmistakable Iranian origin. A number of huge iron swords also were discovered,

ered, and numerous Buddhist frescoes containing many figures. The temple, in fact, seemed to have been a sort of Buddhist pantheon. Herr von Lecoq has made an ethnological collection, which includes numerous specimens of ancient pottery and quantities of embroidery in ancient Turkish patterns.

The Boys Behind the Counter.

Petoskey—William Poch, Charlotte, has resigned his position with G. Barney & Son as window trimmer and card-writer and come to this city to take a similar position with the Levinson department store.

Marshall—Miss Wiseman has taken charge of the grocery and crockery store of the late John Wiseman. The new manager bids fair to make a success of the business as she is an accomplished young woman, popular in Marshall society circles and a contributor to several well-known magazines.

Butter, Eggs, Poultry and Beans at Buffalo.

Buffalo, Sept. 5—Creamery, fresh, 21¢@24½¢; dairy, fresh, 16¢@21¢; poor, 14¢@15¢.

Eggs—Fancy candled, 22¢; choice, 19¢@20¢.

Live Poultry—Broilers, 13¢@14¢; fowls, 12½¢@13¢; ducks, 12¢@13¢; old cox, 8¢@9¢.

Dressed Poultry—Fowls, iced, 13¢@13½¢; old cox, 9¢@10¢.

Beans—Pea, hand-picked, \$1.55; marrow, \$2.75@3; mediums, \$1.80; red kidney, \$2.60@2.75.

The truth that does not liberate you enslaves you.

School Supplies Holiday Goods

Wait for the big line.

FRED BRUNDAGE Wholesale Druggist
Muskegon, Mich.

Livingston Hotel Grand Rapids, Mich.

In the heart of the city, within a few minutes' walk of all the leading stores, accessible to all car lines. Rooms with bath, \$3.00 to \$4.00 per day, American plan. Rooms with running water, \$2.50 per day. Our table is unsurpassed—the best service. When in Grand Rapids stop at the Livingston.

ERNEST McLEAN, Manager

Traveling Men Say!

After Stopping at

Hermitage European Hotel

in Grand Rapids, Mich.

that it beats them all for elegantly furnished rooms at the rate of 50c, 75c, and \$1.00 per day. Fine cafe in connection. A cozy office on ground floor open all night. Try it the next time you are there.

J. MORAN, Mgr.

All Cars Pass Cor.

E. Bridge and Canal



Michigan Board of Pharmacy.
 President—Henry H. Heim, Saginaw.
 Secretary—Sid. A. Erwin, Battle Creek.
 Treasurer—W. E. Collins, Owosso; J. D. Muir, Grand Rapids; Arthur H. Webber, Cadillac.
 Next meeting—Third Tuesday in November.

Michigan State Pharmaceutical Association.

President—John L. Wallace, Kalamazoo.
 First Vice-President—G. W. Stevens, Detroit.
 Second Vice-President—Frank L. Shilley, Reading.
 Third Vice-President—Owen Raymo, Wayne.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—H. G. Spring, Unionville.
 Executive Committee—J. O. Schlotterbeck, Ann Arbor; F. N. Maus, Kalamazoo; John S. Bennett, Lansing; Minor E. Keyes, Detroit; J. E. Way, Jackson.

Figuring Profits in the Drug Business.

I should say that even the regular lines of business like nautical or matrimonial voyages can not be governed by set rules. It is true that the wise captain will avail himself of all possible charts and ship-logs, but in the end the safety and welfare of the ship and all aboard in each individual voyage must depend upon the vigilance and faithfulness of the pilot, and no captain, matrimonial or nautical, makes a voyage twice under exactly the same circumstances.

There may be so much difference in the way two stores are organized as to leave little value in an array of statistics furnished by them. It is habit with some proprietors to keep down expense and keep down stock, and sometimes one would think it was their effort also to keep down the number of customers they serve, being absolutely unwilling to take on a customer either as a regular or occasional patron unless each individual transaction with him pays a profit. Other people believe that the gross profits of a store are derived from the customers in the aggregate, and that out of every hundred who visit the store, at least a large percentage will leave it better off than it was before their visit.

In our own particular store we do a considerable business on a very small profit and considerable more on a very handsome profit. Goods that are bought in the open market and sold quickly without any great outlay for storage, clerk hire, or other extra expense can be sold for a small margin of profit, while other lines of goods, like manufactured products which involve quite an outlay in the way of labels, bottles and labor must, of course, pay a handsome profit on the amount of money invested.

Where a retail drug trade develops into a considerable manufacturing and prescription business, it will be noted that the item of clerk hire and labor gets higher. But the element of rent, in the observation of the writer, represents the same percentage of the gross receipts of the business in the small store as in the large store. We occupy a high-priced corner, but our rent has never yet been

5 per cent. of our gross receipts. For the past few years 4 per cent. would be nearer the figure, and this rate of per cent. was just about the same when we did half the business we are doing now and paid only half the rent.

Replying to the question as to whether we strive to realize a definite percentage of profit on all articles sold, I will state that we make no such attempt but believe instead that one of the most important points in the successful conduct of a business is knowing where to put the profit on, and that while 20 per cent. profit would be all the traffic would bear in some instances, 80 or possibly 120 per cent. on another article would seem no more burdensome to the purchaser and would really be just as legitimate.

A small point in the prescription department that has always attracted the writer's attention is the pricing of ointments. I believe these are generally compounded for too low a price. Even a half-ounce ointment should command a price of 35 cents, since it requires the services of a skilled pharmacist for twice the length of time that would be needed to dispense a mixture which would be priced at from 50 cents to \$1. Small prescriptions for eye drops, which need the most scrupulous care both in the selection of the component parts as well as in the dispensing, should also command a good price, and, in the experience of the writer, the patient is as willing to pay 35 cents as 25 cents.

Our prescription business for the month of January was 17 per cent. of our whole business. Our clerk hire is about 12 per cent. of our gross receipts, this figure, however, not including the salaries of the two active members of the firm.

We have all the statistics about our business for which you ask, but we really do not feel like giving them out for publication. We may state, however, that the last two years have been the most profitable we have ever had, and that altogether, in the opinion of the writer, the outlook for the future of pharmacy (or, if you please, "the drug store business") is now better than ever before.—Charles R. Sherman in Bulletin of Pharmacy.

Working Up a Run on Candy.

Minor E. Keyes, the Detroit druggist, recently hit upon a very clever scheme to boom a certain brand of candy—10-cent boxes of "maple walnuts." He did it all by means of a window display. In a word, the display told the story of the manufacture of maple sugar, and it was exhibited during the maple season in the spring. A small maple tree or bough, secured from the city park, was placed in one corner of the window, and it was "tapped," and the tap provided with a small bucket in the regulation manner. By some means water was made to drip from the tap in order to carry out the realistic effect. In the rear center of the window a very good simulation of fire and kettle was arranged in such a way as to suggest the boiling of the sap and the making of the

sugar, and an alternating electric bulb attracted the attention of passers-by to this feature of the display. Elsewhere there was a gallon bottle of the syrup itself, and in still another place a large container full of walnut meats. A single placard in the window announced that these various operations and articles indicated the manufacture of the candy. Lastly, there was a little of the candy itself displayed in boxes, but not so much as to conceal the features of the window, which really told the story. Of course the price of the candy was given. We know from actual observation that the sale of this product during the week in which the display was exhibited was very large. Indeed, Mr. Keyes succeeded in getting a patronage on this article which has continued ever since.

On another occasion recently Mr. Keyes bought a large lot of candy kisses at a special figure. He dumped the window nearly full of them, and then placed a placard on top of the heap reading as follows: "A Quart of Kisses for 10 cents." A quart measure on the pile completed the story. That quantities of kisses were sold during that week need scarcely be said. Every young fellow had to march in and buy a quart for his girl!

Developing Lemon and Other Oil Flavors.

"No flavoring varies more widely," writes Prof. Wilbur L. Scoville, "than do orange and lemon oils. You can not make a chemical examination of all the oils you use, but you can make an examination as to their freshness. For myself, I prefer to use the tincture of fresh orange and lemon peel, but others may find some other way of procuring the pure oils. Even when you have a pure oil, however, you find that the taste is not that of the fresh orange or lemon. But if you will use a little wine, say about one-eighth wine, the wine is not noticeable, when it has been allowed to mellow, while the fruit taste becomes more pronounced and pleasant. Muscatel, Catawba and light white wines will serve this purpose excellently. Any good domestic or commercial wine is equally good. Port wine may also be used if you are willing to have a red color in the mixture. Sweet white wine, however, is the most desirable. Brandy or rum, in great moderation, may also be used to good effect in place of a portion of alcohol. It must be remembered, though, that the wines and liquors must be used in great moderation. While one-eighth of wine does not show, a trifle more than this will make the preparation vinuous in taste."

Some Soda Tips.

"Soda customers are generally looking for something new in the soda line," said W. H. Tibbals, in a paper read before the Kentucky Pharmaceutical Association. "Get up a new drink occasionally, and keep pushing it. If your trade will not justify your keeping sherbet or fruit ices every day, have one kind one or two days each week at least, and make this known by hanging out a

card. Lemon, orange and pineapple ices are popular. If your fountain has side draft tubes, they may be used to good advantage for ginger ale, root beer, or similar drinks, which can be made at a small expense where you have a carbonating outfit, which every soda dealer should have. A very good outfit can be bought for \$20. There can be enough saved in a short time by carbonating your own soda water to pay for the outfit; besides, you are enabled to make and carbonate these side drinks, in which there is a far better margin of profit than in ice cream soda at 5 cents. A good quality of root beer or ginger ale can be made from extracts, several different brands of which are on the market. We have found a very good way to get these drinks started is to have a circular printed giving a list of the different drinks you are serving, and at the bottom of the circular a coupon for one glass of ginger ale or root beer, good on a certain date, or for a number of days. To give away two or three hundred glasses in this way will make more soda customers than twice the cost spent in other advertising. The man who has several hundred dollars invested in soda apparatus can not afford to shake lemonade at 5 cents. Make it good and charge 10 cents. Those who know what good lemonade is will prefer to pay you 10 cents rather than buy the 5-cent kind."

The Drug Market.

Opium—Is steady.
 Morphine—Is unchanged.
 Quinine—Is weak.
 Cocoa Butter—Is very firm and tending higher.
 Nitrate Silver—Has advanced on account of higher prices for bullion.
 Cube Berries—Have advanced and are tending higher on account of scarcity.
 Oil Almond—Has been advanced.
 Oils Anise and Cassia—Are both higher.
 Oil Cubebs—Have advanced on account of higher prices for the berries.
 Oil Peppermint—Is difficult to quote. There is a wide difference of opinion in regard to the price of the new crop.
 American Saffron—Is very firm and tending higher.
 Gum Camphor—Is very firm. Another advance is looked for.
 Caraway Seed—Stocks are getting low and prices are advancing.

There are many historic and traditional remedies for removing these pestiferous excrescences. When the writer was a youngster he was informed by a maiden lady of somewhat extensive years that if he would rub a wart with a piece of cheese, bury the latter secretly for three weeks, and then dig it up without letting anybody know of the whole occurrence, the wart would disappear forthwith! The remedy was tried with a great deal of faith, and with a degree of secrecy unusual to the communicative nature of a boy of 8 years; but the warts still hung on.

Advanced—
Advanced—Citric Acid, Oil Peppermint, Camphor.

Liquor Arsen et		Rubia Tinctorum	12@ 14	Vanilla9 00@	
Hydrarg iod	@ 25	Saccharum La's.	22@ 25	Zinci Sulph7@	8
Liq Potass Arsnit	10@ 12	Salacin4 50@ 4 75			
Magnesia, Sulph.	2@ 3	Sanguis Drac's.	40@ 50		Oils	
Magnesia, Sulph bbl	@ 1%	Sapo, W	12@ 14	Whale, winter70@ 70	gal.
Mannia, S F45@ 50	Sapo, M	10@ 12	Lard, extra70@ 80	
Menthol3 40@ 3 50	Sapo, G@ 15	Lard, No. 160@ 65	
Morphia, S P2 35@ 2 50	Seidlitz Mixture	20@ 22	Linsed, pure raw37@ 40	
Morphia, S N Y Q23	@ 2 60	Sinapis@ 18	Linsed, boiled38@ 41	
Morphia, Mal.2 35@ 2 60	Sinapis, opt@ 30	Neat's-foot, w str65@ 70	
Moschus Canton.@ 40	Snuff, Maceboy,		Spts. TurpentineMarket	
Myristica, No. 1	28@ 30	DeVoës@ 51		Paints	bbl. L.
Nux Vomica po 15	@ 10	Snuff, S'h DeVo's@ 51	Red Venetian1 1/2@ 2	
Os Sepia25@ 28	Soda, Boras9@ 11	Ochre, yel Mars1 3/4@ 2	
Pepsin Saac, H &		Soda, Boras9@ 11	Ocre, yel Ber1 3/4@ 2	
P D Co	@ 1 00	Soda et Pot's Tart	25@ 28	Putty, comm'r1 2 1/4@ 2 3/4	
Picis Liq N N 1/2		Soda, Carb.	1 1/2@ 2	Putty, strictly pr	2 1/2@ 2 3/4	
gal doz@ 2 00	Soda, Bl-Carb	3@ 5	Vermillion, Prime		
Picis Liq qts@ 1 00	Soda, Ash3 1/2@ 4	American13@ 15	
Picis Liq. plnts.@ 60	Soda, Sulphas3 1/2@ 2	Vermillion, Eng.75@ 80	
Pil Hydrarg po 80@ 50	Spts, Cologne@ 2 60	Green, Paris24 @ 30	
Piper Nigra po 22@ 18	Spts, Ether Co.	50@ 55	Green, Pennsilvan13@ 15	
Piper Alba po 35@ 30	Spts, Myrica Dom@ 2 00	Lead, red7 1/4@ 7 3/4	
Pix Burgum@ 3	Spts, Vinl Rect bbl@	Lead, white7 1/4@ 7 3/4	
Plumbi Acet12@ 15	Spts, V'l Rect 1/2 gal@	Whiting, white, S'n@ 95	
Pulvis Ip'e et Opil	130@ 1 50	Spts, V'l R't 10 gal@	Whiting, Gilders@ 95	
Pyrethrum, bxs H		Spts, V'l R't 5 gal@	White, Paris Am'r@ 1 25	
& P D Co. doz	@ 75	Strychnia, Crystl	1 05@ 1 25	Whit'g Paris Eng@ 1 40	
Pyrethrum, pv20@ 25	Sulphur Subl2 1/4@ 4	cliff@ 1 40	
Quassiae8@ 10	Sulphur, Roll2 1/4@ 3 1/4	Universal Prep'd	1 10@ 1 20	
Quino, S P & W.18@ 28	Tamarinds8@ 10		Varnishes	
Quina, S Ger.18@ 28	Cerebinit Venice	28@ 30	No. 1 Turp Coachl	10@ 1 20	
Quina, N. Y.18@ 28	Theobromae45@ 50	Extra Turp	1 60@ 1 70	

**Hazeltine & Perkins
Drug Co.
Grand Rapids, Mich.**

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

Index to Markets

By Columns

Col		1	2
		ARCTIC AMMONIA	Oysters
		12 oz. ovals 2 doz. box. 75	Cove, 1lb. @ 90
		AXLE GREASE	Cove, 2lb. @ 1 65
		Frazer's	Cove, 1lb. @ 1 00
		1lb. wood boxes, 4 dz. 3 00	Plums
		1lb. tin boxes, 3 doz. 2 35	Peas
		3 1/2 lb. tin boxes, 2 dz. 4 25	Marrowfat @ 1 00
		10lb. pails, per doz. 6 00	Early June 1 00 @ 1 60
		25lb. pails, per doz. 7 20	Early June Sifted 1 25 @ 1 65
		25lb. pails, per doz. 12 00	Peaches
		BAKED BEANS	Pie 1 00 @ 1 15
		Columbia Brand	Yellow 1 50 @ 2 25
		1lb. can, per doz. 90	Pineapple
		2lb. can, per doz. 1 40	Grated 1 25 @ 2 75
		3lb. can, per doz. 1 80	Sliced 1 35 @ 2 55
		BATH BRICK	Pumpkin
		American 75	Fair 70
		English 85	Good 80
		BLUING	Fancy 1 00
		Arctic	Gallon 2 00
		6 oz. ovals 3 doz. box \$ 40	Raspberries @
		Sawyer's Pepper Box	Russian Caviar
		No. 3, 3 doz. wood	1 1/2 lb. cans 3 75
		boxes 4.00	1 1/2 lb. cans 7 00
		No. 5, 3 doz. wood	1lb. cans 12 00
		boxes 7.00	Salmon
		BROOMS	Col'a River, falls 1 80 @ 1 85
		No. 1 Carpet 2 75	Col'a River, falls 1 90 @ 1 95
		No. 2 Carpet 2 35	Red Alaska 1 20 @ 1 30
		No. 3 Carpet 2 15	Pink Alaska 1 00 @ 1 00
		No. 4 Carpet 2 15	Sardines
		Parlor Gem 2 40	Domestic, 1/2s. 3 @ 3 1/2
		Common Whisk 85	Domestic, 1/2s. 5
		Fancy Whisk 1 20	Domestic, Must'd 5 1/2 @ 9
		Warehouse 3 00	California, 1/2s. 11 @ 14
		BRUSHES	California, 1/2s. 17 @ 24
		Scrub	French, 1/2s. 7 @ 14
		Solid Back 8 in. 75	French, 1/2s. 18 @ 28
		Solid Back, 11 in. 95	Shrimps
		Pointed Ends 85	Standard 1 20 @ 1 40
		Stove	Succotash
		No. 3 75	Fair 85
		No. 2 1 10	Good 1 00
		No. 1 1 75	Fancy 1 25 @ 1 40
		Shoe	Strawberries
		No. 8 1 00	Standard 1 10
		No. 7 1 30	Fancy 1 40 @ 2 10
		No. 4 1 70	Tomatoes
		No. 3 1 90	Fair @ 95
		BUTTER COLOR	Good @ 1 00
		W. R. & Co.'s, 15c size. 1 25	Fancy @ 1 20
		W. R. & Co.'s, 25c size. 2 00	Gallons @ 3 00
		CANDLES	CARBON OILS
		Electric Light, 8s. 9 1/2	Barrels
		Electric Light, 16s. 10	Perfection @ 10
		Paraffine, 6s. 9	Water White @ 9 1/2
		Paraffine, 12s. 9 1/2	D. S. Gasoline @ 16
		Wicking 20	76 Gasoline @ 19
		CANNED GOODS	87 Gasoline @ 19
		Apples	Deodor'd Nap'a @ 13 1/2
		2lb. Standards 1 00	Cylinder 29 @ 34 1/2
		Gallon 90 @ 1 75	Engine 16 @ 22
		Blackberries	Black, winter 9 @ 10 1/2
		2lb. Standards 90 @ 1 75	CEREALS
		Standards gallons 1 75	Breakfast Foods
		Beans	Bordeau Flakes, 36 lb. 2 50
		Baked 80 @ 1 30	Cream of Wheat, 36 lb. 4 50
		Red Kidney 85 @ 95	Egg-O-See, 36 pkgs. 2 85
		String 70 @ 1 15	Excella Flakes, 36 lb. 2 60
		Wax 75 @ 1 25	Excella, large pkgs. 4 50
		Blueberries	Force, 36 lb. 4 50
		Standard @ 1 40	Grape Nuts, 2 doz. 2 70
		Gallon 1 40	Malta Ceres, 24 lb. 2 40
		Brook Trout	Malta Vita, 36 lb. 4 85
		2lb. cans, spiced 1 90	Mapl-Flake, 36 lb. 4 85
		Clams	Excella's Vitos, 3 dz. 4 25
		Playing Cards	Ralston, 36 lb. 4 50
		Potash	Sunlight Flakes, 36 lb. 2 85
		Provisions	Sunlight Flakes, 20 lbs 4 00
		Rice	Vigor, 33 pkgs. 2 75
		Salad Dressing	Zest, 20 2lb. 4 10
		Saleratus	Zest, 36 small pkgs. 4 50
		Salt Soda	Crescent Flakes
		Salt Fish	One case 2 50
		Seeds	Five cases 2 40
		Shoe Blacking	Special deal until Oct. 1.
		Snuff	One case free with ten
		Soap	cases.
		Soda	One-half case free with
		Soups	2 1/2 cases.
		Spices	One-fourth case free with
		Starch	2 1/2 cases.
		Sugar	Freight allowed.
		Syrups	Rolls Oats
		Tea	Rolls Avena, bbl. 5 10
		Tobacco	Steel Cut, 100 lb. sacks 2 85
		Twine	Monarch, bbl. 4 65
		Vinegar	Monarch, 90 lb. sacks 2 40
		Washing Powder	Quaker cases 3 10
		Wicking	Cracked Wheat
		Woodenware	Bulk 3 1/2
		Wrapping Paper	24 2 lb. packages 2 50
		Yeast Cake	CATSUP
			Columbia, 25 pts. 4 50
			Columbia, 25 1/2 pts. 2 60
			Snider's quarts 3 25
			Snider's pints 2 25
			Snider's 1/2 pints 1 30
			CHEESE
			Acme @ 12 1/2
			Carson City @ 12 1/2
			Emblem @ 13
			Gem @ 13 1/2

3

Ideal	@ 14
Jersey	@ 13
Peerless	@
Riverside	@ 13
Springdale	@ 12
Warner's	@ 13
Brick	@ 13
Leiden	@ 15
Limburger	@ 13
Pineapple	@ 40
Sap Sago	@ 19
Swiss, domestic	@ 15
Swiss, imported	@ 20

CHEWING GUM

American Flag Spruce	50
Beeman's Pepsin	55
Edam	90
Best Pepsin	45
Black Jack	50
Largest Gum Made	55
Sen Sen	55
Sen Sen Breath Perf.	55
Sugar Loaf	90
Yucatan	50

CHICORY

Bulk	5
Red	7
Eagle	4
Frank's	7
Schener's	6

CHOCOLATE

Walther Baker & Co.'s	22
German Sweet	28
Premium	28
Vanilla	41
Caracas	35
Eagle	28

COCOA

Baker's	35
Cleveland	41
Colonial, 1/2s	35
Colonial, 1/2s	35
Epps	45
Huyler	45
Van Houten, 1/2s	12
Van Houten, 1/2s	20
Van Houten, 1s	40
Webb	72
Wilbur, 1/2s	41
Wilbur, 1/2s	42

COCOANUT

Dunham's 1/2s	26
Dunham's 1/2s & 1/4s	26 1/2
Dunham's 1/2s	27
Dunham's 1/2s	28
Bulk	13

COCOA SHELLS

20lb. bags	2 1/2
Less quantity	3
Pound packages	4

COFFEE

Common	13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	20
Common	13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	19
Peaberry	19

MARACAIBO

Fair	16
Choice	19
Choice	16 1/2
Fancy	19

GUATEMALA

Choice	15
Choice	15
Fancy	17
O. G.	25
P. G.	31

MOCHA

Arabian	21
New Package	16 00
Arbuckle	16 00
Dilworth	15 50
Jersey	15 00
Lion	14 50

McLaughlin's XXXX

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

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

CRACKERS

National Biscuit Company	
Brand	
Butter	
Seymour, Round	6
New York, Square	6
Family	6
Salted, Hexagon	6

SODA

N. B. C. Soda	6
Select Soda	6
Saratoga Flakes	13
Zephyrettes	13

Oyster

N. B. C. Round	6
N. B. C. Square, Salted	6
Faust, Shell	7 1/2

Sweet Goods

Animals	10
Atlantic, Assorted	10
Bagley Gems	8
Belle Isle Picnic	11
Brittle	11
Cartwheels, S & M.	8
Curran Fruit	10
Cracknels	16

COFFEE CAKE, N. B. C.

plain or iced	10
Cocoa Nut Taffy	12
Cocoa Bar	10
Chocolate Drops	16

4

Cocoanut Drops	12
Cocoanut Honey Cake	12
Cocoanut H'y Fingers	12
Cocoanut Macaroons	18
Dixie Sugar Cookie	9
Fruit Honey Squares	12 1/2
Frosted Cream	8
Fluted Cocoanut	10
Fig Sticks	12
Ginger Gems	12
Graham Crackers	8
Ginger Snaps, N. B. C.	7
Hazelnut	11
Hippodrome	10
Honey Cake, N. B. C.	12
Honey Fingers, As Ice	12
Honey Jumbles	12
Household Cookies As	8
Iced Honey Crumpets	10
Imperial	8
Jersey Lunch	10
Jamaica Gingers	10
Kream Klips	20
Lady Fingers	12
Lem Yen	11
Lemon Gems	10
Lemon Biscuit Sq.	8
Lemon Wafer	16
Lemon Cookie	8
Malaga	11
Mary Ann	8
Marshmallow Walnuts	16
Muskegon Branch, Iced	11
Molasses	8
Mouthful of Sweetness	14
Mixed Picnic	11 1/2
Mich. Frosted Honey	12
Newton	12
Nu Sugar	8
Nic Nacs	8
Oatmeal Crackers	8
Okay	10
Orange Slices	16
Orange Gems	8
Penny Cakes, Asst.	15
Pineapple Honey	15
Plum Tarts	12
Pretzels, Hand Md.	8 1/2
Pretzellettes, Hand Md.	8 1/2
Pretzellettes, Mac Md.	7 1/2
Raisin Cookies	8
Revere, Assorted	14
Richwood	8
Rube	8
Scotch Cookies	10
Snow Creams	16
Snowdrop	16
Spiced Gingers	9
Spiced Gingers, Iced	10
Spiced Sugar Tops	9
Sultana Fruit	15
Sugar Cakes	8
Sugar Squares, large or	8
small	8
Superba	8
Swiss Lady Fingers	25
Torchins	16
Vanilla Wafers	16
Vienna Crimp	8
Waverly	8
Water Crackers (Bent	16
& Co.)	16
Zanzibar	9

IN-ER SEAL GOODS.

Almond Bon Bon	Doz. \$1.50
Albert Biscuit	1.00
Animals	1.00
Breemner's But. Wafers	1.00
Butter Thin Biscuit	1.00
Cheese Sandwich	1.00
Cocoanut Macaroons	2.50
Cracker Meal	.75
Faust Oyster	1.00
Fig Newtons	1.00
Five O'clock Tea	1.00
Frosted Coffee Cake	1.00
Frotana	1.00
Ginger Snaps, N. B. C.	1.00
Graham Crackers	1.00
Lemon Snaps	1.00
Marshmallow Dainties	1.00
Oatmeal Crackers	1.00
Oysterettes	.50
Pretzellettes, H. M.	1.00
Royal Toast	1.00
Saltine	1.00
Saratoga Flakes	1.50
Seymour Butter	1.00
Social Tea	1.00
Soda, N. B. C.	1.00
Soda, Select	1.00
Sponge Lady Fingers	1.00
Sultana Fruit Biscuit	1.50
Uneda Biscuit	.50
Uneda Jinjer Wayfer	1.00
Uneda Milk Biscuit	.50

6	7	8	9	10	11
Meal Bolted 2 90 Golden Granulated 3 00 St. Car Feed screened 22 50 No. 1 Corn and Oats 22 50 Corn, cracked 22 00 Corn Meal, coarse 22 00 Oil Meal, old proc. 30 00 Winter Wheat Bran 19 00 Winter Wheat Mid'ng 21 00 Cow Feed 24 00 Oats No. 2 White Old 43 No. 2 White New 38 No. 3 Michigan Old 41 No. 3 Michigan New 37 Corn No. 1 timothy car lots 12 00 No. 1 timothy ton lots 13 00 HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 JELLY 5 lb. pails, per 1 85 15 lb. pails, per 40 30 lb. pails, per 70 LICORICE Pure 30 Calabria 23 Sicily 14 Root 11 MEAT EXTRACTS Armour's, 2 oz. 4 45 Armour's, 4 oz. 8 20 Liebig's Chicago, 2 oz. 2 75 Liebig's, Chicago, 4 oz. 5 50 Liebig's Imported, 2 oz. 4 50 Liebig's Imported, 4 oz. 8 50 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Fair 26 Good 22 Half barrels 2c extra. MINCE MEAT Columbia, per case 2 75 MUSTARD Horse Radish, 1 dz. 1 75 Horse Radish, 2 dz. 3 50 OLIVES Bulk, 1 gal. kegs 1 65 Bulk, 2 gal. kegs 1 60 Bulk, 5 gal. kegs 1 50 Manzanilla, 8 oz. 2 50 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 90 Stuffed, 8 oz. 1 45 Stuffed, 10 oz. 2 40 PIPES Clay, No. 216 1 70 Clay, T. D., full count 65 Cob, No. 3 85 PICKLES Medium Barrels, 1,200 count 4 75 Half bbls., 600 count 2 88 Small Barrels, 2,400 count 7 00 Half bbls., 1,200 count 4 00 PLAYING CARDS No. 90 Steamboat 85 No. 15, Rival, assorted 1 20 No. 20, Rover, named 1 60 No. 572, Special 1 75 No. 98 Golf, satin finish 2 00 No. 808 Bicycle 2 00 No. 632 Tour'n't whist. 2 25 POTASH 48 cans in case Babbitt's 4 00 Penna Salt Co.'s 3 00 PROVISIONS Barreled Pork Mess Fat Black 17 00 Short Cut 16 50 Short Cut Clear 16 75 Bean 14 50 Pig 20 00 Brisket, clear 18 50 Clear 15 00 Dry Salt Meats S P Bellies 11 1/2 Bellies 11 1/2 Extra Shorts 9 Smoked Meats Hams, 12 lb. average 13 1/2 Hams, 14 lb. average 13 1/2 Hams, 16 lb. average 13 1/2 Hams, 18 lb. average 13 1/2 Skinned Hams 14 1/2 Ham, dried beef sets 13 1/2 Bacon, clear 13 1/2 California Hams 9 1/2 Picnic Boiled Ham 15 1/2 Roiled Ham 22 Berlin Ham, pressed 8 Mince Ham 9 Lard Compound 7 1/2 Pure 10 80 lb. tubs, advance 1/2 60 lb. tubs, advance 1/2 50 lb. tins, advance 1/2 20 lb. pails, advance 1/2 10 lb. pails, advance 1/2 5 lb. pails, advance 1/2 3 lb. pails, advance 1/2 Sausages Bologna 5 Liver 6 1/2 Frankfort 7 Pork 7 Veal 7 Tongue 7 Headcheese 1	Beef Extra Mess 10 00 Boneless 9 50 Rump, new 10 50 Pig's Feet 1/4 bbls., 40 lbs. 1 85 1/2 bbls., 80 lbs. 3 75 1 bbl. 7 75 Tripe Kits, 15 lbs. 70 1/4 bbls., 40 lbs. 1 50 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 28 Beef, rounds, set 16 Beef middles, set 45 Sheep, per bundle 70 Uncolored Butterine Solid dairy 10 1/2 Rolls, dairy 10 1/2 @ 11 1/2 Canned Meats Corned beef, 2 2 50 Corned beef, 14 17 50 Roast beef, 2 00 @ 2 50 Potted ham, 1/4s 45 Potted ham, 1/2s 45 Deviled ham, 1/4s 45 Deviled ham, 1/2s 45 Potted tongue, 1/4s 45 Potted tongue, 1/2s 45 RICE Screenings 4 Fair Japan 5 Choice Japan 5 1/2 Imported Japan 6 Fair La. hd. 6 Choice La. hd. 6 1/2 Fancy La. hd. 6 1/2 @ 7 Carolina, ex. fancy 6 @ 7 1/2 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box. Arm and Hammer 3 15 Deland's 3 00 Dwight's Cow 3 15 Emblem 2 10 L. P. 3 00 Wyandotte, 100 3/4s 3 00 SAL SODA Granulated, bbls. 85 Granulated, 100lb. cs. 1 00 Lump, bbls. 80 Lump, 145lb. kegs 95 SALT Common Grades 100 3 lb. sacks 2 10 60 5 lb. sacks 2 00 28 10 lb. sacks 1 90 56 lb. sacks 30 28 lb. sacks 15 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56lb. sacks 20 Common Granulated, fine 80 Medium, fine 85 SALT FISH Cod Large whole 6 1/2 Small whole 6 Strips or bricks 7 1/2 @ 10 Pellock 3 1/4 Halibut Strips 13 Chunks 13 1/2 Herring White Hoop, bbls. 11 50 White Hoop, 1/2 bbls. 6 00 White Hoop, keg. 75 White Hoop mchs. 80 Norwegian 18 Round, 100lbs. 3 75 Round, 40lbs. 1 75 Sealed 13 Trout No. 1, 100lbs. 7 50 No. 1, 40lbs. 3 25 No. 1, 10lbs. 90 No. 1, 8lbs. 75 Mackerel Mess, 100lbs. 13 50 Mess, 40lbs. 5 90 Mess, 10lbs. 1 65 Mess, 8 lbs. 1 40 No. 1, 100 lbs. 12 50 No. 1, 4 lbs. 5 50 No. 1, 10 lbs. 1 55 No. 1, 8 lbs. 1 28 Whitefish No. 1, No. 2, Fam 100lb. 9 75 50lb. 5 25 10lb. 1 12 8lb. 92 SEEDS Anise 10 Canary, Smyrna 5 1/2 Caraway 9 Cardamom, Malabar 1 00 Celery 15 Hemp, Russian 4 1/2 Mixed Bird 4 Mustard, white 8 Poppy 8 Rape 4 1/2 Cattle Bone 25 SHOE BLACKING Handy Box, large, 3 dz. 2 50 Handy Box, small, 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85	SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars. 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8 oz 2 80 Dusky D'nd, 100 6 oz. 3 80 Jap Rose, 50 bars 3 75 Savoia Imperial 3 00 White Russian 3 00 Lome, oval bars 3 00 Satinet, oval 2 15 Snowberry, 100 cakes. 4 00 Proctor & Gamble Co. Lenox 3 00 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 25 LAUTZ BROS. & CO. Acme, 70 bars 3 60 Acme, 30 bars 3 85 Acme, 25 bars 3 85 Acme, 100 cakes 3 15 Big Master, 100 bars 4 00 Marseilles, 100 cakes 5 40 Marseilles, 100 cakes 5c 4 00 Marseilles, 100 ck toilet 4 00 A. B. Whisley Good Cheer 4 00 Old Country 3 40 Soap Powders Lautz Bros. & Co. Snow Boy 4 00 Gold Dust, 24 large 4 50 Gold Dust, 100-5c. 4 00 Kirkline, 24 4lb. 3 80 Pearlina 3 75 Soapine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 20 Nine O'clock 3 35 Rub-N-More 3 75 Scouring Enoch Morgan's Sons. Sapallo, gross lots 9 00 Sapallo, half gro lots 4 50 Sapallo, single boxes. 2 25 Sapallo, hand 2 25 Scouring, Manufacturing Co Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 4 1/4 SOUPS Columbia 3 00 Red Letter 90 SPICES Whole Spices Allspice 12 Cassia, China in mats. 12 Cassia, Canton 16 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 28 Cassia, Saigon, in rolls. 55 Cloves, Amboyana 15 Cloves, Zanzibar 18 Mace 50 Nutmegs, 75-80 40 Nutmegs, 105-10 35 Nutmegs, 115-20 30 Pepper, Singapore, blk. 15 Pepper, Singap. white. 25 Pepper, shot 17 Pure Ground in Bulk Cassia, Batavia 16 Cassia, Canton 18 Cassia, Saigon 18 Cloves, Zanzibar 18 Ginger, African 15 Ginger, Cochina 18 Ginger, Jamaica 25 Mace 65 Mustard 18 Pepper, Singapore, blk. 15 Pepper, Singap. white. 28 Pepper, Cayenne 20 Sage 20 STARCH Common Gloss 1lb. packages 4 @ 5 3lb. packages 4 @ 1/2 5lb. packages 3 @ 1/2 40 and 50lb. boxes 3 @ 1/2 Barrels 3 Common Corn 20lb. packages 5 40lb. packages 4 @ 7 SYRUPS Corn Barrels 25 Half Barrels 27 20lb. cans 1/4 dz. in case 1 80 10lb. cans 1/2 dz. in case 1 75 5lb. cans 2 dz. in case 1 85 2 1/2lb. cans 2 dz. in case 1 90 Pure Cane Fair 16 Good 20 Choice 25 TEA Japan Sundried, medium 24 Sundried, choice 32 Sundried, fancy 36 Regular, medium 24 Regular, choice 32 Regular, fancy 36 Basket-fired, medium 31 Basket-fired, choice 38 Basket-fired, fancy 43 Nibs 22 @ 24 Siftings 9 @ 11 Flannings 15 @ 14	Gunpowder Moyune, medium 30 Moyune, choice 32 Moyune, fancy 40 Pingsuey, medium 30 Pingsuey, choice 30 Pingsuey, fancy 40 Young Hyson Choice 30 Fancy 36 Oolong Formosa, fancy 42 Amoy, medium 32 Amoy, choice 32 English Breakfast Medium 20 Choice 30 Fancy 40 India Ceylon, choice 32 Fancy 42 TOBACCO Fine Cut Cadillac 54 Sweet Loma 34 Hiawatha, 5lb. pails. 55 Telegram 30 Pay Car 33 Prairie Rose 49 Protection 40 Sweet Burley 44 Tiger 40 Plug Red Cross 31 Palo 35 Hiawatha 41 Kyo 35 Battle Ax 37 American Eagle 33 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 14 1/2 oz. 44 Nobby Twist 55 Jolly Tar 39 Old Honesty 43 Toddy 34 J. T. 34 Piper Heidsieck 66 Boot Jack 80 Honey Dip Twist 40 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 52 Mill 32 Great Navy 36 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 I X L, 5lb. 27 I X L, 16 oz. pails 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 33 Kiln Dried 21 Duke's Mixture 40 Duke's Cameo 43 Myrtle Navy 44 Yum Yum, 1 1/2 oz. 39 Yum Yum, 1lb. pails 40 Cream 38 Corn Cake, 2 1/2 oz. 25 Corn Cake, 1lb. 22 Plow Boy, 1 1/2 oz. 39 Plow Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 38 Air Brake 36 Cant Hook 30 Country Club 32-34 Forex-XXXX 30 Good Indian 25 Self Binder, 16oz. 8oz. 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 22 Cotton, 4 ply 22 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium 20 Wool, 1lb balls 6 VINEGAR Malt White, Wine, 40 gr 10 Malt White, Wine, 40 gr 10 Pure Cider, B & B 14 Pure Cider, Red Star. 12 Pure Cider, Robinson. 13 1/2 Pure Cider, Silver 13 1/2 WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels 1 10 Bushels, wide band 1 60 Market 40 Splint, large 3 50 Splint, medium 3 25 Splint, small 3 00 Willow, Clothes, large 7 00 Willow, Clothes, med 6 00 Willow, Clothes, small 5 50 Bradley Butter Boxes 2lb. size, 24 in case. 72 3lb. size, 16 in case. 68 5lb. size, 12 in case. 63 10lb. size, 6 in case. 60 Butter Plates No. 1 Oval, 250 in crate 40 No. 2 Oval, 250 in crate 45 No. 3 Oval, 250 in crate 50 No. 5 Oval, 250 in crate 60 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 Barrel, 15 gal., each 3 70	Clothes Pins Round head, 5 gross bx 55 Round head, cartons. 75 Egg Crates Humpty Dumpty 2 40 No. 1, complete 32 No. 2, complete 38 Faucets Cork lined, 8 in. 65 Cork lined, 9 in. 75 Cork lined, 10 in. 85 Cedar, 8 in. 55 Mop Sticks Trojan spring 90 Echipse patent spring. 85 No. 1 common 75 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7 90 Pails 2-hoop Standard 1 60 3-hoop Standard 1 75 2-wire, Cable 1 70 3-wire, Cable 1 90 Cedar, all red, brass 1 25 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes. 22 Mouse, wood, 4 holes. 45 Mouse, wood, 6 holes. 70 Mouse, tin, 5 holes. 65 Rat, wood 80 Rat, spring 75 Tubs 20-in. Standard, No. 1 7 00 18-in. Standard, No. 2 6 00 16-in. Standard, No. 3 5 00 20-in. Cable, No. 1 7 50 18-in. Cable No. 2 6 50 16-in. Cable, No. 3 5 50 No. 4 Fibre 10 80 No. 2 Fibre 9 45 No. 3 Fibre 8 55 Wash Boards Bronze Globe 2 50 Lewey 1 75 Double Acme 2 75 Single Acme 2 25 Double Peerless 3 50 Single Peerless 3 50 Northern Queen 2 75 Double Duplex 3 00 Good Luck 2 75 Universal 2 65 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 11 in. Butter 75 13 in. Butter 1 15 15 in. Butter 2 00 17 in. Butter 2 25 19 in. Butter 4 75 Assorted, 13-15-17 2 25 Assorted, 15-17-19 3 25 WRAPPING PAPER Common Straw 1 1/2 Rure Manila, white. 2 1/2 Fibre Manila, colored. 4 No. 1 Manila 4 Cream Manila 3 Butcher's Manila 3 1/2 Wax Butter, short c't. 13 Wax Butter, full count 20 Wax Butter, rolls 15 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Jumbo Whitefish @ 15 No. 1 Whitefish @ 14 Trout @ 14 Halibut @ 10 Clisecos or Herring @ 8 Bluefish @ 11 Live Lobster @ 25 Boiled Lobster @ 30 Cod @ 12 Haddock @ 10 Pickerel @ 10 Pike @ 8 Perch, dressed @ 12 1/2 Smoked, White @ 15 Red Snapper @ 15 Col. River Salmon @ 16 Mackerel @ 16 HIDES AND PELTS Hides Green No. 1 12 1/2 Green No. 2 11 1/2 Cured No. 1 13 1/2 Cured No. 2 12 1/2 Calfskins, green, No. 1 14 Calfskins, green No. 2 12 1/2 Calfskins, cured No. 1 15 Calfskins, cured No. 2 13 1/2 Steer Hides, 60lb. over 13 1/2 Pelts Old Wool 30 Lambs 60 @ 85 Shearings 40 @ 70 Tallow No. 1 @ 4 1/2 No. 2 @ 3 1/2 Wool Unwashed, med. 26 @ 28 Unwashed, fine 21 @ 23	CONFECTIONS Stick Candy Standard 7 1/2 Standard H H 7 1/2 Standard Twist 8 Cases Jumbo, 32 lb. 7 1/2 Extra H. H. 9 Boston Cream 10 Olde Time Sugar stick 9 80 lb. case 13 Mixed Candy Grocers 6 Competition 7 Special 7 1/2 Conserve 7 1/2 Royal 8 1/2 Tibbon 10 Broken 8 Cut Leaf 9 Leader 8 1/2 Kindergarten 9 Bon Ton Cream 8 1/2 French Cream 9 Star 11 Hand Made Cream 15 Premio Cream mixed 13 O F Horehound Drop 10 Fancy-in Pails Gypsy Hearts 14 Coco Bon Bons 12 Fudge Squares 13 Peanut Squares 9 Sugared Peanuts 11 Salted Peanuts 11 Starlight Kisses 11 San Blas Goodies 12 Lozenges, plain 9 Lozenges, printed 10 Champion Chocolate 11 Echipse Chocolates 13 Eureka Chocolates 13 Quintette Chocolates 12 Champion Gum Drops 8 1/2 Moss Drops 9 Lemon Sours 10 Imperials 11 Ital. Cream Opera 12 Ital. Cream Bon Bons 11 Molasses Chews 12 Molasses Kisses 12 Golden Waffles 12 Old Fashioned Molasses Kisses, 10lb. box 1 20 Orange Jellies 50 Fancy-In 5lb. Boxes Lemon Sours 55 Peppermint Drops 60 Chocolate Drops 60 H. M. Choc. Drops 85 H. M. Choc. Lt. and Dark No. 12 1 00 Bitter Sweets, ass'd 1 20 Brilliant Gums, Crys. 60 A. A. Licorice Drops. 90 Lozenges, plain 55 Lozenges, printed 55 Imperials 60 Mottos 60 Cream Bon 55 G. M. Peanut Bar 55 Hand Made Crms. 80 @ 90 Cream Buttons 65 String Rock 60 Wintergreen Berries 60 Old Time Assorted 2 75 Buster Brown Goodies 3 50 Up-to-date Assrt. 3 75 Ten Strike No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer assortment. 6 75 Scientific Ass't. 13 00 Pop Corn Dandy Smack, 24s 65 Dandy Smack, 100s. 2 75 Pop Corn Fritters, 100s 50 Pop Corn Toast, 100s 50 Cracker Jack 3 25 Checkers, 5c pkg. case 3 50 Pop Corn Balls, 200s 1 20 Cream Corn Cakes 5 per box 60 Azulikit 100s 3 00 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS-Whole Almonds, Tarragona 15 Almonds, Avica Almonds, California sft. shell 15 @ 16 Brazils 14 @ 15 Filberts @ 12 Cal. No. 1 @ 17 Walnuts, soft shelled @ 16 Walnuts, marbot @ 13 Table nuts, fancy @ 13 Pecans, Med. @ 12 Pecans, ex. large. @ 13 Pecans, Jumbos @ 14 Hickory Nuts per bu. Ohio new Cocoanuts @ 5 Chestnuts, New York State, per bu. Shelled Spanish Peanuts 7 1/2 @ 8 1/2 Pecan Halves @ 55 Walnut Halves @ 25 Filbert Meats @ 25 Alcant Almonds @ 33 Jordan Almonds @ 47 Peanuts Fancy, H. P. Suns 5 1/4 Fancy, H. P. Suns, Roasted 6 1/2 @ 7 Choice, H. P. Jumbo 6 1/2 Choice, H. P. Jumbo Roasted 7 1/4

Special Price Current

AXLE GREASE



Mica, tin boxes...75 9 00
Paragon55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Doz.
Small size, 1 doz. box..40
Large size, 1 doz. box..75

CIGARS



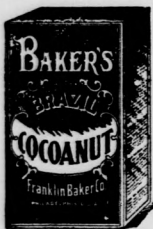
GJ Johnson Cigar Co.'s bd.
Less than 50033
500 or more32
1,000 or more31

Worden Grocer Co. brand
Ben Hur

Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritanos35
Panatellas, Finas35
Panatellas, Book35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/4 lb. pkg. per case 2 60
16 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass6 @ 8
Hindquarters7 1/2 @ 10
Loins8 @ 14
Ribs8 @ 12
Rounds7 @ 8
Chucks5 @ 6 1/2
Plates@ 4
Livers@ 3

Pork

Loins@ 13
Dressed@ 8
Boston Butts@ 10 1/2
Shoulders@ 10
Leaf Lard@ 9 1/4

Mutton

Carcass@ 9
Lambs@ 13
Spring Lambs13 @ 14

Veal

Carcass5 1/2 @ 8

CLOTHES LINES

Sisal
60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..1 50

Jute

60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor

50ft.1 10
60ft.1 35
70ft.1 60

Cotton Windsor

50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided

40ft.95
50ft.1 35
60ft.1 65

Galvanized Wire

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

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, M & J, 1lb.
Excelsior, M & J, 2lb.
Tip Top, M & J, 1lb.
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids;
Lee & Cady, Detroit; Sym-
ons Bros. & Co., Saginaw;
Brown, Davis & Warner,
Jackson; Godsmark, Du-
rand & Co., Battle Creek;
Fielbach Co., Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in.6
1 1/4 to 2 in.7
1 1/2 to 2 in.9
1 3/4 to 2 in.11
2 in.15
3 in.20

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large34

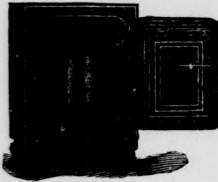
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's 1 qt. size1 10
Cox's 2 qt. size1 61
Knox's Sparkling, doz. 1 20
Knox's Sparkling, gro. 14 00
Knox's Acidu'd. doz. 1 20
Knox's Acidu'd. gro. 14 00
Nelson's1 50
Oxford75
Plymouth Rock1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Twenty differ-
ent sizes on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95

Tradesman's Co.'s Brand



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

TABLE SAUCES

Halford, large3 75
Halford, small2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

Your Holiday Goods

Be fair to your-
self. See our line
before you buy. It's
easy to do so.

All our samples
(not merely a few
trunks of "pick-
ings") are near to
you, for we show
them **complete** in
each of these six
cities:

New York Baltimore
Chicago St. Paul
St. Louis Dallas

Also at your own
desk with our fall
catalogue in hand,
you can see the
same complete
showing and the
same net prices in
plain figures as in
our sample rooms
right now.

To order at your
own convenience
from the net price
and other essential
facts we give for
every item, and then
to check the goods
by the same printed
matter—could you
make yourself any
surer of owning your
holiday goods right?

Anyway, don't
shrink your profits
by paying more than
we quote for the
fall and holiday
goods in our cata-
logue No. J586—
just out and yours
for the asking.

Butler Brothers

Wholesalers of General Merchandise

NEW YORK CHICAGO
ST. LOUIS (And MINNEAPOLIS
Early in 1907)

Sample Houses:

BALTIMORE DALLAS ST. PAUL

If You Do a Credit Business

It will be to your interest
to investigate our

Coupon Book System

It places your business
on a cash basis in the
easiest, simplest and
and cheapest manner yet
devised. We will cheer-
fully send samples, prices
and full information if
you will let us know you
are interested.

Tradesman Company

Grand Rapids,
Michigan

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.

Typewriters—All makes, entirely rebuilt, guaranteed as good as new. Finest actually rebuilt machines ever offered; \$15 up, sold or rented anywhere; rental applies on purchase. Rebuilt Typewriter Co., 7th Floor, 86 LaSalle St., Chicago, Ill. 96

For Sale—Grocery stock, fixtures and buildings in progressive Ohio town. Established cash trade. No delivery. Living apartments in connection. J. H. Hughes, Mendon, Ohio. 92

For Sale—A fine improved 80 acre poultry farm at Strang, Neb., 2 miles from town. Best location and country. Price \$6,000. Address Mart Moll, Carleton, Neb. 89

For Sale—Stock of groceries, meats and fixtures. Stock A1. Centrally located and doing good business. Address Eaton County Co-Operative Assn., Eaton Rapids, Mich. 87

Wanted—First-class mechanic with \$4,000, to buy half interest and ability to manage factory. Factory situated in small city, (20,000) within 100 miles of Chicago. Best labor situation cheap power, healthy business. Present owner not a mechanic and wishes to devote attention elsewhere. Address No. 84, care Michigan Tradesman. 84

Wanted—One dealer each town to handle and distribute Louis Phillipi. Splendid inducements to good parties. Give references. The Miami Valley Cigar Mfg. Co., West Milton, O. 85

160 acres in Grand Forks County, N. D., to exchange for a merchandise stock. A. D. Kleinman, owner, Dent, Minn. 86

Farms For Sale—200-acre farm in Pulaski county, Mo. \$10 per acre. Address J. B. Christeson, Waynesville, Mo. 88

Partner Wanted—Man with capital to buy interest in Burg Cigar Factory, New Ulm, doing business since 1871; account of retirement of senior partner; junior partner wishes to retain interest in business. Address Max Burg, New Ulm, Minn. 90

For Sale—\$7,000 acres, central New Mexico, 17,000 acres river land; can be irrigated; 16,000 acres coal land; best cattle and colonization proposition in America. Fine oil and mineral prospect. W. W. Ballew, Corsicana, Texas. 94

For Sale or Trade—Bowling alley and amusement parlors. Only one in town of over 4,000 people. Alleys and fixtures all new. Can be purchased at a great bargain if taken at once. Owner must sell on account of other business. Will bear closest investigation. Call or address W. C. Ramsey, Albion, Ia. 95

For Sale—One 3½ size; two double emery wheel stands; one exhaust fan; one geared press; one 30" Niagara groover; one set 30" rolls; one 30" folder; one 30" Queen City square shears; one 11 H. P. Otto gas engine with tank; one wire straightener and reel; also pulleys, hangers, shafting and belts. Will sell individually or collectively. Gordon Hollow Blast Grate Co., Greenville, Mich. 98

Wanted—To buy stock shoes, clothing or general stock, quick. Address Lock Box 435, Galesburg, Ill. 99

For Sale—Stock of boots, shoes, rubber goods, pants, overalls and shirts. Located in one of the best towns of its size in Central Michigan. Population 1,500. Stock will invoice about \$6,000. This stock must be sold. Address No. 81, care Michigan Tradesman. 81

For Sale—\$3,000 stock of dry goods, in Michigan town of 1,200 population. Splendid chance to continue business. Sickness reason for selling. Will sell for 65 cents on the dollar. Address No. 39, care Michigan Tradesman. 39

Bakery with good established trade; profits year ending August 1 \$1,500; cash business; retail trade; no delivery; must sell at once. \$400 cash. Holmden, 207 Territorial St., Benton Harbor, Mich. 80

For Sale—Very reasonable grocery business in beautiful growing resort city of 11,000. Good buildings, up-to-date stock and fixtures. Reason, poor health. Weersing Real Estate Agency, Phone 294, Holland, Mich. 78

Factory Wanted—A new brick building, 40x230 feet, two stories, free for a term of years to right firm. Good location and shipping facilities. Write Chairman of Factory Committee, Lock Box 25, Lake Odessa, Mich. 79

The best hotel proposition for the money ever offered in the Northern resort region, can be secured through W. A. Loveday, East Jordan, Mich. 65

For Sale—No 1 stock dry goods and house furnishing goods, located in modern store on one of best business corners on outskirts of Chicago. Invoicing \$9,000. All good clean staple merchandise, no stickers. If taken soon will sell for 75c on dollar. Choice stock for the price. Address No. 76, care Tradesman. 76

For Rent—Store, 20x70, centrally located in this fast growing city. E. Rutan, Greenville, Mich. 74

For Sale—Hardware stock \$9,000 to \$15,000, to suit purchaser. Located in a live up-to-date town of 1,500. Central Michigan. Good farming section. Doing over \$40,000 business a year. Address No. 69, care Michigan Tradesman. 69

For Sale—Stock of staple and fancy groceries, invoicing about \$2,800 to \$3,000. Located in good Michigan town of nearly 1,500 inhabitants. Reason for selling, other business. Address No. 68, care Michigan Tradesman. 68

For Sale—A creamery complete for operating, in excellent farming country. A bargain for some one experienced in the business who can devote his time. Address W. A. Loveday, E. Jordan, Mich. 64

For Sale—Best paying drug store in Lansing, trade last year, \$15,000 and increasing right along. Best reason for selling. 231 Washington Ave., N., Lansing, Mich. 70

For Sale or Exchange—Large store and residence building, in town of 1,500 in Northern Indiana, for cash, merchandise or Michigan property. Address No. 72, care Michigan Tradesman. 72

For Sale—\$5,000 stock of general merchandise in one of the best towns of its size in the State. Poor health reason for selling. Address L. B. 6, Manton, Mich. 52

For Sale—Two-story modern brick block, double store room 40x60. Price \$3,500 cash. Pays 8 per cent net on the investment. Original cost \$6,000. Address Gavin W. Telfer, Big Rapids, Mich. 46

\$2,500 cash will secure one-half interest in a clean up-to-date shoe and clothing business. Established twenty-three years. Or would be willing to form partnership with party looking for a new location with a \$5,000 stock. Address Gavin W. Telfer, Big Rapids, Mich. 47

Millinery business for sale if taken at once. Address No. 6 care Michigan Tradesman. 6

For Sale—\$3,300 stock of dry goods, in Michigan town of 1,200 population. Splendid chance to continue business. Sickness reason for selling. Will sell for 65 cents on the dollar. Must close before Sept. Address No. 39, care Michigan Tradesman. 39

For Sale—New thirty-room brick hotel in one of the best towns in Texas. Plenty of water and acetylene lights through the house. Will give bargain in this property if sold soon. Address Sandifer & Warren, Knox City, Texas. 40

Partner wanted for millinery business. Must be capable trimmer for best trade. Address No. 7, care Michigan Tradesman. 7

For Sale or Rent—Brick store in hustling northern town. Fine location for furniture and undertaking or general merchandise. Address No. 2, care Michigan Tradesman. 2

For Sale—Clean stock of general merchandise, \$3,800. Address Lock Box 306, Clarkston, Mich. 972

For Sale—Livery and feed business. Good location. A money-maker. Address Dr. J. E. Hunter, Ashley, Mich. 981

For Sale—Nicely equipped small foundry; could be profitably enlarged; directly on track Grand Trunk main line. Address at once, H. M. Allen, Bellevue, Mich. 60

For Sale—Stock of general hardware in good town. Stock will invoice about \$2,000. Building can be bought or leased. Address E. E. Kohler, Byron, Mich. 59

To Sell—A \$2,500 stock first-class notions. A bargain for a ready buyer. Lock Box 783, Hudson, Mich. 58

Wanted—2,000 cords basswood and poplar excelsior bolts; will pay highest market price—cash. Address Excelsior Wrapper Co., or W. F. Mueller, Barnhart Bldg., Grand Rapids, Mich. 32

For Lease—Modern five-story department building, 55,000 feet floor space, 95 feet frontage; choice location in Indianapolis. Apply George J. Marrott, Indianapolis, Ind. 56

Wanted—Drug stock. Must be good paying business, at right price. Northern Michigan preferred. Address with full particulars, No. 935, care Tradesman. 935

For Sale—Grain elevator at Hudsonville, Mich., on tracks of P. M. Ry., near main street, \$700. Good chance for live man to make some money. Valley City Milling Co., Grand Rapids, Mich. 825

For Sale—Stock of drugs in good location. Good brick store, good trade. Old age and poor health, reason for selling. G. C. Beebe, Bay City, Mich. 988

Do you want to sell your property, farm or business? No matter where located, send me description and price. I sell for cash. Advice free. Terms reasonable. Established 1881. Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Building, Chicago, Ill. 577

For Sale—First-class business in one of the best manufacturing cities of its size in the State. Stock of dry goods, groceries and shoes about \$10,000. Did a \$70,000 business last year. Address Joanson Grocery Co., Owosso, Mich. 900

Wanted To Buy—I will pay cash for a stock of general merchandise or clothing or shoes. Send full particulars. Address Stanley, care Michigan Tradesman. 755

For Sale or Exchange—25-room hotel, bar in connection. Beautifully situated on one of the best resort lakes in Michigan. Good reasons for selling. Address No. 908, care Michigan Tradesman. 908

For Sale—Stock of groceries, boots, shoes, rubber goods, notions and garden seeds. Located in the best fruit belt in Michigan. Invoicing \$3,600. If taken before April 1st, will sell at rare bargain. Must sell on account of other business. Geo. Tucker, Fennville, Mich. 538

For Sale—First-class drug stock, invoicing \$2,000, \$1,500 cash, time on balance. Good reason for selling. Address No. 621, care Tradesman. 621

We want to buy for spot cash, shoe stocks, clothing stocks, stores and stocks of every description. Write us to-day and our representative will call, ready to do business. Paul L. Feyreisen & Co., 12 State St., Chicago, Ill. 548

For Sale—Plantations, timber lands, farms, homes, etc. Send for printed list. V. C. Russell, Memphis, Tenn. 928

POSITIONS WANTED

Wanted—Position in general or exclusive store, by young man of experience. Best of references. Address Box 66, Muir, Mich. 97

HELP WANTED.

Wanted at once, a good clerk. Will pay \$10 per week. L. H. Wood, Fulton, Mich. 91

Wanted—Young man with two or three years' experience in a general store. Married man preferred. Address No. 93, care Michigan Tradesman. 93

Wanted—Good shoe cobbler for shoe store in town of 3,500, central Michigan. Address No. 82, care Michigan Tradesman. 82

Wanted—Young man with two or three years drug store experience. German preferred. Apply by letter. Address 51, care Michigan Tradesman. 51

We want one lady or gentleman in each town and city to represent us in the sale of our shears and novelties; our agents make from \$12 to \$35 per week; the work is steady, no heavy samples to carry, and permanent. Salaried positions to those who show ability; write to-day for particulars of our offer. No money required on your part if you work for us. The United Shear Co., Westboro, Mass. 967

Want Ads. continued on next page.

Use Tradesman Coupons

Simple Account File



A quick and easy method of keeping your accounts. Especially handy for keeping account of goods let out on approval, and for petty accounts with which one does not like to encumber the regular ledger. By using this file or ledger for charging accounts, it will save one-half the time and cost of keeping a set of books.

Charge goods, when purchased, directly on file, then your customer's bill is always ready for him, and can be found quickly, on account of the special index. This saves you looking over several leaves of a day book if not posted, when a customer comes in to pay an account and you are busy waiting on a prospective buyer. Write for quotations.



TRADESMAN COMPANY, Grand Rapids

THE BANK DIRECTOR.

The recent financial upheaval in Philadelphia, stepping on the heels of Chicago's catastrophe, has set afloat the anxious wonder as to what is coming next. The certainty of the present whereabouts of the Philadelphia defaulter has furnished only a temporary gratification and the bank depositor, irrespective of locality, is halting between two opinions, whether to risk his treasure in the vault of which the bank president carries the key or in the traditional stocking of his grandmother. Something, at all events, must certainly be done about it and everybody from Maine to Manila is asking "What?"

Just now the consensus of public opinion seems to centralize on the bank director. In the case of Milwaukee, of Chicago and now of Philadelphia it is asserted if that official had done what he ought to have done and what his position declared he would do these failures could never have taken place. The idea of the director, at least the idea foisted upon the public, is that that official is in constant and personal touch with the affairs of the bank, that he knows its ins and its outs and that his voice helps to shape and direct its management. It turns out that he does nothing of the sort. He sits in his chair at the bank council table and listens to the cashier's report, votes his aye or no at the close of the reading, according as the tenor of the report directs, receives his salary for services rendered and with dropped jaw and lifted hands when the bank's doors are closed asks with despairing tones what the world is coming to, without the slightest idea, apparently, that he is at all to blame.

The robbed depositor, however, concludes that he, the bank director, is to blame. He contends and insists that the office of director means something; that duties go with it and that there is a responsibility attending it which can not be shirked. He believes—and it looks as if he was determined to have it so—that the bank director ought and is going to be held responsible to the extent of all his property for the management of the bank, unprotected by legal limitations against full responsibility. It is asserted, with considerable vehemence, that if the directors in state and national banks and trust corporations were held responsible, as they are in private banks, there would be a difference in and attention to their duties other than are manifested now. It will be urged that the removal of limits on personal responsibility would place banking at such a disadvantage, when compared with investments in other lines of business, as to force a sharp contraction in our banking facilities and hamper business expansion, which has been unquestionably facilitated by the rapid growth of banks under the present favorable laws; but granting this, it is submitted that, with the responsibility fixed where it ought to be, the chances largely are that the Milwaukee bank president would not now be in the penitentiary, the Chicago official would

not be headed in the same direction and he of Philadelphia infamy would not now be asking Lazarus for a drop of water to cool his parching tongue.

Another question asked with considerable earnestness is, "How does it happen that the work of the bank examiner amounts to nothing if that official is worth his salt?" At periods, regular or irregular, he comes and goes, and the bank examined proclaims his visit, together with the splendid result of his examination, and the public, deceived by the published report, takes its last hard-earned savings to the vouched-for bank, to find later that it has been pinching and saving in order to cater to reckless carelessness or willful crookedness. Would the result be just the same if the bank examiner should be held responsible to the extent of all his property, removed from office for inefficiency and otherwise made to suffer for remissness of duty?

These are the ideas which the troubles with the banks have brought into men's minds. They are intensified by the suffering and threatened want which are staring in the faces of the defrauded depositors. A remedy for the wrongs must be found somewhere, and since the troubles so far have come from the irresponsible bank officer it is natural to look to him for the redress which follows as a result of his failure to do his duty.

A CRIMINAL SETBACK.

Out West the other day at a state convention, whereat a United States senator was nominated, among the usual number of candidates were found two, one of whom would be the choice of the convention. There was the usual amount of wire-pulling, there was the usual amount of private, personal grudge to be gratified and satisfied and, when the final votes were counted, the nomination went to the wrong man—wrong because in real ability, in experience, in fitness for the responsibility of what the position calls for, the defeated candidate was by far the abler man. After the battle of the votes was over and the excitement of the contest had passed away, due reflection compelled the successful voters to admit that they had voted for the wrong man, that an empty head had been elevated into the place of the full one, that weakness and incompetency had been pushed into a place they never could fill because personal spite and sordid selfishness had in a mean, underhanded way played a dirty trick with the public. The result is weakness will take the seat of the strong in the National Senate Chamber and for six wearisome years that splendid State of the Middle West will be represented by a piece of putty and by a puller from the fire of other men's chestnuts.

It is much to be suspected that, in other states in the Middle West and out of it, "there are others" in the same condition; and this condition is more to be deplored now because there is a widespread determination to get rid of the debasing in-

fluence of the trickster who has had his way too long in the management of affairs. If the election of this last incompetent could find him the only one in that chamber of political peers, little harm would follow; but he will not be the only one. "There are others," and the presence of the newly elected will give comfort and strength to the element which has held its place there too long and abused it too much. The fact is, putty and chestnut-rakers do not make up the rank and file of the American people, incompetency is not that people's characteristic, pus has no part in its make-up and, now that the popular lancet is opening the ulcers containing it wherever found, it is not only unfair but unjust for a state to allow itself to be misrepresented by the very element that fosters the decay it hates and loathes.

If it were less truthful and less maddening it would be amusing to hear and consider the political trickster's answer, when brought to book for his chicanery; but the world knows only too well that modern politics does not cover all the meanness that lives and has its being outside of the political field to care for the answer. The recently absconding Chicago bank President stands well enough for the prevailing baseness of the business world, and it is hardly necessary to state specifically any particular instance in other living-earning callings. Every one of them has its instance of faithlessness to honor and trust, and every one of them gives pith and point to the assertion that the corruption in politics is only "a part of one stupendous whole." The pot must not call the kettle black and the only way to improve the complexion of both is to remember all are alike and so work to improve the whole that in time—in time, remember—the congressman, irrespective of political party, shall be the representative he was intended to be and not the misrepresentative he too often is.

After all, the question is, "How shall this be brought about?" and, after all, the best response to that is, "As if anybody did not know how!" Admitting the existence and the locality of the pus-pocket, is any one so dense as not to know what has to be done first of all? Is the blood poor, is the system run down? The admission includes the treatment. Nobody denies the existence or the condition of the pus. The press, with its finger on the public pulse, has kept us informed of the temperature of the patient and the daily bulletin is encouraging. The lancet has been resorted to freely; and yet with so much at stake and with so much that is encouraging and hopeful the basest element in the State has been allowed to carry its point with a high hand and, by a relapse as needless as it is criminal, to prevent a convalescence as rapid as it was desired and assured.

NIPPED IN THE BUD.

With commendable and characteristic good sense President Roosevelt has put a quietus on the scheme to buy the house where he was born and

preserve it as a national shrine or something of the sort. There is an association in New York organized for that avowed purpose. It has sent circulars around soliciting contributions. Presumably some money has been donated or pledged. It does not appear that the promoters asked the President about it beforehand or secured even his tacit consent. They were well meaning enthusiastic friends and admirers who thought it would be a good thing to do. Houses where other great men were born are pointed out to visitors. They proposed to be prepared to meet and satisfy that demand in Roosevelt's case and were proceeding on the theory that it was wise to secure the property before the old building was demolished to make way for a new one.

The President has put his veto on this proposition very emphatically. He is appreciative and all that, but the continuance of the enterprise would be unwise and unfortunate. His admirers believe Roosevelt to be one of the greatest Americans, living or dead, and all that may be true without at this time warranting the purchase and public exhibition of the house where he was born. He is still comparatively a young man and presumably has many years before him. In half a century hence, if the house is still standing and public judgment does not change, there will be interest in the structure, but to buy it now and parade the fact and exploit the enterprise would be in exceeding bad taste. Every man of prominence has at least a few fool friends and as a rule the greater the prominence and popularity, the larger the number. Probably no other American is personally more popular than Roosevelt and thus the greater his danger. In this case he heard of it in time to nip the scheme almost in the bud and he did it none too soon.

Putting the Boys to Shame.

A good deal of alleged humor has been expended on the inability of woman to drive a nail. But, like so many stories of a similar character, the nail-driving tradition has been severely damaged. Only the other day at a gathering at Derby, Conn., the girls beat the boys in a nail-driving contest and beat them badly. Then to emphasize their superiority one of the girls carried off first honors in the shot-putting contest, another girl defeated the ablest boy swimmer and still another girl ran fifty yards in 0:07¾, which wasn't record time but was fast enough to leave her boy competitors behind.

BUSINESS CHANCES.

Wanted—By experienced dry goods, clothing and shoe salesman, permanent position. Young, married, hustler. References. Address No. 83, care Michigan Tradesman.

I will sell a patent right, covering states of Wisconsin and Illinois, an article for domestic use, which pays a big profit and sells easily. Will sell for cash or trade for real estate. For particulars address Box 783, Milwaukee, Wis.

Wanted—Tanners and cornice makers to send for our free sample plate and circular explaining our method of teaching pattern cutting. Our prices and terms are within the reach of all. E. R. Probert & Co., Box 476, C. Cincinnati, Ohio.

Visitors to the
West Michigan State Fair

At
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Are invited to call and look over our large stock of

**Automobiles
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We have the largest stock in Western Michigan of the above three lines and shall make special low prices during Fair Week. Second-hand autos from \$150 up.

Drop in on us—make our store your headquarters—meet your friends here—leave your wraps or luggage. Shall be glad to see you whether you buy anything or not.

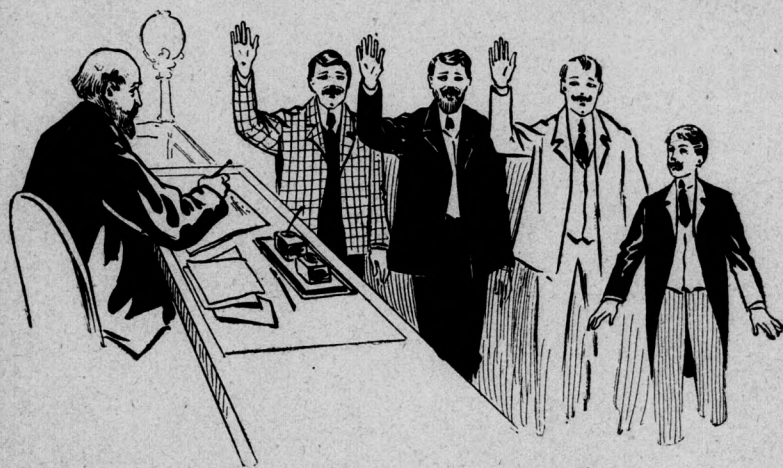
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Moneyweight Scale Co., 58 State St., Chicago
I would be glad to know more about the advantages of Moneyweight Scales in my store.

P. S.—If you are using MONEYWEIGHT Scales purchased some years ago send for our exchange price list and exchange for one of our latest scales.

**5c and 10c
Goods**

Make This House Your Headquarters When
Visiting Grand Rapids During the

**25c
Goods**

WEST MICHIGAN STATE FAIR

And Inspect Our

Grand Display of Holiday Goods

Our Showing of Dolls and Toys Has No Equal



**China Limb Flag
Dolls**

5c Size 36c
Per dozen
10c Size 78c
Per dozen
25c Size \$1.90
Per dozen.....



Felt Body Dolls
Bisque Heads

25c Size \$1.90
Per dozen...
50c Size 3.90
Per dozen...
75c Size 6.00
Per dozen....



Fine Dressed Dolls
Soft Limb and Jointed

A most beautiful and extensive line from
25c Dolls at \$1.90
Per dozen..
To the larger
\$2 Size at \$15.00
Per dozen



Kid Body Dolls
Bisque Heads

25c Size \$1.90
Per dozen..
35c Size 2.75
Per dozen..
50c Size 4.00
Per dozen..
Other up to, per doz. \$12



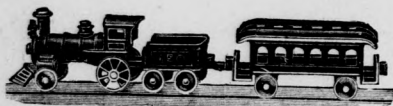
Washable Dolls

10c Size 75c
Per dozen
25c Size \$1.90
Per dozen..
50c Size 4.00
Per dozen...
Others up to 20.00
Per dozen



Jointed Kid Body Dolls
Bisque Heads

50c Size \$3.90
Per dozen ..
75c Size 6.00
Per dozen..
\$1.00 Size 8.00
Per dozen.
Others up to, each \$3.50



Iron Trains

Seventeen different styles and sizes
10c Trains—A locomotive, tender and coach. 80c
Per dozen
25c Trains—Large locomotive, tender and coach. \$1.90
Per dozen.....
Others up to \$14.00 per dozen.



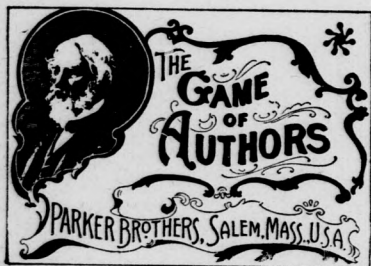
German China Three Piece Tea Set

Beautifully decorated with fine flower designs in realistic colors and gold stamped designs on all three pieces; gold showered handles and knobs. A fine 50c retailer at. \$3.90 per dozen.
Others up to \$1.75 per set.



Iron Toys of Every Kind

Best line we have ever shown.
10c Hook and Ladder or Fire Engine with one horse. 80c
Per dozen
25c Engine or Hook and Ladder with three horses. \$2.00
Per dozen.....



5c, 10c, 25c, 50c and \$1.00

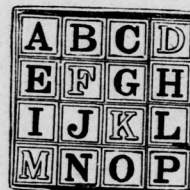
A very comprehensive line embracing all the popular staples and all the very best of the latest editions. Ranging in price from 30c up to \$6 per dozen.



Beautiful German Majolica Wall Placques

Raised scenery decorations in brilliant color effects. Very popular. Large in size, small in price. Square, oblong and round shapes.

25 Cent Sizes, per dozen \$1.75 50 Cent Sizes, per dozen \$3.75



Alphabet Picture Blocks and Cubes

Popular sellers at popular prices. Over 25 different kinds, ranging in price from 40c up to \$4.00 per dozen.

**50c
Goods**

Leonard Crockery Co.

GRAND RAPIDS, MICH.

Half your railroad fare refunded under the perpetual excursion plan of the Grand Rapids Board of Trade
Ask for "Purchaser's Certificate" showing amount of your purchase

**Dollar
Goods**