


## Pure Apple Cider Vinegar

Absolutely Pure

Made From Apples Not Artificially Colored
Guaranteed to meet the requirements of the food laws of Michigan, Indiana, Ohio and other states Sold through the Wholesale Grocery Trade

Williams Bros. Co., Manufacturers Detroit, Michigan

## SUGAR

 for the
## Canning Season

Buy as you need from our daily arrival of Cane Basis Eastern Sugars

Our prices are right Our goods fresh

The very best is always the cheapest

## JUDSON GROCER CO.

GRAND RAPIDS, MICH.

## Every Cake

 of FLEISCHMANN'S YELLOW LABEL COMPRESSED YEAST you sell not only increases your profits, but also gives complete satisfaction to your patrons.
The Fleischmann Co.,

Detroit Office, ili W. Larned St., Grand Rapids Office, 29 Crescent Ave.

## 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 setof books.
Charge goods, when pur'hased, directly on file, then vour customer's bill is always ready for him, and can be found uuickly, 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
WakesclothesWhiter-Work Easier-KitchenCleaner
SNOMROM POWDERG.
GOOD GOODS - GOOD PROFITS

GRAND RAPIDS
FIRE INSURANCE AGENCY
W. FRED McBAIN, President

Grand Rapids, Mich. The Leading Agency

ELLIOT O. GROSVENOR
Late Stete Food Commisatoner
Advisory Counsel to manufacturers and jobbers whose interests are afected by jobbers whose interests are affected by pondence invited. 2321 Majestic Building, Detroit. Mich

YOUR DELAYED
FREIGHT Easily We can tell you how. BARLOW BROS. Grand Rapids, Mich

## We Buy and Sell

 Total IssuesState, County, City, School District, Street Railway and Gas BONDS
Correspondence Solicited)
H. W. NOBLE \& COMPANY BANKERS

```
Penobseot Building. Detroit. Mich
```


## The Kent County

 Savings BankOF GRAND RAPIDS, MICH

Has largest amount of deposits
of any State or Savings Bank i contemplating a change in vour Banking relations, or think of opening
see us.

## $31 / 2$ Per Cent. <br> Pald on Certificates of Deposit

Banking By Mall
Resources Exceed 3 Million Dollars

Commercial Credit Co., Ltd. of michigan

Credit Advices, and Collections
Offices
Widdicomb Building, Grand Rapids
42 W . Western Ave., Muskegon
Detroit Opera House Blk., Detroit

## ELEGROTYPES

ENGRAVILICATES OF FORMS

```
Window Trimming.
Grand Rapids Gossip
    Fuller Succ
    The Soo Canal
    The Soo Canal.
    Training the Boy
    Butter andi Eggs.
    Representative
    Woman's World.
    False Philosophy.
    Maintaining Prices.
    Retail Credits.
    Shoes.
Twenty a Week.
Drugs. 
Drug Price Current.
Grocery Price Current.
    FULLY SUSTAINED

pt or fraudulently obtained stock
oods. A legitimate dealer can no
with a thief. Common observation
hows that when a dealer has reach
busines
aims of creditors, the temptation
strong and the practice common
if making a fraudulent sale. Fraud
orks in secret and the bargain

\section*{WINDOW Trimming}

September Colors Run Riot in Deco ration.
Everybody is remarking, "What beautiful windows the Steketees have this week!'
Their window trimmer has, indeed, done himself proud. Time was when this store paid hardly more than no attention to its windows, banking on the stability of its merchandise and the known reliability of its owners for the continuance of patronage on the part of old customers and the acquisition of new trade. But, with the alterations that brought them large windows, the old inattention to this important factor of commercial success was dropped and in its stead is a careful regard for window details that makes this store front the peer of any in Grand Raipds.
The colors of autumn are in evidence in most of the local windows. A pleasing shade of brown cotton flannel (smooth side up) was selected for all the Steketee floors, while above this, and against the walls at either ends, is a generous drapery of brown sateen, matching the floor as nearly as possible in two different materials. All along the base are soft folds of a crinkly cotton stuff which bring flat against the background the lower edge of the sateen drapery. This crinkly cloth is in the pale sulphur shade so popular as one of the new fall colors in millinery and dress goods. At each corner this is gathered into a sort of rosette. At one side of the center of each large window section above the drapery is a big white crescent. This is filled in with vertical sprays of white-'eaved vines, all sparkling with crystals. A large ball, open below, hangs on the other side of the center, projecting from the background as if hung by a crane. All across the top, down for about a yard, are long stems of grapevine entirely in silver. The leaves have a satin finish. There are numerous bunches of grapes, that look, for all the world, just like huge globules of mercury. The reader can have but a faint idea of their shining beauty.
In the window at the right are cream white wool goods artistically draped, also an elegant brocaded white silk. A papier mache form is used for the central drapery. Three "teenty-weenty" spangled fans occupy a position near the glass and divide the accessories' honors with elbowlength white kid gloves. Festoons of rich lace are gracefully disposed with the goods and through the space between. Lace of all description will again be extremely popular for fall and winter wear; also velvet is to the fore-two expensive luxuries to gladden the heart of the rich woman and cause the one of the depleted resources to sigh for a contented spirit
In the Steketee window section at the extreme left are darker evening shades, gray, etc., with trimmings of
heavier sort than lace-passementer-
ies, silk braid, and the like. Handbags are here introduced, to balance the chiffon fans in the east window mentioned above
Laces and neckwear are on either side of the entrance. The laces are marked by fineness of design. The stocks are of linen, for common wear,
while the dressy ones are while the dressy ones are elaborately fashioned. Cluny edging and medal The placards in each big window The plac
read alike:

Fall Opening
Dress
Dress Goods
And Silks
It is a thoughtful idea among jew elers to exhibit birth-month silver spoons and jewelry set with the stone for the current month.
In one jewelry store I noticed, in an oblong leather case lined with dark blue, a half dozen rings of various designs, set with sapphires A card gave the following informa tion:
Sapphire-September-Andrew.
It is the name given to all but the red corundums, being, color excepted identical with the ruby. It is found Australia and the United Stash
In yellow it is called Oriental to paz; in purple, Oriental amethyst; in green, Oriental emerald.
Crystallization, hexagonal
Hardness, 9; specific gravity, 4 , early so.
Composition, pure alumina.
Gem color, corn flower blue
Symbolizes constancy, truth, virtue
From "Precious Stones," by W. R Cattelle.
Bracelets and sterling silver flag pins seem still to please the many among the ladies, while this fad is counterbalanced by the masculine liking for the leather fobs, the newest of which are the secret society and the monogram ones. The monograms are outlined in yellow metal with open spaces between the entwined letters.

Frederic Wurzburg has two artistic windows. Much new fancy work is in evidence, originated by Mr . Wurzburg's accomplished wife, who is the daughter of our famous war hero, Captain Charlie Belknap.

A pretty calendar has an olive green background about 18 inches high and 8 wide. In the center of this is an oval of fine white linen, neatly folded over a lining of bristol board, so that the center is slightly raised. On the linen are embroidered a bright tulip and bud, which stand very erect, and two drooping leaves. Below the oval and a little to the right is gummed a tiny calendar. The hanger is of narrow green satin ribbon. A piece of cardboard of the identical weight of the date-pad should always be glued to the back of such a calendar arrangement, else it will not hang straight.
In the west Wurzburg window across the corner, are two sofa pil lows. Above are tinted pillow samples ready to be embroidered. There s a semi-circle of bolts of striped linen scrim for pillow ruffles- \(4^{1 / 2}\) yards in each piece. Next is another semi circle-this time of teacups and sauc


\section*{am the "Ideal" Girl}

With "Ideal" Clothes

How Do You Like Me Dressed in a
Hercules Stripe Suit
Cost \(\$ 1.33\) I \(=3\) ?

\section*{Railroad}

0veralls
Star and Heart Pattern
179 Overall \$8.50
279 Coat 8.50

180 Overall \(\$ 7.50\)
280 Coat 7.50

182 Overall \(\$ 8.00\)
282 Coat
184 Overall
\(\$ 5.50\)
284 Coat

All the Improvements
Write for Samples


\section*{San Francisco,} California, Crowd.
 gated,
nonnced
\(107-109\) 107-109 Post Street, San Francisco, California. Their stock was arranged, their
advertising was composed, set up and advertising was composed, set up and
distributed, and the entire sale managed, advertised and conducted under my
tions. Tersonal supervision and instructions. Take special notice the amount
of territory which the crowds cover on
Post Street. Covering while the sale Covering entire block,
advertised for Strauss \(\&\) Frohman by the New York and St.
Louis Consolldated Salvage Company is located in a building with only a fifty-
foot frontage. Adam Goldman, Pres. and Gery truly Adam Goldman, Pres, and Gen'l. Mgr.
New York and St. Louis Consolidated
Salvage Company.


Monopolize Your Business in Your City


New York and St. Louis Consolidated Salvage Company

Home Office, General Contracting and Advertising Departments,
Century Building, St. Louis, Mo
ADAM GOLDastern Branch:
coldman, Pres. and Gon'l Mgr. NEW YRORT OTAY
ers from Japan, seventy-two of them. They are lying in groups of a dozen, making bits of bright color. Each saucer sets on its neighbor at the edge and all the seventy-two cups are up-side-down in the saucers. Every other group is mostly red, alternating with blue-and-white. Just the little touch of the something-different that gives these small window spaces an individuality so charming.

Among the latest things in art embroidery I noticed a sofa pillow the general impression of which was yellow. They are at the seashore. A handsome young fellow is gazing rapturously at a very pretty summer girl, who holds a long loose bunch of golden rod in her lap. At the top of the pillow the situation is aptly expressed: The Yellow Peril.

Lattice work of planed covered lath is to be observed in several of the stores, adorned with big paper flowers. In one store the blooms are enormous purple morning glories, in another red and yellow poppies. This gives a pleasant hint of the out-ofdoors simple life. Mr. Bush, at the Giant, employs the poppies in his trim this week,

In one corner of the window at the right of the entrance is to be seen what is probably the last picture of the lamented Mr. Abraham May, who was revered by all who knew himHebrew and Gentile alike-for his many admirable and lovable traits of character. In the photograph Mr . May is sitting at the right of a group of West Michigan State Fair officials, his arm resting companionably on the knee of Robert Graham, who sits back of him and a little to his right. Every one who stops to look at the excellent likeness does so with regret that so good a man should have been taken from our midst.

Special Features of the Grocery and Produce Trade.
Special Correspondence.
New York, Sept. 22-For days we have been suffering with the mercury from 85 to 90 degrees and, coming at the end of summer, it is enough to take the tuck out of men. women and children. Butter and cheese show the effect of the torridity, especially the latter. Fruits, too, decay very quickly and one man who was taking 500 barrels of pears out of storage found the lot rotten all through. He paid something like \(\$ 3.50\) per barrel, and his experience is not exceptional by any means.

We have had a fairly firm coffee market, but changes have been small and unimportant, so far as quotations go. Jobbers report a pretty good call and think that if we had had better weather many more buyers would have been present. The official rate for Rio No. 7 is \(81 / 4 \mathrm{c}\), against \(85 / 8 \mathrm{c}\) at the same time last year. In store and afloat there are \(3,015,040\) bags, against \(4,158,064\) bags at the same time last year. Buyers of mild coffees have not been much in evidence and the market has ruled quiet at unchanged quotations-Good Cucuta, 9 \(1 / 4 \mathrm{c}\) and Bogotas to \(103 / 4 \mathrm{c}\) for washed.

Sugar has had a remarkably quiet
week. So far as new business goes there has been absolutely nothing doing, and very little in the way of withdrawals under old contracts. The Cuban situation seems to "cut little ice \({ }^{\prime \prime}\) in the market, and it is ice we are all panting for. Quotations have shown very little, if any, variation. Not a solitary item of interest can be gathered in the tea market. Both buyers and sellers are apparently taking another vacation and the best that can be said is that prices are well sustained and that sellers have quite a good deal of confidence in the future. Choicest grades of Formosas are in limited supply and rates are especially firm.
Spices are moving slowly. Buyers take the smallest possible quantities and, until we have cooler weather, little change can be hoped for.
In canned goods the gay and festive tomato is on top. A few weeks ago packers were more than anxious to take 75 c for their goods, while at present goc seems to be the prevailing rate, and the tendency is still upward. One broker says the pack in Maryland, Delaware, Virginia and New Jersey will be over this week, while another says it will last three weeks yet. The favorable weather of this month has given us a larger pack than could have been anticipated Sept. I, but it is still evident there is a great shortage, and the general opinion appears to be that, if one can buy at goc, he is making pretty judicious use of his money. Salmon, "in sympathy with tomatoes," is now also reported a very short "crop"-say, 1,500,000 cases less than last year. Prices are firm, but show no special change. Other canned goods are quiet, but the market, as a whole, is rounding up into very good shape.
Butter is, not as well sustained as at last report because of the hot wave. Very fancy creamery commands \(251 / 2 \mathrm{c}\), but it must be gilt-edge to fetch this figure. Western imitation creamery, 18@22c, the latter for extras; factory, 17@18c for seconds; 181/2@19c for firsts; renovated, 18@22c.
Cheese, like butter, is feeling the effects of heat, but, as yet, prices are maintained at the former level and probably will show little, if any, decline in the future for really desirable stock.
Eggs are firm for near-by stock29@30c. For best Western the range is from 22c for firsts to 22 \(1 / 2 @ 23 c\) for selected finest.

Carp Pass as White Fish.
Monroe, Sept. 25-This no doubt will be the banner year in the carp industry for the Standard Fish Company, which has a large carp pond on the Raisin, near Lake Erie. The company has raised 70,000 , an increase of io,ooo over last year. They are mostly fed on cracked wheat, oats and potatoes. Fresh water is daily pumped into the pond. Large shipments are already being made East, where it is said they are served in the swell hostelries in New York City as choice whitefish and are also frequently branded as herring.

Have you ever noticed that the women who write essays on how to choose a husband are all old maids?

Solves Problem of Beet Harvest.
Saginaw, Sept. 25-One of the most formidable obstacles to the development of the Michigan beet sugar industry has been that of the labor involved in the cultivation and harvesting of the beets.
Not only is help scarce and highpriced, but it has been generally difficult to obtain at any price. It will be gratifying to beet sugar manufacturers and beet growers to learn that the problem in this matter in so far as it concerns the harvesting of the beets has been practically and successfully solved.
During the last three weeks a series of tests have been made with a beet harvesting machine on what is known as the Dunning farm, three miles south of Saginaw, and the machine has demonstrated its thorough success and ability to do what is claimed for it.
It was invented some five years ago and no difficulty was experienced at the outset in pulling the beets, but the owners are not satisfied with that and have been perfecting the machine from that time to the present until every obstacle has been obviated.
This machine not only pulls the beets without any breakage, but it removes the tops with far greater precision than could be done by hand, and also deposits the beets and leaves in separate and distinct piles. It does this with one team and driver at the rate of three to five acres a day. five acres of beets can be pulled, topped and leaves and beets bunched
ceedingly simple and penetrates the ground to the depth of only two to two and a half inches.
May Lose an Industry Through Disagreement.
Ppsilanti, Sept. 25 -As a result of of the city and the President of the Michigan Pressed Steel Co., this city is likely to lose one of its chief industries. Some time ago the Michigan Pressed Steel Co. received offers When the locate its factory in various places. When the information was conveyed to the Board of Commerce of this city the Council voted to give the company a factory site and a building, provided the company would agree to remain in Ypsilanti for a period of five years and employ a certain number of men.
When the final details were arranged C. Stevens, of Ann Arbor, President of the company, refused to sign the bond, which the city insisted upon, containing the conditions about the number of years the company should do business in this city and the number of men it should employ. Further negotiations were declared off, and there is talk about the factory moving from the city.
An industry that is being taxed to the limit this summer is the canning business of the Ypsilanti Canning Co. This year the company has confined itself to tomatoes and apples. Employment is given 144 hands, many being women

The hero is all right so long as he

\section*{Mail Orders \({ }_{\text {ephone }}^{\text {andel }}\)} orders are for goods the dealer wants in a hurry. We appreciate this, and with our modern plant, complete stock and splendid organ ization, 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.

\section*{Worden Grocer Company}

Grand Rapids, Mich.

\section*{AROUND \\ The State}

Movements of Merchants.
Onaway-A new meat market will soon be opened here by Archie Mc-
Lean.
Olivet-J. O. Hornbeck, of Homer, has opened a general store at this place.
Monroe-Mrs. M. A. Sheets will soon open a grocery and confectionery store here
Dexter-Will Curlett, druggist, announces a reduction sale preparatory to removing to Detroit
Coopersville-J. Mooney \& Son, of Hart, have leased the grist mill of F J. Young and taken possession.

Farwell-W. C. Fuller has stalled in his mill machinery for taking care of beans and clover seed.

Northville-A. E. Stanley, of Milford, has purchased the drug stock of Mrs. Angie Hueston and has taken possession.

Albion-Greenman \& Brodox have sold their meat market to H. H Klemm and Fred Young, who will continue the business
Price-F. S. Loree, of Ionia, has purchased the grocery and general stock of H. E. Pierce. Mr. Pierce will remove to St. Johns.
Kinross-Emerson M. Batdorff has sold his stock of general merchandise to Chas. Dysinger, of Sault Ste Marie, who will continue the business.
Hudson-Frank Cortright has sold his department store stock to A.
Beers and E. C. Hagaman, of HillsBeers and E. C. Hagaman, of Hillsdale, who will continue the business.
Menominee-A new store has been erected here by Jos. Kuber, who has installed a stock of general merchandise and is now doing business in the new building.
Plainwell--J. S. Beigh \& Son have discontinued their general merchandise business here and moved to Battle Creek, where they will engage in the same line of trade.
Escanaba-The Japan Tea Co. has opened a grocery store at this place, but, as the name indicates, it will make a specialty of tea. R. E. Digby will manage the business.
Pontiac-M. J. McHale, tailor, has purchased the stock of Peter Betzing, also a tailor, and has removed from his present quarters to those formerly occupied by Mr. Betzing.
Pontiac-Wm. W. Beattie has sold an interest in his hardware business to Colin MacCallum and the business will be continued in future under the style of Beattie \& MacCallum.
Imlay City-The firm of Horace Lamb \& Co., dealers in produce, has been dissolved. Mr. Lamb intends to take a rest and Mr. Johnson has not yet decided what he will do.
Kalamazoo-The Maxwell grocery stock has been purchased by L. F. Phillips and G. L. Trombley, both local men, who will conduct the business under the style of the L. F. Phillips Grocery Co. Mr. Phillips will assume the management of the business, having been in the employ of Mr. Maxwell for several years past.

Saginaw - Horace and Thoma Johns, formerly of Millington, have purchased the Wells-Stone elevator
here and will handle peas, beans, oats, clover seed and other farm seeds. Clifford-A meat market has been opened by A. P. Randall \& Co. Mr Randall, the senior member of the
firm, comes from Mayville, and Mr. Wagoner, his partner is ille, and Mr Branch.
Almont-B. F. Johnston has pur chased the furniture stock of A . V Parmlee and will conduct the business. Mr. Johnston was formerly engaged in the same line of trade at this place.
Bay City-W. S. Hyatt has purchased the interest of B. H. Martin in the firm of Hyatt \& Martin, who conducted an undertaking business. Mr. Hyatt will continue the business alone
Alto-O. J. Reyberg has sold his drug stock to D. G. Look, of Lowell. Chas. Brown, who has been identified with Mr. Look in his store at Lowell, will remove to Alto and take the management of the store.
Kalamazoo-W. S. Maxam close out his grocery stock, but will retain the meat department. Mr. Maxam is also agent for an auto mobile company and will devote a part of his time to that occupation. Grand Haven-J. A. Olsen has sold his shoe stock to the Wm. D. Hardy Co., of Muskegon, which has removed the stock to the latter place. Mr. Olsen is interested in transportation lines and will now devote his entire time to same.
Ironwood-James Devoy has merged his grocery business into a stock company under the style of the James Devoy Co. The corporation has an authorized capital stock of \(\$ 25,000\), all of which has been subscribed, \(\$ 1,995\) being paid in in cash and \(\$ 23,005\) in property.
Leetsville-Philip H. Gosling, Willard J. Towers, Claud Cole and Clyde Cole have formed a copartnership under the style of Gosling, Towers \& Cole Bros. for the purpose of conducting a general merchandise business. They also intend to engage in the handling of putatoes to a considerable extent.
North Branch-The North Branch Co., Ltd., has merged its business into a stock company under the style of the North Branch Grain Co. and will continue its brokerage business as heretofore. The company has an authorized capital stock of \(\$ 25,000\), all of which has been subscribed and paid in in property.
Ionia-The grocery stock of J. C. \& L. Hickey has been purchased by S. R. Rice, who paid \(\$ \mathrm{r}, 080.85\) for same, leaving in his hands for the creditors of the old firm \(\$ 580.85\) after paying each partner his exemption under the law of \(\$ 250\). The total amount of the indebtedness of Mr Rice's predecessors is \(\$ 2,904.27\) and he has distributed the amount in his hands among the creditors pro rata each creditor receiving 20 per cent. of his original claim. These creditors are to be congratulated upon the act that the Sale-in-Bulk law is in force, because, if such was not the case, it is altogether likely that none

\section*{of the}

Fenton-Judge Wisner has appoint ed Lawson E. Becker, of this place receiver of the Detroit Portland Ce ment Co. His bond was fixed at \(\$ 20\), ooo. This is the case in which th minority stockholders secured an in junction restraining the sale of the \(\$ 200,000\) plant by mortgage foreclos ure, which action was bitterly fought by Detroit attorneys who represented Eastern capitalists. Subsequently Judge Wisner approved the bonds of the receiver and granted a stay proceedings, pending an appeal to the Supreme Court. The present management remains in control until the \(\mathrm{Su}-\) preme Court decides the case, which will probably be some time next spring.
Whitmore Lake-T. Frank Taylor's stock of groceries and general merchandise was sold at auction Sept 20 by Charles L. Miller, trustee for the creditors. The liabilities amount ed to about \$2,Ioo, and the stock, ex e legal exemptions, inventorying \(\$ 1,247.24\), was struck off to John Rane for \(\$ 600\). Mr. Rane, whose
father owns the store building which Mr. Taylor occupied, and also a portion of the fixtures, expects to re-open the store about Oct. I, provided the sale is confirmed by the United States Court. Mr. Rane has been a popular clerk in B. St. James' dry goods store, Ann Arbor, and, it is rumored will form a partnership otherwise than merchandise with a daughter of his employer. Mr. Taylor succeeded Lance \& Taylor some four years ago. He has taken a position in his brother's store at Battle Creek.

\section*{Manufacturing Matters.}

Millington-The Millington Grain Co. is completing a new grain eleva-
Carleton-J. E. Kahlbaum, owner of the flour mills at this place, has installed new machinery for a roller system for rye and buckwheat.
Grayling-B. Hehle, a Detroit mill engineer, has made a proposition to the people of this place to establish a flour mill here, the town having

Bay
City-The
Flood
sawmill, which has been idle for many weeks, will start next week on a contract o come to the mill by rail.
Black River-John Katziantsch itsch, of Bay City, is putting up a small sawmill at this place and says it will be ready to cut lumber in two weeks. He has a raft of logs in the River and several hundred thousand feet skidded.
Holly-The Michigan Manufacturing Lumber Co. has received a number of cargoes of lumber by boat this season. It was landed at Bay City and thence shipped here by rail. The company is doing a successful and growing business.
Saginaw-A corporation has been formed under the style of the Universal Oscillator Co. for the purpose of manufacturing machinery. The company has a capital stock of \(\$ 100,000\), all of which has been subscribed, \$100 being paid in in cash and \(\$ 99,900\) in

Millersburg-R. P. Holihan is cutting 800,000 feet of logs a short distance from town, and he is to construct a mile and a half of railroad from the main line of the Detroit \& Mackinac to get out lumber manufactured by a portable mill.
East Jordan-A corporation has been formed under the style of the Black Land \& Lumber Co., which will manufacture lumber, lath and ties, with an authorized capital stock of \(\$ 40,000\), of which amount \(\$ 20,000\) has been subscribed, \(\$ 8,000\) being paid

Ubly-A corporation has been formed under the style of the Page Milk Co. for the purpose of manufacturing condensed milk. The company has an authorized capital stock of \(\$ 30,000\), of which amount \(\$ 20,000\) has been subscribed, \(\$ 5,000\) being paid in in cash and \(\$_{15,000}\) in property.

Johns-Chas. H. Manley, who has been engaged in the manufactur ing of portable buildings, has merged his business into a stock company under the style of the Chas. H. Manley Co., with an authorized capital stock of \(\$ 92,000\) common and \(\$ 8,000\) prefer red, of which amount \(\$ 54,000\) has been subscribed.
Grand Marais-R. E. Schneider has purchased from the Marais Lumber Co. a shingle mill and dock located on the bay front at this place. The mill was built in 1896 by George L. Colwell, of Harrisville, and subsequently sold to the Marais Lumber Co. It is expected the new owner will stock and operate it.
Iron Mountain-Andrew Bjorkman, who is reputed to be the largest individual logger in Northern Michigan, has commenced operations for the winter. He has several camps in opration with \(I_{50}\) men employed. Mr Bjorkman intends to cut \(12,000,000\) feet of logs-pine, hemlock and cedar-beides 50,000 cedar posts and 15,000 cedar poles this winter. In addition he will cut 10,000 cords of pulpwood. Later he will increase his working orce to 450 men .
Iron River-The Lake Superior \& Southwestern Railway Company, which was organized about a year ago, after buying large tracts of land in Northern Michigan, and which intended to build a railway along the line of the old Huron Bay railroad, to be used for logging purposes, has again come to the fore and the statement is given out that the old line of the Huron Bay is to be re-ironed and extended possibly through Mansfield, Crystal Falls and Iron River. It is also reported that the company inends building mills near this place.
Rose City-Charles Woods and A. L. Fournier have taken a contract of Selig Solomon, of Au Sable, to deliver on the Detroit \& Mackinac Railway, a couple of miles north of this place, \(4,000,000\) feet of manufactured merchantable pine lumber, to be taken from a block of white pine timber standing partly in Ogemaw and partly in Oscoda counties. Part of the lumber will be manufactured at a mill at Island Lake and the remainder at a portable mill near the timber. This is one of Mr. Solomon's pickups, and the timber has not been cut because it was somewhat isolated.

\section*{GRAND RAPIDS}

\section*{The Produce Market}

Apples-Fall apples are very plenti \(f \mathrm{fl}\) in the market and are of fine quality. They are cheap and are selling in fair quantity. Wealthys fetch \(\$ 2\) per bbl. and Gold Sweets, Maiden Blush and Kings command \$2.25.
Bananas- \(\$ \mathrm{I}\) for small bunches, \(\$ 1.25\) for large and \(\$ 2\) for Jumbos.

Beets--50c per bu
Butter-Creamery is in strong demand and fair supply at 26 c for extra and 25 c for No. I. Dairy grades are in active demand at \(20 c\) for No. \(I\) and 16 c for packing stock. The market is very firm on an unchanged basis. The present range of prices is 15 per cent. above the market of a year ago and the consumptive demand is fully that percentage better. The quality of the current receipts is running fair for the season and all grades are proportionately high. The trade look for a firm and advancing market during the next few months. The make is about normal, and the storage stocks are about 75 per cent. of what they were a year ago.
Cabbage-35c per doz
Carrots-50c per bu.
Celery-Home grown commands 16 c per bunch.
Cocoanuts \(\$ 3.50\) per bag of about 90.

Crabapples-75c per bu. for Transparents.
Cranberries-Early Blacks from Cape Cod command \(\$ 2.25\) per bu. and \(\$ 6.50\) per bbl.
Eggs-Local dealers pay 20 c per doz., case count, holding candled at 22c. The market is very firm and the receipts of new-laid eggs are very meager. The bulk of the receipts are showing more or less heat and have to be sold at concessions. Some houses are withdrawing eggs from storage in order to get stock of sufficiently good quality for their trade. There is likely to be a good firm egg market, with advancing prices in the early future.
Grapes-Wordens command
per 8 tb . basket. Niagaras fetch 14 c per 8 tb . basket. Delewares command 18 c per 4 tb . basket. The crop this years is a bumper one.

Green Corn-8c per doz.
Green Onions- 15 c for silver skins. Honey-r3@r4c per tb. for white

Lemons-Californias and Messinas are steady at \$8@9 per box.
Lettuce-6oc per bu. box.
Musk Melons - Home
Csages are in large supply on the basis of 50@6oc per doz.
Onions-Home grown, 6oc per bu. Spanish, \(\$ \mathrm{l} .35\) per 40 tb . crate.

Parsley-3oc per doz. bunches.
Peaches-Gold Drops, \$1.25@r.50; Chilis, \$1@r.40; Smocks, \$I.50@2. This week will nearly close the active shipping season.
Pears-Duchess fetch \(\$ 1.25\) per bu. Sugar range from \$1@1.25 per bu. Peppers-75c per bu. for green and \(\$ 1.25\) per bu. for red.

\section*{Potatoes-40@50c per bu.}

Radishes-10c per doz.
Squash-Hubbard, 2c per tb. Sweet Potatoes- \(\$ 2\) per bbl. for Vir ginias and \(\$ 3\) per bbl. for Jerseys. Tomatoes-50@6oc per bu. Water Melons-15@20c apiec cording to size and quality.

\section*{Pickling Stock-Cucumbers, \\ per Ioo; white onions, \(\$ 2.25\) per bu.}

\section*{The Grain Market.}

Prices have all taken an upward tendency the past week, wheat making a gain of about \(1 \mathrm{I} / 2 \mathrm{c}\) per bushel, the May option in Chicago selling from \(773 / 4 @ 791 / 2 \mathrm{c}\), with the cash markets gaining about ic per bushel. There was an increase of 920,000 bushels of wheat in the visible supply;also increases of 809,000 bushels of corn, 915,000 bushels of oats, 57,000 bushels
of rye and 549,000 bushels of barley. of rye and 549,000 bushels of barley.
This brings the present visible supply of wheat to \(32,118,000\) bushels, or about twice as large as at the same time last year.
Corn has just about held its own for the week. The option market is a \(1 / 2 \mathrm{c}\) higher, but cash grain is practically unchanged, No. 3 yellow in carlots selling from 51@52c per bushel to arrive. There is a bumper crop in sight and ready to move within the next two months, and it would seem unwise to stock heavily on this commodity just at the present time. The world's available supply showed an increase of \(1,479,000\) bushels for the week, compared with a decrease of 1,162,000 bushels a year ago.
Oats are steady in price, having made a gain of \(1 / 2 @ 3 / 4 \mathrm{c}\) per bushel for the week. The movement has been very light, with the demand only moderate. Corn prices have a bearish effect on the oat market, and with the outlook for cheaper corn we can not expect oats to advance far above present basis, at least for some time to come.
Millfeeds hold firm in price, the advance of the past ten days being held strong, and while there is some tendency towards buying for fall and winter trade, the trade generally is holding off for a break of at least \(\$ \mathrm{r}\) per ton from present values.

\section*{Fred Peabody.}

Joseph W. Putnam, who has been dentified with the Putnam factory of the National Candy Co. for the past thirteen years, has retired from that relation to take the position of Vice-President of the American In-
vestment and Development Co., of Ft. Wayne. Mr. Putnam will have charge of the Michigan department of that corporation, with headquarters at ior Widdicomb building. The business of the corporation is in locating and platting town sites and locating homesteaders in the Southwest.
Cusino-The little lumbering town of Cusino, in Alger county, Michigan, is one of the busiest towns in the north, although it has been in existence only a short time. The C. H. Worcester Co., which has established
its headquarters here, already has brought the population of the town to 350. The company already has laid seven miles of rails for the logging road. Its shingle mill has been sawing and will run all winter.

Tea-The Grocery Market.
Tea-The tone of the market is
firmer, especially for Japan teas. Old crop has now practically passed out of first hands, and new crop is only sparingly offered at full prices. Con-
gous are in good demand and firm at gous are in good demand and firm at
quotations, but Formosas are rather easy. Other lines are generally steady at quotations.
Coffee-The fluctuations in the coffee markets during the past week outside the larger movement of the crop in Brazil nothing whatever unfavorable to coffee prices has developed. The declines are attributable to false rumors in some quarters and
the attempts to make a slight rainthe attempts to make a slight rain-
fall in one district of some significance. It is most remarkable, however, that different positive reports
showing the extent of damage by drought are ignored, notwithstanding it has been explained that the condition of the trees in the Sao
Paulo districts is weak and exhausted, precluding the possibility of recovery in the event of rain. It has been publicly stated that the Rio plantations have not yet shown any trace the time of the year when features of the growing crop become factors in the coffee markets, but because of the attention which everybody seems to be giving to the possibilities of val orization, the prospects of the growing crop are not receiving proper consideration. But it is coming close to the time when this indifference will
be replaced by serious concern for be replaced by serious concern for
the true facts in the case. Canned Goods-The tomato mar ket is strong and advancing. Reports current early last week of free speculative buying with a view to a new corner in supplies were not substantiated by later advices from packing centers and were generally discredited by the trade here. That jobbers were impressed by the advices of a short pack and the steady rise in prices in Baltimore and other canning points was evident by the active de-
mand from them toward the end of the week and their willingness to meet sellers' views on prices. One of the largest of the Baltimore packers writes: "Everything indicates that there will be a shortage in tomatoes this year, and unless something unhave received from the crop in sev eral sections are all wrong the short age is bound to come." Salmon is without feature, except for the continued demand for \(\mathrm{I}-\mathrm{Hb}\). flat Columbia River chinooks, which can not be satisfied because of extreme scarcity The advance in the price of domestic
quarter-oil and quarter-mustard sardines is now in effect.
Dried Fruits-Apricots are developing very little interest on account of the prohibitively high prices. seeded can not now be obtained below \(6 \frac{1}{2} \mathrm{c}\) coast. This is an advance of \(3 / 4 \mathrm{c}\) from the lowest recent point. Loose raisins have also advanced in proportion. Currants are strong, and when packed in one-pound packages show an advance of \(5 / 8 \mathrm{c}\) above recent
vanced to meet the present future
price they would need to price they would need to move up
I to I \(1 / 4 \mathrm{c}\) per pound. The market is barer of spot prunes than it has been for years. For future prunes the
bottom quotation is a \(21 / 4 \mathrm{c}\) basis. The market is firm, by reason of poor packing weather. The demand for prunes is very light, but the price in
all probability will be higher. Buyers awaiting deliveries, and as soon as the new goods come forward the
demand may show some increase. Peaches are very strong and the coast basis is above the Eastern basis. There have been sales during the week at an advance from earlier quo-
tations.
Syrups and Molasses-Compound syrup developed quite a demand during the cool spell, but the recurring warm weather shut it off again. Prices are unchanged. Sugar syrup is in air demand at unchanged prices.
Molasses is in small demand at unchanged prices.
Provisions-Regular and picnic hams have declined \(1 / 4 \mathrm{c}\), due chiefly to the falling off in the demand. Stocks on hand are normal and furthr seasonable declines can be looked or in the near future. Dried beef
emains unchanged and in dull trade. Barrel pork is unchanged and the price is weak. Canned meats are un changed and dull. Pure lard is firm at an advance of \(1 / 4 \mathrm{c}\). Compound lard s steady and unchanged.
Fish-Cod, hake and haddock are very duil, the hot weather interfer ing. Salmon is unchanged and in air demand. The pack of all grades is much less than last year. Mackera, speaking of shore fish, is still firm and scarce. The catch has practically not improved and prices are very high and good fish scarce. Norway mackerel are still unattainable, and Irish dull and barely steady. Sardines have advanced again, foc on regular cans and \(20 c\) on key cans. The pack is much short of last year at this time.
Isaac Frank Geer, who has been prominently identified with the timber trade of Saugatuck for the past
forty years, died suddenly Monday while engaged on Government work at the Saugatuck harbor. Deceased was widely and favorably known in Allegan county and along the lakes and his sudden summons will be a distinct shock to those who have had business dealings with him and who had come to regard him highly. Mr. Geer was conceded to be one of the best judges of standing timber in Western Michigan, his entire life havig been devoted to the handling of that staple. Deceased was a man of excellent character and habits, with strong convictions and the ability and disposition to present them in a forcible manner.
Fred Marcusson has sold his groery stock at 739 South Lafayette street to O. F. Jackson, for several years past identified with Foster, tevens \& Co. as traveling representa-

A man must either come up to a down to him

\section*{HELD VALID.}

Sale-in-Bulk Law Sustained by the Supreme Court.
The Michigan Supreme Court handed down an opinion, Sept. 20, fully sustaining the validity of the so-called sale-in-bulk law enacted by the last Legislature. The cause was ar gued before Judges Grant, Montgom ery, Ostrander, Blair and Moore. The opinion was written by Judge Mont gomery, the other four Judges named concurring. The full text of the decision is as follows:
This case involves the question of the validity of the "sales-in-bulk act," so-called, being Act. No. 223 of the Public Acts of 1905. The Circuit Judge held the act valid and defendants have brought the case before us for review on writ of error.
The material portion of the act reads as follows: "The sale, transfer or assignment, in bulk, of any part or the whole of a stock of merchanpertaining to the conducting fixtures business, otherwise than in the ordinary course of trade and in the reg lar and usual prosecution of the business of the seller, transferor or assignor, shall be void as against the creditors of the seller, transferor, assignor, unless the seller, transferor, assignor and purchaser, transferee and assignee shall, at least five days before the sale, make a full detailed inventory showing the quantity and, so far as possible with exercise of reasonable diligence, the cost price to the seller, transferor and assignor of each article to be included in the sale; and unless the purchaser, transferee and assignee demands and receives from the seller, transferor and assignor a written list of names and addresses of the creditors of the seller, transferor and assignor, with the amount of the indebtedness due or owing to each, and certified by the seller, transferor and assignor, under oath, to be a full, accurate and com plete list of his creditors, and of his indebtedness; and unless the purchaser, transferee and assignee shall, at least five days before taking posses sion of such merchandise, or merchan dise and fixtures, or paying therefor. notify personally, or by registered mail, every creditor whose name and address are stated in said list, or of which he has knowledge, of the proposed sale and of the price, terms and conditions thereof."
It is the contention of the appellant that this statute violates Section 32, Article VI., of the Constitution of the State, which provides that no person shall be deprived of life, liberty or property without due process of law. It is also contended that the act violates Section I, of Article XIV., of the Amendments to the Federal Constitution, by denying to the vendor and vendee, respectively, the equal protection of the laws of the State, and by abridging their respective privileges and immunities as citizens of the United States.

There is no invasion of the Fourteenth Amendment by discriminating between citizens of different states. The terms of the act are equally applicable to residents and non-resi-
dents, so that this is not class legis- fered by the owner. An illustration lation in this sense. People vs. Gay, Io7 Mich., 422.
It is contended that the act is class legislation for two reasons: First, be cause it limits its operation to mer chants and does not include farmers, manufacturers, etc.; second, that does not relate to merchants who owe no debts
A sufficient reason for not includwithin its provisions merchants who owe no debts is found in the
apparent purpose of the act, which is to protect creditors. If there be no creditor there is no one requiring protection. It would be a novel application of the doctrine which forbids class legislation to hold that creditors of such merchants as have creditors may not be protected by regulation of transfers by such merchants because the provisions can not proprly be made applicable to others having no creditors.
Nor is it class legislation within the meaning of this term as used to express an unconstitutional exercise of power to limit the application of the act to a particular calling or relation. People vs. Bellett, 99 Mich., 151. In Cooley on Constitutional Limitations, p. 554 ( 7 th edition), it is said "Laws public in their objects may, un less express constitutional provision forbids, be either general or local in their application; they may embrace many subjects or one, and they may extend to all citizens, or be confined to particular classes, as minors, or married women, bankers or traders, and the like * * * If the laws be otherwise unobjectionable, all that can be required in these cases is that they be general in their application to the class or locality to which they apply; and they are then public in character and of their propriety and policy the Legislature must judge." See, also McDaniels vs. Connelly Shoe Co., 30 Wash., 549,60 L. R. A., 947.
It is easy to discover reasons for apprehending and guarding against fraudulent disposition of stocks of merchandise by debtor owners which would not relate to other species of property. As was said in the case cited above: "It is well known that the business of retailing goods, wares and merchandise is conducted largelv upon credit and furnishes an opportunity for the commission of frauds upon creditors not usual in other classes of business." The act is no class legislation. See, also, Ripley vs Evans, 87 Mich., 217, 231; Building \& Loan Association vs. Billing, 104 Mich., 186
Does the act conflict with Section 32 of Article VI., of the Constitution? It may be conceded that an act which should prohibit the sale of property of any character, either generally or for stated time, without any adequate purpose or object, would constitute uch an interference with the property and liberty of the individual as is nhibited by this section.
The courts have, however, never treated this or similar provisions as prohibitive of legislation in the exercise of the police power which regulates the manner of the use or disposition of property, even although a temporary inconvenience may be suf-

\section*{of this is afforded by the laws pro-} viding liens in favor of mechanics. Many other illustrations might be given, but it is, we think, safe to state, as a general rule, that where in the exercise of the police power a beneficent result is sought, and legislation
is enacted in protection of rights which would but for the enactment be subject to defeat, such legislation does not infringe the liberty of the citizen in a legal sense or deprive him
of property because it involves regulations which may postpone for a rea sonable time the exercise of his right of an owner who owes no debts no delay is required. A sale may be had The owner of merchandis qualify himself to make a sale by discharging his indebtedness, but if he does not this act postpones the sale until notice is given to the creditors
In our belief this is within the police power, and does not constitute an unconstitutional invasion of liberty or

\section*{property rights}

Laws similar to the one under consideration have been enacted in twen ty states of the Union. This is sig nificant of a general belief that trans fers of the character sought to be regulated afford peculiar opportunities for the perpetration of fraud upon creditors. While this general course of legislation in sister states is in no sense controlling, it may afford evidence of a consensus of opinion that a manifest if not a growing evil. Whee is more significant is that the courts of other states have dealt with the question here presented and that the decided weight of authority sustains he validity of such legislation.
The courts of Massachusetts, Connecticut, Tennessee and Washington have upheld this law. McDaniels vs Shoe Co., supra; Neas vs. Borches, 109 Tenn., 398; 97 Am . St. Rep., 851; Walp vs. Mooar, 76 Conn., 515; Squire Teller, 185 Mass., 18 .
The constitutionality of similar acts was assumed by the Supreme Court Wisconsin in Fisher vs. Herrman, Hart vs., Ron, and in Maryland in Hart vs. Roney, 93 Md., 432.
The Court of Appeals of New York y a bare majority, held such a law unconstitutional in Wright vs. Hart, 5 N. E., 404.
The case of Block \& Griff Swartz, 27 Utah, 387, iol Am. St. Rep., 97 I , an act somewhat similar, was declared unconstitutional by the Sureme Court of Utah, but the court ited and distinguished the case from Massachusetts, Tennessee and Washington, and seems to rest its decision upon two grounds: First, that the statute of Utah, unlike the Massachusetts and Washington statutes, failed to exempt from the operation of its provisions persons acting in fiduciary or official capacity under judicial process; second, because the Utah statute made it a criminal offense for both the purchaser and seller to act in making a sale and purchase in disobedience or disregard of its provisions. It will be noted that our statute is not subject to either of these
objections.

The Supreme Court of Indiana, in Sellers vs. Hayes, 163 Ind., 422, leaves the question undecided.
The Supreme Court of Ohio has eld a similar act invalid. Miller vs. Crawford, 70 Ohio St., 207.
It will be seen that the weight of athority sustains the validity of this our opinion, the a
principle within the police power find ourselves in accord with the weight of authority. The judgment affirmed.
Lands Large Engine Contract.
Jackson, Sept. 25-The Field-Brund ge Co., maker of gas engines, has just closed what is claimed to be the the gas engine business. It is for all the engines sold by the Fairbanks Company of New York for the next fifteen years in the territory embrac ing the Eastern and Southern State, and in its export trade.
The Fairbanks Company is the largest dealer in gas engines in the world, and the contract with the Jackson Company was made after a competitive trial. To-day the company will begin an addition which will en able it to double the output of its fac-
tory. It estimates that for output will be 8,000 horsepower of gas engines. As soon as the addition is completed the company will give employment to 100 men.
The Field-Brundage Company reorganized and moved here two years ago from Albion, and has met with decided success.
Since the settlement of the strike in the building trades and the establishment of open-shop conditions, building has taken on a boom. Work on the big factory of the Metal Stamping Company has been begun. The new factories of the Jackson Automobile Company are nearing completion. A new factory for the Jackson Fence Company is ready for the machinery and the concern will soon be turning out fence. Business conditions were never more promising.
Some men are prompted to look for work merely out of idle curiosity.
HATS …
For Ladies, Misses and Children Corl, Knott \& Co., Ltd.

\section*{Wm. Connor}

\section*{Wholesale}

Ready Made Clothing
for Men, Boys and Children, established nearly 30 years. Office and salesroom in 6 and G, Livingston Hotel, Grand Rapids, Mich. Office hours 8 a.m. to \(5 \mathrm{p} . \mathrm{m}\). daily. Mail and phone orders promptly attended to. Customers coming here have expenses allowed or will gladly send representative.

FULLER SUCCEEDS CADY As Head of State Retail Grocers' Association.
Lansing, Sept. 2I-Enclosed find copy of letter I have just forwarded Charles Wellman, chairman of the Executive Committee of the Retail Grocers and General Merchants' Association of Michigan, which is self explanatory.

Claude E. Cady.
The letter above referred to is as follows:
Lansing, Sept. 2I-Having dispos ed of my grocery business entireiy and not having any idea of re-entering the business for some time at least, I hereby tender my resignation as President of your Association, to take immediate effect.
I highly appreciate the honor conferred upon me by the membership


Frederick W. Fuller
in selecting me as their presiding offcer and I desire to thank the officers and members for their hearty support. I sincerely hope that the Association will continue to increase its membership and thereby add to the benefits to be derived therefrom.
The jobbers are with you, the trade papers of the State are with you and I predict that in a few years you will have the strongest organization Michigan composed of retailers.
I wish you unlimited success.
Claude E. Cady.

On receipt of these communications the Tradesman wrote Chairman Wellman, enquiring what action had been taken to notify Fred W. Fuller that he should assume the duties and responsibilities of the office. Mr. Wellman's reply was as follows:
Port Huron, Sept. 24-The Secretary, Mr. Percival, has written the Executive Committee, notifying them of Mr. Cady's resignation and suggesting that Mr. Fuller be notified to assume the duties of President of the State Association.
C. Wellman, Chairman.

Mr. Fuller has entered upon the duties of his new office and the Tradesman bespeaks for him the cordial cooperation of the members and supporters of the organization.

Biographical.
Frederick W. Fuller, President of the Grand Rapids Retail Grocers' Association, has been identified with the business interests of this city since
a child. His father, Bethuel Fuller, was a Vermont man and his mother was a native of Pennsylvania.
The family moved here in the early fifties. During the civil war the father was a member of the Twentyirst Volunteers. After the war he was a contractor, employing many
men. Fred attended the city men. Fred attended the city schools until he was in his I6th year, when he decided to hustle for himself. The last five years he was in school he was an enterprising newsboy, carrying routes for the Eagle and Democrat to enable him to buy his own clothing and books.
His first position was with George Lehman, the West Bridge street grocer. He worked there two years, when he went into a commission merchant's office, where he remained a year and a half. During that time he kept books for the late Alois Rasch, who at that time kept a grocery on Canal street. Mr. Fuller also attended Swensberg's Business College during the evening.
In February, 1886, although not graduate of the Business College, Mr Fuller was accepted as book-keeper for the Osterhout \& Fox Lumber Co. at Deer Lake. He remained there two years and a half, during which time he occupied various political po


Claude E. Cady
sitions. He was justice of the peace, deputy postmaster and deputy township clerk.
In 1889 Mr . Fuller resigned his position with the Osterhout \& Fox Lumber Co. and went on the road for Theodore Kemink, who was then engaged in the manufacture of flavoring
In August, 1890 , Mr. Fuller engaged in the grocery and meat business with O. A. Anderson at the corner of Fifth and Stocking streets. At the end of two years he sold out his interest to
Mr. Anderson. Mr. Fuller next bought out the little store at 143 Livingston street. He had tried to rent the store at 152 North Division street, but had been unsuccessful. The store on Livingston street soon became known as "Fuller's Handy Grocery." He worked up a fine trade here and secured for himself the reputation of being a thoroughly trustworthy man o deal with. Within two years Mr. Fuller succeeded in buying out the
rocery stock of Frank Winsor, \({ }^{152}\) North Division street. He grad ually removed his stock from the Livingston street store to his new stand on North Division street. Here by reason of the same conscientious dealing that had been instrumental in working up a good trade on the hill, his business rapidly increased, s that he was able to sell this stand at a handsome profit a year or two ago Seven years ago Mr. Fuller bought from M. C. Viergever the grocery at the corner of Lyon and Union street It is no exaggeration to say that sinc
that time the business has increased over 300 per cent.
Mr. Fuller is another example of the successful business man who be lieves that "Honesty is the best policy." He believes that treating his cusomers fairly and squarely is the only way to gain their patronage and sup

When not engaged in superinten ing affairs at his store, Mr. Fuller is busy in attending to the details of the Retail Grocers' Association. During his administration the Association has increased in numbers and enthusiasm. More attention has been paid to the affairs of the Association than ever before. Mr. Fuller declines to tak any credit to himself for this satisfac tory condition, but his friends in th Association say otherwise.
Mr. Fuller was married October 28 i886, to Miss Della Wright, of this city, They have two children, aged 8 years and 19 months. Mr. Fuller is a member of Kent Camp, Modern Woodmen of America. He is al so a member of Enterprise Lodge, I O. O. F., the Fraternal Mystic Circle, and a member of the Board of Trade.
While the theatrical managers are scouring the country for plays, they might scour some of the plays they already have.

\section*{A Mine of Wealth}

A well-equipped creamery is the best possession any neighborhood in a dairy section can possibly have, for the following reasons:

It furnishes the farmer a constant and profitable market for his milk or cream

It relieves the merchant from the annoyance and loss incident to the purchase and sale of dairy butter.

It is a profitable investment for the stockholders
We erect and equip creameries complete and shall be pleased to furnish, on application, estimates for new plants or for refitting old plants which have not been kept up. We constantly employ engineers, architects and superintendents, who are at the command of our customers. Correspondence solicited.

\section*{Hastings Industrial Co.} Chicago, III.


Sold at
Popular Prices
Today
Always Guaranteed to Meet
the Food Laws

Jennings Manufacturing Co.

Jennings Flavoring Extract Co.
Grand Rapids, Mich.

\section*{BONDS}

For Investment
Heald-Stevens Co.
henry t. heald claude hamilton
President Vice-President
FORRIS D. STEVENS
Secy. \& Treas.
Directors:
Cladde hamilton Henry T. Heald Clay h. Hollister Charles F. Rood Forris D. Stevens Dudley E. Wateh
George T. Kendal

We Invite Correspondence offices.
101 MICHIGAN TRUST BLDG.
GRAND RAPIDS, MICHIGAN
CHID.HULSWIT\&@.
BANKERS GAS SECURTITES

DEALERS IN THE BONDS \(\frac{A N D}{O F}\) STOCKS
Mattoon Gas Light Co. Laporte Gas Light Co. Cadillac Gas Light Co. Cheboygan Gas Light Co. Fort Dodge Light Co.

Information and Prices on
CITIZENS, 1999. BELL, 424.
MICHIGAN TRUST BLDG.

\section*{}

DEVOTED TO THE BEST INTERESTS of business men
Published Weekly by
TRADESMAN COMPANY
Grand Rapids, Mich.

\section*{Subscription Price}

\section*{Two dollars per year, payable in ad- \\ subscription accepted unless ac companied by a signed order and the price of the first year's subscription. trary all subscriptions are continued indefinitely. Orders to discontinue must be accompanied by payment to date. Sample copies, 5 cents each. of issues a month or more old, 10 cents \\ Entered at the Grand Rapids Postoffice E. A. STOWE, Editor. \\ Wednesday, September 26, 1906 \\ EQUINOCTIAL STORMS.}

Kong, China, on hurricane at Hong vere storm along the Atlantic coast about the same time, are naturally referred to as equinoctial gales or tempests.

The weather scientists tell us that the equinoctial periods of the year have nothing whatever to do with the weather, and that to believe or even stupidity and foolishness

The equinoctial periods of the year are those when the sun in its halfyearly movement from north to south, or from south to north, reaches the earth's equator and shines alike on both the Northern and Southern Hemispheres, making the days and nights equal. These periods are known as the vernal, or spring, and the autumnal equinoxes. The former occurs on the 2Ist of March, while the autumnal equinox is on Sept. 22. It is not often that a storm occurs on the day of the equinox, but the fact remains that they are most common within a week or ten days, either before or after the equinox itself. The storms which seem to have some
association with the spring equinox are most common and most severe in the Southern Hemisphere, or south of the equator. The hurricane at Apia, in the Samoan Islands, on March \(\mathrm{I}_{5}, 1889\), in which several Unitother vessels were wrecked, is an example of the hurricanes of the Southern Hemisphere.
The terrible cyclone which overwhelmed the city of Galveston on Sept. 8, I900, and the typhoon at
Hong Kong on Tuesday, Sept18, igo6, are examples of the autumnal storms in the Northern Hemisphere The scientific meteorologists are care ful to repeat that the sun at the period of the equinoxes has no connection with these storms, and the fact that they coincide more or less nearly with the equinoctial periods is the merest accident.
Of course, we accept this edict of science, not because the correctness of the edict has been established, but because the high priests of science have announced that there is no connection between the forces of Nature at the equinoctial periods and the weather, and they brook no skepti-
cism, much less denial. In order to be absolutely orthodox in this mat ter, the Tradesman accepts all that science has decided and asks no questions, but feeling some sympathy for those homely and benighted people who still talk about equinoctial therb banaf

The sun has been shining for six months upon the north pole and upon a large area of land and sea around the pole. The day of sunlight at the during lasted for six months, and during that time the land and sea
around the north pole have been bathed in unbroken sunshine. The 22d of September puts. an end to that long day, and soon the north polar region
will be enveloped in six months of night and darkness, while the south polar area will begin to enjoy its six months of daylight.
It is difficult to believe that the sun has nothing to do with the weather No scientist will dare to deny a possible connection between our great
luminary and the changing phenomeluminary and the changing phenometrary, it is fully admitted that the sun is one of the chief factors in creating atmospheric changes
When, then, we consider that the sun, after shining on one pole of the earth for six months, within the course of sixty hours changes its position to such an extent as to leave the lately illuminated pole in profound darkness, while it goes to light up with the full blaze of its glory the extreme opposite end of the earth can we fail to recognize the possi bility that so radical a change might affect the weather to the extent of creating violent atmospheric disturbances? Nothing has been said in this matter about the possible connection between the relative positions of earth and sun and the electricity in our atmosphere. We know nothing of the influence of electricity in creating storm conditions, but we know here is no great storm without it.
Therefore, without venturing to try conclusions or to bandy words with the masters of meteorologic science there seems ground for connecting the equinoctial periods of the sun's movements with the atmospheric disturbances. The matter is at least deserving of study
It may be worth while to state that in the remarks given above there is no intention to contend that the sun actually moves in its relations to the eart. It is the earth only that The motion attributed to th sun is only the apparent movement rises," when in fact all the motion is confined to our planet.

A Rochester man was fined \$Io the other day for giving his wife a black eye because she would not go to work in a store. The sympathy of the public will be with the husband and commendation must follow his brave conduct in standing up for his right to be supported without any un

The average man can't refrain from chuckling when his best friend make a fool of himself.

\section*{OUR RIVER PROBLEM.}
\(\qquad\) daciation is to be formed at an ear all the states which contribute to the steamboat traffic along the Ohio, Mississippi and the Missouri Rivers. Michigan is one of the commonwealths included in this category.
Michigan has waterways of her own and so, outside of the contribution of freight for the Mississippi, she has a Government appropriations for the improvement of waterways. Col. M. B. Adams, U. S. Engineer in charge
of the river and harbor improvements in this district, in his last report asks for an appropriation of \(\$ 10,000\) for the
maintenance of improvements already made on Grand River and for \(\$ 228,000\) for the purpose of completing the channel to the Lake already so well begun.

Naturally, the Congressman from our district and our Grand Rapids Board of Trade will support the Col onel's recommendation with all the energy and influence at their com mand, and rightfully, too; because there is \(\$ 50,000\) of Grand Rapids boats and those bow steam trip each way between our city and Grand Haven every day, with but three unavoidable exceptions, sinc this navigation season began. Thus the successful navigation of the Rive has been successfully shown. Then too, under the disadvantages of an unprecedentedly low stage of wate for several weeks, and the unexpecte and most critical injury to the busi ness manager of the boats just be fore the season opened, laying him up at home for over five months, bot the passenger and freight traffic han dled by the boats have demonstrated the practicability of operating the enterprise at a profit
While these results are of great value in support of a petition for an appropriation of \(\$ 238,000\), they wil not be so strong before the Senate and House Committees as they may be if Grand Rapids is represented in the proposed Inter-state Waterway Association. As a member of that organization, the Grand Rapids Board of Trade will be entitled to and wil receive the assistance of the similat onizations in Chicago, Cincinnati, Loulsville, St. Louis, St. Paul, Minne apolis, Dubuque, Davenport, Peoria Quincy, Kansas City, Omaha, and so on, so that the congressional delega will from the states thus represented will constitute a solid body in favor
of the appropriation for our River and all other equally worthy propositions In other words, the great industrial and financial combinations, familiarly known as trusts, have taught their les son so well that all sorts of combina tions are following and are demon strating the value there is in organi not much danger of chacter. There i thing in regard to river and harbor improvement appropriations when such eminent engineers as Prof. Ly man Cooley, of Ann Arbor, makes a bona fide offer to provide a perpetual Louisel nine feet deep between St.
amount of money equal to the cost
of three present day battle ships.
It has been said that by the build ing of a dam at Jenison, or just below that point, at a cost not exceed ing \(\$ 75,000\), and by cutting the present channel from that point down to Lamont to a minimum depth of six feet, we would obtain a slack water
inset from the lake to Jenison, while above that point, by means of the dam, we would have slack water six feet deep to the landing at Fulton treet. Whether this is so or not the radesman is unable to say, but it considers that the fall from the \(F u l\) ton street bridge to Grand Haven only about five feet.
And while we are asking and work ing for an appropriation, it might not be amiss to begin a campaign towari the injection of more strenuous fort, more prompt results, in the ca
rying forward of Government work The discipline, the routine and red tape tediousness of Government

\section*{orts in any department are} bial, but are they beyond rectifying There are, probably, a half doze firms of engineering contractors i Michigan who, with the same money available that has been placed at the disposal of the U. S. Engineering Department, would have completed the Grand River improvement in at east half the time that has thus far been required
Another thing that must not be ost sight of is the fact that the further improvement of Grand River s not, exclusively, a present day proposition. It is already nearly twenty years old and at least another decade will be required to bring the enterprise where it should be and where it must certainly come. Indeed, most intelligent, earnest and public spirited effort on the part of the citizens of Grand Rapids will be re quired to complete the work within such a period of time.
When the beginning was made nearly twenty years ago, Grand Rapds had less than 60,000 population Ten years hence our city will hav at least 160,000 inhabitants and corresponding increase in its indus trial and mercantile resources. And community of such proportions will be unable to do business without the presence of a reliable and spacious waterway to the Lake; without the presence of spacious and adequate steamboats for both excursion and freight traffic. And by that time probably R. L. Polk \& Co.'s apology for city directory will wake up and discover that there is a Grand River in Michigan and that it is being traversed daily each way by steamboats.
In London they are testing an appliance, which is a combination of the microscope and the camera, for better letection of assassins, forgers and other criminals. We ought to buy few and install them in certain of our

Detroit-The Michigan Cigar Co has been incorporated for the pur pose of manufacturing cigars, with an authorized capital stock of \$15,000 of which amount \(\$ 7,500\) has been sub scribed and \(\$ 5,000\) paid in in property.

OTHERS' POSSESSIONS.
the regret for the-downfal men high in authority is as profound as it seems to be, the reaction which has already taken place in public opinion will be as thorough as it is hearty and far-reaching. Even now there is a strong and a growing belief that extremes are not reached suddenly or unexpectedly. The idea that a man wakes up in the morning to find himself famous or notorious is a false one. Success irrespective of the end
in view does not come that way. Men in view does not come that way. Men
get what they struggle for and only that. In season and out of season, "while their companions slept," they have been at it, and the Declaration of Independence in 1776 and the assault of Fort Sumter in 1861, the one of joy and the other of sorrow, were each the culmination of far-off beginnings, which precluded the possibility of the sudden or the unexpected. The coming event does cast its shadow before, and it is only they who will not see and think who insist on calling the outcome a surprise.
Conceding, then, that much if not all of the recently exposed wrongdoing is an inevitable result, it ought not to be difficult to find the needed preventive, nor is it. It is found simply in the consideration of so-called trifles. Primarily it lies in the distinct understanding of what is meant by mine and thine. Human nature begins by knowing no difference between them. To see is to want, to want is to have, and in the majority of homes to-day, as it has been new for generations, there is no reason why the childish seeing should not end in possession-a condition of things which continues until the home life can endure the childish tyranny no longer. So the "I want" of childhood crystallizes into manhood's "I'm going to have," and the matured indifference to the idea of mine and thine has materialized into the private appropriation of public lands, of corporation surpluses and of the hard-earned savings of bank depositors.
The tendency is an easy if not a reasonable one to attribute this indifference to a political source. "To the victor belong the spoils" has a familiar ring to it that takes the reader back to the Jackson times, which may or may not account for the "rings" and the "bosses" and the "pie counters" of modern wrong and wickedness; but admitting this, it must be granted that whatever the origin the idea has widened until it includes every field and form of endeavor. Beginning, as we have seen, with childhood it by no means ends there. The family circle yields its "mine" to the selfish boy and, burdened with spoils, out he goes to increase his unfairly gotten accumulations. He enters the school house conquering and to conquer. He takes and keeps, and rather than have a fuss the authority there gives way to him. He passes from grade to grade on conditions which are never made up. Because he wants to, he cuts corners and recitations and at last, when patience ceases to be a virtue and the school say no in capitals, with the consent of the home power he "goes into business" and the troubles of life be-
gin. Whatever comes in contact with his grasping fingers is his. The office stationery and postage stamps he and the firm have in common, at first by courtesy and at last by right. Without question for the same reason he and the firm become joint owners of the till. In a word, he helps himself, and finally, so thoroughly a part of his nature does this become, he makes common property of whatever he comes in contact with and settles down at last into the conviction that the world owes him a living and it remains for him to exact the debt under all circumstances
He does. He is the one who wakes up in the morning to find himself suddenly and unexpectedly notorious and with other people's money he goes into business. He finds an accumulated surplus and uses it. He appropriates the Government lands and impudently refuses to take down the wire fences inclosing them. He hood winks the over-confident bank direct or and betakes himself to parts unknown with the hard-earned and hardsaved widows' mites; and wherever and whenever whatever is not his own comes into his unscrupulous hands there and then the right of possession asserts itself and the books, if examined, will show the property in question on his side of the account.
Perhaps the best type of this crimimal handling of other people's pos sessions to-day is the labor-unionist After his training period is over, with all the assurance of his sort, he proceeds to the office of his employer and with his hat on states his terms He tells the man at the desk what are the working hours of the establishment, the wage rate and the management of the men. He states wha men shall be-mark the imperative shall!-employed and what discharg ed and the causes governing such ac tion. In a word, the firm shall em ploy its capital, its enterprise and whatever enters into the management of the business as he decides and his one and his manner convey the idea hat unless the firm promptly obeys orders it will be promptly put out of business. There is this great differ ence between the president of the in surance company and the labor-unionist: the former knows that he is sefrer his personal profit, while the latter demands the same privilege in broad daylight.
What is to be done? Let the court take good care of the criminals and et the home and the school and the church and public opinion see to \(i\) that from youth the rascal is no long
\(r\) anywhere fostered and trained
No matter what other kind of ad vertising you do, be sure to use the newspapers. If you have tried news paper advertising and not found it a success, your advertising was poorly written or your system was wrong Newspaper advertising can be made to pay anyone who uses it if right goods and right prices are right behind the talk.-Rhode Island Advertiser.

WHERE THE TROUBLE LIES Admitting with regret that acci dents happen and will hen duty. The penalty is not reported, best regulat or slight the reader ed reguated families, it is submit- of the accident is strongly inclined號 dent takes place day after day and year after year they cease to be un-
expected and in time receive little attention. Next to the slaughter house the railroad is a close second. From the rising of the sun unto the going the killing go on. Up North and down South, down East and out West, here an excursion train or
there an express jumps the rails or telescopes the regular passenger or lands on its side down the embankment, and always with its list of dead
and wounded. Then follows the investigation and some poor fellow is found along the line who for some reason or other failed to do his work,
is discharged and, the painful duty having been performed, the road and the public calmly wait for the "next." The Government's last quarterly bulletin seems to have been keeping tab of things and the report makes in one sense interesting reading. I
finds that the roads are not always accurate in making reports. In Colorado last spring, for instance, the ed that twenty-two persons had been killed and an equal number injured. The Government says that eighty four were killed and twenty-four mor were hurt. The road's cause of the accident was an operator who did not do his duty, a report true to the let er, but the Government's statement clears up things by supplying "over worked" to the unfortunate railroar man. He slept at his post just one minute and eighty-four persons paid for it with their lives and twenty-four
more with permanent or transient harm.
In another wreck the report does not bother about the number killed hat wounded, on the theory probably to state that the accident was due to the fact that engineer and fireman had both fallen asleep. Not satisfied whe that an investigation showed that the men had been on duty seventy.
four hours, with three short spells of four and a half hours off duty sandthe fireman, and at the moment when the accident took place was some where near the management office enoying a fairly good time
Under such circumstances the killThey and maiming are not accidents They have not proceeded from any expected. A miracle only could have prevented them, which is an event contrary to the established course of
things. Had the engineer man both been drunk and both been in charge of the engine the slaughter would have been considered the in evitable result of the drunkenness. and the stateinent \(j\) contied overwork men were unfit for the exacted task, refusal to perform the work would have restited in a prompt discharge and the responsibility of the accident, herefore, rests with the management and the management so far in the his shed evalending has not been punhe maiming of which it is guilty. The people and the voiceful press are indulging in considerable wonder it. There is no use in repeating how much more deadly railroading is than a battle-figures and disasters are too common to be impressive-and the
life-taking and life-maiming business goes on withont check or hindrance.
It has been suggested as bing that the accident theory be hat there is no such thing. Let the effect be traced to its cause, and when that leads to the desk and the chai

 lineman be held man instcad of the ished, as in too many instances he ought to be punished, there would be
no more sleeping from overwork and no more sleeping from overwork and
no more "accidents" resulting from "accidents" resulting from
often reported cause. wiched in. At one stretch they had wo hours, and that after a rest of
band.
man's idea of an ideal wife is

To the Economical We Say
H. M. R. Granite Coated Roofing Wears Longer

To the Artistic We Say
The Beautiful Brown Granite Is Attractive
To the Busy Man We Say
Our Granite Roofing Is Easily Laid
To Everybody We Say
We Make a Better Roofing Than Has Been
H. M. REYNOLDS ROOFING CO. Grand Rapids, Mich.


\section*{THE SOO CANAL}

The Biggest Thing in the History of Civilization.
In April, 1849, I was, and had been or a couple of years, living at the Island of Mackinac, then in many ways relatively a much more important place than it is now. There was a depot of the American Fur Company there, as there was at the Sault 1 do not know which of the two was relatively more important. The business of Mackinac Island dealt very largely with the skins of wild animals. I had a position in a mercantile establishment which gave me
leisure in winter to go sehool leisure in winter to go to school.
Hon. Edward Kanter, afterward o Detroit, and a very well-known man was my employer, and I liked my place very much indeed. But with the coming of this particular spring there was much excitement in the air over an expedition overland to Cali ormia, and another one which wa being fitted out under Mr. Robert Graveraet, to go to the so-called Iron copper excitemen: began some time earlier, and there had been, as early as 1846 , some exploration and mining, not far from where Marquette now is for silver lead. But now the iron excitement was something new It had long been known by the Indians and others that there was copper in the Lake Superior country, very accessible and very pure. Just why the miners delayed so long in going after it is hard to say. But somehow the Mexican war, the first foreign difficulty in many a long year, and the discovery of gold in California seem to have operated to wake up adventurous spirits everywhere.
Eighteen hundred and forty-nine was a great year for the American explorer. The \(\ddagger 9 e r\) of Lake Superior has often clasped hands with the 40er of California and, indeed, the men of one of these districts often sought the other extreme country to continue their work. The late John H. Forster, of Portage Lake, was a California pioneer of ' 49 . Mr. Robert Graveraet, who captained the proposed expedition to the Lake Superior region, was a man of remarkable strength, energy and commanding character, and I was advised by prominent citizens at Mackinac. like Mr. Samuel K. Haring, Collector of the Port, that the Iron Mountain country was likely to afford a tine opening for an energetic young man. Mr. Haring had always been very friendly in his attitude toward me and his advice influenced me a great deal. It required a good deal of faith, for Mr. Kanter was paying me \(\$ 35\) a month, with board, and the coveted school privilege, and I was to have only \(\$ 12\) a month and board. for a year, with the expedition. Nevertheless I joined willingly.
Our trip up the lake and river from Mackinac to the Sault was a tedious and difficult one. We were in the old steamer, Tecumseh, a side wheeler, and a mere pigmy compared with the steamers which now ply the lakes It took us eight days to make the trip, as the ice was only just begin ning to break up, and side wheelers
always made poor work in dealing
with ice. A railroad in this country had never been thought of. Indeed, railroads were then in their infancy in the United States. Railroads in America are only about as old as am. There were then only about t,600 people in the whole Northern Peninsula-perhaps a thousand if we eave out the settlements at Machinad Straits. I have no means of knowing how many Indians there were. Those Indians who came to Mackinac numbered about ro,0oo each year, but they came from south of the Straits as well as north, and from as far away as the islands in Green Bay. They were migratory in their habits, ranging far and wide in search of game, fish and furs. There were, of course a few Indian trails, but none of them led to the Iron Mountains of Lake The water route-I might
n absolutely unspoiled by the ave or devastating fire. The for est was unbroken, enormous, beauticaping with fish and the woods full f deer, bear and small game. The beavers were everywhere. I do not remember all the stops we made, but Sailor's Encampment was one of them. When we reached the Sault we found a place very few here would recognize, although many old landmarks persisted here not so many

\section*{The ra}
the rapids were the same as to ecentral Fall, but the canals and buldings have very much altered the appearance of things, and the Hay Lake cut, especially down by the Little Rapids, almost more than all. There were few wharves and almost no shipping. My recollection of the
Canadian side is that only five or six

Clark. The garrison could hardly number morè than fifty men, besides officers. I remember that there was a Baptist mission station here, then presided over by a clergyman whom every one called Father Bingham. I knew the family afterward quite well, and nice people they were. One daughter was named Angeline. She afterward became the wife of Hon Thomas D. Gilbert. I think he was at one time Mayor of Grand Rapids. he was Regent of the UniHis widow, an estimable lady, still lives in Grand Rapids. Captain Sam Moody, one of our own party, thought so much of Miss Bingham that when he found a beautiful lake near Ishpeming that he wanted o christen he called it Lake Angeline. after her, "and thereby hangs a tale." The ore under Lake Angeline proved so much more valuable than the waer in it that there is no lake there

There were several stores at the Sault then and we purchased here the outfit for our expedition. For our prospective voyage on Lake Superio we had a Mackinac boat, between 35 and 40 feet long, which had to be hauled and poled up about a mile of rapids, near the shore. My recollection is that it took about three hours 0 get up past the swift water. Among those residing here then with whom was or became acquainted was John Tallman Whiting, afterward of De Here he had charge of the warehouse and dock belonging to Sheldon McKnight, a warehouse and vessel man, who owned, in his time many steamers, among which were the London, Monticello, Baltimore General Taylor, Illinois, Pewabic, Me teor and several others. Mr. Whiting was a most intelligent and agreeable man and was long my friend and correspondent. The agent of the American Fur Company at the Sault was an antocrat named John R. Liv ngston, as Judge Abbot was at Mack inac
There were two hotels in those day the Sault, the Van Anden and the Chippewa. Smith, who for years kept the Chippewa, bought the Van Anden and kept it for many years. The Chip pewa House that some of you remember was not the original Chippewa House. That building burned own. Then Van Anden, who kept the Van Anden House, desiring to remove to Ontonagon to keep a new hotel there, called The Bigelow, sold out his hotel to Smith, the landlord of the old Chippewa, who immediately -christened it the Chippewa.
Very few people know of the date of the founding of this place. Sault

Marie was founded fourteen before Philadelphia. Detroit was founded nineteen years after her Quaker sister. Thus, the Sault is thirty-three years older than Detroit. When we say that there was no Canal, we ought to add that there was then, on the Canadian side of the rapids, a very small, a lilliputian lock, where it may still be seen. It was said to belong to the American Fur Company. It does not remind one of the present Canal locks very much, but, then, Peter Cooper's locomotive, with a barrel for a water tank, does


\section*{Perpetual}

\author{
Half Fare
}

\section*{Trade Excursions} To Grand Rapids, Mich.

Good Every Day in the Week
The firms and corporations named below, Members of the Grand Rapids Board of Trade, have established permanent Every Day Trade Excursions to Grand Rapids and will reimburse Merchants visiting this city and making purchases aggregating the amount hereinafter stated one=half the amount of their railroad fare. All that is necessary for any merchant making purchases of any of the firms named is to request a statement of the amount of his purchases in each place where such purchases are made, and if the total amount of same is as stated below the Secretary of the Grand Rapids Board of Trade, Board of Trade Building, 97=99 Pearl St.,

\section*{will pay back in cash to such person one=half actual railroad fare.}

\section*{Amount of Purch ases Required}

If living within 50 miles purchases made from any member of the following firms aggregate at least
\(\$ 100\) oo
If living within 75 miles and over 50 , purchases made from any of the following firms aggregate

Read Carefully the Names
as purchases made of any other firms will not count toward the amount of purchases required. Ask for "Purchaser's Certificate" as soon as
you are through buying in each place.
```

                accounting
    A. H. Morrill \&* Co.-Kirk
art glass
Doring Art Glass Studio,
bakers
Hill Bakery
National Bisouit Co.
belting and mill sup.
Studley \& Barclay
bicycles and sporting
W. B. Jarvis Co., Lted.
BILLIARD AND POOL TA.
BLES AND BAR
Brunswick-Balke-Collander Co.
blank books, LOOSE LEAF
SPECIALTIIS, OFFICE
ACOUNTING AND
Edwards-Hine Co.
BOOKS, STATIONERT AND
PAPER
Grand Rapids Stationery Co.

```

```

            brewERS
    Grand Rapids Browing Co.
Carpet sweepers
Bissel Carpet Sweeper Co.
Carriages
Brown \& Sehler Co.
CARRIAGE AND WAGON
Sherwood Hall Co. Itd

```

CONFECTIONERS
A. E. Brooks \& Co.
utnam Factory, Nat'l Candy CLOTHING AND KNIT GOODS Clapp Clothing Co.
commission-fruits, but ter, eggs, etc
c. D. Crittenden Yuille-Zemurray co.
cement, lime and coal
A. Himes
S. A. Morman We \(_{\text {Skes-Schroeder }}\) Co.
cigar mantfacturers G. J. Johnson Cigar Co.
Geo. H . Seymour \(\&\) Co.

CROCKERY, HOUSE IUR Leonard Crockery Co
DRUGS \(\triangle\) DD DRUG SUN Hazeltine \& Perkins Drug Co.

DRY GOODS
Grand Rapids Dry Goods Co. P. Steketee \& Sons
electric supplies
M. B. Wheeler Co.
flavoring extracts and PERFUMES
Jennings Manufacturing Co
grain, flour and feed
Valley city milling Co.
Voigt Milling Cob
Wykes-Schroeder

GROCERS
Judson Grocer Co. Judson Grocer Co. \(\xrightarrow[\text { Musselman Grocer }]{\text { Worden Grocer Co. }}\) The Dettenthaler Market. HARDWARE Foster. Stevens \& Co. Clark-Rutka-Weaver Co. harness and collars Brow a Sehler Co. HOT WATHER-STEAM AND bath heaters Rapid Heater Co.
liquors, wines and minThe Dettent Waler Mers. The Dettenthaler Market. mattresses and springs H. B. Feather Co.

MEATS AND PROVISIONS,
The Dettenthaler Market.
mUSIC AND MUSICAL in. Julius A. J. Friedrich
Standard oil \({ }^{\text {OILS }}\)
Paints, oils and glass
G. C. Glass \& Paint Co
\(\underset{\text { Walter French }}{ }\) Glass Co.
Harvey \& Soymour Co.
Pittsburg Plate Glasa \(\mathrm{C}_{0}\) PIPE, PUMPS, HEATING AND
MILL SUPPLIES Grand Rapids Supply Co. SADDLERY HARDWARE \begin{tabular}{l} 
Brown \& Sehler Co. Co. \\
Sherwood \\
Hall \\
Coo., \\
Itd. \\
\hline
\end{tabular} plumbing and heating Ferguson Supply Co. Ltd.

READY ROOTING AND ROOF
M ING MATERIAL
H. M. Reynolds Roofing Co.

Tradesman Company
SEEDS AND POULTRY SUP A. J. Brown Seed Co

SHOES, RUBBERS AND FIND
Herold-Bertsch Shoe Co
Hirth, Krause \& Co.
Geo. H. Keeder \& Co.
Rindge, Kalmbach,
Co. Ltd.
SHOW CASES AND STORE Grand Rapids Fixture Co.

STOVES AND RANGES
Wormnest Stove \& Range Co.
TINNERS' AND ROOFERS
Wm. Brummer
Wm. Brummeler \& Hons
WHOLESALE TOBACCO AN The Woodhouse Co

UNDERTAKERS' SUPPLIES Durfee Embalming Fluid Co.

WAGON MAKERS Harrison Wagon Co WALL FINISH Alabastine Co.
Anti-Kalsomine
Wall paper Harvey \& Soymour Co
Heystek \& Canfeld Co

Winkemulder \& Company

If you leave the city without having secured the rebate on your ticket, mail your certificates to the Grand Rapids Board of Trade and the Secretary will remit the amount if sent to him within ten days from date of certificates.
not look very much like a modern Mogul, but it is the same thing nevertheless.
The number of real vessels, not counting craft like our own, then sailing the waters of Lake Superior was very small, and none of them measured over 200 tons burthen. As they had not been built on the big lake youl may wonder how they got over there. They were hauled over on wooden ways, very much as houses are now moved with rollers and windlasses. The Julia Palmer, a side wheeler, and the Independence and Monticello, both propellers, came over the portage that way. The Napoleon was first a sail vessel, but metamorphosed into a propeller. It was said that in a heavy sea she would dip water with her smoke pipe, and thus put out the fires. The side wheelers, Sam Ward and Baltimore, and propellers, Manhattan, General Taylor, Peninsula and several more were brought over the portage in the same way. A Parisian Frenchman, once a passenger on the Baltimore when she was making very slow progress up the lake against a heavy head wind, walked out on the deck just before dark at night, had a look at the Pictured Rocks and was much pleased with the view. In the morning before breakfast, he came again on deck and the panorama astonished him. He exclaimed, "Wat ees dis beautiful sight you have here?" He was told, "You are again looking a the Pictured Rocks." He exclaimed, "Wat a great countree! Before you go to bed you walk on de deck. You have a grand view de Picture Rock, den you go to bed, you sleep well all night - de steamer is go ahead all the time - youl come out on de deck in de morning, you see de Picture Rock again. Wat big countree you got and how many Picture Rock!'
No one told him that the steamer finding that she could make no headway against the wind and the waves, had run back to Whitefish Point dur ing the night, and that he was now looking at the same rock pictures he had seen on the previous evening Lake Superior was uncharted and only poorly lighted and navigation was therefore quite as dangerous or more so for these steam craft of moderate power as for our Mackinac boat.

A merchant citizen of the Sault, named Peter B. Barbeau, a very prominent man, an old settler, met a stranger from off a boat lying at the dock. The stranger said to him, "I take it that you live in this place?" "Yes, sir, I do." "Well, then, I would like to ask you how this town got its curious name, Sault Ste. Mary." "That, sir," replied Mr. Barbeau, "is a corruption. The town was originally named after a lady called Susan Maria, and by mispronunciation it has become Soo Ste. Mary."
According to my recollection I was back in the Sault twice, after the first visit, before the canal was opened Once I came down by lake, taking a steamer passage to reach here. On the second occasion I came down with the Hon. Abner Sherman on land office business. We wanted to enter some land at the U. S. Land

Office, which was then at the Sault. We walked all the way and the jour ney was one of enormous difficulty and hardship and a good deal of danger. It took nine days. I wish I had time to tell you the incidents of the

The distance from the Sault to Marquette by railroad, in almost an air line, is about 153 miles, but we We had to follow the sirect route way. Fording streams like the Au Train was very dangerous and once came near costing me my life, while skirting the great Taquamenon Swamp was another heart-breaking task. We would be in the water up through it nevertheless.
Such were the things before the Canal was built. The different appearances then in the town, shore and essels were not more marked than the difference between our dress then and now. We hardly ever wore coats, but hickory shirts in summer and flannel shirts in winter. Occasionally we had blanket coats, with capote, but usually, if we were very cold we put on one or more shirts. Most housekeepers of to-day would be greatly surprised at the thickness and beauty of the five point blankets, which were one of the annual treaty payments to the Indians, one to each adult. Such a blanket was nearly as stiff as a board and wonderfully warm When pay-time came, besides the blankets, enough money was distributed to make either \(\$ 18\) or \(\$ 22\) to every Indian man, woman and child I do not remember whether the Indians were ever paid at the Sault, but I have seen 10,000 or 12,000 paid at one time at Mackinac, and the whole beach full of wigwams for miles. The inhabitants were very willing to have them with their attendant drawbacks as it made trade, but all the Northwest furs came down this way by flotilla from Fort William. Before the Canal came the Lake Superior country was the land of romance, but otherwise closed except to the limited traffic we have mentioned. But commerce was both the key that opened it and the result of the opening. Enterprising as were the great French explorers, no trade but the fur trade was important in their eyes. It was to their interest, as they saw it, to keep the country wild-a fur bearing country. The canoe and the bateau were big enough for them. They never thought of displacing the Indians by large settlements. But when the lumberman, the miner and the heavy freighter came the Canal became a necessity, but from our present standpoint it is amusing to see how readily its original projectors would have been satisfied with small things. How would a lock ioo feet long strike you now? Yet such a lock was actually planned-indeed, actually determined upon-by some persons in authority at a time not far from the achievement of statehood. What surprise would now be felt to hear that the United States Government ever opposed the Canal! Yet soldiers from Fort Brady actualy chased away the first laborers employed by the State to dig the Canal,

\section*{You Can Always Be Sure}

When you get "Lily White" Flour that you have purchased the best flour it is possible to get anywhere.
If it is quality you want in flour, rather than any other consideration, this is the brand you ought to buy.
You can easily buy cheaper flour, but you cannot buy "Lily White" quality for less money anywhere.
If you consider economy, there is no other flour at any price which is as economical as Lily White, because none of it is wasted through bad luck in baking and practically all of it is digestible.

\section*{Lily White}
"The Flour the Best Cooks Use'
is a fancy patent winter wheat flour, and U. S. Government Food Experts have shown by the most exhaustive tests that this kind of flour, on account of the elimination of all in digestible matter, is the best flour for

\section*{human use.}

It saves nature the work of sorting out and throwing out the useless, waste matter, and, therefore, makes less wear on the digestive organs.

\section*{Valley City Milling Co.}
because they were trespassing-had entered without permission on a military reservation. The State and Na tional authorities were at cross purposes for some considerable time. In passing, here is an item worthy of note:
In 1840 a bill was introduced into Congress, in accordance with a me morial from the Michigan Legislature, asking for an appropriation of 100,000 acres of land, but Henry Clay the famous orator and leading statesman, made a speech against it, stat ing that it was "a work beyond the remotest settlement in the United States, if not in the moon," and the measure was defeated.
Who would be supposed more alive to the uses of a canal and more in tent to see that one should be built once for all, and sufficient for all future demands than the vessel men? Yet the vessel men would have been satisfied with a much smaller canal than the one actually built. I have in my possession a copy of a letter written by Capt. Eber B. Ward, long acknowledged Grand Mogul of all the ressel interests, the heaviest proprietor of lake shipping in his day. In this letter he protested most vigor ously, but fortunately in vain, against building the Canal lock over 260 feet long. The lock was actually made 350 feet long, but 260 feet would have allowed the passage of the longest vessel he then had, and he did not foresee the demand for anything bigger. But what really dictated his letter was the fear that if a lock 350 feet long was begun it would never be finished. There was the vast land grant, of course, but Captain Ward had so little faith in the value of the granted lands that he estimated their selling value at only 25 cents an acre. He thought they would sell for enough to build a canal lock 260 feet long, not one of 350 feet. Captain Ward died, as it seems to some of us, only a few yesterdays ago, and doubtless lived to change his imnd. But with our present knowledge of the ores that have been dug, the timber cut and the crops shipped from the Lake Superior districts, his fears were as erroneous as his land valuation. Two reflex influences are here to be noted. The Canal made the ore trade and then the ore trade made the Canal.
Without a canal ore could not be shipped at all. With a small shallow canal the finished product of the smelter seemed a more reasonable freight than the ore. But still the ore trade began and the tonnage of all sorts speedily outstripped the capacity of the Canal. It was enlarged and enlarged again, so that a trade which employed at first vessels of two or three hundred tons burthen is now rapidly tending to be monopolized by carriers of 8,000 to 10,000 tons capacity, each with a consort, so that one engine might pull to Cleveland, Ashtabula or Erie 16,000 to 18,000 tons of ore. In 1855 it was estimated that 30,000 tons of freight passed the canal. In 1881 the tonnage had grown to \(1,567,000\) tons. In 1886 the enlarged locks carried \(6,411,000\) tons. In igor the second enlargement, open 230 days, carried over \(25,000,000\) tons,
three times the commerce of the Suez Canal, and six times that of Kiel. My thesis is this: The opening of the Sault Canal has been of the largest benefit to the whole United States of any single happening in its commer cial or industrial history
'The Lake Superior region, which this canal opened to commerce, is a great and wonderful country. It is full of romance and story. In a mineral sense there is nothing like it on the globe. Without the Lake Superior region indeed the United States could not hope to be an industrial nation. It would still be importing pig iron from Britain. As it is, it is the greatest iron and steel producing country in the world, a circumstance which has contributed more than any one thing to the wideness with which wealth and country are distributed among its people. The Canal at Sault Ste. Marie belongs neither to a section nor a state. It belongs to the country, for every American citizen has, as an individual, profited through its existence."
In widely reaching effect it is comparable with our national freedom, because every state in the Union has benefited by it. A long water haul is so enormously cheaper than a rai haul that the ability to ship large cargoes direct from Lake Superior ports, \(\mathrm{I}, 200\) to \(\mathrm{I}, 500 \mathrm{miles}\), or even across the seas, has transformed the United States and changed her position among the nations. The grain of the Northwest now finds an Eastrn or foreign market with surprising ease. Flour goes direct from Duluth to Liverpool. Many fields and millions of acres are now under plow in Dakota and the Canadian Northwest as the result of the Canal. Bread cheaper in Massachusetts than would otherwise be possible, and thus he Canal helps the happiness of the laboring man.
The lumber of Michigan, Wisconin, Minnesota and now of Oregon and Washington has passed or is passing the Canal. Without this transport it would be impossible that the American people could be so comfortably housed, or that American timber could have been sold broad for our national wealth and supremacy. The copper of Michigan is the purest in the world. It is usable for results not attempted with the product of other mines of other regions. It is sold all over the world, after passing the Canal
It carries the telegraph, the telephone, the electric railway everywhere. It is used in all the arts. The age of electricity is due to the canal. The iron of Michigan, the ores of unexampled purity, have passed and are passing the Canal. Before this movement began the iron industries of America, chiefly engaged with the lean Pennsylvania ores, were having a fierce struggle for existence.
The Lake Superior ores are rich enongh and varied enough to mix with the Pennsylvania ores, and have saved the iron and steel industry of Pennsylvania and so of America. The iron industry has the key of the commercial supremacy of the world. Before the Canal we were dependent on the British Isles. Now we can un-

Right now, while you are laying plans for your holiday efforts, we want to reprint what we call our "platform" ad. We describe it this way because it shows exactly where we stand.


A typical Sundries Case for general use. We have special cases for ery departme

\section*{A Case With a Conscience}

You've heard a good deal of talk about show cases. Scores of manufacturers, through their representatives and advertising, have claimed that if you failed to buy their particular goods your store would deteriorate and your business diminish.
Now, we expect you to deal with us in just the same way you would buy a bill of goods-get the best value for your money.
We've never made an extravagant claim - we've never found it necessary.
We ask, as our right, that you consider our proposition for what it is worth.
We make a specialty of satisfaction.
We do not hesitate to say that we can deal with you more intelligently and more to your profit than anyone else
Reason: We've a reputation to maintain and are organized to maintain it.

Grand Rapids Fixtures Co.

\author{
South Ionia and Bartlett Sts., Grand Rapids, Mich
}

New York Office: 724 Broadway Boston office: 125 Summer S
Sr. Louts Ofrice: 703 Washington Ave.


OUR No. 57
A typical Case from our all glass lined. Ask for our special folder on these guaranteed cases
dersell the world. The Canal made Pittsburg the great city that it is today, it made cheap rails and possible railways, it made cheap tools, cheap wire, and has fenced the woodless prairies, made cheap nails and implements of all kinds. It has sent out rifies, shovels, hammers, reapers, bridges and rails all over the world. The American iron clad is the child of the Canal.

Kitchener went to Khartoum with the freight of the Canal. No English Company would agree to furnish the Albara bridge necessary for his advance in less than, a year and a half An American contractor set it up finished in three months.

Carnegie builds fibraries and re wards heroic virtue with the fruits of a business impossible without the Canal. The coal of the South returns by the Canal to temper our winters and to drive our engines. Population is the child of the Canal ,industry another: comfort another; education and philanthropy twins of the Canal; agriculture, manufactures, transportation, world intercourse, commercial supremacy, and the world's peace are the offerings of the Canal. The Canal has reduced the price of steel rails from \(\$ 150\) a ton to \(\$ 26\), and occasionally even less.

King Iron used to rule from an English throne, now his throne is in America.
We are now the great creditor nation and, as such, have the greatest possible influence on the peace of the world.
On the authority of a Bishop of the English church, I assert that the United States has now the greatest power for world peace of any nation or that any nation ever had. Our power is largely the result of this Canal. If any one knows of anything bigger in the history of civilization I should be glad to hear of it. What was the Colossus of Rhodes? What is the great pyramid? Where are the hanging gardens of Babylon? The biggest thing on earth is known by its results and the biggest thing is the Sault Canal. But bigger than anything created is the Creator, and larger than anything concetved of is the mind that conceived it.
Who that celebrates this mighty triumph can forget the man who dreamed it and the man who made it? Governor Mason had it in his mind, but failed to bring it to pass. A great thought is next in honor to a great deed. We have Harvey, a hero of the first lock, here with us to-day. Let us not forget him here. General Weitzel, who built the first enlarged lock, was the officer who took possession of captured Richmond. Poe, whose name adorns the largest lock, was famous on many a stricken field. Both wrought themselves as well as their names into these locks, and both were capable of more. If the men whose genius made these locks, and those whose interests and ability urged on, expended and used them, were named together, it would prove that peace is greater than war, that commerce is the handmaid of peace, and if the men of the twentieth century outstrip those of the nine-
teenth who wrought this wonder, the race of giants must return.
Let me give you a few figures, and only a few, to show how the produc tion of pig iron increased in the United States after this Canal came into being. For instance, in 1855 the otal of pig iron production in the U S. was 700,159 gross tons. In 1864 it icreased to \(1,014,282\).
\begin{tabular}{rr}
1872 & \(2,548,963\) tons. \\
1879 & \(2,741,583\) tons. \\
1880 & \(3,835,191\) tons. \\
1886 & \(5,883,329\) tons. \\
1889 & \(7,603,642\) tons. \\
1893 & \(11,773,934\) tons. \\
1901 & \(15,878,354\) tons. \\
1902 & \(17,821,307\) tons. \\
1003 & \(18,009,262\) tons. \\
1905 & \(22,000,000\) tons.
\end{tabular}

The total of pig iron made in Great Britain in 1904 was \(8,562,658\) gross tons
It is an interesting commentary to be able to state as a fact that one the U. S. Steel Corporation, produced in the year 1904 a greater steel tonnage than was made in the whole of Great Britain.
The total amount of steel produced by the U. S. Steel Corporation last year was \(9,167,960\) tons, out of a total in the United States of \(\mathbf{1 4}, 422\), IoI tons. Great Britain's 1904 total production was 5.134 , Ior tons of steel, a little over half as much as the U. S. Steel Corporation product and a little over one-third as much as the whole United States product.
That shows the great advantage that this country has in the manufacture of iron and steel, since the entire steel making capacity of the U. S. Steel Corporation is exclusively from Lake Superior ores. Last year the United States produced more pig iron than Great Britain and Germany combined. There are plenty more very interesting figures for us to contemplate, but I fear I will tire you and so forbear. The increased mileage in railroads in the United States since 1855 is astonishing and worthy of comment, but time forbids.
I can not close without pointing out the fact that the freedom of the Canal is almost greater in its influence than the Canal. This great water way is as free to the British flag as to our own, as are all the canals of the United States Government. The Canadians themselves have been as generous in allowing us the free use of their Canal on the other shore at all times and under all circumstances as we could possibly desire them to be. They have set us an example of liberality and of good will that we must always profit by and be just as generous in return.
This vast land-locked sea, with all ts tributaries, is free, and its freedom means this infinite result: The greatest addition to freedom since freedom came. And we who have seen its development, and have worked the forests and mines which have chiefly made its commerce, may pause in wonder that so few and so feeble a people living under so cold a sky should have been permitted to share so largely in changing the seat of empire and enlarging the happiness of
the world.
Peter White.

\section*{THE BEAN CROP.}

Comparison of the Yield of 1906 and 1905.*

In endeavoring to make a comparison of the crop of 1905 and its prospects with the crop of 1906 we have taken the comparison in its relation to the bean shippers, and the crop
in general, rather than confining the difference to Michigan. So early in the year this becomes practically a comparison of the ideas
of this office and such information as we received from our correspondents with the actual outturn of 1905 as it appears. Such a comparison is necessarily open to discussion, and we trust the members of this Assoclation will avail themselves of the opportunity and give their ideas also.
1. A consensus of reports received this year from the different counties in Michigan will show a good large increase in the acreage planted So far it will also show a decrease
in the yield per acre. Last year early in the season the prevailing opinion was that the acreage was fully 15 per cent. short, but that the extra heavy yield would more than make up the deficiency. Has this proven true or wasn't there an increase? We think this year the two conditions about counterbalance.
2. The crop in Michigan at this time is from two to three weeks in advance of last year. The weather for harvesting has been perfect. The light crop of other grains has permitted the threshers to get into the beans earlier, too, and, as a consequence, new beans came onto the market with a rush, almost before the trade were ready to take them. Shippers were compelled to put buying prices down to a prohibitive point or get swamped. To-day we are paying for choice H. P. pea beans \$1.32@1.35 in the State. On February i4 last year we paid \(\$_{1.58}\) for two cars, immediate shipment, and \(\$ 1.56\) for prompt-a difference of 24 cents per bushel. The comparison here is all in favor of the 1906 shipper, for the chances are much more favorable that he will not work against a steady decline of 20 cents in the market, as in the year passed. Michigan faces the new year with a goodly crop of nice quality, with few old beans and with her shippers more willing to work together for a fair profit for all.

York State, next to Michigan, in this part of the country comes into the field with reports of a very satisfactory crop, better, many believe, than last year's. She is open
ing on a selling basis that will ing on a selling basis that will ena ble her shippers to control their nat ural and adjacent territory, although we do not look for a heavy offering of York State goods at prevailing values. Her farmers are well fixed, financially, and are rather inclined to unload more perishable crops and hold their beans for better prices. Last year she kept out of the market and Michigan shippers placed hundreds of cars in Eastern territory previous to the holidays. The last few months Eastern shippers have shown a disposition to unload and at prices that
seaper read at annual convention Michigan
Bean Jobers' Assoctation by E. P. Kimban
were practically prohibitive to Western beans. It looks to us as though New York would carry over fully as large a per cent. of old beans as last year and, in addition, have a larger crop of new beans.

Wisconsin, so far as can be learned, has a good crop in prospect. Her beans, as usual, will be late, but with favorable weather she should harvest an average crop and be able to supply her customary territory

California, always an aggressive factor in the extreme West, is the only state that is not positive of a first-class crop. Different sections tell different stories. We believe that California will turn out an average crop of white beans and be well able to care for her natural territory.

The foreign situation, including Canada and across the water, presents rather a bearish front. Their local crops are reported good. Some markets, which in times past have drawn their supply from American growers, are asking for bids on white beans for prompt and October shipment. Other points are offering marrows and brown Swedish beans at competitive prices on the Eastern market. This looks as if our bean exports would not be as heavy this year as last.

In summing up the sitation we believe that the world's crop of 1906 will be of better quality and from to to 200 per cent. larger than the crop of 1905; that we are starting on a more favorable and profitable year for the shippers, and that conditions seem to point toward a steadier market. With a good demand we look for a prosperous year for the bean shippers of 1 go6.
If we may depart from our topic, let us ask if this comparison corresponds with your ideas? It looks to us as if there would be beans enough for all and a profit for all. Don't try to make yourselves believe that you can handle stock cheaper than your competitor and, in this belief, raise prices. He is sure to meet you or go above, and as long as it is a positive fact that this will be a result, what has been gained? In talk ing with many shippers over the State they tell us that their profits were not satisfactory last year. What is the reason? Is it not "We paid too much in order to get the beans." We are glad this year to note that shippers in general have shown a disposition to get together, to help one an other on a basis of friendly competition that would yield them a legitimate profit in their investments.
We trust that each and every one will keep the good work up, and in buying this year's crop give your competitors the square deal, and thereby yourself, so that at the close of this season's business the compari-
son of profits will be in favor of

Of course every man understands that salvation is free until he stacks ip. against a church fair.
The minute a man accomplishes anything he is called a crank by those who have failed.

Liquor improves with age. The longer you keep it the better it is for
you.

\section*{Extension to November 1st, 1906 \(\mathrm{EGG}=\mathbf{0}=\mathrm{SEE}\) Great Profit-Sharing, \(\mathrm{Co}^{2}\) Operative and Concentration Plan Offer}

\section*{Retail Grocers}

\section*{Positively the LAST SPECIAL OFFER This Year}

\section*{WE PAY THE FREIGHT}

From August 20th to November 1st, 1906, we will make the following SPECIAL FREE OFFER:
With 10. Cases of EGG-O-SEE - . 1 Case FREE With \(51 / 2\) Cases of EGG-O-SEE - - \(1 / 2\) Case FREE

While we realized that we were offering to the Retail Grocers a wonderfully attractive proposition and expected them to respond liberally, the purchases of EGG-O-SEE have been beyond our most sanguine expectations. Never before in the history of the Cereal Food Business have there been such interest shown and such unprecedented purchases made by Retail Grocers as there have been since the inauguration of this great plan.

This is a Wonderful Indorsement of the \(\mathbf{E G G}=\mathbf{O}=\mathbf{S E E}\) Square Dealing Policy
We have been so greatly oversold that it has been impossible for us to make prompt deliveries to all who have desired to take advantage of this great opportunity to increase their profits. Therefore, in justice to the Retail Grocers, we are extending this FREE OFFER TO RETAIL GROCERS to NOVEMBER ist, igo6.

Since the inauguration of this great offer many Retail Grocers have discarded all other brands of Flaked Wheat Food, realizing that EGG-O-SEE is guaranteed to keep sound and salable, and to meet all the requirements of the Pure Food Laws of every State, and is the one brand upon which the Grocer absolutely takes no chances.

It is decidedly to your interest to concentrate your efforts upon EGG-O-SEE, rather than to divide your efforts, as well as your profits, by attempting to market unprofitable brands of uncertain life and questionable value.

EGG-O-SEE is the only brand of cereal food upon which you have an absolute guarantee, and all EGG-O-SEE purchased before November 1st, 1906, will net you over 43 per cent. profit or \(\$\) I. 17 per case.

It is decidedly to your advantage to anticipate the number of cases you can sell before January ist, and place your order for this amount at once, as you will save 27 c per case on all such purchases.

Send your order to us or to your jobber.
EGG=O=SEE CEREAL CO.

\section*{TRAINING THE BOY.}

Lack of Fitness for Present Business Conditions
It is a significant fact which con fronts the business man of to-day, that the boy-mind is not found in a condition which is conducive to the ready understanding of his employer's interests. Boys of to-day are not content to labor against great odds in order to win the prize or reach the goal of their ambition. With a large tion asked when seeking a position is: "How much salary do I get ""
Notwithstanding the fact that there are many young men who are labor ing for inferior wages, it is also true that when the real opportunity presents itself the young man is very often found lacking in some very important detail of the requirements and very often one for which he might have been highly qualified had his inclinations been allowed to run that

Two examples of recent occurrence came to my mind which may serve to bring this thought closer home. A young friend of mine was employed with a small publishing company whose promise for increase in capitalization and output was good, but whose immediate requirements were of a limited amount of critical attention on his part. The company had changed hands several times and finally came under the management of a young man with brains and ability and the publication at once took on more interesting aspect and its scope was greatly increased. The business increased in leaps and bounds and the need of good system became more and more apparent, and in time such system was installed and placed in operation.
Instead of attempting to master the new methods and maintain the system in its highest state of efficiency, his work was allowed to slip by in a slovenly manner. Blots on files and cards were carelessly smooched over; penmanship grew worse instead of less careless and
then a growing indifference on the part of the boy himself and lastly irregularity of hours, which finally, much to his surprise, caused him to when his hopes should have been realized.

\section*{Lack of attention to details, a study} of requirements and a manly determination to meet the new obstacles forced this young man to retreat to the ranks of the common workmen, the unskilled class, while a litice energy on his part would easily have placed him at the edge of the army of specialists whose existence caused the world to move with greater precision than ever before.
The other case was of a young man whose school career was cut short by a desire to mingle with the business world and while not aca desire to crawl away from books and learning, his desires for the real, practical things in life were uppermost. His mind naturally ran to mechanical engineering feats and his first position was with a contractor
building army barracks. His spare moments were given over to the intricacies of the surveyor's instruments and he had before many weeks been assigned to some small task in connection with this staff. His "raise," as he has always called it, in spite of the fact that it did not carry with it an increase in salary, gave him ample opportunity to get nearer the real machinery of operations and he soon learned how to bank fires in the donkey engine, operate the hoisting engine and estimate the number of brick to be used in a given piece of wall.
In this manner he soon acquired a keen insight into the nature of the contracting business and won for himself a permanent place in the minds of the contractors. At the expiration of the contract he sought new fields, believing that his opportunity had not yet arrived, and the next we heard of him was in Central America in the employ of a large refining company there, at whose hands he rose rapidly to a position of trust and was considered one of the best all-around men on the plant. Owing to sick-
ness, however, he was obliged to desert this country and returned to the United States. Again in search of employment, he started at the merely nominal salary of ten dollars a week, and has steadily worked himself up to a position where his pay is many times that of his first week's salary,
and where he assumes control of as many departments as he formerly visited in the course of a day.
These two cases only go to show the possibilities which every young man has before him, and that while they in no sense refer to the shoe business, it is equally as true that the possibilities are there, too, for the boy who will try. Many a clerk gets the insane desire to travel on the road, and in the pursuit of such opportunity he neglects the near-by chances which are open to him every day. I would not in any sense belittle the opportunities which are open.to men of tact and energy to build for themselves a good position as traveling representative, but I do know that many a boy loses good opportumities from the fact that he is not willing to make the best of the opportunity he has before him
It is persistency in little things that help to get the big things. In a number of cases it will be found that men
who have made the success in the shoe business were as boys close students of trade literature, window trimming and advertising books, and that they left no stone unturned to improve their opportunity.
I know of a certain case, where I recently went into a large shoe store, an utter stranger, and by mistake I entered the wrong department. I was approached, however, by a young man of very pleasant bearing who soon apprised me of the fact that I was in wrong," but I was very quick to notice that before I had left the department I had made a close examination of a number of styles contained therein, all of which had been very agreeably discussed by the clerk in question. I felt right then and there that the clerk was going to make a success, a fact which has in a small
measure been substantiated at this time.
I know of another store at which I called in search of a particular style of shoe, one which is very rarely car ried in stock by many houses, that is,
what is known as a straight last, an old fashioned style which is very little sought after except by people who are old or old fashioned in ideas.
was painfully apparent the minute I mentioned such a shoe that it was not in stock and instead of politely advising me of the fact, this young clerk attempted to convince me that another shoe which he had would answer the purpose just as well, and instead of getting my ideas on the matter he immediately attempted to orce an undesirable style upon me His manner of attack and lack of dis
cretion showed inability to handle difficult problems. I immediately set this young man down in my mind as a failure, and I was not surprised to
learn a few weeks later that he had resigned his position. Very naturally, he thought that the firm was at fault, and on the contrary, if he had been honest and fair minded with himself. he would have analyzed his own importance in the case, and I would have found that his efficiency as a oo much what we do as the way we do it that counts in this world, and only the man of energy and untiring energy will get the reward. It may often seem that some one who has apparently made no attempt to secu certain opportunities has obtained little the better of the bargain, but he has in a way been promoted to position which he is not competent to fill, time will soon discover it and his retirement will be all the more complete
There is not much gained in this world except by good hard labor and by the use of every ounce of brains which we possess. The only kind of a boy that counts to-day is the kind of a boy that gets up and "does some-thing."-Shoe and Leather World.

\section*{Comparison of Michigan and Wyom} ing Business Methods.
Laramie, Wyoming, Sept. 15-Mer chants of Michigan, be thankful that you are doing business in the good old Wolverine State. Out here in Laramie, on the backbone of the American continent, the retail trade is not so fortunate as it is in the territory covered by the Tradesman; also there is no Tradesman.
Here the traveling man cometh not so frequently and the man who pays the freight gets it in the neck, so to
speak.

Running a dry goods or shoe store out here is not such a tough proposition, but the line of goods carried by the average Western store would excite the Easterner to unholy mirth. An Eastern shoe store, for instance, might have at the most two or three pairs of those heavy laced prospector's boots in the display window. Out here the display is made up mostly of boots of this character. A few pairs of patent leather shoes, proclaiming their cheapness by the unnaturally brilliant polish, are shown along with some calf and vici kid
shoes of last spring's style. There are also a great many long boots puncher, as we of the East know cow is mostly a myth. I have been in the West now three weeks and have seen but one pair of chapps (those furry overalls without any seat in them). The cowboy does try to dress accordig to Hoyle or, rather, Remington, when it comes to boots. And of these the dealers carry a great line. Some of them are fine stock-too fine for the rough ranch life-but the cow punchers wear them just the same. They have high heels (supposedly to keep the feet in the stirrups) and long tops, which are hidden from sight by the pants legs.
The rough prospector's boot is worn a sreat deal by sheep herders, miners and farmers. It is shown in a variety of grades and styles and shades of tan. There are also many black ones in evidence.
As before stated, the light grades of shoes are, in the main, hopelessly out of style in the smaller towns. The people who know send to the larger towns for their fine footwear.
The window displays in the clothing stores show broad brimmed felt hats, selling from \(\$_{\text {I. }} 50\) up to the best Stetsons. There is an endless variety of shapes and shades, but all are unmistakably Western and what the popular Eastern conception of what a cowboy hat should be. Red shirts are not featured very strongly in the Eastern shop windows; but they are here. They are not worn as much as they formerly were, however, the Westerner growing more safe and sane in his dress, as well as his gun play. All in all, however, the Western show window bears quite a resemblance to the property room of a Wild West show.
In the grocery and meat trade the Westerner handles more money and gets bigger prices for what he sells than does his Eastern brother, but he does not make any more money. He has to pay more for his stuff and, consequently, must get more for it Watermelons, for instance, he sells by the pound, the average melon running in the neighborhood of \$1.50. Cabbage he also sells by the pound, as he does apples and tomatoes. The groceryman sells bananas for 35 cents a dozen. The meat dealer gets about the same price for his meats as does his Eastern brother in spite of the fact that here in Laramie he is in the center of the cow country.
Taken all in all, Michigan merchants should be thankful that they are not doing business in the West. I mean the West that has had the first bloom brushed off and that is in the hands of a class of people between pioneers and settled inhabitants. Glenn A. Sovacool.
A woman always feels that Fate is unkind to her if the poor man she refuses to marry turns around and makes a fortune.

If you go about it right, a quarter will make as much noise dropping into the collection plate as a five-dollar gold piece.

\section*{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.

Realizing, after looking through our list, that our readers are the most representative merchants in the States of Michigan, Indiana and Ohio, they respectfully urge you, when visiting the Chicago market, to call on Lyon Brothers, as they have a special proposition to offer which is of a nature that cannot be explained in type.

No dealer should visit the Chicago market without first calling on Lyon Brothers, as their proposition means much to him.

Drop them a line for their complete Fall and Winter Catalogue, showing the best line of Toys and Holiday Goods, as well as General Merchandise of all descriptions. Just from the press.

When writing mention the "Michigan Tradesman," and ask for CATALOGUE No M463.

\section*{ButterandEgs}

Butter Coloration Conceals No Dam The so-called pure food law which will go into effect January I classes as adulterated and prohibits interstate commerce in any food "if it be mixed, colored, powdered, coated or stained in a manner whereby damage or inferiority is concealed." Also "if it contain any added poisonous or other deleterious ingredient which may render such article injurious to
There can be no just or legal pro hibition of coloring butter under thes provisions. The coloration conceals no damage or inferiority and it is clear that the addition of harmless coloring could not "render the article injurious to health." Consequently it would seem that the use of harmless coloring can not legally be prohibit ed by any rules or regulations made to carry out the provisions of the law. Furthermore, and most impor tant, coloring of butter is specifically permitted by statute.
But there is no question that the commissioners named to formulate rules and regulations for carrying in to effect the provisions of the law would have legal grounds for prohibiting the use of colors that are not known to be harmless as used for the purpose intended. For, strictly speaking, if an ingredient is not known to be harmless it may be injurious.
The Commission has a delicate task to perform and one for which it is difficult to formulate any general principle as an infallible guide. We could hardly advocate the permission of ingredients of known and violent pois onous character-such as arsenic, fo example-even in minute quantities; and yet it seems absurd that minute quantities of commonly used sub stances should be prohibited when it is known that much larger quantities than needed may be taken without apparent effect, even if it is true that in excessively large doses injury fol lows. For if this policy were pur sued to its extreme it would necessitate the prohibition of flavoring ex tracts, and even of tea, coffee, alcohol tobacco, etc.
Under the law the Departments of Treasury, Agriculture and Commerce and Labor must unite to make uniform rules and regulations, and it is the Commission representing these departments that is now in session in this city. This Commission will formulate general rules as to what coloring materials shall be permissible, but it would seem that the final judgment as to whether they may in fact render the food product injurious must be determined by the courts, although it is probable that the rulings of the Commission will be given much weight by the courts.
It is to be hoped that these rulings may be so made that legitimate trade interests shall not be unnecessarily injured through a useless excess of caution

Probably the butter trade would not be seriously injured if the permissible colors were limited to those of vegetable origin; for in Denmark only such colors are now used, although there is no legal prohibition of mineral coloring; and we know of no se rious difficulty there in using the veg etable product. But whatever action the creamery interests may take in seems by law a whole class of colar agents which have been freely used as intended without any evidence of harmful results, unless there is reason to believe that the use of such substances is really harmful in spite rary.-N. Y. Produce Review.

What Is a Cheddar Cheese? The question of "what is a chedda heese?" may seem rather queer to our dealers and most of the maker of American cheese; yet it is a ques ign open for discussion owing to the way of making up the cheddar cur into a multitude of shapes with other

Originally the cheese were made
weighing loo lbs. or more, but now virtually any cheese weighing from 40 lbs and up is accepted in trade as "cheddar," provided the proportions are \(15 \frac{1}{2}\) mehes in diameter to 1 inches high. On our market it i 60 lbs. and up. Perhaps the true average weight may be placed as be ing 70 lbs .
Professor Sheldon in his book Dairy Farming, claims that "the size and shape of a cheddar cheese are not matters of importance. The impres sion shared by many persons that it must necessarily be large is a mistake and probably arises from the fact that originally the cheese under the cheddar system were cylindrical in shape and weighed 100 lbs . or more. Cheese made by this system whether 'truckle' shape, flat or deep, or whether of io lbs . or too lbs. weight, are 'cheddars.'
This seems to us good common sense and the method of mlaking, rather than the shape, should decide the class into which it goes; and if that is done there are but few true cheddars made here now and the word "American" cheese or "American cheddar" cheese should be used to designate our modification of the English cheddar cheese
We do not write this to cause any disturbance in our trade practices but to point out, as we have done be fore, the absurdity of giving premiums for various shapes of the same cheese as is now done at our conventions and shows.
Under the present system one mak er may take four or five first premi ums on curd, made up from the same vat of milk into cheddars, flats, Young Americas, daisies, longhorns, Stilton shaped, etc., etc
Why not confine the makers to ex hibiting only one cheese of the same kind irrespective of shape? If this is done the premiums would be better distributed.
Better still would be to give five or six different premiums to the one class "American" cheese and allow only one entry from each factory.

\section*{Why Not Sell Direct}

Your BUTTER, EGGS, VEAL, POULTRY, ETC? No cartage, no commission, quick returns. If you once begin shipping us you will continue.

WESTERN BEEF AND PROVISION CO.
71 Canal St., Grand Rapids, Mich.

\section*{CHEESE \\ "Warner's Cheese"}

BEST BY TEST
Manufactured and sold by
FRED M. WARNER, Farmington, Mich.

\section*{Butter, Eggs, Potatoes and Beans}

I am in the market all the time and will give you highest prices and quick returns. Send me all your shipments.

\section*{R. HIRT, JR., DETROIT, MICH.}

\section*{Egg Cases and Egg Case Fillers}

Constantly on hand, a large supply of Egg Cases and Fillers, Sawed whitewood and veneer basswood cases. Carload lots, mixed car lots or quantities to suit purchaser. We manufacture every kind of fillers known to the trade, and sell same in mixed cars or lesser quantities to suit purchaser. Also Excelsior, Nails and Flats constantly in stock. Prompt shipment and courteous treatment. Warehouses and factory on Grand River, Eaton Rapids, Michigan. Address
L. J. SMITH \& CO., Eaton Rapids, Mich.

\section*{SEEDS}

TIMOTHY, CLOVER, RED TOP, ORCHARD GRASS
Let us have your orders.
Fill same promptly.
MOSELEY BROS., wholesale dealers and shippers Office and Warehouse Second Ave. and Railroad.
BOTH PHONES 1217
GRAND RAPIDS, MICH.
\begin{tabular}{|c|c|}
\hline Order & Sell \\
Noiseless Tip Matches \\
Pineapples. & Butter \\
Messina Lemons & Eggs \\
Cheese \\
Polden Niagara Canned Goods of & Produce to \\
C. D. CRITTENDEN, Grand Rapids, Mich. \\
Both Phones 1300 & 3 N. Ionia St.
\end{tabular}

\section*{Clover and Timothy \\ All orders filled promptly at market value.}

ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH. OTTAWA AND LOUIS STREETS

\section*{Redland Navel Oranges \\ We are sole agents and distributors of Golden Flower and} Golden Gate Brands. The finest navel oranges grown in California. Sweet, heavy, juicy, well colored fancy pack A trial order will convince

THE VINKEMULDER COMPANY
14-16 0ttawa St.
GRAND RAPIDS, MICH.

There is a similar but not as bad mistake made in butter exhibits when a maker may take two first class preminums on butter in a tub and in prints made from the same churning. -New York Produce Review.

\section*{Poultry Experiments.}

The Maine Experiment Station has for some years been engaged upon a series of investigations having for their main object the increased productiveness of the hen. These investigations have been directed chiefly to methods of breeding, housing and feeding, although many other problems have also received attention. The station plant now consists of three houses for laying and breeding hens, with accommodations for 1,000 birds; an incubator house; and portable brooder houses with a combined capacity of 2,000 chicks.
A large commercial poultry plant has recently been established Orono, in which the plan of houses and methods of handling and feeding advocated by the station have been quite closely followed, while several new and labor saving devices have been introduced. By an arrangement with its owner the station is permitted to study the practical application of many of its own findings on an extensive, intensive business plant.
In Bulletin 130, just issued by the Maine station, is given a description of the poultry, brooder and incubator houses of the station, and also of the commercial plant mentioned above. Methods for the selection of breeding stock, detailed accounts of methods of feeding chickens and experiments upon the fertility of eggs are also given.

\section*{Packers Doing Business Abroad.}

Notwithstanding the hysteria that has been running riot since Upton Sinclair gained his unenviable notoriety, the packers are still doing business at the "same old stand." Before the facts could be ascertained it was but natural for the foreigner to do all he could to discredit American meats, and he did it, but the higher prices of foreign meats and the results of investigations showing that even the most careful of foreign packer handled their output with less care than the worst of the American out put has quickly returned the trade to the American packer. The July ship ments of packing-house products from Chicago amounted to 203,252,030 pounds, in contrast with \(102,490,724\) in July, 1905, and \(136,660,716\) in 1904 During the first seven months of the present year similar shipments aggregated \(1,675,436,262\) pounds, nearly \(300,000,000\) in excess of corresponding movements in 1905, and over 250,000 , ooo greater than in 1904.

The domestic trade is also rapidly

Joke on a Woman's Heirs. There is such a thing as carrying joke too far. Six years ago an Eng lish woman who was traveling in
Canada deposited in the vaults of a Toronto trust company a parcel ca fully bound and secured with a num ber of imposing seals. It was understood that the parcel contained jewels of great value and therefore it wa guarded with zealous care
A few weeks ago the English wom an died and in a clause in her wi made mention of the deposit in trus in Toronto. After due process law it was ordered that the seals be broken in the Canadian city. Heir in the old land and one in a far dis tant point in Canada sent their re spective lawyers to be present at the opening of the valuable package. O the day appointed the lawyers a sembled in a private office of the
trust company. Here is a corres pondent's description of the scen that followed:
"Red seals on the outside of the bundle were first broken, then an ar ray of green colored seals was en countered. After this wrapping cam fold after fold of paper. Then the lawyers saw an oblong pasteboard box, also carefully sealed. The ex citement was almost intense. Beads of perspiration stood out on the learned brows of the privileged few present. With the unfolding of each successive wrapping around the box they expected to see the glitter o gold and the luster of diamonds. At ast with nervous fingers
opened; the treasure seemed near a hand. Two more folds of paper were undone and several pair of lega eyes saw a
of corsets."
Nothing is known of the motive or leaving the faded pair of corset in a deposit vault.

Roast Beef Labels to Stand. Throughout the civilized wor here has grown an appetite for canned roast beef as prepared by the American packers. This fact has become known to packers in other parts of the world, and these foreign packer are putting up cans of beef prepared n about the same way as that pre pared by the American packer. Th American packer must, therefore, to
retain this trade, still label his output "Roast Beef" and has secured the per mission of the Agricultural Depari ment to so label it, although in the preparation the meat is not really roasted.
The method of preparing this canned roast beef is to parboil the meat fifteen minutes and then put it in cans and steam it for three hours. Mr Wilson stated that beef prepared in this way might bear the label "Roast
Deef" but the
the meat is prepared. This is re-
therted entirely satisfactory to the
packers.
Department Hesitates Over Foreign
Meats. meat law to importations of foreign meats. There is no doubt about the law allowing the sale of importe meats in the states that have ports of entry, but the law forbids raiload and other carriers to transport mea and meat food products that have no been labeled and passed by inspectors
The law does not forbid the impor The law does not forbid the impor ation of such goods.
There are many products, such a gelatine, mortadella, meat extract
and imported sausages which will and imported sausages which will evidently be affected by this law. The point to decide is whether ther can be any interstate traffic in any such goods already imported, or \(t=\) be imported, when the law goes into ef ect October 1, 1906. No intimation
is yet given as to the probable de

Record Price for Orchids. The highest price ever paid ny orchid was paid in March of \(t\) ear at an auction sale in London for a heavily marked form of odontoglas
sum- \(\$ 6,035\)-and but for a smal plant! It has enormons heavy blotche of chocolate brown on each segment of the flower, occupying approximate ly one-half the area.

\section*{To-morrow never comes-that}

We want competent
Apple and Potato Buyers
to correspond with us.
H. ELIER MOSELEY \& CO.

504, 506, 508 Wm. Alden Smith Bldg. GRAND RAPIDS, MICH.

You don't have to explain, apologize, or take back when you sell
WalterBaker\&Co's a Chocolate \& Cocoa

They are absolutely pure
They are absolutely pure -free from coloring matter, chemical solvents or adul-
terants of any kind, and are, therefore, in conformity are, therefore, in conformity
to the requirements of all to the requirements of all
National and State Pure Food laws.
46 Highest Awards in Europe and America.
Walter Baker \& Co. Ltd.
Establind 1780, porchester, Mass

QUALITY IS REMEMBERED Long After Price is Forgotten We Have Both anything in our line will convince you.

\section*{THE SECRET}
of any shipper's success lies in the packing. Use new cases. properly nailed, plenty excelsior on tops ahd bottoms, ship often, and we will guarantee you a protit on regular
L. 0. SNEDECOR \& SON, Egg Receivers, 36 Harrison St., New York Established 1865. We honor sight drafts after exchange of references.
W. C. Rea

\section*{REA \& WITZIG}

PRODUCE COMMISSION
104-106 West Market St., Buffalo, N. Y.
We solicit consignments of Butter, Eggs, Cheese, Live and Dressed Poutry, Beans and Potatoes. Correct and prompt returns. REPERENCES
Marine National Bank, Commercial Ag , Express Companies; Trade Papers and Hundreds cf Shippers

\section*{MICHIGAN FAIRS.}

Early Struggles for Existence Marked by Hardship.
Written for the Tradesman.
The wonderful financial success nat has attended the Michigan State Agricultural Association, which has just closed its annual exhibit at Detroit, and the corresponding success of the West Michigan State Fair at Grand Rapids, also just closed, when compared with the State Fairs in Detroit away back in the \(50^{\circ}\) s, shows a gratifying contrast worthy of a page in history. The early history and struggles for existence of both these Associations were participated in by the writer, and I propose to give a short history of each, which 1 hope will interest the readers of the Tradesman
Andrew Moore, of Schoolcraft, was President of the Association, and R. F. Johnstone, editor of the Michigan Farmer, was Secretary at the time of which I write. I think Mr. Moore was its first President. The Fairs were held at the Hamtramck Race Course. The comparatively few exhibitors were principally from the northern and central tiers of counties and the counties west of and adjoining Wayne county. I can not recall the exact year of the resignation of Mr. Moore as President and Mr. Johnstone as Secretary. They had both been ardent and active promoters of the Society from its infancy, but declined a re-election. At the election James B. Crippen, of Coldwater, was elected President, Mr. Holmes, whose first name I have forgotten, was elected Secretary, with Benjamin Follett, of Ypsilanti, Treasurer. Western Michigan having no representative on the Executive Committee, the writer, then a resident of Grand Rapids and President of the Kent County Agricultural Society, was chosen a member of that Committee.

The exhibition just closed had been a financial failure. The weather had been unfavorable-cold and stormy three entire days-consequently the attendance had been small and the receipts light. In those early days there was no such things as an Auditing Committee on the ground to pay expenses and premiums on the last day of the Fair, as was the case this year of our Lord, 1906, at Detroit, but both Committees, the new and the old, met together for a settlement, and the new Committee were not surprised at finding an elephant on their hands in the shape of a shortage to pay expenses and premiums of \(\$\) r,ooo. The old Commit tee were a majority for scaling down the premiums to meet the shortage Upon this suicidal proposition the new Committee sat down with an emphatic thud, when our new Treas urer, the late Benjamin Follett, volunteered to loan the new Commit tee the \(\$ 1,000\) needed. A note was drawn up and signed by every mem ber of the new Committee and every dollar of indebtedness as to expenses and premiums was paid in full. It has always been a source of great satisfaction to me that I was one of that little band to save the Michigan

State Agricultural Society from the disgrace of repudiation.
Every member of that Committee except myself has crossed the Dark River to the Great Unknown Beyond.
The time passed until the Secre tary's call for a meeting of the Exccutive Committee in June to make the necessary arrangements for the State Fair to be held in September. Every member of the Committee was in his place, inspired with a full determination to make the coming meeting a success. The premium list was thoroughly overhauled and enlarged. It had always been the cus tom to engage some distinguished practical man to make an address to the people on the day of the elec tion of officers for the following
year. The late Hon. Stewart had most eloquently E. the place on a former occasion. This year the Committee decided to get some one outside the State out the crowd. At this time Parson Brownlow, of Knoxville, Tennessee, was in the zenith of his martyrdom at the hands of Southern Fire-eaters for his outspoken newspaper denunciation of the twin evils, whiskydrinking and slavery. He had been mobbed, his newspaper suppressed and his office destroyed. He was the man of all others most in the eye of the people of Michigan, and it was unanimously decided to give him an invitation. One member of the Committee asked how we knew that Mr. Brownlow would or could say anything practical to the farmers of Michigan. To this our President, Mr. Crippen, promptly replied: "What do we care what he says or how he says it? He will draw." This ended the discussion. Our Secretary was directed to write to Mr. Brownlow. He accepted the invitation, provided the Committee could send money for his expenses. This, in due time, was sent to him, I think by Mr. Crippen out of his private pocket.
There remains but little more to chronicle of that year's history of the Michigan State Agricultural Society. Its financial success, as re corded below, placed the Society upon a sure footing, which it has ever since maintained
The second week in September the Fair opened with everything in its favor. The weather was favorable the arrangements were complete, the thosits in all branches far beyond those of any former year. The day set apart for the oration was a record breaker. The Detroit papers had given early and extended notice of the day upon which Mr. Brownlow would address the Society and many people from all over the State came long distances especially to hear the persecuted Southern orator. Mr Brownlow came on the opening day and was the guest of the late Hon Philo Parsons. His oration was unique in character, some of it very practical, but he could not refrain from breaking out in severest invective against his Southern persecutors, the politicians who, he declared were at that moment plotting the dis-


\section*{Hart}

\section*{Canned} Goods
These are really something very fine in way of Canned Goods. Not the kind usually sold in groceries but something just as nice as you can put up yourself. Every can full-not of water but solid and delicious food. Every can guaranteed.
JUDSON GROCER CO., Grand Rapids, Mich.
Wholesale Distributors

\section*{Sell}

\author{
Your Customers
}

\section*{YEAST}

\section*{FOAM}

It is a Little Thing,
But Pays You
A Big Profit


LAKE ODESSA MALTED CEREAL Manufactured by

\section*{Why It Sells}

Because, in the manufacture of Crescent Wheat Flakes, we retain all the nutritive Because it is more
Because it is more palatable than others. Be
filled
Because it sells at 3 for 25 c and gives you 25 per cent. profit, when sold at 10 c it pays you 50 per cent. profit
Because its quality is guaranteed.
\(\$ 2.50\) per case.
\(\$ 2.40\) in 5 case lots, freight allowed.
For Sale by all Jobbers
memberment of the Union. The ex hibition closed a financial success, the Treasurer's report showing money on hand sufficient to cancel all indebtedness, premiums and expenses, and leave a balance in the Treasurer's hands.
The history and progress of agriculture and the kindred arts have been quite as marked in the interval between 1852 and 1906 in the western as in the eastern district of Michigan, to which the exhibition just closed in Grand Rapids, the second city in Michigan, bears ample testimony. I have mentioned the writer's connection with the Kent County Agricultural Society at that early day and will add that the officers and Executive Committee were confronted with the same financial condi tions, on a smaller scale, that existed in the State Society, to-wit, a depleted treasury and discouraged promoters. All previous Fairs had been conducted in open fields, without proper barriers to guard against persons who would scale the rail fences, in spite of the guard, to save ten cents entrance fee. After becoming incorporated the first business transacted was to provide against this leak in our legitimate resources. A resolution was adopted to lease and properly fence permanent grounds for our yearly exhibitions. What is now known as Ellsworth Addition to the city of Grand Rapids was then an open field, bounded on the south by the residence and grounds of the late John McConnell. This was an ideal location for our Fair if it could be obtained. Diagonally across the field there meandered a neverfailing spring brook on its way to join the River Grand. The writer, in his official capacity, was asked to correspond with Mr. Ellsworth, requesting the privilege of fencing and using a part of the premises for the use of our Society until such time as he had further use for it. Permission was promptly granted, with many good wishes for the success of our Society and the elevation of agricultural pursuits, in which he felt greatly interested. (Mr. Ellsworth was at that time United States Commissioner of Patents at Washington.) The next proposition was how to raise the means for fencing about four acres of the tract and providing temporary buildings for our use. It was proposed to issue life membership tickets at \$1o each, and from this source we realized §120, which, at the low price of pine lumber at that time (only \(\$ 5\) per M), gave us a good start, but at present prices for the same quality of lumber \(\$ 120\) would have been but a drop in the bucket. We contracted with William T. Powers for the lumber and oak posts, and hired the fence built and gates made by the day Every member of the Committee was a hustler and every citizen bade us Godspeed.
On the date set for our Fair our preparations were completed-the grounds fenced and temporary sheds and other buildings in place. The Hon. Charles E. Stewart, of Kalamazoo, was the orator of the day. The
panies, in command of Captains Cof force. The weather was propitious, the attendance every day was large and a full measure of financial success crowned our first Fair on our new grounds. In his address Mr. Stewart was very earnest in urging the Society to buy and own its own grounds. In spurring us on he clearly outlined what actually happened rew years later. He said that the grounds would be wanted for meet ings of the State Agricultural So ciety or for a separate West Michi gan Association. In a private con versation with the writer he used language almost prophetic in asking me to press his advice upon the con sideration of the Executive Committee. Mr. Stewart was a firm beIn pursuance of this Grand Rapids mittee was appointed to receive proposals from parties having suitable land for sale in parcels not less than twenty acres. Several parcels were offered. Among others the present location south of the city owned ered the best and was bought by the Society and used by them until interrupted by the troublous times of the breaking out of the great rebellion, which suspended the Society's operations, and the title passed into the possession of the West Michigan Agricultural Association. From this bit of early Kent county history it will readily be seen that the early struggles of the Kent County Agricultural Society sowed the seed from which sprang the germs that in the fullness of time ripened into the dignity and importance of
the West Michigan Agricultural the West Michigan Agricultural As
\(\qquad\)
The Man Who Does It All.
carly year man forms habits in the dy years of a business which late Ine fetters on his growth
In starting a small store the owne must do it all. His helpers are few and inefficient. He finds that only the things he does himself are well done
Eager to make the store a success he works long hours, is everywhere and does everything, attends to buy-
ing, selling, window trimming, stock keeping, advertising, book-keeping, When the time comes that the business demands more help, the fact that he finds he can do each of thes
things better than any one he can hire seems proof that he must continue to do it all.
Up to a certain point this is al right, but beyond that point the head must learn to do things through others or he stops the growth of his
own business. own business.
Organization is simply using others to multiply one's own efforts-not may accomplish more. In a proper organization the man at the center of things can, with moderate effort. achieve more than a do-it-all man can by straining himself to the utmost. The penalty of taking all responsibility on your own shoulders-of requiring people to refer every petty detail to you-is that your employes
remain business boys in place of be- as one sometimes will, in charge of a
coming business men. They coming business men. They do not really able man who has tarried too grow. When you want to put re- really able man who has tarried too
sponsibility on them, you can not because you have taught them to lean failed to broaden with the business The responsible head of any busi\begin{tabular}{ll|l} 
ness must, of course, keep in touch & O. K. \\
with all parts of that business, so & Such a concern can prosper only
\end{tabular} nothing can go more than a little by the man at the head of it putting wrong without his knowing it. But
"keeping in touch" does not mean do- ous energy which would have carried ing all the details yourself or having it twice as far had he supplemented a finger in every transaction. Train himself by proper organization. your people properly, accustom the Some day the limits of his ability
tried and true ones to and you will not only be able to keep disaster to the business or to him. in touch, but will get very much If you are ambitious to make your if you had persisted in doing it all. \(\begin{aligned} & \text { don't form the do-it-all habit.-Butle }\end{aligned}\) pitiful t

I am handling S. B. \& A. Candies, my trade is increasing every day.

More than one merchant has made that remark to us in the last year.

\section*{Sure!}

That's why your trade is growing.
Clear as water to us.

\section*{Straub Bros. \& Amiotte}

\author{
Traverse City, Mich.
}

\section*{DO IT NOW}


\section*{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.


This is a photograph of one of the jars in our
Scientific Candy Assortment
24 fine glass display jars holding I20 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, Mfrs.
Grand Rapids, Mich.

\section*{REPRESENTATIVE RETAILERS.}
S. A. Watt, the Veteran Saranac Merchant.
Samuel A. Watt was born in Carrollton, Ohio, Dec. 13, 1845, being the youngest of seven children. His antecedents were Scotch-Irish, his father having been a Scotchman, while his mother was of Irish extraction. At the time of his birth his father was serving Carroll county in the capacity of Sheriff, but eight years later he removed to Mansfield, Ohio, and engaged in the mercantile business. The family removed to Findlay, where the Senior Watt reengaged in business, dying in 186 r Mr . Watt thereupon left the family circle in 1863 and went to Indianapolis, Ind., where he was employed for two years during the war by D. F Frazell, official sutler of Camp Burnside, under command of General A A. Stevens, now of this city. In 1866 Mr. Watt removed to Saranac, where he re-entered the employ of Mr. Frazell as book-keeper for his grist mill and stave factory, which position he filled for two years. He then studied telegraphy and, on complet ing his course of instructions, was appointed local representative for the Western Union Telegraph Co., which position he has held without interruption for the past thirty-eight years. In the meantime he entered the employment of G. A Cotton, who was then postmaster; agent for the Merchants' Union Express Co., ticket agent for the Grand Trunk Railway and engaged in general trade at that place. Three years later he entered the railway mail service, originally covering the mail route of the F. \& P. M. Railroad between East Saginaw and Reed City, and afterwards from Ludington to Toledo, Mr. Watt running out of Ludington on the first train out of that place. He was engaged in the mail service on the F. \& P. M. for seven years, when he was transferred to the D., G. H. \& M. Railway, succeeding the veteran Truman Kellogg on the mail route between Detroit and Grand Haven. He held this position for three years, when he resigned to take the active management of the grocery and crockery store at Saranac which he had purchased of the estate of Mr. Cotton three years previously. Shortly after this he took a partner, adding to their stock lines of shoes, clothing, dry goods, hats and caps, and for eighteen months the business was conducted under the style of Watt \& Cahoon. Since that time Mr. Watt "went it" alone up to four years ago last January, when he took as a partner Edwin Wallington, who had been in his employ for nearly twenty years, under the firm name of Watt \& Wallington.
During the night of November io, \(1899, \mathrm{Mr}\). Watt met with a fire loss, caused by the destruction of his brick block, \(30 \times 80\), and a stock of goods valued at \(\$ 8,000\), his insurance being about \(\$ 4,000\) short of the amount required to cover the loss. On Saturday, the following morning, o'clock Mr. Watt had another building engaged for doing business in and, placing a set of scales in the
store room, instructed those in his employ to take in all the produce offered, paying cash for same, and inform his customers that within six days he would have a full line of goods in shape to serve them. Mr. Watt at once wired the Lemon \& Wheeler Company to send one of its representatives there Monday. The same request was made to A. Krolik \& Co., Detroit. Dick Warner and Will Crane appeared on Monday, representing the above houses. Tues day the groceries arrived. Wednesday the dry goods came to hand. On Thursday the new store was opened up with a full stock. During the winter following Mr. Watt secured the material for a new block on the the new building work going on the new building as soon as the
weather would permit. On July he was located in his new building doing business as if nothing had hap pened. In 1889 Mr . Watt placed branch store at Clarksville, which he conducted for five years. In 1892 he purchased a stock of goods at


666 Wealthy avenue, this city, which he continued for nearly two years During the depression of times, from 1893 to 1896 , he exchanged his two branch stores for two farms in Oceana county and one farm one mile north of Saranac, which place he has made a fruit farm by setting out 3,000 peach, 800 pear and 500 plum and other fruit trees.

Mr. Watt was married Sept. io 1870, to Miss Alice A. Cotton, by whom he has had three children, two boys and one girl. The elder son, erne, who when quite young during his school days picked up the art of telegraphy, at the age of 18 was given a position at Jackson. In a few months he was transferred to Manistee as manager of that office. After one year he was transferred to the Western Union office in this city, and later transferred to the Detroit office, where he held a position in press dispatching work for several years. In 1900 he accepted a Federal position at Washington, where he also attended night school in the study of dentistry. Last year he gave up his Federal position, returning to Detroit to finish his schooling in dentistry. After receiving his diploma he returned to Washington, where he now resides. Six years ago

July 23 he was married to Miss Mabelle Wenzell, of Detroit. The young est son, J. Clyde, lost his right arm by accident twelve years ago. As soon after this accident as possible for him to do so he attended the State University at Ann Arbor and completed a course in the study of the law. He is now located at Saranac in a suite of nicely furnished rooms and enjoys a fine practice. He also represents Ionia county in the State Legislature. March I, 1905, he was married to Miss Pearl Flint, of Clarksvilie. The daughter, Miss Stella May, is living with her father at their home in Saranac. Mrs. Watt passed away March 3 of the present year. She was a person of a very
pleasing disposition, a very kind and affectionate wife and mother. Her reatest enjoyment in life was in seeing and assisting her family and friends in having a pleasant and enjoyable time and in making her home a model one, in which she met with uccess that was pleasing to her.
All business men have their hobbies and Mr. Watt is no exception to the general rule. Born in an at mosphere of partisan politics-his father had the reputation of being a natural politician and turned his aptitude to good account-Mr. Watt ear ly espoused the cause of the Republican party and has been a life-long adherent to that organization. Dur ing the past thirty years he has played an active part in the politics of Ionia county, congressional and State matters, he having served as a mem ber of the township, county, repre sentative, senatorial and congressional committees and attended nearly every State convention as a delegate since the nomination of Gov. D. H Jerome at Jackson in 1880. Always looking after the hest interest of the Republican party and because of his unselfish efforts for the advancement of the party cause, he has come to be regarded as one of the most influential men in the council of the party in Ionia county and the Fifth Congressional district. While he seldom asks anything for his friends and never anything for himself, his equests invariably meet with prompt compliance and the leading Republicans of his county who know of the good service he has rendered the party during the past thirty years, by his active work and his financial assistance, are all practically unanmous that whenever he will consent to accept a favor from the party as a reward the best will be none too good for him.
When asked to state to what cardinal principle he attributed his success, his answer was: "Push, energy and grit, by keeping all contracts good and paying roo cents on the dollar." His manner of doing business was at all times to pay cash for all produce bought, making no distinction between cash or trade in paying prices. This has worked to his advantage by causing his customers to believe that there is not a wide abyss between cash and merchandise prices.
Personally, Mr. Watt is popular with all classes of people. While not an adherent of any church, he
is a liberal supporter of all the churches of his community and a leader in all movements in the interest of better morals and the material prosperity of the place. The fact that he has served the village twice in the capacity of President and that he has been express agent twentyeight years and manager of the telegraph office at his home town for thirty-eight years speaks well for his wearing qualities. Satisfied with his success, happy in the thought that he has few enemies and as many friends as any man in trade, Mr. Watt lives a life of quiet contentment, and the Tradesman joins in the hope of a host of well wishers that he may live long to enjoy the fruits of his industry

\section*{He Had a Close Call.}
gust at some farmhouse on the AukShore and, after making many enquiries, I was given the names of two farmers living within a mile of each other. Botis were highly recommended for the care they took of summer boarders, and though I rather liked the name of Jones over that of Smith, I happened to find the lat ter at the railroad station with his team and went home with him. I managed to put in the week, but it required real heroism. As I got back to the station to take a train for home I met Jones.
I told Jones that there was no veranda to the Smith house; that there was no fresh milk; that the egg were stale; that he had a beastly cook; that the beds were of corn husks; that the main diet was veal and potatoes and cheap coffee, and that I had been charged \(\$ 8\) for the week. I expected that he would sympathize with me and ask me to be sure to come to his house next season, but he didn't. He scratched his ear and then held out his hand and said:

\section*{"Allow me to congratulate you."}

On what?"
"On not coming to my house instead. My guests have had to sit out under a dead locust tree. We have only condensed milk, and not even stale eggs. My cook doesn't know enough to boil potatoes and we have had to get along as well as we coule with salt pork and turnips. My beds are of straw, there aren't sheets enough to go around, and if I finci anyone kicking at paying \(\$ 9\) a week, out he goes and makes room for : new one. Yes, sir, I congratulate you on going to Smith's instead of coming to my place, and if you come out again next summer you'd better put up at the same place. He knows how to run a resort, he does, while spare fust learning and filling in spare time raising cabbages.'
Joe Kerr.

\section*{Africans a Sneezeless Race.}

It is a peculiar fact that Africans never sneeze. Neither do their descendants, if they be pure blooded, although domiciled in other parts of the world.

It is quite possible that the Lord also loveth a cheerful loser

THERE is scarcely anything needed in your business or your home which you can't get for nothing, if you save your Ariosa Coffee vouchers. If you don't want a wagon or a set of harness; if you don't want a scale, a cheese or meat cutter, an oil tank or a coffee mill, perhaps you do want a safe and a desk. Don't use your money to buy them-put it in Ariosa Coffee, push it with your trade, and you will not only get your profit on your sales, but almost any useful or ornamental article you want in exchange for the vouchers which every purchase of Ariosa Coffee brings you.

\(\mathrm{D}^{\circ}\)O you want a runabout, a a buggy, a phaeton? Do you want a handsome watch, or a diamond ring? Do you want a good saddle and bridle? If there is anything you want, you can probably get it for your Ariosa vouchers. Look over our catalogue. If you find something there which you need immediately, send us cash price, and we will return your money if you send us the required number of vouchers before April I, 1907.
If you haven't a catalogue, we will send you one upon receipt of 3 cents postage.


No. 302 is 31 inches high and weighs 600 lbs . Has sub-treasury. drawer.
two plgeon holes and space for a large set of standard size books. two pigeon holes and space for a large set of standard size books.
190 Vouchers.
Cash Price, \(\$ 35.00\).


No. 304 is the No. 302 Safe, in an Oak Desk, 48 inches long, 45 inches high
and 30 inches wide, with roll top dust-proof curtain. \(\mathbf{3 1 5}\) Vouchers.

DOES your wife need silverware, table linen, curtains, a handsome lamp, a brass bed, a sewing-machine, a hall clock, a music box, a graphophone, a piano or an organ? If she does, instead of using your money to buy them for her, get any or all of them with your Ariosa Coffee vouchers that come to you free, absolutely free.

\section*{ARBUCKLE BROS., New}

\section*{Woman'sWorld}

True Love Will Invariably Find Way.
There are women and women, even as there are men and men; for this reason the question, How to keep a woman's love? is not an easy one to answer. Love is like the grip in that it affects different people differently therefore there is no specific which will reach all its phases, still less control them.
Even the obvious formula, "Love her, and live for her," although it fits many cases, sometimes fails. Some women, indeed, are "weathercocks," some are mercurial, and some emo tional, with moods and tenses of the most irregular description
Long ago a cynical French writer divided women broadly into two clas-ses-cats and dogs-the cats to be held only by self-interest and indulgence, the dogs faithful unto death, through good and evil, for better, for worse. But to this, as to all sweep ing generalizations, there are exceptions. Moreover, even granting the classification, there are cats and cats, dogs and dogs, differing greatly in disposition and in quality.
However, as a rule, when a man once has succeeded in winning a woman's love, not merely her fancy, it is not a difficult matter for him to keep it, provided that he loves her and is truly a man. This largely is a matter of magnetism, which in turn depends much upon temperament. It is difficult, almost impossible, for any outsider to determine clearly why any one, whether woman or man, loves or does not love any one else. It is thue that there are those who have an infinite deal to say concerning auras affinities, and spiritual currents; speech which, however wise to them who understand it, is to the uninitiated (by far the larger class) naught but "vain babbling." popular modern English novelist says that "it is not only as rare and as difficult for a man to be an ideal lover as to be a great poet, musician, artist, financier, what you will, but far more exceptional and less easily managed," a declaration which is borne out by the fact that the great lovers of history, indeed almost those of fiction, may be counted upon one's fingers. It is easy to confound the facility for fabling in love with the ability to win love, and to retain it. To attract, absorb, and center upon yourself the interest, the affection, the soul of another human being, so that this transcendant gift shall be your own inalienable possession-to do this surpasses the sum of all human accomplishments; indeed, it is more than an accomplishment, it is a gift, the gift of God.
Notwithstanding all the trite talk of feminine inconstancy, the fact remains that many women are loyal, and that true loyality in women equals, if it does not exceed, the loyalty of men. Women who really
love usually "love on till they die,"
always provided that their love is reciprocated. Unrequited love is en
during only in novels; without hope it eventually must cease to exist. An air plant can not live without air.

Women love to be loved by those whom they love. A man should not only love his wife, he should tell her so, earnestly and often. Neither is it enough for a man to tell a woman that he loves her; he must prove his assertion, and show her that he loves her. The compliment which a woman values above all others is the devotion of her lover. Tender thought, gentle consideration, these are what she prizes beyond price.
It has been said, again and again, that women will forgive the men whom they love any crime which they believe to have been committed solely for love of themselves. This is true only in part, since it depends upon the maner of woman, and also much upon the manner of crime. There are some women who never pardon they \(b\) who destroys the ideal which bitterly the fact that their love has been won, as it were, upon false pre tenses, who are enraged rather than grieved by the collapse of a broken idol, and who seldom, if ever, forgive either themselves or the man in whom they have been mistaken. Fortunately for their own peace of mind, such women are slow to per ceive the mistake, and cling to the shreds and tatters of their delusion with pitiful tenacity.
For this cause it is essential that the man who wishes to keep his hold upon the woman's heart shall do his Nor is thive up to her ideal of him. Nor is this so hard as it may seem to be. Many a man who otherwise would have sat down content with a little success has gone far because he could not endure the thought of disappointment for the woman who believed in him. And when, as well may happen. her expectations are past his power to fulfill, her ideal too high for him to attain, he at least may let her down gently, so to speak and so live that the ideal gradually alters to fit the man, while the man, by striving, goes nearer the ideal, and thus, though there is disillusionment, there is no painful shock. Psychologists tell us that in each human being there are four personalities-viz: First. John as he is known to himself; second, John as he is known to his friends; third, John as he is known to his enemies; and fourth, the real John, who is known only to his Maker, and on whom every deed of the other Johns leaves its impress for good or evil. Those who love us see us at our best, and "only by striving the soul grows strong.'
With all women, "the colonel's lady and Judy O'Grady" alike, perhaps the one sin which neither can be forgiven nor forgotten is that of meanness not so much meanness in a pecu miary sense, for that is by many women regarded with patience as an idiosyncrasy, but meanness of motive and conduct, the littleness which not only humiliates the man, but all who are nearly allied to him. One of

Thackeray's best portraitures is of this pettiness of character in the George Osborne of "Vanity Fair," no reader of which but must think it well that he was killed at Waterloo before his wife could know him as he really was.
However perfect a piece of mechanism may be, it must be kept well oiled in order that it may perform its functions properly. In the same manner two natures may fit together and work harmoniously together as a rule, yet none the less there
occasionally will be found external and internal causes which create friction or clog the wheels. The "petty dust" of daily life is more than apt to upset the mental machinery, and the best lubricant is to be found in tact combined with good numor. Kind words, or thoughtful than wich sometimes is bette ing smile, all have their place in keeping the wheels of the domestic coach running smoothly along the roadway of life. So that, after all,
the conclusion of the whole matter may be found in the old, old saying that love, true love, will find the way

Dorothy Dix.

\section*{A Lesson.}
"You didn't say 'Thank you' to the man who gave you his seat in the street car.'
and byce stopped to say thank you, and by the time I had done so I found that another woman had the seat."
 Sherer Counters FOR CROCERS
Improve Display
Increase Sales, Protect Goods,
Save Srace and Save Space and Time
Beautity Store. SHERER-GILLETT CO., M'frs., Chicagn.

Sherer Counters Help Make a Clean Store

The Wise Do First What Others Do Last Don't Be Last

Handle a Line of

\section*{BOUR'S COFFEES}

The Admitted and Undisputed

\section*{Quality Coffees}

They Are Trade Builders

\section*{Why?}

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

\section*{Unquestionably the Best}
\(\substack{\text { Branch Houses } \\ \text { Principal all cities }}\)\(\quad\) The J. M. Bour Co.

Signs Which Portend a Season of Innovations.
Shall we have a season of con servatism in dress, or one of daring departures from established forms? Whatever the conclusion of others regarding the winter of \(1906-07\), I am constrained to the belief that the ever augmenting element who follow at the heels of Fashion whithersoever her fickle majesty turneth will before long have their desire for change gratified to the full. And this opinion I make bold to reduce to writing because the indications which heretofore have been infallible seem to swing the pendulum in that direction. The men who influence the mode, men of wealth and social position, are given more to the exer cise of personal preferences than at any previous time within memory Indeed, individuality is the outstanding characteristic of dress to day, and rare indeed is the man with the means and the inclination avoid beaten paths in matters sar torial who fails to discover-or in vent, if need be-some distinctive habiliment. This tendency has been so pronounced during the summer just ended that it would be truly re markable if it did not endure through months to come. Furthermore, I am disposed to agree with those critics of men's dress who declare it is too sombre and lacks variety. Yet there should be a word of warning to those who would not exceed the limitations of good form, in the event of a period of notable innovations. Too freauently the distorted ideas of some faddist are linked in the public prints with the tendency of fashion and the man who must perforce leave it to others to blaze the way for him is misguided. As a flagrant example of the sort I noticed at number of the watering places ce tain coteries of young men who wore half-hose of different colors, that is, dicrous combinations. A grain of sense should suggest its absurdity yet while the case was an extreme one, and the more aggravated by rea-
son of the fact that the turnups accentuated the trouser are accustomed to hear just such dress dissipation-that's the wordheralded far and wide as the essence of smartness. Reform in clothes is no less desirable than of all that is commendable in present standards. we must move with deliberation lest fashion be permitted to fall from a rational place to one of wild vagaries and bizarre forms.
Almost daily I am asked whether or not this and that may be worn with propriety on a given occasion. Of course there are fundamental rules which stand inviolable. But from the nature of these queries I judge that many regard fashion as a task-master, permitting not the slightest swerving from her most exacting ordinances. But wherever you go in society you can not fail to note how independent men are today in regard to dress accessories. At the club, at the dance, or at the
theater the evidence of the expres- \(\mid\) to be effective in preventing the shirt \(\mid\) strap which passes through a sheath sion of personal preference is abundant. In the details one has the liberty to choose, and what he may do, if in accord with time and circumstance, will be good form for him as assuredly as if he were to follow a chart to the letter. It requires though, a live appreciation of dress and a knowledge of its limitations. With these excess is impossible.
Evening dress brings several inno
vations. Precise measurements can not be given, as much depends upon one's physical structure. For the man of average height,
inches, and of normal build, the swat lowtail is 49 inches in total length The lapels are faced to the edge with a heavy rich silk, such as a bird'seye twill. Two rows of braid will be worn on the trousers, each strip not more than three-eighths of an inch wide and the two rows separated about one-eighth of an inch. The trousers measure \(201 / 2\) inches at the knee and 17 inches at the bottom. Sleeves are plain finished, and have three buttons with the real and not simulated button-holes.
Most of the crack haberdashers have abandoned the U-shaped cut of dress waistcoat and have adopted that which hitherto has been characteristic of the evening jacket waist coat, the \(V\)-shaped front. Apparent\(y\) the new model is destined to at ain the vogue during the coming winter with a set of men whose influence on the mode is not to be minmized. Incidentally, a new dress shirt worthy of comment has three eyelets set close together at the cen-
ter of bosom. This is indeed ter of bosom. This is indeed a To say the least, it is commendable from the standpoint of uniform ity with the waistcoat, while the ar-

\begin{abstract}
\begin{tabular}{l|l} 
is bulging. In looks the garment & \(\begin{array}{l}\text { and a ring and buckles at the side. } \\
\text { is distinctive and unique. }\end{array}\) \\
For those who can not reconcile
\end{tabular} Regarding the cloths for lounge themselves to a coat of leather, suits, we are to have a return to the waistcoat, double-breasted, made
substantial tweeds of a dark green shade, a welcome relief after a super- black kidskin leather, Venetian lined abundance of grey worsteds. These and having four pockets, affords amgoods, I may add, will appeal to the ple protection against the elements contingent who aim to dress differ- pends entirely upon weather condi ently from the hoi polloi, as they are pends what condinot to be found in the season's prod- I noticed of grey showerproof mate net of the ready-for-service clothes,
while of last spring styles, it will be buttoned snugly about the neck remembered, the reverse was true. and extended to the ankles with full The mixture of colors produces a skirt. It was closed down the cen hade close to olive, with green and worn buttoned again at the extreme triped effects in unfinished. Some right. From the shoulder a flap in will also be worn these beingsted shadow" variety. I have previously the breast. The garment measures escribed the suit for autumn with re- from 52 to 56 inches in length. Many That sterling sport, motoring, de- be had, but these I present because mands a scheme of dress all its they are the farthest removed from We are breaking from the grotesque the unsightly, and I might add unforms which made the devotees of when the forms which prevailed the horseless the targets for much stages of development. It is custom good-natured banter, and adopting a ary for the owners of cars to have out which has as much grace of outline as comports with the require under occasionally trying circumly of linen dusters, plain in cut and stances. In a group of requisites
\(\qquad\)
\end{abstract}

\section*{Alabastine}

The Sanitary Wall Coating Dealers handle Alabastine Because it is advertised, in demand,
yields a good profit, and is easy to seli perty Owners Use and is easy to sell Because it is a durable, sanitary beautiful wall coating, easy to apply
mixed with mixed with cold water, and with fuli Alabastine Company

\section*{The Trade can Trust any promise made} in the name of SAPOLIO; and, therefore, there need be no hesitation about stocking

\section*{It is boldly advertised, and will both sell and satisfy.}

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.

FALSE PHILOSOPHY
The Theory of "Give and Take" All Wrong.
That "we must give and take" in this world is a bit of attempted philosophy which, pursued to its source, I should say, would bring us up at the feet of the mountebank and the charlatan.
Once it might have been a true philosophy in scattered community life. It rings less true every day that the skyscraper of the cities adds its floors to the twenties and thirties until the pygmies of the ribbon streets below are lost to the ey from its roof. When the world might have consisted of two families depending on the hunt, it was a con dition of give and take in the matter of common means of subsistence when one hunter was successful and the other failed. But from this pos sible condition the charlatan has brought the philosophy down for his own purpose into a crowded community life where one is not privileged at all times to put one foot in front of the other. In a thousand cities of the present time the conventional acceptance of the philosophy makes for a myriad irritations which are intolerable in the sense that they are needless and ill considered.
Perhaps the world itself will admit that its greatest accomplishments have come about through the nervous temperament. Probably "nerves" in the nervous temperament is an abnormality, but an abnormal man is necessary in the effecting of things that approach the boundary of the abnormal. In the great cities the neurologist is discovering a steadily increasing volume of neurosis. Granting that much of this may be hereditary, it will not be questioned that much more of it belongs to condition and environment. In such light, realizing how much in crowded centers the individual needs to keep to the physical and figurative boundaries of his individuality, it requires no philosopher's stone in order to uncover the hollownes
give and take.
It must be granted that in all justice the man who takes must give. But it is the man who takes who first of all must be held accountable. After him in weakness and culpability comes the man who eternally gives. From long custom, especially in the cities, we have come to produce some of the concrete results of such tolerated philosophy. We have the man who takes because another man will give, and we have the man who gives because the other man will take, and between them the impossible jumble that results from the unending conflict when two men who have been taking meet to fight out the question of which shall give to the other.
Just to the extent that law has de-
fined certain fined certain rights and possessions which may not be taken, so in his heart the man who gives of his rights nurses his outrage, while the takerstrengthened by his takings-moves on to other victims of his brigand privileges. Perhaps no other man suffers from these small piracies as
does the man of the nervous temperament. By temperament he is least likely to be predatory among his fellows, while by disposition he is quickest to resent victimizing, inwardly if not outwardly. Thus naturally he comes into place in a thousand circumstances as the man giving most and taking least.
For one day take a dozen of the largest cities of the country and, if you can, try to estimate the stupendous total effect of all the needless out of the philosophy of "give and out o
take."
significance! to be approached in its significance! There are types of men who more or less are insensate to these community depredations made upon them, but for the greater part this is the half negative element which unconsciously is in the position of taking. They calmly are at peace with themselves. They have small incentive to giving, while they take, naturally. But, giving or taking, these are the least ruffled individuals
in community life.

On the other side are the sensitively nervous and the blatantly aggressive people-on one side giving in silent, wearing irritation or belligerently refusing to give, and on the other hand the aggressive type which
demands that "we should demands that "we should give and take in this world."
On this side of the line no one party to the philosophy escapes the wasteful, half criminal effects. The man who gives grudgingly to a greater aggressiveness than his own, and in silent containment of his temper, is a sufferer in a double sense, while the aggressor is thrice armed for greater conquests. The man who has stood upon his rights in defense is made to suffer for his citizenship and community patriotism, while even the aggressor is ruffled, whether he recedes or not from his position. Inevitably the encounter is a loss of community force and community savoir
faire faire.
Too much "giving and taking" in the comparatively small affairs of life are accepted and taken for granted. One might find thousands of men at hard, drudging work in offices and at desks who, after all the fatigue of office work, still might go home at night in comparatively good temper and spirits were it not for this wasteful, matter of course philosophy of give and take.
It is inapplicable to modern community life. If one would remedy the condition which has grown out of it neither the law nor the reformer preaching may be counted on for the reform. It lies with the individual who declares against this wearing remnant of the feudal ages which is grinding him.
That feudalism in scant disguise is at the bottom of the philosophy one may prove with an hour's use of his eyes. Who, in the jumble of the crowded city, takes but never gives? It is not the poor laborer or the poor eamstress! South Water street-jam-
med from curb to med from curb to building line with
son in the limited field of justified giving and taking. State street and above all centers are the grounds personality, confident in its egoism, takes unto itself the spirit of feudal seizure of time, place or thing and without doubt of questionings. John A. Howland.
The fellow who tells a would lay down his life for her ofter
balks when he has to tell her father

\section*{DURANG0, MEXIC0}

Never Too Hot
Never Too Cold CLIMATE UNSURPASSED

\author{
Excellent opportunities for in
vestors in mining properties vestors in mining properties
farming, grazing lands, and grazing and ther enterprises
land
}

Ḥ. J. Benson, Durango, Mex

One Thousand Cases in Stock Ready for Shipment


\section*{GRAND RAPIDS PAPER BOX CO.}

Made Up Boxes for Shoes,
Candy, Corsets, Brass Goods,
Hardware, Knit Goods, Etc. Etc
Folding Boxes for Cereal Foods, Woodenware Specialties, Spices, Hardware, Druggists, Ete. Estimates and Samples Cheerfully Furnished. Prompt Service.
19-23 E. Fulton St. Cor. Campau,
Reasonable Prices.
GRAND RAPIDS, MICH.

\section*{THE FRAZER \\ Always Uniform}

Often Imitated
Never Equaled Known
Everywhere
No Talk Required to Sell It
Good Grease
Makes Trade
Cheap Grease
Kille Trade


FRAZER

\section*{frazer}

Axle Oil
FRAZER
Harness

FRAZER Harness Oil

\section*{FRAZER}

Hoof Oil
FRAZER
Stock Food

\section*{The Sun Never Sets \\ Where the}


Brilliant Lamp Burns
And No Other Light
Half So Good or Cheap
It's Economy to Use Them-A Saving of
50 TO 75 PER CENT.
Over Any Other Artificial Light, which
is Demonstrated by the Many Thou-
sands in Use for the Last Nine Years is Demonstrated by
sands in Use for the
All Over the World. Write for M. T. Catalog, it tells all
about them and Our Systems

60: Candle Power Dlamond
Headligitit Outdoor Pressure
Lamp
Brilliant Gas Lamp Co.
42 State St., Chicago, III.


CHAMPIONS OF CRIME.
Union Men Uphold Assaulters of Women and Children.
Alderman Daniel Herlihy of the Twenty-eighth Ward was a member in good standing of the Steam Engi neers' Union until last night.

Now he is an outcast from the labor organization, and for a strange reason. He was expelled from the union because a few weeks ago he introduced into the City Council a resolution calling upon the State Legislature to make assaults upon women and girls punishable by death.

The union, through the medium of a series of sharp resolutions, "deplored the outrages upon women and children," but declared that insane asylums and hospitals are the proper places for the weak-minded persons who commit such assaults.
When Alderman Herlihy, at one of the last Council meetings before summer adjournment, introduced the res olution seeking capital punishment, he did not dream it would lead to his expulsion from his union. His action followed the many brutal attacks on woman reported throughout the spring.
Herlihy was praised by some of his colleagues in the Council and by many of the anti-crime crusaders in town.
Nothing was done with the resolution except to refer it to the State Legislation Committee where it now reposes. Herlihy was awarded by newspaper pictures and by a general flood of discussion pro and con.
His expulsion last night was unexpected. The resolution providing for it was introduced by Arthur McCracken, secretary of the union, and was adopted unanimously, after a spirited discussion in which the offending alderman was berated roundly as a traitor to the trades-union movement.

The resolution follows:
Whereas-The labor movement from its birth, has stood for the highest ideals of humanity, and
Whereas-One of the foremost ideals of mankind is to soften and humanize the human race until liberty, equality, and fraternity are woven into the warp and woof of our daily lives, and
Whereas-A member of this organization, recently elected to the City Council from the Twenty-eighth Ward of this city, has either ignorantly or defiantly of the whole spirit of the trades-union movement, introduced into the City Council resolutions requesting the extension of capital punishment, and

Whereas-The forces working for the uplifting of humanity, the world over, are unanimously arrayed against this form of brutality; and

Whereas-The working people themselves (except in rare instances) are the only victims of capital punishment, and

Whereas-That while we deplore the outrages on women and children, which were given as an excuse for the introduction of said resolutions in the City Council, still we insist that insane asylums and hospitals are
the proper and only places for the weak-minded creatures who commit them-any other position will be a re flection on the innate virtue of the human race.
Resolved-That local union No. International Union of Steam Engineers, do now purge itself of any and all responsibility of said resolutions by expelling Daniel Herlihy from membership in this organization.
Resolved-That we call upon the civilized and humane citizens of the Twenty-eighth Ward to repudiate the inhuman and cowardly sentiments of their representative in the Chicago City Council.
Resolved-That a copy of these resolutions be forwarded to the Chi cago Federation of Labor and that body be requested to endorse the same.
McCracken spoke at length in sup port of his resolution, winning "hearty applause" from the assembled engineers.
"Herlihy has proved false to the principles of trade-mnionism," he said "By his introduction of the resolu tion he showed that he no longer was in touch with labor. He has taken a stand that union men cannot approve.
"Now 1 want to know what right he has to sit in the City Council, pretending to be a representative of union labor. He is a deserter, and should be branded as such. It should be made known through the city that the union men do not regard him as one of their number, that they have washed their hands of him and his kind."
As a further suggestion, McCrack en wants Herlihy humbled before the federation of labor
"Let us bring the matter up before the central body," he said. "Let us show Herlihy up in his true light. Let us get the approval of the federation that the Alderman may be a warning to others who desert the principles of unionism and still try to sail under its colors."
The argument was one sided, though lively, and the resolutions were adopted with a rush.

Chicago Tribune

\section*{Juvenile Strategy.}
"What have you got in that package?" said the attendant at the great public museum.
"Bananas," answered the boy "Dozens of 'em. Want one?"
"No; you can't bring them in here.'
"Why not?"
"It's against the rules. But you can check the package at that window and get it when you come out."
"Cost anything to check it?"
"Five cents."
The boy said he wouldn't pay it and went away
Ten minutes later he reappeared, without the package
"I guess I can go in now, all right," he said.
"Hold on. Have you got those bananas concealed about you?"
"Yes, sir; all but the skins. I throwed them away."

Some men never accomplish any

\section*{Talks to Grocers on Mooderin methods--Mo. s}

The SLOW GROCER The UP-TO DATE waits for Competition GROCER watches for and Demand to FORCE him to take NOTICE. He does not know or care about his BUTTER business.

Yes-he digs chunks of messy BUTTER out of the tüb because-
"That's the way he has always done it and guesses if his customers don't kick it's good enough.
He has paddled BU TTER into a tray for years.
Can't show him modern methods.

He rants against Department Stores and Mail Order Houses with resolutions most dras-tic-but-
MODERN METH ODS for him? "Not Much.'
every new beneficial DEVICE which will reduce his cost of doing business or PLEASE HIS CUS. TOMER or DISPLAY his wares to better advantage or ADVER. TISE his business.
HE KNOWS THAT THE KUTTOWAIT SYSTEM IS AN ES. SEntial unit to HIS SUCCESS.
He is not afraid of COMPETITION because he has the BRAINS to select and use MODERN METH ODS.

WE CAN PROVE THAT THE KUTTO. WAIT SYSTEM BELONGS TO EVERY WELL REGULATED GROCER'S OUTFIT. Let Us Show You?

\section*{MAINTAINING PRICES.}

Furniture Trade \(\overline{\text { Can }}\) Profit by Experience of Druggists.*
The topic which the chairman of your Executive Committee has assigned to me could, perhaps, be more easily handled and more successfully treated if I might confine myself to the various perplexing phases involved in the question of maintaining prices in my own line of business. It seems like a far call from behind the prescription counter of the retail druggist to the retail furniture business. And yet while we move in the ever widening circles of human prog ress and commercial advancements, there are points at which the shifting radii of our commercial movements coincide. Such a point of coincidence we approach when we attempt to decide questions of business policy, of credits, of collections, of
maintaining prices, etc. Be we engaged in the drug business, retail furniture, groceries, dry goods or hardware businesses, the essential problem which affects us all, no matter in what business we may be engaged, is the securing of a fair and adequate profit from sales.
Every man is entitled to his hire. The confining life that the average man in business is obliged to follow entitles him to a decent living, in a fairly comfortable style, the right to maintain an honorable calling in an honorable way, not to be degraded to the position merely of trading off one against another to see whether one can not eliminate the other but standing upon the broad basis of right conduct between one another. I say business men generally claim the right to live decently and honorably in the community. As an incident to that condition there must come a living price; as a further incident to attaining such a condition there must also come steadfast and honest adherence to a fair schedule. In other words, the big dealer and the little dealer must be found working side by side in a common cause, for a common purpose. The large dealer, with immense capital and unlimited resources, must feel perfectly willing to stand for a movement which gives the small dealer the opportunity to live. He must maintain prices for his goods that will tend to equalize the opportunity of the small dealer to make a profit which shall insure to him a decent living. That, gentlemen, is the unselfish, generous way like those of us who join our trade associations must feel and act one to the other.
But unfortunately I must in consulting my own experience in association work bring a strong indictment against some few otherwise honest men in business who utterly disregard their words of honor, their agreement, their promises made in good faith merely to gain a temporary advantage over a competitor They do in a moment of weakness or selfishness yield to the evil spirit and resort to cut-throat methods of competition. demoralize prices, with rule or ruin as their motto. I as-
*Paper reaa at annual convention Minnesota
Retail Furniture Dealers Retail Furniture Dealers' Association by Chas.
H. Huhn.
sume also that since men generally are pretty much alike, the class above mentioned are therefore also to be found among the retail furniture dealers, as well as among the pharmaceutical profession. If my pre sumptions are correct, and you have such among your craftsmen, you will find them a very hard and difficult proposition to control. You will discover after you have exhausted all means of persuasion, all your kindly offices to make such recalcitrants good, that nothing is so effective as force. But you may entertain gathering doubt as to the advisability or the possibility of applying or using force in getting price demoral izers into line. I can state right here that it is not only advisable or possible; it is absolutely necessary if yon would preserve your commer cial welfare, in the matter of the method by which you can force the maintaining of prices not only upon the members of your Association but upon all who deal in any particular line of similar goods which you desire to protect against ruinous cut rate prices. In our line the National Association of Retail Druggists has urg ed the adoption of the Druggists' Contract and Serial Numeral plan, which, briefly stated, means that the manufacturer enters into a direct contract with the retailer to act as his agent to sell his goods at retail only at a given price, a minimum price The serial numbering of such goods is done for the purpose of tracing violators of the contract when goods are found in cutters' stocks and of fered at a lesser price than the direct contract between the manufac turer and retailer stipulates. We have succeeded in securing the adoption of this plan by a score or more of large manufacturers, and the list is gradually growing. We hope at some time not very far in the future to secure a practically uniform adoption of the plan by all patent medi cine manufacturers of importance.
The National Association of Retail Druggists is not alone in using the direct contract idea, but I believe the serial numbering is original with that Association. Upon investigation you will find several lines of shoes, oi hats and caps, of gloves-in fact almost an endless line of manufactured goods will be found where the manufacturer controls absolutely the price of his manufacture to the consumer. Thus it is seen that where persuasion fails to maintain prices, force may be applied through the agency of the direct contract plan. It keeps many lines of goods out of the mail order and supply house catalogues, and in so far as our line is concerned effectually annuls their power to influence trade in their direction by their unfair cut prices.
If I may now be permitted to depart from the original theme of this paper and indulge in a few personal observations with reference to the advantages accruing to the retailer by joining together in an association, I beg to add that the National Association of Retail Druggists has convinced me that it is a most necessary factor and essential aid toward keeping the profession of pharmacy,
and especially the commercial side thereof, in the profit-making columns as compared with other commercial pursuits and engagements.
In pharmacy we have two very zealous masters to serve-science and commerce. Each demands its share of attention; neither can be neglected without causing loss to him who overlooks the dual importance of ciation, if the time has not yet come to you, I feel that you will not have to live much longer in these hustling days of centralization, and incorporation, and union of interests, with keen competition between large operators, to discover that there seems to be no place left for the individual. Sin-
gly and alone it is impossible for the small business man to meet the rious assaults from the vulture who preys upon the small capital.
Sit back, good brother, if you will, and criticise and doubt and look for another Moses who will lead you out of the wilderness; you may find
him, but I doubt if you will outlive

\section*{Buggies}

You will need a few more this fall. Our stock is very complete and we can ship on receipt of order. Every one is a "Seller.

Brown \& Sehler Co. Grand Rapids, Mich. wholesale only

\section*{Clearance Sale High Grade Automobiles}

We have a few very desirable bargains in used cars that have been turned in to us by people who have bought larger cars. These cars have all been carefully overhauled in our shop and are guaranteed in good running order. Many times a good second hand car if in good shape is a better bargain than a new car. We have decided to make

\section*{Special Low Prices Until Oct. 1}
in order to move these cars. Here is a partial list Oldsmobile-Runabout, 2 passenger car, 5 H. P. Cost new \(\$ 650.00\). Clearance Sale Price \(\$ 300.00\) Cadillac-Model A, io H. P., 4 passenger cartonneau can be removed, making good run-about-overhauled and repainted, black body, red gear. Price new \(\$ 950.00\). Clearance Sale Price
Cadillac-Model B, 5 passenger car, iо H. P. just overhauled and repainted. Cost new \(\$ 950\) oo. Clearance Sale Price - \(\$ 550.00\) Haynes=Apperson-5 passenger car, 16 H. P., double cylinder engine, detachable back seat, 32 in. wheels, overhauled and refinished. Cost new \(\$ 145000\). Clearance Sale Price - \(\$ 800.00\) Waverly Electric-Runabout, 2 passengers, with top, batteries new about 90 days ago, recently repainted. Cost new \(\$ 925.00\). Clearance Sale Price
We have some 10 other cars ranging in price from \(\$ 150.00\) upward. We want the room these cars occupy, also the money tied up in them, as our 1907 cars will begin to arrive about October ist. Come in as early as possible while you can get a good
selection.

\section*{Adams \& Hart}

47-49 No. Division St.
Grand Rapids, Mich.
even the planning of a defense, once you lose the power and influence of a good association of your own craftsmen.
Jealousy, espionage and hate must be supplanted by confidence, faith and friendly intercourse in any heart Cast off that adopted theory that your competitor is lying awake at night to destroy you. It is not true. If he is active in his own be half to secure for himself better profits, better conditions and greater success in his business, the same ideas will occur to you, and you will be inspired by the same elements that will lead to success in your affairs.
Talk one with the other of thing that will not only benefit yourselves but the whole army of men engaged in your line everywhere. Give unstinted support to your Association and be in dead earnest about it. Work together, play together, plan together; at all hazards get together.
In conclusion let me ask in plain language: When serious problems confront you that require unity of thought, unity of action for solution, if not your Association, then what will save you?

Know Your Customers' Hobbies. A record of customers' hobbies may seem an unusual business asset, but nevertheless it is said by those who have made it a part of their system to pay exceedingly well. Most men have some favorite pastime or something or other to which they are strongly attached and which they like to talk about. With one man it may be fishing, with another yachting, with a third his first baby, while yet another may be working out an original idea for use in business. A manufacturer may be deeply interested in association work, or he may be an advocate of a premium system of wages, or he may have strong ideas on labor questions. The salesman who makes careful note of the individual hobby of each customer or prospective customer and refreshes his memory before calling upon the man from whom he hopes to get business must get closer to the friendly side than the salesman who does not take this sort of thing into account. There is the suggestion of a compliment in remembering a previous conversation, as if it had made a strong impression.
A man selling goods makes money for his house through his friendships with customers. There is no better way to make a friend than to be a good listener when need be and to remember what he hears. It requires little work or trouble to jot down a reminder of the topic chosen by the customer, to be referred to before making the next call, if it does not stick in the memory of itself. A card index of such suggestions would be invaluable as an assistance to a new man when it is necessary to make a change in the traveling force. It is with the assistance of little tactful acts that the sort of customer is made who calls up the salesman's house when he wants to buy something without shopping for it through the trade.

May Be a Smash Some Day.
The announcement comes from New York that Goldman, Sachs \& and Lehman Bros., the Wall Street syndicate managers who have been floating the securities of the Sears-Roebusk Company, have sold all of the \(\$ 30,000,000\) common stock, and the stock is ready for immediate delivery. Sales of the \(\$ 10,000,000\) preferred stock, it is said, have already been heavy. The preferred stock is a 7 per cent. stock, and it will be remembered it was offered at 95 , with a right to redeem within tell years at 125 . In striking contrast to the "frenzied finance" methods which have been employed to float in Wall Street the \(\$ 40,000,000\) of stock issued by Sears, Roebuck \& Co. is the method being employed by the other big Chicago mail order houseMontgomery Ward \& Co.-to raise funds to build its proposed plant in Northwest Chicago. Instead of going to Wall Street, Montgomery ward \& Co. are placing their se-
curies through the First National Bank of Chicago, and the trustee is the First Trust \& Savings Bank, which is a branch of the First National Bank of Chicago. Montgomery Ward \& Co. have issued \(\$ 2,000\), ooo in bonds, maturing \(\$ 200,000\) an nually, beginning July 1 , 1907. These bonds are secured upon the new plant, which is to cost \(\$ 1,500,000\), lo-
cated on land which cost in excess of \(\$ 500,000\). As further security the Michigan avenue property now occupied by the company, worth over al incumbrances \(\$ 1,750,000\), is given, to gether with other assets of the com pany, less current liabilities, said to be worth \(\$ 3,250,000\). It is stipulated that the Michigan avenue property shall be released from the trust agreement upon the payment and cancellation of \(\$ 1,000,000\) of the bonds. The rate of interest which these bonds bear is 5 per cent., instead of 7 per cent. paid by the SearsRoebuck Company, and it will be noticed that none of the preferred and common stock, which the other company has deemed it necessary to is sue to float its enterprise, is being put out by Montgomery Ward \& They believe in owning their busincestablishment and doing their tions of Chicago. The bonds have been selling readily in Chicago at par. The methods of these two great establishments in financing their en
terprises are so different, and yet so characteristic, that we have given here the facts so that business men among the readers of The Journal may draw their own conclusion. Possibly the farmers who are sending their money to one of these concerns because of the high rate of interest which is promised are putting their funds in a safe place, but if some day there should be a smash and a lot of people be found holding worthless securities it will be no cause for surprise to conservative business men. -Furniture Journal.

Clear Enough To Her.
Andrew Carnegie once delivered a little homily to the pupils of a public school in Washington, wherein he
endeavored to demonstrate that the judgment of men is apt to b
ed by sentiment and feeling.
"In Scotland," asserted Mr. gie, "the people abominated hymns simply because the Episcopalians used them. The Presbyterians sang only the Psalms of David. The Episcopalians used stained glass in their church windows, and for that reason the Scotch looked upon stained glas as something of unholy origin."
Continuing, Mr. Carnegie told story of a Presbyterian minister wh had been bold enough to introduce this hated innovation. He was show ioners, and asked her how she liked it.
y, "but I handsome," said she, sad
\(\square\)
Two Hundred Dollar Fine. Hereafter the "opened by mistake" cost will be a mistake that will has ruled that mail must be looked over before leaving the office, and that any letter put in your box by mistake must be returned before leaving the postoffice under penalty of \(\$ 200\) if you carry away some other person's mail than your own and open it It is probable that where it can be shown a mistake is generally due to outside mail becoming mixed with a firm's letters, such a ruling will be suspended. Where hundreds of let ors are constantly coming into an
ofthere can be no safeguard against an occasional "floater" intended for someone "floater in

\section*{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.

\section*{Hand Separator Oil}
is free from gum and is anti-rust and anti-corrosive. Put up in \(1 / 2\), and 5 gal. cans.

\section*{Standard Oil Co. \\ Grand Rapids, Mich.}

\section*{FINE SERVICE}

Michigan Central Grand Rapids, Detroit, Toledo Through Car Line
Solid train service with Broiler
Parlor Cars and Cafe Coaches running on rapid schedule.
Through sleeping car to New York on the "Wolverine,'
making the run in nineteen bing the run in nineteen hours and fifty minutes
For full particulars see Michigan Central agents,
E. W. COVERT, C. P. A., Grand Rapids 0. W. RUGGLES, ©. P. A., Chicago

\section*{A GOOD INVESTMENT \\ THE CITIZENS TELEPHONE COMPANY}
the REMARKABLE AND CONTINUED GROWTH of its system, which bew includes more than

\section*{25,000 TELEPHONES}
the Grand Rapids Exchange which now has 7,250 telephones-has thesed over 1.000 are in STOCK ON SALE
This stock nas tur years earned and received cash dividend of 2 per cent. quarterly and the taxes are paid by the company.)
For further information call on or address the company at its offlee in Grand Rapids E. B. FIEHER, SECRETARY

\section*{BALLOU BASKETS ARE BEST}


\section*{A Gold Brick}
is not a very paying invest ment as a rule, nor is the buying of poor baskets. 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, ware-
houses and factories. Let houses and factories. Let or any other basket for which you may be in market.

BALLOU MFG. CO., Belding, Mich.

\section*{RETAIL CREDITS.}

Best Way To Handle the Problem Successfully.
The word credit in the retail business is a sign to a dangerous road that has led many a merchant to disaster, but a road which must be traveled, for the volume of business ex ceeds the volume of currency, and the country is compelled to rely on credit to an extent as the world moves on what is called a credit system both by the buyer and the seller, and every successful business house must have a competent credit man, although it be great or small. The small ones do not have sufficient amount of capital to stand many losses. If the proprietor is not capable of exercising proper discretion by refusing those whom he knows to be bad and securing the trade of those who are good, he had better employ a competent man or sell strictly for cash. There are very few retail men who are successful credit men, for it requires long and constant study of human nature in order to secure and handle accounts suceessfully, and no set rule can be applied to all men, but each one must be handled according to his custom and station in life.
The greatest study of mankind is man. If we study the evolution of man from the low state of savagery to barbarism, from barbarism to civilization and from civilization to the present enlightenment, we find that every step of advancement was gained through confidence, as confidence among men increases they take higher step in the evolution of human progress. The savages had no faith, no confidence in one another, not even in the members of their own families. However, they learned after due time to form clans, then tribes, because they found it advantageous to trust one another, but had no confidence in those outside. Little by little as time went on they learned to spread confidence. They founded nations which in time became civilized and formed laws to govern themselves with confidence in their fulfillment. Now, in every stage of human development there are economic, industrial and social problems, which multiply with the growth of population and are solved by the increased confidence born of education and culture
Now, what is credit if not the confidence we have in those whom we trust? Business is founded and developed through confidence.
We have outgrown the lower order of business methods, where a merchant would do all in his power to avoid meeting his competitor, and would not think of exchanging credit information, thereby revealing the names of his customers, but now they go so far as to give their local Retail Agency a complete list of their customers, giving the average amount they buy and how they pay. In former times the merchants considered their competitors enemies, and naturally had no confidence in one another, but enlightenment has opened the eyes of many of them to the necessity for mutual help and protection
to be gained only through organiza tion.
The wholesale merchant has understood for years the impossibility of conducting his business upon his unassisted judgment alone. He has therefore, found it wise to take into his confidence men of good business acumen, under large salaries, allowing them additional latge amounts to expend for various mediums which might assist their judgment in correctly determining their credits. That these mediums are not always correct in their reports and conclusions as to the trade is well known; but that they have materially assisted the credit man, and have been instrumental in enlarging his field of operation and reducing their annual losses can not be denied.
The reverse, however, has been the lot of the retajler. At the beginning of the year the retailer insures his stock from fire, his city and State licenses and other preliminary expenses must be paid. But when his doors are opened for business he is accorded comparatively no protection, by law
or otherwise, against the consumer In fact as far against the consumer it seems to hold a special grudge against him, and instead of getting better seems to be growing worse each year. Therefore, the business lot of the retailer has been a deplorable one indeed.
Has it ever occurred to you what salaries good credit men command I will give you some idea by nam ing the amounts paid to some in the city in which I live. One man get \$ro,ooo a year for passing on wholesale credits. In the retail lines there are just three recognized credit men, and their annual income is from \(\$ 2,500\) to \(\$ 5,000\) a year; just think of one retail firm paying \(\$ 5,000\) a year for a credit man; that shows how that firm re gards the responsibility of their credit department. The largest per cent. o their sales are based upon credit and they have made a glowing success Most retail men think you ought to get a competent man for \(\$ 15\) a week A credit man that can not command over \(\$ 15\) a week is not much of a credit man. There is an art, a skill in a good credit man that is not gifted to many. It is true that very few retail firms can afford to employ a competent credit man and recognizing this fact, systems by agencies were years ago inaugurated which would give the retail merchant a credit man at a very small cost to them, and it has worked so successfully for those who have followed it closely that their losses have been reduced to a very small per cent. and are not worth the effort to collect The accuracy of these systems does away with the necessity of a collecting agency, and assistance to collect is only given in the few cases where parties have been previously rated well and the merchant is unable to collect from some unknown cause, and in such cases the bill is collectable from the simple fact that when a man is behind with just one account he will exert and deny himself more in order to save his credit reputation, and does not become so discouraged as when he nas been allowed to run

\section*{Don't Drive Away Trade}

You cannot handle oil in the ordinary tin tank and please your trade. They don't like to carry that dripping can-the next time they will buy of your competitor who has a Bowser Tank, and you have lost a customer

\section*{One lost cus=} tomer may eas= ily mean the loss of suffi= cient profit to buy two Bow= ser Tanks.


The Bowser keeps trade-it's clean, the measurement is accurate and the service is rapid.

Send for Catalog M.
S. F. Bowser \& Co., Inc., Fort Wayne, Ind.

accounts beyond his ability to meet furthermore, when a man has got so far behind and owes so many, he feels that it is impossible to pay all, so he usually comes to the conclusion that there is nothing to be gained by paying one or two, so he decides he had just as well get all he can for nothing, and he is generally right in his conclusions, for in most cases he does not make enougn to pay for the necessities of life and pay back ac-
counts, too. The proper remedy to counts, too. The proper remedy to
be applied is to have a competent credit man to rein them \(u p\) in the start and educate them to know that they must pay for what they buy when due, and no large balance will be tolerated, and then there will be
more successful business men in the more successful business
place of certain failures.
The Retail Agency's service is equal to the best in the United States, and easily carried out by a competent man, when the merchants will do their part by each one giving a complete list of their customers, and not open a new account without getting a report from the office, as this makes all information center at one place and establishes a clearing house which enables them to ascertain a man's standing in a very few minutes, and to know where he is trading. This, of course, applies to those who have been living there some time and have established their credit.
The new customers require the merchant to find out where they come from, and to secure reference when possible, then proceed to get at their standing at that place. If the information furnished by the agency at that place is satisfactory he can be recommended according to his ability shown in the report. Those who decline to give a correct account of their past record agencies decline to recommend, on the ground that any good man can put us in possession of facts that will show he meets his accounts promptly and is entitled to credit. It is true that no system has been established that would prevent all losses, but this one has a tendency to prevent the merchants from all losing on the same customer, by pro-rating the losses among them to a certain extent.

The rating books issued by Agencies contain from two thousand to one hundred fifty thousand names, most of whom are heads of families These books show their financial standing, giving the amount of property owned by each, and how they pay, showing the good, bad and indifferent. Special reports from time to time gather in the newcomers and those who have not yet established their credit. Ratings have grown better instead of worse, as the reports grow more thorough and conservative. In order to conduct a credit agency successfully it is necessary to have a man that thoroughly understands the business and he must equip himself with the proper facilities for securing the right kind of information on which to base retail credit.
In most of places there is a strange difference between the wholesale merchant and the retail merchant in their attitude toward their commercial
agencies. For Dun or Bradstreet's agent to lay a book on a wholesale credit man's desk and say, "Here is a large list of people whose credit is not good," would place him in a position to be laughed at. The whole saler has come to appreciate the value of knowing about good customers. The average retail man says that reference book is a pretty good thing, for it has a lot of bad ones in it and the good ones do no harm. The more good people there are in a rating book the more valuable it will be to a merchant providing he uses it right, and the way to realize the benefit is seeping the trade of good ones. Jus keeping a dead-beat list is not near
complete, nor is it what you want, for the principle is wrong; you are believing all men honest and entitled to credit until they get on the deadbeat list. The agency operates just the reverse. They do not consider any man entitled to credit until after he has been investigated and found to have the ability and willingness to pay. The dead-beat plan requires you to pay for your experience in too many cases.
A man may apply to you for credit who is just as bad as any you have on your list, but is not on there be cause he has not been turned in by some careless member, or those who have sustained losses happened not o be members.
It is the business of every credit man to know of as many undesirable risks as he can, but his knowledge of desirable accounts will be worth many folds to him in the end, for his profit is made on good accounts.
You should investigate your cash customers in order to do all in your power to hold their trade and to secure good customers and avoid the bad ones when an opportunity pre sents itself, for a cash acquisition may wander off to a rival to-morrow, but the credit friend who is worthy of credit is not as inclined to change his place of trading when proper courtesy is extended as those who pay cash, and as a rule he is not a bargain hunter, but appreciates the accommodation of being extended an account and is less trouble to sell.
The largest percentage of the people pay their personal obligations. If they did not this country would be bankrupt in a very short time, but this small percentage that do not pay their debts will break any man that extends credit recklessly, for one bad customer will bring several more, since "Birds of same feather usually Hock together."
The first thing to do when an account is opened is to place a temporary limit upon the account, the amount, of course, being determined by the facts at hand concerning the customer's responsibility. After an account is opened it must be carefully watched; if neglected it may cause you a loss which could have been avoided by prompt attention. Your book-keeper should be instructed to notify you when a customer has reached his limit, or his account is past due, in order that you can promptly investigate the cause and determine whether or not it is advisable to extend him a larger line or
grant him an extension of time whichever the case may be
There are few transactions among men that cut so deep into the feelings as an open refusal of credit; and it is equally true that fewer things make warmer friends of a house than count is want stat
Many houses seem to deliberately place obstacles in the way of cus tomers opening accounts and do not observe the different classes and conditions of their customers. The man who is able to pay for what he buys but desires an account, as a conve
nience, is independent and will sub nience, is independent and will sub
mit to very little annoyance and in convenience; but the man that wants something and hasn't the money to pay will submit to almost anything The time to ask a customer for reference and such other informalion necessary is at the time he ap. plies for credit, for he usually ex pects to be required to give such in ormation. If no credit has been rate without reference. However, the worst dead-beat in the United States can furnish on ences, but you should locate the mer chants who have sold him on credit but were not given as reference
Many progressive merchants over look a splendid opportunity to se cure good accounts; they do not real ize the delicate feeling that many have in applying for credit; they
spend large sums of money in beaupend large sums of money in beau
ploy artists to deck their windows, place attentive salesmen behind their counters and cleverly spread the printer's ink in order to induce the people to enter their doors and buy a bill of goods. That is all very well, but right here comes the strange part bout all this expenditure. After they ave induced the customer to enter and buy no further direct effort is usually made to have him return, and the name and identity of the customer



Store building and general stock located in thrifty town which is center of thickly
settled farming country industries of settled farming country, industries of
which are dairying, fruit, stock and general which are dairying, fruit, stock and general
farming. Our v llage has canning factory, pickle factory, creamery, churches, up-to date schools, etc. and store is the best corner in town. A business that has continued
for thirty years. Will rent store if desired H. L. Cornwell, Lawrence, Mich

FOOTE \& JENKS
MAKERS OF PURE VANILLA EXTRACTS and of the genuine, original. soluble, terpeneless extract of Lemon
JAXON Fonten

\section*{Guns and Ammunition}


Complete line of
Shotguns, Rifles and Revolvers Loaded Shells Camp Equipment Big Game Rifles



Observations of a Crank in a Shoe Store.
1 was interested to note the other day, as 1 stood in a prominent shoe department, the poor service which this store gave to its patrons in the matter of making exchanges. It is not a privilege in the highest sense of the word to have this task to do, but it is one of the necessary umpleasant duties which we are forced to perform from time to time, and in my opinion, when a thing becomes nee essary it might as well be done well and as quickly as possible.
The young lady in question brought in a pair of shoes, and by mere chance she happened to be a charge custom

The manager was out, as also was the clerk who waited on her pre viously. It required about ten minutes of time to ascertain these three facts, after which the clerk showed every possible inattention to the customer, and plainly showed that he would rather make cash sales than exchanges for his fellow-laborer. Now it is not a bit of use to jump up and say you would fire a clerk who did this, for it may be that you have been in the same boat yourself. I had finished my business, but I persisted in looking at something which 1 did no want, for the express purpose of see ing how this matter was handled.
As I stood there I heard the clerk say, "Well, lady (if it is anything that would make me mad if I were a woman it would be to be called "lady" in a store), we shall have to look up your account and see just when you bought these goods and what price you paid for them." "Why, I bought them of Mr. Jones and I paid \(\$ 3.50\) for them," she quickly replied. "Yes, I know," replied the clerk, "but we will have to look it up !ust the same." All of which required fifteen minutes more, and during which time the customer said little, looked more and thought a heap. Having arranged the credit part of the sale the clerk proceeded to pull down a number of shoes, and finally succeeded in satisfying the customer. The whole thing required just forty minutes by my watch, and I claim that to be standard time, and as the clerk finally handed her the bundle, the manager came in and spoke very courteously to her, whereupon she explained the troubles she had had in getting the exchange. Of course he did everything possible to soothe the customer, but she left the store very much ruffled up, and I feel sure that her trading at that store is at an end, especially in the shoe department.
In these twentieth century days system has come to be recognized as a necessity to modern business methods; at the same time system has been known, on several occasions, as this one, to severely handicap prospects for future business. I have seen salespeople in stores forced to make no less than four or five different entries of a sale, when one or two at
the most would have been all that
lar that he possessed, and more, for he had borrowed of all his friends in the vain hope of retrieving himself with added capital. At last they mortgaged their furniture, including her piano and paintings. Her father gave her some money and she paid the interest and kept her home for a time longer.
Something must be done, and that by herself, she was convinced. What could it be? The man had lost his courage.
The problem was a trying one for a delicately reared woman to solve In sheer desperation she lay awake all one night and prayed fervently for light. It came. With the rising of the sun she determined to turn her talent for cookery to account. "Peo ple must eat," she reasoned, "I will give them food and they will pay me

With only her kitchen range and no idea of buying materials at wholesale she started in. She had no money and no ingredients even for a tin of biscuits, but she bravely went to her grocer and asked credit for a short time. She always had paid cash before and her face burned with shame as she proffered her request to him to let her have \(\$ 5\) worth of groceries to be paid for later. This he readily did and she returned to do her best with a batch of bread and biscuits for samples of her skill.
Armed with the still warm breadstuffs she started to solicit orders She carefully had laid her plans and determined to go first to apartment houses where the small families abounded which had not the facilities for baking found in houses; and at the back doors she would knock, as was correct on such an errand.
Stifling her pride and carefully avoiding the residences of friends, she made a number of calls, returning with light heart. Despite her forebodings she had been well received at nearly every place where she called, and enough orders had been taken to keep her busy the next day. Her obvious refinement had been recognized and respected, and she had learned a lesson-that honest labor degrades no one.
She toiled earnestly, spending the early part of the day in manufacturing her goods, starting out to deliver about 4 o'clock in the afternoon Soon she divided her work, specializing on various days, making bread on Fridays and cakes on Saturdays, to be fresh for Sunday consumption. Then orders came so fast that she sent for a friend to help her and hired a boy with a little cart to relieve her in delivering her wares. Orders for more bread and cakes came pouring in, and she learned to buy her raw materials at wholesale. Now she was happy for she had achieved independence.
The husband got employment else where, sending her weekly a portion of his earnings. This she put aside and devoted to paying debts. She was a happy woman the day that the canceled mortgage upon her furniture was in her hands.

Marian Ainsworth.
Many a girl has lost a good friend y marrying him.

\author{
Carry in Stock
}

Simith
Men's
Work Shoes


\section*{Wolverine Girl Shoe}

\author{
All Styles \\ \(\$ 1.65\)
}

State Agents

GeorgenineaderE Co
Gmand Ripins. Mitch.

How to Advertise a Retail Shoe Store.*
I would have much preferred had my subject been made advertising "a shoe store," in place of "how to advertise a shoe store" The topic calls for something definite. It infers in me a superior knowledge of the ways and means of shoe publicity, and it also places a fellow in an "I-know-it-all" attitude that is a bit embarrassing.

Furthermore, not all of the ideas in regard to shoe publicity remain unadvanced. You will find your trade journals each week teeming with good, meaty suggestions for the making of the popularity of a store. The good advertiser is not egotistic. He believes with Emerson, that "next best to the man who originates a good expression or a worth-while thought is the man who quotes it,' and it is shrewd of him to adopt the proven policies of the resultful campaigns in which other men have paid the cost of the experiment. If you note any plagiarisms in this talk of mine nail them, and then generously excuse their occasion under my plea that 1 put them there for the sake of, I hope, a beneficial reiteration.

Let us review, briefly, the possibilities that the right kind of advertising presents to the retail shoe man in his community Take, for instance, a merchant located in a town of 40,000 inhabitants, with its estimated 8,ooo homes. This merchant, we will concede, has a good store front, perhaps the most modern procurable. We all recognize the advantages of a good front whether it's personal in a business way. His furniture and general store equipment are the best that he could put in. Everything is inviting from without, and \(\cos y\) and business-like within. He has an excellent force of help-his store service is well organized. Suppose his equipment throughout is ideal-his buyer's judgment is good-superb values and good styles are always shown. This merchant depends on this superior get up of his store to accomplish for him a substantial business without the aid of direct advertising or solicitation of trade. He probably does a business of, say \(\$ 35,000\), which allows him 5.000 customers, spending on an average of \(\$ 7\) a year for footwear out of the possible 40,000 population. Of the \(\$ 280,000\) volume of business he gets a paltry \(\$ 35,000\). Is there any valid reason, other than, perhaps, the location or convenience of his store, why the majority of the people of this town should not do business at our friend's store? Of course a store does make enemies occasionally and an allowance must be made there, though in most cases, and particularly since we have given the trade to understand that there is no guarantee on shiny leathers, the proportion of these disgruntled ones should be infinitesimal.

And just a word about the location. It will not be difficult to get people to walk a block or two out of their way if you will make the *Paper read at annual convention Michigan
Retail Shoe Dealers' Association by Frank McRetain Shoe Dealers Asso
Gowan, of Canton, Ohio.
tune of your advertising-the promises you make in your advertisingharmonize with the service and the values you give them. Conditions as pictured here exist in almost every town. None of us get all the trade that is open to us. Does it not appear to you that there is an opportunity for profitable publicity for the average shoe store if such conditions do exist? As long as people are open to argument-open to convic-tion-by publicity as to the merits of merchandise, there is a chance to work big increases in this \(\$ 35,000\) business. The system is to go after these possible customers in such a studied and predetermined never-give-up fashion, that when any of them leave one of these 8,000 homes on a shoe-buying expedition, they are just naturally going to gravitate your way. It can be done-this effect can be accomplished-it has been done but you can not hope for it in a week, or month, or a year. The riddle part of the proposition is how it will be done.
For a store to be successful the primal necessity is good merchandising or good store management. Un der this head we include, as previously mentioned, service, values, location, windows and the proper selection of styles. Most of these items are advertising in themselves-anything that brings trade into a store or makes "repeaters" of your customers is advertising. We must not forget right here the personality of the proprietor in the listing of these items, which is akin to advertising
store owners I know of ate their establishment's only current advertising.
Granted that a store has all these initial requirements, is the merchant who has gone thus far going to allow chance and the arguments cited above to be the only agents for the increasing of his business? Is he going to wait for the public to learn through the ordinary channels that his men's \(\$ 3.00\) shoe, for instance, for which he pays \(\$ 2.25\) net, is as good if not a little better article than can be found in his town? Is he going to wait next week when the school shoe buying begins for chance to inform the mothers of his town that his \$1.50 misses' school shoe has an oak sole, a solid innersole-that the uppers are of plump, sturdy dongola, and that the shoe is made on a last that is great for growing feet-that this shoe is in fact the consummation of goodness in a school shoe?

Even the uninitiated merchant, after deciding that his stuff is worthy of exceptioned mention, would turn to the newspapers as the readiest vehicle for the transmission of this information-for the making epidemic among his people the confidence he has in his merchandise.
Most of the shoe advertising you see in the papers now-a-days is of the haphazard sort. Their construction denotes small effort. They look a great deal as though they were put up to allay the persistent solicitations of the local newspaper's advertising manager. There is no sequence
of argument in the advs.-no reitera-

\section*{HARD PANSHOES \\ FOR MEN, BOYS \& YOUTHS HONEST WEAR IN EVERY PAIR SOLD HERE THE HEROLD.BERTSCH SHOE CO. \\ THE SIGN OF GOOD BUSINESS. \\ Here's a Pointer}

Boys' and Youths' shoes ever put on a shoe
Hard=Pan Shoes
made by the original "Hard-Pan" factory,
specialists in the production of shoes for hard wear. But only one man in a town can get them. It's worth finding out if you are the man. Samples for a postal.
Our Name on the Strap of Every Pair
HEROLD-BERTSCH SHOE CO. Makers of Shoes GRAND RAPIDS, MICH.

But a few days more and the shoe demand will increase.

Consult our catalogue sent you a short time ago and order some of the

\section*{Rouge Rex}

\section*{Shoes}

Write for special advertising matter.

HIRTH-KRAUSE CO.

\section*{Shoe Manufacturers}

16 and 18 So. Ionia St.
Grand Rapids, Michigan
tion of confidence impelling state-ments-no distinctiveness typograph ically-the arguments lack logic and oft-times the advertising is untimely They lack all those subtler thingsfrom cuts down-that go to make ad vertising resultful
There are four distinct types of newspaper advertising in use to-day: The "Colloquial," the "Conservative," the "Reason Why" and the "Nondescript." The latter is the sort referred to above.

The "Colloquial" style is the breezy chatty and sometimes slangy way of presenting your arguments. It is hard stuff to write with an endurance of quality-it is copy that a man soon gets stale on-and one that does not want to be attempted unless a man has a Bourke Cockran wit and a Joe Choate diplomacy. Here is a sample-perhaps a bit extreme.
cut appears of a swagger shoe at the top of the adv. with something like the following injunction accompanying it:

\section*{"Skidoo."}

It is " 23 " for the dead ones here. Nothing
but the down-to-date
stuff in our new
fall showing. Bring
in your Pay Case
Saturday P. M. after the
Ghost walks and
we will swap a
pair of our Mazumas
for your 3 bones and
a half.
Tom and Pete
Clever Kicks
On the Square-Shoetown
It is a question in my mind whethet this kind of advertising pays any store but a city one catering to young men's trade, and even then it is questionable. Rogers-Peet, of New York, and Altwood, of Chicago, go in some for this kind of copy, but it is always clever-the men who write these adv. do nothing else.

The best copy for a store catering for a general class of trade is a combination of the "Conservative" or mere statement of facts copy and the "Reason Why" or argumentative copy. Right here in Detroit we have a splendid example of this sort of newspaper advertising in that of R H. Fyfe \& Co. Their advertising is I believe, as good shoe advertising as is being done in the country to-day It is this kind of advertising that has the largest cumulative value-every day with the appearance of each adv it stacks up a "good will" asset for a store. It appeals in an enduring fashion.
Some merchants will say it is difficult for them to get out uniformly good copy. We grow strong through expression, and if you will sit down say after lunch time every day, and write an adv. for the sake of experience, if not for print, you will soon find the quality of your advertising improving.
A favorite adv. of mine is a single column, five-inch adv. It is inexpen-sive-you can use it every day-and "sually there is just enough space for the terse telling of the good qualities of some one shoe. One sale on an
adv. of this sort brings the merchant in a medium sized town, where rates are not so high, his money back. Advertising one shoe at a time simplifies both the writing and the reading of an adv., and because of its lack of complexity it makes a stronger and more lasting impression. You avoid also verbosity, which is one of the evils of advertising.
In getting up these advs. if you should adopt this size for your fall advertising, arrange with your paper to provide for some individual type face or type arrangement. A name place, well designed, is always a good investment. To provide individuality of copy you could just at this time adopt the Roosevelt-Carnegie reform spelling for use in your advs. And do it before the other fellow. You can no doubt secure a list of these corrected words from your newspapers or trade journals.
Always, when you make mention of some special shoe in your advertising, see to it that the shoe told about has a prominent place in your window, and have on it an identifying and distinctive price card. It puts into force a follow-up system in your advertising that should make for results.
There are other forms of advertising that are being used to good advantage by some merchants to-day. Street car cards I consider a very good medium for the shoe retailer. Have your cards well printed and pursue that same definite policy of talking about one shoe at a time. The Wanamaker stores are running cards in New York and Philadelphia street cars with a change of copy daily How is that for energetic advertising If you adopt car cards they would be doubly valuable if you could arrange for a change of copy once a weeka plan I followed in my own busi ness-and which I think is most practical for the shoe business.
The chief argument for these cards is that they catch the customer at the so-called psychological moment, when the customer-man or woman-is on the way down town for a new pair of shoes.
If you run car cards, arrange an easel in your window to carry each week the card you are using. It will help identify the store
Another form of publicity of in tense value to the retailer of shoes is advertising by mail. The perplexing problem of the "possible proportion of readers" does not enter here. You are almost sure of a hearing when you send your advertising out in this direct fashion.
This form of advertising is chiefly valuable when your lists are right. I elieve in a generous classificationone which will so separate the people you want to reach that you may get the proper advertising to the proper persons. A good way to handle these lists is to have, say, a general \(\$ 3.00\) up and \(\$ 3.00\) down list-two lists, to one of which you will send the ad vertising of your better shoes, and to the other your literature on the cheaper stuff. You do not want to send brogan advertisements to the banker on Quality Hill, nor do you want to extol the merits of your


\section*{We are Headquarters}
for Men's and Boys' Winter Caps and carry a complete line in all the latest styles.

Boys' Caps from \(\$ 2.25\) to \(\$ 4.50\) the dozen.

Men's Caps from \(\$ 2.25\) to \(\$ 15\). oo the dozen.
Made of the following materials: Corduroy, Plush and Cloth. See our line before placing your order

\section*{P. Steketee \& Sons}

Wholesale Dry Goods
Grand Rapids, Mich.

\section*{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

\section*{"NOX-ROX"}

\section*{(Registered)}

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)

\section*{Waldron, Alderton \& Melze Saginaw, Mich.}

\section*{Your Workingman's Trade}
is a paying portion of your busi ness if you sell shoes of superior wear ing quality.

We have been famous for years for making just such footwear.

Our Hard Pan-the real and genuine-our Oregon Calf and Hustler lines have never been excelled by any other manufacturer.

We are glad to call with samples any time you say.

> Rindge, Kalmbach, Logie \& Co., Ltd. Grand Rapids, Mich.
\(\$ 7.00\), hand-made stuff to the laborer in the lower part of town whose earn ing capacity is \(\$ \mathrm{l} .50\) per day.
A good way to secure these lists is to take your city directory and classify each name by some identifying check mark, or have a different color ed ink to check the names for the different lists. You can tell approximately what a man's buying capacity is by his occupation and the location of his residence. You may go amiss on some, but your general estimation will be almost correct.
In medium-sized towns it is practical for the merchant to secure from his local postmaster each week the names of people moving into his town. The post-office directory is kept up-to-date every day, it being the duty of all letter carriers to report names and addresses of all new families as soon as they move onto their route. If your town is growing 500 or 5000 a yeat in population, the scheme presents an opportunity for a yearly increase in business. You'll grow even faster than the town. Another way of securing these names, though the lists may not be complete, is to have your local freight agent make a memorandum each week of the incoming household goods, with the names of the owners and where delivered.
About the get-up of this advertis-ing-by-mail stuff. Whether it is an illuminated mailing card or a circular letter-give it your best effort. It is going right into the hands of the person whose patronage you desire and it will be given the most critical perusal. Avoid the stereotyped. Get away from the trite hyperboles. Don't tell them you have "the very best shoe on earth at such and such a price." Convey this information, but tell it in a different fashion. Make your cir cular letters heart-to-heart talks with the trade. Write your original letter as though you were writing to one particular person and thereby avoid that self-consciousness that seems to burden many advertising merchants the minute they go to work. To be natural always is a good, safe scheme I am enthusiastic over this adver tising by mail. I know of concerns who, with the aid of a mimeograph or duplicating machine, are typewriting themselves into a financial opulence Its resultfulness compensates for it two inconveniences-the detail work in connection with its material production and the superior mental ef fort that must be put to it.
The ideas I have mentioned are no a drop in the bucket, numerically, or perhaps from a standpoint of value, in proportion to the various avenues that are open to the retailer for ex ploiting his store. There are many ways-most all of which are good, but some, they say, are better than others, and every merchant is, perhaps, in a position to judge his own wants.
There are other points I wished to talk or--inside advertising-advertising by suggestion or inside show cards, and exterior display. We haven't even made a fair start on this question. The specialty shoe question -how to own your own name and make it successful-hasn't even been
touched upon. Outdoor advertisinghow to get the most out of it-is another point. Enclosures-their valueand a general summing up of the "advertising opportunities most miss," haven't had a hearing.
Bear in mind that the fountain head of all good retail advertising is confidence in your merchandise, an opti mism as to the possibilities of the game-an enthusiasm that accomplishes things. Cultivate these quali ties in your business and in your self, and you cultivate the spirit of good advertising.

Saginaw Profits by Earthquakes.
Saginaw, Sept. 25-Instances showing how Saginaw goods become known and are shipped and used all over the world are not infrequent. Any marked force that affects business in almost any locality may find some echo in the local market. The Mershon \& Morley Company has practically completed the filling of an order for portable houses, which came indirectly from Valparaiso. Immediately following the great earthquake a rush order came in from Valparaiso, through a New York house, for fifty portable houses, and every effort has been made to get these out as rapidly as possible. The Mershon \& Morley houses had not been sold in this district previous to the earthquake, but no doubt a new field has been opened for the com pany throngh this order.
Immediaeely after the San Francisco earthquake, also, a rush order was received for thirty of the portable houses, to be used for sheltering the homeless there. Owing to the nature of its product the firm is frequently in receipt of hurry-up orders of this kind.

Water Power To Be Measured. Menomince, Sept. 25 -The United States Geodetic Survey, which is at present engaged in surveying along the Peshtigo River, in Wisconsin, south of this city, will early next spring commence the task of making a complete survey of the Menomine River, from its source to its mouth, in this city, the total covering a distance of several hundred miles. The survey will be calculated to especially measure the water power in the river which is considered very valuable Chappie Rapids, seven miles north of this city, has capacity for furnishing several thousand horse power. Grand Rapids, famous for its Indian tradi tions, is about the same, while White Rapids, thirty-two miles from this city, possesses still greater power.
Plant To Produce Pottery Planned. Cheboygan, Sept. 25-As a result of the discovery of valuable clay deposits the Cheboygan Development Co., of which Dr. A. M. Gerow is the moving spirit, has been negotiating with outside capitalists with a view to the erection of a large plant here for the manufacture of pottery The supply of clay, which is inexhaustible, is now controlled by the organization. It lies on the bank of Pigeon River, a short distance from two railroads. An advantage which counts in competition is found in the

\section*{We Are Now}
distributors for the well advertised Buster Brown brand of hosiery. We have them as follow
Buster Brown, Jr.-A stocking for boys and girls, sizes \(6 \times 9 \frac{1 / 2}{}\), at \(\$ \mathbf{1 . 2 5}\) per dozen.
Buster Brown-A stocking for boys, sizes \(6 \times\) ro, at \(\mathbf{\$ 2 . 1 5}\) per dozen Buster Brown Sisters-A stocking for girls, sizes \(6 \times 9 \frac{1 / 2}{2}\), at \(\$ \mathbf{2 . 1 5}\)
Buster Brown Special for Holiday Trade-The ' taining four pairs stockings, a rag doll and the box that makes up into a jack lantern, at \(\$ \mathbf{2 . 2 5}\) per dozen.

\section*{WE ALSO CARRY}

\section*{the celebrated Bear Skin brand of hosiery for boys and girls, sizes \(6 \times 9^{1 / 2}\),}

at \(\$ 1.25\) per dozen, as well as make a specialty of hosiery of every kind and can offer some exceptionally good numbers to ell at popular prices for men's

Try Our
Hosiery Department

Grand Rapids
Dry Goods Co.
Exclusively
Wholesale
Grand Rapids, Mich.

\section*{We Are Specialists in Hosiery and Underwear}

Buy of Us Now for Fall and Winter Trade Send us Trial Order for
Men's Hal Hose in blacks and ianceses rom \(\$\) S. 2.25 to \(\$\) s.2.25 per do Ladies' Black Fleeced Hose from goc to \(\$ 2.25\) per doz. Ladies' Wool Hose in black and oxford from \(\$ 2.25\) to \(\$ 4.50\) per doz Children's Black Fleeced Hose from goc to \(\$ 2.00\) per round. Children's Black Wool Hose from \(\$\) r.25 to \(\$ 4.50\). Infants' Hose in Black, White, Pink and Blue from goc to \(\$ 2.25\)

\section*{Fall and Winter Underwear}

Men's Flecece Shirst and Dravers in black, blue, oxiord and jiegar. Men's Wool Underwear in greys, browns, modes, red and salmon. Men's, Women's and Children's Union Suits, assorted. The best and most reliable qualities and the best values in the market.

Women's Fleeced Vests and Pants in ecru, peeler, grey and jaegar Women's Wool Vests and Pants in greys and reds.

> Ask Our Salesmen

The Wm. Barie Dry Goods Co.

\section*{TWENTY A WEEK.}

Grocer Who Believes Good Clerks To Be Cheapest.
"Speaking of clerks," said a grocer 7o years old to me one day last week, "I believe it's real economy to hire the sort of men that would be worth \(\$ 20\) a week, instead of the \(\$ 10\) or \(\$ 12\) men."
"How many of your clerks get \(\$ 20\) a week?" I asked.
"None," he replied; "it's hard to break the habits of a lifetime, and I'm too old a man to start in to pay my clerks twice as much as my competitors pay theirs. But if I had my time to go over I would do it as sure as I live."
"What particular point have you in mind?" I asked.
"Well," said he, "see that fellow with red hair down at the end of the counter?"

I turned and looked. The man he referred to was one of his clerks-a likely-looking young fellow at about 30 years old.
"That man has been with me ten years," said the old grocer. "He's a good fellow wholl work his legs off in my interest. But he's not a highgrade man and so I only pay him \$9 a week. I figure out his limit at about \(\$ 12\) a week. The trouble with him is that he lacks tact in dealing with customers, and that puts him in the second class. To get a man with as much tact as I have myself, say, I'd have to pay \(\$ 18\) or \(\$ 20\) a week, and get a man way above the calibre of the usual grocery clerk."
"Has his lack of tact done any harm you can put your finger on?" I asked.
"Sure it has," was the reply; "he gets into wrangles with customers, all the time thinking he's standing up for my interests. Time after time I have to step in and smooth things out. And three times I've been unable to straighten things out and have lost the customer.
"Come back here and sit at this desk," he said, "and you can hear the conversation that goes on between Tom and the customers."
I went back to a place where I was within a few feet of where the red-headed clerk was stationed. He was at the meat counter, and as he didn't move away from there I heard the most of several interviews between him and different customers.
One woman started to kick about some veal chops.
"I bought those veal chops on your recommendation," she said. "You said they were tender. They were so tongh that my husband couldn't eat them. I don't believe you get the best meats here anyway, do you?"
Tom was so darned loyal to his store that this made him sore-I could see that at once.
"Why, certainly we do," he said, in a half-irritated way that didn't hit the woman, already worked up over her chops, at all right. She was a snappy little piece and she hit right back.
"Well, then, you don't know much about meat," she said, "to tell me meat's tender when it's tough."

That riled him, too, and his fac flushed up.
"Those chops did seem tender," he said, not in the tone you want to use on a sore female; "there's a good deal in cookin'.'
Well, that simply poured kerosene on the fire in the old girl's temper and she flung something back. They were starting to have a regular sewing circle when the grocer stepped in and quieted things down.
Of course, the only conclusion to draw from that incident was that the clerk may have been perfectly right in the whole controversy and did what he did out of loyalty for his employer, yet was wholly wrong in the way he went about it.
In another case a woman kicked over the thinness of some lamb chops he cut, and in a peevish sort of way threw them out of the paper back on the meat block.
"Why didn't yoa tell me you wanted 'em cut thick?" was his brusque retort here.
A third woman accused the clerk of sending a leg of lamb home with the bone in after she had told him to take it out.
"You're mistaken," said the fellow, positively and agrressively; "you didn't tell me to take it out."
Then there was a squally little squabble over that.
"You see, the boy is so intensely loyal to the interests of the store that anybody who steps on the service steps on him, and he can't hold his temper," said the old grocer, as we walked to the front of the store. "I blame him and I don't. He can't help it-he's doing the best he can. To get the sort of fellow who could straighten these tangles out without letting himself be stepped on, and at the same time keeping everybody happy, Id have to pay twice the wages. Men like that aren't content with a grocery clerk's wages and they get into other fields.
"Now, up to last month," he went on, "I had another clerk who was just Tom's opposite. His idea was that he ought to keep every customer satisfied no matter what it took or what it cost. So he let 'em climb all over him. They'd pull his leg all day long-bring stuff back that they found they didn't want, or say stuff hadn't been any good and make him take it off the bill. Oh, that fellow was a cinch for the customers, but a pretty tough proposition for me, all right. I paid him \(\$ 9\), too, and that's abont all he'll ever be worth to anybody.
"Yes, sir;" he said at the end of the interview; "if we had the nerve to dig down deep and get \(\$ 20\) men we'd save our customers, do a bigger business and do it a lot easier."

There's a good deal in what this old veteran says, but who'll be the first to offer his clerks \$20 a week?Stroller in Grocery World.

When a girl begins to call a fellow by his first name, it generally indicates that she has designs on his last.

The first scratch on her new furniture is apt to convince the bride that marriage is a failure.

Acquire Close Knowledge of Styles

\section*{and Fashions.}

The things in the store are the things to be sold, but there is no advantage in being ignorant of the things that are not in the store and that the customers are possibly liable to be talking about when you are showing them goods. Loyalty to the stock on hand is a good part of the
moving power in making sales, but moving power in making sales, but
the clerk who is conversant with styles of goods that may not be on hand in his store is the clerk who is able to handle his customer with that more perfect ease that causes a customer to know the clerk knows what he is talking about, and through tha make a difficult sale more possible.
Your store can not carry everything in the market that is in good style or in good demand. That is impossible for practically all stores, and it is cer tainly impossible for the average store. You have to select some things that are good, call them the best you can get and work on them with that idea in mind, but when you fail to know something else that is good or may be good in another store you miss an opportunity to talk well about your stock when a customer appears who is inclined to be finicky particular or over-critical.
The fall and winter styles of garments and ready made goods of all sorts have been illustrated and described for your benefit. How much advantage have you taken of the opportunity to post yourself about the things that are and are bound to be a little later? Some of the styles described will be modified and altered but you have the opportunity to know pretty closely what is the proper thing and whether it is a good thing o allow your customers to talk about and attempt to buy. If you haven't a style in stock and know what that style is, you are prepared with an argument against it which will have a very considerable influence on the decisions of your customers.
There was a time, several years ago, when winter coats were trimmed with a certain kind of fur that was very fluffy and handsome and also comparatively cheap. We knew it was stylish and proper, but we had been unable to get the garments as soon as we thought we should have them, so we refused to buy, because we believed we would have too many left on our hands when the demand for wom dropped, as we felt sure it would after a little experience with
the goods on the part of consumers We knew the fur was from a foreign sheep and that certain conditions of atmosphere would bring forth a rank "sheepy odor. We told one customer who demanded it that such would be the case, and she refused to be convinced, but went out and bought at another store.
We felt sore over the loss of the sale, for it was where every sale meant considerable, but it could not be helped. The day after the purchase, the customer was caught in a wet snow storm, and the fur smelled almost to heaven. She came in and frankly told us we were right and she was sorry she had bought the garment. Of course, we used that argu-
ment every time the stuff was mentioned after that, and I don't remember that we again lost a sale. We had been able to convince every arguing customer previous to that one, and with our knowledge of the goods and her acknowledged exper-
ience we were able to hold our own on that style of trimming.
The same was true of a certain cut of garment that was very stylish at one time. We knew we couldn't carry everything, so we cut out those styles we thought we could easiest spare and argue the most against when necessary. The one in question was very tight fitting, and we felt sure it could not hold a strain in the seams, because of the character of the soods. When a customer asked for that style we were able to put forth the argument against it because we knew what we were talking about. We may have lost some sales because we didn't have the style, but I do not now remember of one. If we had known mothing about the garment when customers asked for or suggested it, we would have been entirely helpless and unable to prevent by argument their going elsewhere to look for and probably buy it.
Your boss can not buy and keep in stock every sort of waist that is put on the market, and it is a certainty that you will have calls for some things you haven't and some things you really the better off with out. If you know what such things are when the customer asks for them you are in a position to put up an argument against them, for some reason, and have a better chance to sell the customer what you are able to show.

Keep track of the illustrations and descriptions as they are put forth for you by the trade papers. That is the purpose of such work, and that you can get a benefit from them is as certain as that the boss will be benefited by being better able to discriminate when he is ready to buy. Everything you can not know, but you can know enough of the garment styles, if you will make a study of them, to be able to stand your ground in favor of the goods you are showing when a customer of argumentative taste appears The men clerks are less given to the study of styles than are the women clerks, and I consider it a very great mistake that the men so scorn the making up of goods as to be so little conversant with what can be done with the materials they are expected to sell. I have little use for the "Nancy" clerks, for they are too often as fickle as their manners and speech, but I do admire their ability to talk styles and fashions with customers. Not all customers are to have this sort of stuff thrust upon them by the clerks behind the counter, and the "Nancy" clerks are usualy given to spreading their knowledge without discrimination, but when you are able to tell a woman what she can do with a piece of goods if she will buy it, you have an argument that is difficult for her to run away from.
Some of the best designers of womn's garments are men; in fact, the great ready-made garment makers de pend upon men designers for their
best garments. Why should a clerk in a store think it beneath him to study closely the styles that are mighty important part of the selling of goods at the present time? If you sell ready-made goods you must have some knowledge of the ready-made styles, and if you would sell piece goods with the greatest success you must certainly be able to tell a customer something of what can be done with the goods you are showing. You can not do this without studying the styles that are illustrated and described by the journals of authority which come to you at regular periods
In the handling of goods you take pains to understand what are the right and proper things for the season and the locality in piece goods. You know whether a cashmere, or a panama, or a broadcloth is the thing you ought tc have in stock and show to an enquiring customer, and you are positive of your statement, but when a customer asks you how she can have the goods made up, or if she hesitates about purchasing because she doesn't know how to construct the garment and is afraid she won't like it if she takes chances in that line, you are utterly helpless. You have n't studied styles as you have materials, and you have failed to link the styles and the materials together as they most certainly belong.
You will study weaves and threads and colorings and think you are pretty well posted on your goods, but you have a false idea that the studying of the styles upon which the making up of your goods depends is altogether too foolish for you to spend your time with. You couldn't make a greater mistake as to the value of study in the selling of goods. You don't need this knowledge to spread right and left, and it may be that it will not be necessary once a day, but when you do need it a sale most often depends upon it and you lose business simply because you are not posted on a most important part of your business. Study styles and fashions at every opportunity! You need the knowledge. Drygoodsman.

\section*{His Limit.}
"Have you ever been made a fool of by a woman?"
"Yes, I'm afraid I'm guilty.'
"Have you ever lost money on horse race?"
"Yes, I'm ashamed to say that have."
"Have you ever rocked a boat?"
"If I must tell the whole truth can not deny that once I did rock a boat, and while I am at it let me confess all my shame. I once had a fight over a professional baseball gaem; this scar over my left eye shows where I was kicked by a mule whose heels I attempted to tickle; there is on a certain hillside a grave stone where lies a boy at whom I pointed a gun which I didn't know was loaded, and I have written let ters with the request that they should be burned after their recipients had read them, but I positively decline to admit that I ever played poker with a stranger on an ocean liner."-Chicago Record-Herald.

Hardware Price Current

\begin{tabular}{|c|c|}
\hline \multicolumn{2}{|l|}{\multirow[t]{28}{*}{}} \\
\hline & \\
\hline & \\
\hline & \\
\hline & \\
\hline & \\
\hline & \\
\hline & \\
\hline & \\
\hline & \\
\hline & \\
\hline & \\
\hline & \\
\hline & \\
\hline & \\
\hline & \\
\hline & \\
\hline & \\
\hline & \\
\hline & \\
\hline & \\
\hline & \\
\hline & \\
\hline & \\
\hline & \\
\hline & \\
\hline & \\
\hline & \\
\hline
\end{tabular} No. 10. pasteboard boxes 100. per 100.
No. 12. pasteboard boxes 100 , per 100.
64
 Jennings' imitation ......

advance


\section*{Iron and tinned RIVETS.}


Wrought, narrow figured
CHAIN.
\(1 / 4 \mathrm{in} .5-16\) in







First Grade, Doz
\(\begin{array}{ll}\text { Socket } & \text { Firmer. } \\ \text { Socket } \\ \text { Socket }\end{array}\)
65
65
65
65

\section*{ELBOWS.}


\section*{SOLDER \\ }

SQUARES

\section*{\begin{tabular}{l|l}
5 & St \\
& \(10 \times\) \\
0 & 14 \\
& 10
\end{tabular} \\ Stee
\(10 \times 1\)
\(14 \times 2\)
\(10 \times 1\)}
-MELY

New American
Neller's Horse Rasps




\section*{HAMMERS}

Maydole \& Co.'s new list Mason's Solid Cast Siteel Gate, Clark's 1, 2, 3...

\section*{tamped Tinware, now Hat ...........ina}

\section*{88}
neida Community, Newhouse's
Mouse, choker, per dol doz holes.....\(i_{1}\)
25
25
25
75
\(\& 10\)
65
25
25
dis. \(331 / 3\)
```

M TIN-ALLAWAY GRADE

```
10x14 IC, Charcoal
\(14 \times 20\) IC, Charcoal
\(10 \times 14\)
\(10 \times 14\) IX, Charcoal
\(14 \times 20\) IX, Charcoal
Each additional \(x\) on this grade \(\$ 1.50\)
BOILER SIZE TIN PLATE
\(14 \times 56\) IX., for Nos. 8 \& 9 bollers, per it 18
TRAPS
Bright Market WIRE
Bright Market
Annealed Market
Annealed Market
Tinned Market \(\ldots \ldots\)
Coppered Spring Stee
Coppered Spring Steel
Barbed Fence, Galvanized
Barbed Fence, Painted




            \(\begin{array}{r}60 \\ .50810 \\ \hline 60\end{array}\)


            ....60-10-5

\(0 \times 14\) IC, Charcoal
\(4 \times 20\) IC, charcoal
\(0 \times 14\) IX, Charcoal
.........
\(8.82 \%\)

Crockery and Glassware


2 to 6 gal. per gal....
Churn Dashers, per doz
\(1 / 2 \mathrm{gal}\). flat or round bottom, per doz. 44
1 gal. flat or round bottom, each.. \(51 / 2\)
\(1 / 2\) gal. flat or Glazed Mlikpans \(\begin{aligned} & \text { Fland bottom, per doz. } \\ & 1 \text { gal. flat or round bottom, each... }\end{aligned}\) so
\(1 / 2\)
1 gal. fireproof, bail, per doz........
gal. fireproof, bail per doz....... 16


With Porg FRUIT JARS
            Anchor Carton Chimneys
Each chimney in corrugated tube
No. 0. Crimp top.......................
No. Fine Fiint Glass in Cartons
No. 0 , Crimp top \(\ldots \ldots \ldots \ldots \ldots \ldots \ldots\)
No. 1, Crimp top \(\ldots \ldots \ldots \ldots \ldots\)
No. 2 Crimp top \(\ldots \ldots \ldots .\).

No. 1, Crimp top.
No. 2, Crimp top.
No. 1, wrapped and labeled \(\ldots \ldots \ldots .460\)
No. 2 , wrapped and labeled \(\ldots \ldots \ldots .530\)
\(\begin{array}{llll}\text { No. } 2 \text { Fine Flint, } 10 \text { in. ( } 85 \mathrm{c} \text { doz.). } & \\ \text { No. 2. Fine Flint, } 12 & 60 \\ \text { No. 2, Lead Flint, } 10 \text { in. ( } \$ 1.35 \text { doz. } & 750 \\ \text { No. 2, Lead Flint, } 12 \text { in. ( } \$ 1.65 & \text { doz.) } & 50 & 50 \\ & & 50\end{array}\)

LaBastie
No. 1, Sun Plain Top. ( \(\$ 1\) doz.) \(\ldots .578\)
No. 2, Sun Plain Top, ( 1.25 doz.)..6 96



No. 0 TANTERNS LANT........
            LAMP CHIMNEYS-Seconds.
Per box of
3
30
.300460
750
550
875420
460
550


COUPON Books
50 books, any denomination \(\ldots \ldots .150\)
100 books, any denomination \(\ldots \ldots .2{ }^{2} 50\)
500 books, any denomination \(\ldots \ldots .1150\)
1000 books, any denomination......20 00
Above quotations are for either Trades.
man, Superior, Economic or Unic Universal
grades. Where 1,000 books are ordered
at a tirme customers receive specially
printed cover without extra charge.
coupon PASS BOOKS
Can be made to represent any denomi-
cotion from \(\$ 10\) down.
no books
రిర్ర心.
grades. Where 1,000 books are ordered
at a time customers receive ores.
printed
at a time customers recive specially
printed cover without extra charge.
COUPON PASS BOOKS
Can be made to represent any
\(\qquad\)

CREDIT CHECKS
000 , any one denomination
500, any one denomination
1000, any one denomination
2000 , any one denin 2000, any one denomination
Steal gunch denomination
boo
boo
boo
bo
an
an
an
y
from
books
books
books
books
\#

\section*{ \\ 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 amazoo; Grand ©acretary, W. F. Tracy.

Grand Rapids Council No. 131, U. C. T. Secretary and Treasurer, O. F. Jackson.

The History of the Organization ot Gideons
By way of introduction it may not
be amiss for us to quote from an address by Spenser B. Meeser, D. D. Speaking of the need of men in Christian work, he says: "It needs sane,
level-headed men; brave, honest men; consecrated men; men of God. It needs men of conscience and honor, men who do not feel it less the man truth." * * * "It needs men and have endurance and can keep their places under the most galling fire of
ridicule or abuse." * * * ". who have the lion heart; men who have the war heart; men who have
the Christ heart." This conception of the need of the church of this day is squared to the trith and true to the plummet; it is the quality that is expected in a Gideon; yet we have
found two very necessary accessaries to all of this courage:
First, the interdenominational fellowship.

\section*{tion.}

One of the strong weapons in the hands of the unchristian world, and the one that the devil enjoys using as much, if not more, than another, is the well-known and largely unnec essary division of the church membership into denominational antagonism. Seeming or real as it may be, it is a sure preventive for united advance. Recognizing this fact Gideons have obliterated these lines and the result is conquests and victory; neither is that all, but the personal and real brotherly fellowship is most pronounced. Again we quote: "We should try to awaken and establish a keener sense of brotherhood among men in the church, making evident that there are as noble reasons for their fellowship with each other as exists for any fellowship in the world Gideons have demonstrated that thi fellowship can be most fully realized by the interdenominational recognition of Christian brotherhood, united stand against \(\sin\) in the face of "the most galling fire of ridicule

Another reason for weakness o contact with Christian men against \(\sin\) is the lack of recognition; there is no way by which one Christian may know of the presence of a fellow Christian and for this reason his strength of contact is weakened. Speaking on this point Dr. Meeser says: "Avow your purpose to seek to bring men into the church and to "hrist." "Conceal nothing." * * * "Men are less afraid of you when
they know what you mean to do." Gideons use no trap to snare the sinner; they state their object plainly and they have the one object, that of elevating all classes of men by do we recognize the. Christ? How button worn on the lapel of the coat; this button tells the whole story and no introduction is necessary, recognition is complete. The commercial world has learned to know them, the Christian world to trust them. It requires a "lion heart and the Christ heart" to thus boldly declare their purpose to the world. Christians of all denominations could well pattern after this feature and thus gain the nereased power of fellowship and ecognition
Quoting again from Dr. Meeser's address in reference to personal work, he says: "If he (the Christian) can not do it because the interests of success appear to require what is of Christ and his own soul he ought o give up success and serve Christ f one really believes in Christ as avior, he will be impelled to seek cept Christ as their Savior."
The spirit of the Gideon movemen could not be better set forth, and the model Gideon daily demonstrates the truth of this statement. It sets forth just the object of the Gideon organization and no word of ours could enlarge the meaning of the reason for the existence of Gideons. This feature of the Gideon has been expressed by some one in this way: " work for Christ and his kingdom and sell goods to pay my expenses."
The closing days of the nineteenth century did not pass without a real demonstration of the power of the Holy Ghost in the hearts and lives of a class of men usually considered unchristian and exceedingly worldly The commercial world is stirred and the church newly encouraged by the incoming of this new demonstration. Nothing of the kind is on record on the pages of history.
What men call happenings are the direct leadings of the Holy Spirit and the apparently accidental meetings of men may lead up to the consummation of some great plan in the mind of God. Many recitals of the beginnings of the grand Gideon movement have gone forth, in the main all true, but it is our privilege to Give a more accurate account in th One copy from the records: Nicholson, of Janesville, Wis., entered the Central Hotel at Boscobel for the night; the hotel was crowded to its limit, and the landlord came to "Nick" and said: "We are pretty well crowded to-night, but if you will be willing to occupy a double room with two beds, on the first floor, with a nice clean fellow, you will accommodate me very much indeed." "Certainly, John," was the reply, "anything to help you out, put me anywhere." At this the landlord stepped over to where a gentleman was writing and introduced Mr. S. E. Hill, of Beloit, Wis. As they clasped hands and looked into each other's eyes it was plain to be seen that they
took kindly to the landlord's a rangement for the night. Nick said
he would go to the room and do he would go to the room and do
his work, and Mr . Hill was to come up when ready. Some little time passed, when the clerk ushered Mr Hill up to room 19; while Mr. Nichol son was writing, a social chat began Mr. Hill soon retired, and Mr. Nicholson taking out his Bible for even ing worship, Mr. Hill requested that he rea
slept.

\section*{wept \\ Weeks passed by and these two} minutes, but a strong but for a few ship seemed to have sprung up that bound them close together that grew stronger as time passed on On Monday, May 30, 1899, Mr Nicholson had planned to take a trip into Northern Wisconsin, all arrange ments had been made the Saturday cening previous to take the 7 o'clock . m. train Monday; when at break fast the telephone called, and he was tod that important business would delay his intended trip. Business delayed him until the following morn-ing-Tuesday, May 3I. Arriving

\section*{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

\section*{Traveling Men Say! After Stopping at Hermitage European} in Grand Rapids, Mich that it beats them all for elegantly furnish-
ed room at the rate of 50 c . 75 c . and \(\$ 1.00\)
per per day. Frine cafe in connection. A cozy Try it the next time you are there. J. MORAN, Mgr.

\section*{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

\section*{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.

\section*{HERE IT IS!}

The best Corn Meal made.
The kind your customers have wanted for years.
by choicest rellow corn known. most perfect milling processes lutely pure and free from hulls and abso".

\section*{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 to sell, Mr. Retailer. The beautiful carton in which it is packed attracts your cus-
tomers and saves you the time and trouble tomers and saves you the time and trouble
of weighing out bulk meal-saves paper twine and loss, It ye 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 job-
ber today.

The Quaker Oats Company
The American Cereal Company Address-Chicago, U. S. A.

\section*{A HIGH MARK \\ That is what we are aiming at, both in number} of subscribers and efficiency of service
Over 107,000 Subscribers in Michigan, Including 35,000 Farmers High=class Service

Moderate Rates
Fair Treatment
Call Contract Department, Main 330, and a solicitor will call on you
The Michigan State Telephone Company
c. e. wiloe, District Manager, Grand Raplis, Mich.

Beaver Dam, he was walking along \(\mid\) Ennis asked for the name of the the business thoroughfare and met Mr. Hill, a cordial handshake and greeting following (the place they met was directly opposite Newton \& Wenz's dry goods store by a telephone pole, since cut down, its stump marking the spot).
While talking Mr. Hill said: "Nick, would it not be a grand, good thing if the Christian traveling men could be banded together in an organization of some kind?"
"Yes, Sam; it would be a splendid idea, and say we get at it and organize at once, let's not talk about it but get right at it and start the ball rolling and follow it up." "All right," said Sam, and it was agreed that the work go forward at once. A date was set for the first meeting at Janesville, Wis., Saturday, July i, 1899, at 2 o'clock p. m. in the Y. M. C. A buiiding. Letters were sent out to several well-known Christian traveling men, who, in reply, heartily endorsed the movement. At the appointed time but three of the men notified came; Mr. W. J. Knights, Mr. S. E. Hill and Mr. John H. Nicholson.
Not discouraged at the small tendance the meeting was opened with prayer to the Father of all, to lead and help. He did. The organization was formed as follows. S
E. Hill, President: W. J. Knights E. Hill, President; W. J. Knights, Vice-President; J. H. Nicholson, Secretary and Treasurer.
The question of name arose, and many suggestions were offered; none seemed to suit; then one suggested that they bow in silent prayer, and the first directed of the Father to think of a name suitable, speak it out. This was done, and in a few minutes Brother Knights, with uplifted eyes and open heart, said "Gideons;" in an instant it was adopted as a Godgiven name. Brother Knights opened the Bible and read the seventh chapter of Judges. The name was to be "Gideons," the Christian traveling men's association of America. After hours of solid work in planning, the meeting adjourned to meet again at Waukesha, Wis., Sept. I, I899. Seven Gideons out of a membership of thir-ty-eight met and completed the organization of Gideons.
The story of the button and how it came to be is an interesting item in the history of the Gideon movement, and we copy it also from the "Gideon," the official organ of the organization.
The first business meeting held aftor the organization of the order was at Waukesha, Wis., in the Y. M. C. A. parlor, Friday, Sept. I, I899. Those present were Brothers W. J. Knights, J. H. Nicholson, C. B. Kittridge, H. D. North, Rev. Mr. Bird and W. J. Ennis. Late in the evening President S. E. Hill came in for the devotional meeting, having been delayed by the train. After all unfinished business was cared for Brother Ennis asked, "How are we to recognize strangers who become members of the organization?" After discussion, he made a motion that we have a button, charm or pin, that we could be able to recognize each other by. The motion was adopted; then discussion arose as to what emblem. Brother
order, the reply was made, "Gideon." He then said, "Why not adopt the emblem of the weapons Gideon's three hundred used in their first battle?" This suited all, and he drew a design of the button and mentioned the colors, and made a motion that it be adopted. This was carried, when Brother Nicholson shouted, "Glory to God! we have the national colors and the order will become national."
Brother Ennis explained that the pitcher indicated that the wearer should be full of the Holy Spirit, full to overflowing, that the red flame in the mouth of the pitcher should not only represent the torch but the overflowing of the Holy Spirit, that would cause every true Gideon to reach out after souls. The significance of the emblem, as given at that meeting, has been fulfilled, and it seems as though every true Gideon who wears the button has received an impulse to be more aggressive for Christ than before; the Holy Spirit has entered into them as an abiding influence, controlling them and prompting them to consecrated work.
With the second year of the life of the Gideons it was decided to publish a magazine to be known as the Gideon Quarterly, the official organ of the Gideons. A modest book first appeared, but rapidly improved in interest and style. The official staff are its editors, with the President as edi-tor-in-chief. The publication is printed at Madison, Wis., by the well known firm of Tracy, Gibbs \& Co. It has grown to a fifty-page magazine of very attractive appearance, having a circulation of about 3,000 copies Because of the more frequent issue
the term Quarterly has been dropped, it is now known as The Gideon An important department of the work of the Gideons is the auxiliary;
without formal organization the wives and danghters of these men are wnit ed in a close relation to the work and ure the visible strength of the Gideons Their meetings for prayer and the personal interest shown by them in the work of the entire organization is a constant inspiration and support
They were quick to grasp the value of the work in the lives of their husbands and fathers as well as the in fluence it would have over the unchristian traveling men. The mother's heart went out after the wayward boy that was somebody's son The value of this department of the work can not be overestimated.
Requirements for membership in the Gideons organization are simple, yet rigidly adhered to. An application blank is furnished and the applicant is required to answer fully every question and subscribe to some conditions. Among the questions these are important: What church are you a member of? Pastor's name? Place? "If this application is accepted I promise to wear a Gideon button." Annual dues, two dollars. Christian commercial traveling men only are admitted to membership. When accepted the applicant receives a membership card, the Gideon button and the Gideon Magazine free.
The object of the Gideons shall be to recognize the Christian traveling
men of the world with cordial fellow- \(\mid\) the national organization, but can not ship; to encourage each other in the receive members except through Master's work; to improve every op- membership in the national organizaportunity for the betterment of the tion.
lives of our fellow travelers, business Although the organization is intermen and others with whom we may denominational, in no sense is it uncome in contact; scattering seeds all denominational, inasmuch as church along the pathway for Christ. membership is absolutely necessary A state camp is the organized and to membership with the Gideons. officered members of any one state. It should be clearly understood that officered members of some town or the organization is not an ism and its city. These camps are organized in member is a Gideon; Gideon took his harmony with all the laws governing orders from God, but Gideon com

\section*{Good to the Very End S.C.W. 5c Cigar}

\author{
G. J. Johnson Cigar Co. \\ Makers \\ Grand Rapids, Mich.
}

\section*{A PleasedCustonter}


\section*{PARIS SUGAR CORN}
cer handies. It has a flavor that never fails to please and every customer who buys it will come back for more. It is absolutely pure-the inest sugar corn in the world.
Paris corn will have large space each month beginning in September in the Ladies' Home Journal, Saturday Evening Post, Col-
LIER's. Munsey's. Everybody's. Scribner's and other mand LIER's. MUNSEY'S. EVERYBODY's. SCRIBNER's and other magazines. tain a consistent and steady demand. Satisfy and please your custom-
ers by having Paris Corn in stock. You will have many and repeated
ealls for it.
BURNHAM \& MORRILL CO., Portland, Maine
manded the Gideonites; the modern
Gideon obeys God and commands no Gide
one.

The primary and original work of the Gideons is stated in the constitution under the article headed, Object. The friendly personal contact, man with man on the cars, in hotels and offices-anywhere-is the purpose of these men, and remarkable stories of results of such methods could be told; but it seemed not to be the conclusion of their usefulness, for in his own way the Holy Spirit called the Gideons into a more public and demonstrative method of evangelistic work. This feature of activity for the Gideons developed in Chicago about the time that the Chicago camp had a meeting for organization. The pastors had their attention directed to the possible usefulness of the Gideons in the church and one after another invited them to take charge of some evening service; results were so satisfactory, and the intense zeal and spirituality of these efforts so real that the demand for the services of the Gideons became general, until at present it has been necessary to hold meetings every Sunday evening in each of the three divisions of the city: this feature of the work has spread until in nearly all states where Gidcons are found these services are rendered the churches. No charge is made and no collection taken for this work; it is absolutely free to the churches. Pastors are being encouraged, churches revived and many souls saved under the Holy Spirit by means of these men and their methods.
"Upper room" camp-fires have proven the spiritual storehouse whence these men draw their power. Like the regular church prayer meetings and still not like them; like them in purpose, unlike them in results, to know the difference one must attend. Socials they have, in private houses, but so unlike most socials of Christian people. No clap-trap to draw "pople, no prize or premium, no "ping pong" or silly game, no trap
to draw the unchristian into a net to draw the unchristian into a net.
then make him love God's people because he sees how near the world they may live and yet be called Christian but overflowing heats of joy in their Jesus, voices ready to sing his praise, open, frank testimonies, devout, earnest prayers in which the wives and daughters join, so that when they depart they take away with them the cup that runneth
over.
Our story of the Gideons would not be complete did we not speak of the annual meeting together for business and service. Blessed the city and thrice blessed the church that entertain this organization at such a time.
Rev. E. J. Lockwood, Cedar Rapids, Iowa, says of these meetings: "For spiritual fervor and zeal, for evangelistic earnestness, for holy enthusiasm, for an unction that warmed the heart and moistened the eyes of every one, this Gideon convention just held exceeded anything the writer has ever seen in any religious gath-
ering." Another pastor says: "At-
tendance at this convention is better than a year in the theological seminary. I expect to go to Indianapolis next year." Another pastor said "I don't believe I was ever fully converted before I witnessed that Sunday afternoon meeting."
Rev. E. J. Lockwood, in his address of welcome on behalf of the mittee, said in part: "I never welcomed any band of Gideons gladly than I welcome you Gideons to-night. * * * Your con-
vention is a surprise to me. Your fervor, your zeal, the absence of all cant and formalism. the frank, manly traightforward earnestness you man ifest are a delight to me; and the great joy of it is to see this coming from the laity that is occupied in the business world that is the very em-
bodiment of commercial idea-the commercial traveler
I see in this movement the secret of the world's evangelization. When the great body of our laity becomes awakened and enters upon the work for Christ with the enthusiastic earnestness that you men manifest it will not be long until the glad message shall sound over earth and heaven, the kingdoms of this world shall have become the kingdoms of our Lord and his Christ." All meetings are open to any who care to attend. On Friday the Executive Committee meets to arrange the business for the following day. Saturday is the business session, Sunday is the day of days, when every Gideon stands in his place about the camp and everybody is refreshed by the outpouring of the Holy Spirit.
Reader, if you have read this story without a knowledge of the men who have been used of God to make the story possible, you have lost very much of the meat. You have been reading of commercial traveling men. commonly called "drummers," and a class usually considered rough, dishonest, untruthful, licentious, etc While this has never been wholly so, too much truth is found in the rehort. God has reserved to himself thousands who have at his command come forth to manfully serve him. Men with "lion heart, war heart, Christ heart," "men who will stand in their place under the most galling

Four Steps Through Which Purchaser Must Be Led.
Nowadays we know that unless the buyer gains through the transaction he will not again be a purchaser. If the seller is obviously disposing of his goods at a loss the suspicions of the buyer are at once aroused. Anybody can give things away; a salesman is one who can not only sell goods at a fair profit, but who
can make regular customers for his house. The day for the torrent-ofwords salesman, whose life and talk smack of the frontier, is gone. Occasionally a survivor of the old type is found who is unquestionably successful. He succeeds, not because of his uncouth methods, but in spite them. We pity him, and wonder how much more he could accomplish were he to adopt modern methods.

He is like the peasant who still uses a crooked stick for a plow. The successful salesman of to-day is a man whose methods and point of view are in accord with the high requirements placed upon a man by the community with whom he deals. He must be man of judgment and intelligence. He must be a man of decency, for h deals with decent people. He must
be honest and frank, for these are qualities which men of character demand of those with whom they as sociate. To be efficient a salesman
nust have good health, without which nust have good health, without which man himself will be nervous and crabbed.
The salesman must be an enthusiast, not in the emotional sense, but he must know he has a meritorious article, and be eager for others to
appreciate its excellence. This is the enthusiasm of conviction. Then the salesman must be aggressive, looking upon obstacles and rebuffs as opportunities given him to show the stuff that he is made of; in other words. he must be a man of mental vigor and courage. He must keep awake. This is not a time for Rip Van Winkles. This is an age of hustle, but hustle does not mean merely bigh speed. Hustle means constant ly keeping going toward a definite object, saving minutes and words Mere bustling around accomplishes nothing and brings ridicule. "No knocking of competitors' goods" should be the motto of every sales man who hopes to succeed, for the world despises a knocker and it is at once disposed to be unfriendly to him. This does not mean that salesman should not compare his goods, as to quality, price, etc., with those of his competitor, but it does mean that he will do so, if at all fairly and squarely One of the fine things that comes into the life of a salesman who is not only a man of character, but a man of pleasing address and an attractive personality is the friendship he forms with the best men with whom in his work he comes in contact. Many are the profitable and pleasant hours he spends with such companions. And it is is gained, for it is human nature for us to assist our friends. The salesman can never meet with a large measure of success until he knows men-until he can read character understand and sympathize with men. No two men can be approached in exactly the same way. It is certainly a wise provision of Nature that we
intuitively adapt our speech and manintuitively adapt our speech and man-
ner to those with brought in contact, unless we deliberately make an effort to treat all comers alike. Here arises the question of the value of set speeches in preship goods, a method of salesmanShip which probably had its origin The average buption book business. The average book salesman memorizes a little story and recites it to any one who will listen. Yet in presenthas the merit of affording a means of concisely and succinctly giving full information. But it does not in any way relieve the salesman of the ne-
cessity of having an intimate knowledge of the goods he is pushing.
That the salesman should be able to present reasons as to cost, durability, etc., why his article should be bought, goes without saying, yet the relative importance of these reasons depends entirely upon the customer and his object in making a purchase To one man price is no object. To another price is the prime object, quality being of secondary consideration. As a general statement the world wants reasons, and wants them presented logically and pointedly. Many salesmen are much more familiar with the intrinsic merits of the article they are pushing than with the uses to which it may be put-a decidedly important feature in that such knowledge frequently enables the salesman to suggest economies which would be made possible through the use of his article. That these requirements are more or less ideal, is freely admitted, but they are the direction in which the salesman should endeavor to grow; and there is just the pith of the matter, for by intelligent endeavor a man can make himself almost what he wills. Of course, he can not make himself grow tall or short, or have black instead of blue eyes, but our physical appearance, which is largely beyond our control, unless bearing the tell-tale marks of dissipation, plays a small part in our life compared with the leading roles taken by those qualities over which our will has dominion.
These are the four steps through which the mind of the purchaser must be led. First his attention must be gained. There is no use talking to a man who is intent on something across the strect, or who is in the midst of a newspaper article which he goes on reading. The attention accorded depends largely upon the personal appearance and manner in which the salesman presents himself. Here is where character, the ability to look a man square in the face and gain his recognition play an important part. After the attention is gained, the customer must be interested in the subject matter of the proposed sale. Usually a man is most interested when shown that he can profit by making a purchase. After his interest is aroused, the next step is by arguments adapted to the particular case to lead him to desire to possess the article, the merits of which are being presented. Then he must be able to make up his own mind, to decide and to say that he will purchase. Now, advertising, or salesmanship-on-paper," may be used with the idea of carrying the mind of a prospective customer through all these four stages. Above all, the salesman should know what state ments are being made in regard to them, for ignorance in regard to such matters puts the salesman in a bad light and tends to weaken the re spect which a customer should have for him and his firm. These are sound principles and should be of much value to anyone who sells goods, be he a traveling salesman selling the retailer, or a clerk in a retail store. In this day and age the salesman must know his business

GREAT ENGINEERING FEAT
A few days ago the first of the tube tunnels of the Pennsylvania Railroad under the North River at New York was completed and a party of railroad officials passed through it from the point of starting in Jersey City to the point where the tunnel terminates in Manhattan. The great tube was actually completed a full year ahead of the contract time, and the second tube, which is to parallel the first, will be completed within a month.

Tunnels have been run under rivers before now, and some tunnels through mountains are longer than that under the North River, but the difficulties encountered in the North River work were many, the tunnel being lined with iron, every inch of its length being so guarded. The engineers found it advisable to work from both ends simultaneously. The immense tube was steadily pushed forward through all obstructions, largely through sand and mud, and so carefully were the lines and levels, as well as the general survey work planned, and the plans carried out, that when the approaching ends of the tube met the centers were barely one-sixteenth of an inch out of the way.
Despite the great difficulties attending the work on the tunnels, there have been few casualties, showing how very carefully the work was managed. When the second tube is completed the work of placing the tracks and putting the tunnel in condition for use will proceed rapidly, so that within a comparatively short space of time trains will be running directly into New York city under the North River, instead of landing passengers in Jersey City to find their way into the metropolis by ferry.
In order to insure perfect ventilation in the tubes, as well as minimize the danger of collision or accident, trains will move only in one direction in each of the tubes. This is expected to keep up a proper current of air through the tunnel and obviate the disagreeable stagnation which is complained of in the New York subway In each tube there will also be sidewalks, along which passengers can move in safety from possible contact with the electric third rail, should through any accident a train become stalled in the tunnel.
The system of tunnels under the North River into New York is to be duplicated under the East River from New York into Brooklyn, making it possible to move from one of the great boroughs of the city to the other in the shortest possible time, and at the same time relieve the existing congestion in traffic on the bridges connecting the two places.

\section*{PRUSSIAN AGGRANDIZEMENT.}

The death of Prince Albrecht, of Prussia, Regent of the Duchy of Brunswick, serves to call attention to the very loose tenure by which the minor German States hold their independence or autonomy. Although Brunswick is nominally one of the principalities or states of the German empire, it is in reality nothing more than a province of the Kingdom of Prussia. The separate sovereignty is kept up in appearances by the ap-
pointment of a regent, but the Emperor of Germany, who is also the King of Prussia, as the imperial crown of Germany is made hereditary in the Prussian royal house, names the regent, and he takes good care to name a member of his own family. Prince Albrecht, who has just died, was the Emperor's uncle, and it is stated that it is now proposed not merely to replace the late Regent by Emperor William's second son as Regent, but to set aside altogether the rightful heir to the Duchy of Brunswick and declare the new appointee the reigning Duke.
Just how the other states of Germany will view this attempt to increase the importance of the power of Prussia at the expense of the other and smaller states remains to be seen. When attempts in other directions of a similar character have been made the other states of Germany have vigorously protested and some of Emperor William's schemes have miscar-ried-such, for instance, as his effort to set aside the proper succession in the Principality of Lippe-Detmold and install one of his relatives. The rightful heir to the crown of Brunswick is Ernest August, Duke of Cumberland, son of George V. of Hanover, who was dethroned as a result of the war of 1866 , when Hanover sided with Austria against Prussia. The refusal of the Duke of Cumberland to acquiesce in the incorporation of Hanover with Prussia has made him a nominal exile from Germany, and as he has constantly refused to abandon his pretensions in respect to Hanover Emperor William has refused to recognize his succession to the Duchy of Brunswick, to which he is the rightful heir as the nearest of kin to the last Duke of Brunswick of the old line, who died in 1884.
It is pretty safe to say that the placing of the ducal crown of Brunswick on the head of his second son will not tend to increase the Emperor's popularity with the German princes. Unless the people of the Duchy itself make trouble it is probable that no definite action of protest will be taken by the states of the Ge:man empire, but the event will have a tendency to increase the ill will and distrust with which Emperor William is regarded by many of the reigning houses in Germany.
One of Detroit's traveling men whose services are especially appreciated by his firm is Adolph Nessen, of the Newland Hat Co. Mr. Nessen has been with the house for a number of years, covering its most important territory, and besides being advanced in the salary way he has been taken into the firm as an officer. Mr. Nessen was an origina! member of the Fellowcraft Club, is an enthusiastic member of the Michigan Whist Association, and belongs to several fraternal societies. Among those who know him, no Detroit traveler is more popular than 'Dolph Nessen.
F. M. Leach, a Detroit traveling man, was caught in a hotel fire at Quebec last week, and was reported among the dead. He escaped uninjured.

Handicapped by Lack of Female Kalamazo Help.
shortage of female help in \({ }^{25}\) tories, paper mills and other institutions where they are employed. The shortage is such that many institutions are handicapped. It is greater this fall than ever before. One cor-
set company is running a standing advertisement in the daily papers asking for 100 girls.
The Davidson Baking Co. has just completed a new baking plant which cost in the neighborhood of \(\$ 10,000\). There are two ovens in it, each having a capacity of 5,000 loaves daily The company sends bread throughout this section of the State. The Davidson Company was organized seven years ago and began business by baking ninety loaves daily.
The Duplex Phonograph
which was organized in this city less than a year ago for the manufacture of a two-horn phonograph, started a new factory in operation last week. The company began the manufacture of the instrument in a small way, but the success of it has been so phenomenal that large factory buildings are necessary. The one just completed cost \(\$ 20,000\). One hundred and fifty men are employed.
now being constructed at a cost of \(\$ 4,000\). Additional buildings will be erected next year.
The Monarch paper mills, which have been in course of construction for more than a year, are about ready for operation. The company is the successor of the Gibson Paper Co., which was one of the first organized in this State and which had a large factory in the southern part of the city. The new company kept the site of the old company, tore down the old buildings and replaced them with a new one. Modern machinery has been installed in every department and it is now being tested. It will probably be two or three weeks before operations begin in earnest. Two hundred men will be employed.

Can No Longer Masquerade as
Washington, Sept. 25-Say adieu to the "frankfurter" manufactured in the
stockyards at Chicago. Bid farewell stockyards at Chicago. Bid farewell born and brought up in Kansas. Likewise give goodby to "Philadelphia" squab, which never got within 1,000 miles of Philadelphia. Look no more
for the picture of a chicken upon "potted chicken" made of veal, nor for the deceptive portrait of a pig upon the can containing odds and ends of steer's carcass. The Secretary of Agriculture has decided upon reforms in connection with the enforcement of the new pure food law, which goes into effect Oct. I, which make it a
real reform. Neither by word nor by picture shall the public be coaxed, hereafter, into the belief it is eating "little pig sausage" when the sausage was made from a big pig.
That the consumer may know just what to expect after Oct. I the Department of Agriculture gave out its rulings on the subject to-day. They apply particularly to canned goods. Anything savoring of a false or decep-
tive name will not be tolerated for a minute. Not only will it be a crime
to mislabel canned goods, but it will be just as pernicious and illegal to try to trick the public by the aid of pictures which give false indications of the contents of the can or the
places whence the contents came if the packers want to put pictures on their canned products there will be no objection to engraving a picture of
the President of the company or a portrait of Washington monument thereon. But if pictures of things to used, a calf must be called a calf and not a chicken.
Geographical names are allowed to be used only with the words "cut," "type," "brand" or "style," as the case may be, except upon foods produced or manufactured in the place named. For instance, "Virginia ham" must be marked "Virginia style ham;" "English brawn" must be "English style brawn;" "Westphalia ham", must be "Westphalia style ham."
The word "ham" without a prefix indicating the species of animal is considered by the Department to be pork ham, but trimmings removed from the ham and used in the preparation of potted meats or sausage, or when used alone, may be known as "potted ham," or "ham sausage."
Frankfurter sausage must be called "Frankfurter style sausage."
The rules clearly define what constitutes pure lard, but prescribe that a substance composed of lard, stearin, or other animal fat and vegetable oil, may be labeled "lard compound."
Among the restrictions are the following: "Picnic hams" can not be
called "hams," but may be called "picnics" or "pienic shoulders;" little pig sausage" may be called "little pork sausage" or "pigmy sausage;" extract of beef actually must be made from beef, and veal loaf can not be called such unless the meat is veal only.
The same rules apply to other canned products, and manufacturers are warned that the rulings do not exempt them from the enforcement of state laws.

\section*{Movements of Michigan Gideons.} The Michigan Giedons are making a systematic canvass and request every minister who has traveling men belonging to his church to send a postal card to Aaron B. Gates, 387 Harrison
Avenue, Detroit, giving name and ad dress. Jackson Camp of the Gideons has
incorporated the Gideon City Rescue Mission and will hold a rally October 7 and invites all traveling men. Charles M. Smith, of Detroit, National
President, H. F. Huntley, of Grand Rapids, State President, and George Pierce, of Grand Rapids, will be present and take part in the exercises.
John H. Nicholson, of Zanesville Wis., National Superintendent and first National Secretary and Treasurer of the Gideons, and one of the three who organized the Gideons, will be in Detroit, December 19 and 20 , and in Grand Rapids December 21 and 22, and will give Gideons and all others who can hear him at above dates an uplift. Aaron B. Gates.


Michigan Board of Pharmacy President-Henry H. Heim, Sagin Secretary-Sid. A. Erwin, Battle Creek Muir Grand Rapids; Arthur H. Webber, Cadillac.
Next
N .
Michigan State Pharmaceutical Associa Poosident-John \(\stackrel{\text { tion. }}{\text { L. }}\). Wallace, Kalama-

First Vice-President-G. W. Stevens
Detroit. Second Vice
Seve Reading.
ev. Reading. President-Frank L. ShilThird
Secretary-E. E. Calkins Ann Treasurer-E. E. Calkins, Ann Arbor
Ex. Spring. Unionville. Executive Committee-J, O. Schlotter beck, Ann Arbor; F. N. Maus, Kalama
zoo; John S. Bennett, Lansing; Minor F
Keyes, Detroit; J. E. Way, Jackson.

Effective Window Displays for Drug gists.
A simple window for the smaller dealer can be arranged with one or two circular pillars of talcum powder, which may be made as follows: Cover two sound empty ten gallon cans with paper and place talcum packages all the way around, first a row
around the bottom, then a second row around the bottom, then a second row on top of those, and so on. Around each row tie a piece of twine the color of the packages and going around the whole pillar. This holds the packages tight to the can. With the one or two pillars for a basis it is easy to make up the balance of the display to fit the window. A gross will make one pillar and leave plenty for the rest of a small window, but for a two-pillar display a gross and a half or two gross would be needed.
The window display should, of course, properly be timed to be concurrent with any mailed advertising of the goods, and newspaper advertisements should be run at the same time.

A rather good soap window was noticed, the effectiveness of which depended upon the rich blue color of the paper wrapping of the cakes of soap and the gold lettering of the printing thereon. It is a Russian violet perfumed soap, and violet, blue and gold are preponderating tints. The soap is in cartons, three cakes to a box. Half of the cartons are covered, the others open. Bunches of artificial violets are used ireely. The window floor is covered with crepe paper in three sections, white in the center and green each side. The background is of green cloth hangings. Against these stand two horseshoes of lath, covered with green velvet and on these are secured cartons alternately covered and open. Strings of violets hang down from the top of the horseshoe structures. In front are two glass standards exhibiting more of the soap on their shelves interspersed with bunches of violets. A card gives the assurance of "true and lasting odor of violets" for the soap and prices. While not very original or elaborate this display is effective, as is anything employing violets.
A perfume display that was somewhat striking was arranged as follows: A pair of old-fashioned beam
scales were constructed out of dark stained wood, with bronzed tin box covers for pans; these were mounted on a platform in the center of the window, covered with green silkalene. On one of the scale pans was placed a cut glass stoppered bottle of perfume; on the other side several gilded lumps of coal. A card in front of the base read: "Our perfumes are worth their weight in gold." The window was filled with a variety of perfumes and toilet waters and draped with background of the green silkalene.
Formula for a Peroxide Tooth Pow der.
This may be prepared by mixing from 5 to 7 per cent. of strontium peroxide with precipitated chalk and a little soap. Try the following: Strontium peroxide Powd. soap Precipitated chalk to 70 gms .. I,000 gms Rose geranium oil, Carmine, as suf-
Dr. Richard von Foregger, in a re cent paper on New Sources and Ap plications of Oxygen, says, in relation to its use as a tooth powder, that strontium peroxide is a very useful compound, the merits of which are al most unknown to pharmacists, as compared with the other peroxides Although strontium peroxide is only partially soluble in water, it has the advantage of liberating its oxygen without contact with acids, and he considers this property of great importance in the preparation of tooth powders. There is no doubt but that the addition of an oxygen compound to a tooth powder increases its value considerably, because complete disinfection of the oral cavity is obtained, the teeth being bleached at the same time. It is well known that the buccal secretions are frequently of alkaline reaction, especially in the morning, and the advantage of a peroxide which does not require the interposition of an acid will be apparent.
The flavoring should be added spar ingly in this class of tooth powders as if too much is used it has a tendency to cause deterioration by liberation of the oxygen. Randolph Reid.

\section*{The Drug Market.}

Opium-Is very firm and an advance is looked for shortly on account of the very firm position of Morphine- Is primary markets.
Morphine-Is unchanged.
Quinine-Is dull and weak
Norwegian Cod Liver Oil-Is very firm and tending higher.
Cubeb Berries-Are very firm and dvancing.
Oil Peppermint-The growers are offering a little more freely and at little lower price.
Oil Cassia-Has advanced on account of small stocks and highe prices in China
Gum Camphor-Is very firm. Importers and refiners look for higher prices.
Buchu Leaves-Stocks are very mall and the price has advanced.
Linseed Oil-Has advanced.
Cascara Sagrada-Has almost doubled in value and the stock gathered this season will be very small. Higher prices fo
looked for.

Favors Which Women Customers Will Remember.
The majority of customers in al most every drug. store are women This is not only because their wants are greater than those of men, but also because they usually do the family buying.
They are especially pleased at any small act of courtesy and duly appre ciate it. A chair upon which to rest when tired, a paper or magazine to look at while waiting, the opening of a door, stepping to the carriage at the curb to prevent alighting, turning away at an embarrassing moment, the complete ignoring of what is termed a "break" in speech, the wrapping to gether of several small packages to make one more easily handled, the carrying of packages to the street car and, above all, the cheerful performance of such gratuities as helping in the use of the telephone or directory and the sale of postage stamps are all favors which almost every woman will remember and repay by her pat ronage.
Unlike a man, a woman always wants to take time with her purchases when possible; she likes to have a good variety to select from and to be allowed plenty of time for the selection. This peculiarity of her sex should be catered to, and when she asks for certain things, the entire line of samples of that article and grade should be shown her, all interesting points explained, and then she should be permitted to take her own time in making her selections. The druggist might even excuse himself to wait upon another customer rather than hurry her in her selection.
Always have due respect for the feelings of a woman, and in showing one such articles as syringes, etc., aim to have the display as private as possible, preferably in the rear of the store, and, if possible, behind some palm or other convenient screen.
When time will permit always en deavor to have women customers be come interested in the store's latest receipts of such goods as stationery, perfume, and whatever side lines in the nature of bric-a-brac, etc., are carried, for even though they themselves may not purchase they are almost certain to mention them to their friends and thus do the store a good advertising turn.

\section*{Factory Can Not Shut Down}

Traverse City, Sept. 25-The Pota Implement Co. has had a very successful season this year. The management has been unable to shut the factory down as soon as desired owing to orders, but will be obliged to close very soon for repairs and imThe rovements for the season of 1907.
The local plant has acquired the business of the Greenville Planter Co. The purchase adds quite a number of lines to the already varied product of the factory and increases the business materially.
The product of the Potato Implement Co. is going into new territory all the while, and a number of new shipments have been made this season to the Barbadoes Islands in the West Indies. This class of business
is constantly increasing
desirable to the plant, as it comes at the time of the year when the fac tory might otherwise be idle.

\section*{Glass in Heavy Demand.}

Monroe, Sept. 25-The Monroe Canning \& Packing Co. is doing an enormous business nowadays in canning tomatoes, perhaps twice as much as last year.
The Amendt Milling Co. is rapidly installing its new machinery for the new mill. It is expected the same will be in operation by October I . Although it is something out of the ordinary for a glass factory to operate its plant during the entire year the Monroe Glass Co. has been compelled to do so this year in order to fill its orders. Weekly shipments are made to several of the largest manufacturers of drugs, toilet articles, etc., in the country. A new tank was installed during the summer and the company is now in a position to run the entire year without closing down.

\section*{Lincoln's Estimate of Wealth.}

A New York firm applied to Abra ham Lincoln some years before he became President as to the financial condition of a neighbor. Mr. Lincoln replied as follows: "Yours of the roth instant received. I am well acquainted with Mr. - and know his circumstances. First of all he has a wife and baby; together they ought to be worth \(\$ 50,000\) to any man. Secondly, he has an office in which there is a table worth \(\$ 1.50\) and three chairs worth, say, \$I. Last of all, there is in one corner a large rat hole which will bear looking into."

\section*{Attention! \\ Second hand} counter show cases for sale very cheap.
W. Millard Palmer Company

20 and 22 Monroe St. Grand Rapids, Mic


The distinctive
Dorothy Vernon Perfume
has become immense ly popular owing to its intense flowery freshness and lasting quality. There is no other perfume just like it.

\section*{Dorothy Vernon}

Stands Alone
Par Excellence

\section*{The Jennings Perfumery Company} Grand Rapids, Mich.

\section*{WHOLESALE DRUG PRICE CURRENT}

\begin{tabular}{|c|c|c|}
\hline Liquor Arsen et
Hydrarg Iod & ia Tinctorum 12@ 14 & Vanilla \\
\hline Liq Potass Arsinit 10912 & Saccharum La's. 22 @ 25 & 2 \\
\hline Magnesia, Sulph. 20 & Salacin …..... 450 (04 75 & Olls \\
\hline agnesia, Sulph bbl © & Sanguis Drac's.. \({ }^{\text {Sapo, }}\) W \({ }^{\text {a }}\) & \\
\hline Mannia. S F \({ }^{\text {M }}\), 45@ 50 &  & Ward \\
\hline  &  &  \\
\hline  & Seidlitz Mixture 20022 & Linseed, pure raw 38 (a) \\
\hline Morphia, Mal. .. 2350260 & Sinapis \(\ldots\). \({ }^{\text {S }}\) (1) 18 & Linseed, \\
\hline Moschus Canton. 40 & Snuft Maccaboy @ @ 30 & Neat's-foot, w \\
\hline Myristica, No. 128 ¢ 80 & snufi, Maccaboy, a 51 & urpentine .. Mar \\
\hline Nux
Os Sepia & Snuff, S'h DeVo's a 51 & Venetian \\
\hline Pepsin Saac, H \& & Soda, Boras .... \(9 @ 1\) & Ochre, yel Mars \\
\hline 00 & Soda, Boras, po. 9@ 11 & Ocre, yel Ber \\
\hline Picts Liq N N \(1 / 2\) & Soda et Pot's Tart \(25 @ 28\) & Putty, strictl \\
\hline Pal doz \(\ldots\)..... \(\mathbf{8 1}^{200}\) & Soda, Bi-Carb ... 3 3 & Vermillion, \\
\hline  & Soda, Ash ......31/2@ \({ }^{\text {a }}\) & V \\
\hline Pil Hydrarg po 80 \% 80 &  & Green, Paris .... \\
\hline Piper Nigra po 38 (2) 18 &  & Green. Penınsular \\
\hline Piper Alba po 85 © 30 & Spts, Myrcia Dom \({ }^{\text {Den }} 200\) & Lead \\
\hline  & Spts, Vini Rect bbl @ & Whiting, w \\
\hline (ell & Spts, Vi'i Rect \({ }^{1}\) & \\
\hline rethrum &  & White, Paris Am'r \\
\hline \(\&\) P D Co. doz \({ }^{75}\) & Strychnia, Cryst'l 105 & it'g Paris Eng \\
\hline  & Sulphur Subl \({ }^{\text {Sulpher }}\) & versal \\
\hline Quino, S P \& W..18@ &  & Varnishes \\
\hline Quina, \(\mathrm{S}^{\text {S }}\) Ge & Cerebenth Venice 28 ¢0 30 & \\
\hline Quina, N. Y.........18/7 & Thenbromae ... 45 5 \% 5 & Extra Turp .....1 60, 1 \\
\hline
\end{tabular}

We wish at this time to inform our friends and customers that we shall exhibit by far the largest and most complete line of new and up. to-date Holiday Goods and Books that we have ever shown. Our samples will be on display early in the season at various points in the State to suit the convenience of our customers, and we will notify you later, from time to time, where and when they will be displayed.

\section*{Hazeltine \& Perkins Drug Co.}

Grand Rapids, Mich.


MICHIGAN TRADESMAN


\section*{Special Price Current}

C. P. Bluing

Small size, 1 doz. box.. 40 Large size, 1 doz. box.. 75


G J Johnson Cigar Co.'s bd.


1,000 or more
Worden Grocer Co. brand

\section*{Perfection Hen Hur}

Perfection Extras
Londres ........
Standard
Standard
Puritanos
Panatellas, Finas
Panatellas, Finas Panatellas, Bo

COCOANUT

\(\begin{array}{ll}70 & 1 / 1 \mathrm{mb} . \\ 35 \\ 1 / 2 \mathrm{~m} . & \text { pkg. per case } 260 \\ \text { per case } & 60\end{array}\)



White House, 1 mb .
White House, 2tb. Excelsior. M \& J, 1tb
Excelsior, M \& J, 2th Tip Top. M \& J, IB Royal Java
Royal Java and Mocha Java and Mocha Blend Boston Combinatio Grocer Co Gran Judson Lee \& Cady, Detroit; Sym ons Bros. \& Co See sym ons Bros. \& Co., Saginaw;
Brown, Davis \& Warner Jackson; Godsmark Warner, Jackson; Godsmark, Du Fielbach Co., Toledo.

Peerless Evap'd Cream 400 FISHING TACKLE \(11 / 4\) to 2 in ..
\(11 / 4\) to \(2 \mathrm{in} .\).
\(12 / 8\) to 2 in .
12 in .
\(12 / 2\) to
2 in.
3 in.
No, Cotton Line
No. 1, 10 feet
No. 2, 15 feet
No. 3, 15 feet
No. 4, 15 feet
No. 5, 15 feet
No. 6, 15 feet
No. 7, 15 feet
No. 9. 15 feet
Black Hawk, one box 250 Black Hawk, five bxs 240

TABLE SAUCES Halford, large Hallord, small .......... 22

Small Linen Line Small
Medium
Large …....
Bamboo, 14 ft ., per doz. 55 Bamboo, \(16 \mathrm{ft}\). ., per doz. 60
Bamboo, \(18 \mathrm{ft}\). per doz. 80 Cox's GELATINE
Cox's 1 qt. size Cox's 2 qt. size .......... 1616 Knox's Sparking, doz. 120 Knox's Acidu'd. doz... 120 Knox's Acidu'd. gro... 1400 Nelson's............ .1550 Oxford
Plymout Plymouth Rock

Books

Made by

Tradesman Company

. .185

Tradesman
Coupon
Use
\(\square\)

\section*{SKREEMER}

\section*{The \(\$ 4.00\) Shoe for Men}

Nothing Better Made.
All Styles. All Leathers.
Carried in stock by
MICHIGAN SHOE CO., DETROIT

We sell more 5 and io Cent Goods Than Any Other Twenty Wholesale Houses in the Country.

\section*{WHY?}

Because our houses are the recognized' headquarters for these goods.
Because our prices are the lowest. Because our service is the best.
Because our goods are always exactly as we tell you they are. Because we carry the largest assortment in this line in the world.
Because our assortment is always kept up-to-date and free from stickers.
Because we aim to make this one of our chief lines and give to it our best thought and attention.

Our current catalogue lists the most complete offerings in this line in the world. We shall be glad to send it to any merchant who will ask for it Send for Catalogue J.

BUTLER BROTHERS
Whelesalers of Brerything - - By Catalogue Only New York Chicago St. Louls

\section*{School Supplies Holiday Goods}

FRED BRUNDAGE Wholesale Druggist
Muskegon. Mich.


Saginaw Implement \& Transfer Co. SAGINAW, MICHIGAN
General Storage and Forwarding

New Buildings \(170 \times 660\) Feet 1,000 Feet of Railroad Side Track Track Connections with All Railroads

Prompt Shippers and Experienced Help

Wait for the big line.
Wholesale Druggist

\section*{The Self=Made Millionaire}

Began by saving. However small that saving was, it increased and multiplied by added savings and interest. The young man of to-day can do the same, and this bank offers the best facilities. Savings here earn money by compounding interest every six months.



\section*{BUSINESS-W ANTS DEPARTMENT \\ Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each} subsequent contimuous insertion. No charge less than 23 cents. Cash must accompany all orders

\begin{tabular}{|c|c|c|}
\hline  & \multirow[t]{2}{*}{} & \multirow[t]{2}{*}{} \\
\hline \multirow[t]{3}{*}{} & & \\
\hline &  & \\
\hline & \multirow[t]{4}{*}{} & \\
\hline \multirow[t]{2}{*}{} & & help wanted. \\
\hline & & \\
\hline \multirow[t]{4}{*}{} & & \\
\hline &  & \\
\hline &  & \\
\hline & \multirow[t]{2}{*}{} & \\
\hline  & & \\
\hline \multirow[t]{3}{*}{} & \multirow[t]{2}{*}{} & \\
\hline & & \\
\hline & \multirow[t]{2}{*}{} & \multirow[t]{2}{*}{} \\
\hline  & & \\
\hline  & \multirow[t]{2}{*}{} & \multirow[t]{2}{*}{It your stock and guar-} \\
\hline \multirow[t]{2}{*}{} & & \\
\hline & \multirow[b]{3}{*}{} & \multirow[t]{2}{*}{he dollar over all ex-} \\
\hline  & & \\
\hline \multirow[t]{3}{*}{} & & \\
\hline & & \multirow[t]{2}{*}{\begin{tabular}{l}
day-not tomorrow. \\
E. B. Longwell River St. \\
Chicago
\end{tabular}} \\
\hline & & \\
\hline \multicolumn{3}{|l|}{\multirow[t]{2}{*}{}} \\
\hline & \multirow[t]{2}{*}{} & \\
\hline \multirow[t]{3}{*}{} & & \\
\hline &  & A Special \\
\hline & \multirow[t]{2}{*}{(e)} & \multirow[t]{2}{*}{} \\
\hline \multirow[t]{2}{*}{} & & \\
\hline &  &  \\
\hline  &  &  \\
\hline  & \multirow[t]{2}{*}{} &  \\
\hline & &  \\
\hline & \multirow[t]{2}{*}{} & \multirow[t]{2}{*}{} \\
\hline \multirow[t]{3}{*}{} & & \\
\hline &  & \\
\hline & & \multirow[t]{2}{*}{B. H. Comstock, Sales Specialist 933 Mich. Trust BIdg.
GRAND RAPIDS, MICHIGAN} \\
\hline  & \multirow[t]{2}{*}{} & \\
\hline \multicolumn{3}{|l|}{\multirow[t]{2}{*}{}} \\
\hline & & \\
\hline one competitor in town. Too much other &  & \multirow[t]{2}{*}{} \\
\hline & \multirow[t]{2}{*}{} & \\
\hline & & Ground Feed, made from strictly Old White Oats and \\
\hline &  & \multirow[t]{2}{*}{best quality Yellow Corn.
Our Street Car Feed and
Oracked Corn are both
Crackel} \\
\hline &  & \\
\hline & & Cracked Corn are \(\begin{aligned} & \text { both } \\ & \text { thoroughly } \\ & \text { screened } \\ & \text { and }\end{aligned}\) \\
\hline &  &  \\
\hline &  & car lots or less and give you
\(\mathbf{p r o m p t t s i p m e n t s . ~ W e ~}\) \\
\hline & ware to buy for fotot cash. \({ }^{62}\) & \multirow[b]{2}{*}{} \\
\hline & \multirow[t]{2}{*}{} & \\
\hline  & & Winter Wheat flour \(\$ 3.70\) per \\
\hline & & \\
\hline & & \\
\hline
\end{tabular}

AN OPPORTUNITY SUPREME
Not the least interesting among immediate effects certain to result from the visit of Secretary Taft and his associates to Cuba will be the ingenious adaptations, relations and translations on the part of political party leaders as to the purpose of that visit and the diplomatic ef forts that are being made
The fact that a lot of foreign and native born Spaniards, together with another lot of half breeds and full blooded negroes, are incapable of governing themselves will have no bearing. It will not matter that these people, because of centuries of ignorance on the part of ancestors and of part of authorities created to rule over them, can not comprehend the meaning of public spirit, loyalty, peace and prosperity

It is the Opportunity that counts There is a national election in this
United States that is near enough at hand to warrant the seizure of every opportunity that presents itself for the benefit of the "Outs." And so it will happen that whatever may result, diplomatically or in a military sense, through the investigations and consultations by Secretary Taft and those with him, we are destined to hear and read dreadful things from now on to the day of the election.
The average American campaigner will never let so good a chance escape, or if he does the average American editor will not permit it to get away alive. Of course, so the story (or speech) will go, our President knew of the situation months and months before the public outbreak and the starting of Secretary Root away on a tour around the southern half of our hemisphere was so accurately and so nicely planned as to bring him back to the waters of the Gulf just in time to be "in at the death."
"Picture. Hold it!" as they say in the stage directions at the theater. And then Mr. Taft arrives just in time to save Havana from destruction and the dozen or more of our ships of war put in an appearance at half a dozen strategic points, at each of which from ten to twenty Americans greet them and "Old Glory," frantic with joy over the fact that the plantation schemes and their gar-den-farming-all-the-year-round prop ositions, which are being industriously promoted all over the United States, are saved from pillage. Isn't that theatrical?
"Did you ever hear or read of anything in political history stronger in its taint of national greed, national duplicity, national crime?" Thus the orators and the editors for the Outs, "Was there ever anything so trans parent, so outrageous? See the poor helpless Cubans, betrayed by their own officials and all to satisfy a re lentless, grasping can politicians."
"See our free born, brave Ameri can sailors and soldiert, swelling with affection and pride because they are permitted to serve their country under the folds of the glorious Stars and Stripes (loud and long continued applause). See these brave boys
cringe in despair and almost revolt over the disgrace they feel over being compelled to invade the territory of a helpless nation with whom our Government is at pea
"Shame" and hisses.)
And so the slop will pile up. But will avail nothing. If common sense dictates that intervention is necessary our Government will take that step. If the public welfare of he people of Cuba demands intervention the American Government will intervene, and if the people of Cuba are so impotent, politically, as to need a guardian, that guardian is already named - has been named for over fifty years. If annexation is de sirable that step will be taken peace fully and successfully, as was the case with Puerto Rico and the Sandwich Islands. If war is necessary to re store and maintain peace, that meas ure will be indulged in. We have a President, a Cabinet and a Congress
and, best of all, we have a people who and, best of all, we have a people who or all of these procedures. The antis may bloviate and bluster to theit hearts' content, but they can not stem the tide of progress.
THE FINANCIAL STRINGENCY. When some weeks ago it became evident that the money market was face to face with a period of stringency it became also painfully apparent that the ordinary banking methods would not suffice to meet the demands of the situation owing to the inelasticity of our currency system. The laws provide no way for expanding the circulating medium when an unusual demand arises, no matter how abundant the securities which stand for value may be. In this condition of affairs there was nothing left to be done but call upon the Government to come to the aid of the money market.
There were several ways pointed out in which the Government could materially help the situation without in any way impairing its own supply of funds nor overstepping the bounds of conservatism or legal requirements. The easiest and most obvious method of helping the market was to deposit public funds with the National banks, which was promptly done. Still another method of relieving the market was in facilitating the National banks in increasing their circulation, which was also resorted to. A third and potent aid to which the Treasury had recourse was the providing of facilities for importing gold, thus enabling banks to increase directly the supply of money available. The Treasury deposited with the National banks desir ing to import gold a sufficient sum of Government funds, which was equivalent to allowing the banks in terest on the specie in transit. With out this assistance the banks would not have been able to secure the gold abroad, as the foreign banks were prompt to place obstacles in the way of the drain to this country of their supplies of the yellow metal.
The American bankers have been able to secure during the two weeks that the movement has been in progress fully \(\$ 34,000,000\) of gold, some of which has already arrived. Just how much more gold can be secured for shipment to this country remains to
be seen. The European banks have naturally become wrought up over the efforts to secure their stock, and they are placing all possible obstacles in the way of a further movement of the yellow metal in this direction.
London's reply to the withdrawal of fully \(\$ 15,000,000\) from the Bank of England during the past week is the advance by that institution of its rate from \(3^{T / 2}\) to 4 per cent., while in the L.ondon open market discount has advanced to 4 per cent. and call money o \(3^{1 / 2}\) per cent., which are unusually high figures at that center. More over, brokers and individual lenders at the British capital have raised their rates on deposits, and have, in short, adopted measures which would seem calculated to create a more or less
artificial stringency and thus interpose obstacles to further withdrawals of money for American account. The Bank of France, it is rumored, has been appealed to in this emergency it it is very uncertain whether would consent to supply gold to N York and thus relieve the strain up on London, owing to the continued apprehensions arising from the Rusfian situation.
The considerable sum of gold which has already been secured has materialrelieved the situation, and it is probable that the keen edge is already off the period of stringency in the money market for the present season, although there is no prospect of realy easy money for some time to come The gold that has been imported and will still come this way will not go into direct circulation to any considerable extent, but it will strengthen the bank reserves and enable the financial institutions to accord more liberal assistance to borrowers

\section*{Power House for Large Factory.} Grand Haven, Sept. 25-The Eagle Tanning Co. is planning the erection of a great institution to take the place of its present Grand Haven plant. C M. Blakeslee, of Spring Lake, is now erecting one of the finest factory power houses to be found in the State at the company's Beach Tree grounds. The building is to be of brick and concrete, \(50 x 109\) feet. The other buildings will undoubtedly soon follow the completion of the power house and within two or three years
th:s place will have a tanning plant employing several hundred hands and of enormous capacity. For severa years the present plant has been in adequate. The stockholders in the Eagle Tanning Co. are nearly all men of large means and what they do is done on a great scale. The new power house and \({ }_{5} 50\) foot stack will alone

\section*{Butter, Eggs, Poultry and Beans} Buffalo.
Buffalo, Sept. 26 -Creamery, fresh, 22@251/2
Eggs-Fancy candled, 24c; choice, 22@23c.
Live Poultry-Broilers, \(121 / 2 @ 131 / 2 \mathrm{c}\); fowls, 13@13 \(1 / 2 \mathrm{c}\); ducks, \(12 @ 13 \mathrm{c}\); old cox, 8@9c.
Dressed Poultry-Fowls, iced, \(13 @\) \(3^{1 / 2}\) c; old cox, \(9 @ 10 c\).
Beans - Pea, hand-picked, \$1.55; marrow, \$2.75@3; mediums, \$1.65@ 1.75; red kidney, \(\$ 2.60 @ 2.65\).

\section*{AN EASY PROBLEM}

When a railway track, with sidings and warehouse privileges, is constructed along the quarter of a mile river front from the east end of the Pere Marquette Railway bridge to a point just below the river boat landing, and when a like improvement shall be made to cover the river front from the east end of the Bridge street bridge to a point just below the river boat landing, the entire enterprise should belong to a local company and should be open, at current railway trackage rates, to all steam roads doing business in Grand Rapids.
Local people own the river front and by building the tracks so much desired the ownership of both would continue and, doubtless, would be of reat value to both railway companes and the business public. From the unalloyed standpoint of business these extensions ought to be built. There is not any question as to the utility of the plan and, in the judgment of the Tradesman, there is not any question as to how it should be accomplished.
There is a question, however, and in the minds of a very large proportion of the citizens of Grand Rapids who are looking to the future it is a most important one. Our city is certain to grow steadily, and it is inevitable that ultimately a great majority of our taxpayers and voters will insist upon the improvement and embellishment of both banks of our river throughout the length of our city. This is the history of all cities having a river similar to our own, dividing it into two portions. And it is history also that in every case thus far the chief obstacle to such improvement and beautification is the ownership and occupancy of nearly all of the rive

There are any number of instances where, because of this railway occupancy, cities are barred out from access to their river fronts and are compelled to see that which might e made magnificent prospects viewed from either side of the river, ugly and utterly unattractive by tracks, track signals, trains and noisy locomotives
And so our city government should riew the matter not only from the standpoint of utility, but from the higher plane of esthetics. If the utilitarians win out it should be on the hasis of the city's retention of ownership and operation.

The Michigan Motor Co., which onducts its business at the corner of South Front and Fulton streets has changed its name to the Michigan Wheel Co.



However it may be with other Cocoas, you can make a fair profit in selling LOWNEY'S, and we promise you that we will create a larger and larger demand for LOWNEY'S every year by generous and forcible advertising as well as by the superior and delicious quality of our product.

In LOWNEY'S dealers have a guarantee against any cause for criticism by Pure Food officials.
The WALTER M. LOWNEY COMPANY, 447 Commercial St., Boston, Mass.


The McCaskey Account Register System doesn't take care of HALF of your accounts and then STOP.

It handles EVERY kind of a credit charge with BUT ONE WRITING,

The REGULAR RUNNING ACCOUNT.
The Miscellaneous charge.
The PRODUCE or EXCHANGE SALE.
The C. O D. Charge.
The CASH on ACCOUNT SALE.
It.gives the customer the TOTAL of his account with EACH PURCHASE.

Y u DON'T have to make TWO TRIPS to the register for ONE charge.

You DON'T have to use a separate book or pad for EACH individual customer.

It is SYSTEM without RED TAPE.
Our catalog is FREE-Investigate.

\section*{Write THE McCASKEY account register co. Alliance, Ohio}

Mfrs. of Multiplex Duplicating Carbon Back Counter Pads; also Single Carbon and Folding Pads.
J. A. Plank, State Agent for Michigan, Tradesman Bldg., Grand Rapids agencies in all principal cities

Are You Protected

against loss where the chance for loss is greatest?
What would you think of Uncle Sam if he should fortify Cape May and other unimportant places and leave New York City unprotected?

Yet there are some grocers and butchers, careful about guarding against losses, who are using old style scales and are therefore unprotected at their most vulnerable point.

Butchers and grocers lose more money over their old style scales than in any other way.

\section*{Moneyweight Scales}

SAVE ALL LOSS in overweight. SAVE ALL LOSS in time hunting for and lifting weights. SAVE ALL LOSS in time spent adjusting scales for each weight. SAVE ALL LOSS in time consumed in figuring values with old style scales. SAVE ALL LOSS in errors in figuring by
 the old method.

Every Grocery or Meat Market of average size not using MONEYWEIGHT Scales is sustaining a yearly waste in overweight alone sufficient to pay for at least two.

Why not invest that loss in MONEYWEIGHT Scales and stop that leak?
SEND IN THE COUPON and have a MONEY WEIGHT Scale demonstrated to you. This places you under no obligation to purchase.
\(\square\) Town Business

No. of Clerks. \(\qquad\) Date
Moneyweight Scale Co., 58 State St., Chicago I would be glad to know more about the advantages of Moneyweight Scales in my store.

DAYTON. OHio.

Merchants' Sundries At Leonard's Prices

\author{

}


The Leonard Sky=Scraper
Seven Stories==Nine Floors
Filled with the Grtatesı Stocks at Lowest Prices WE SAVE VOU MONEY ON


SPECIAL-On every holiday bill sold in our store we will make special arrangements re garding your railroad fare and your entertainment while in this city. COME IN
"Brooklyn" Assortment Rose and Gold Decorated Semi=Porcelain Tableware
You will make over 30 per cent. profit if you retail them at \(\mathbf{1 0}\) cents, but you can easily make 75 per cent. if you stll them at what they are really worth. Coct on per gross \(\mathbf{\$ 1 0 . 5 0}\).


The package contalus th. f Howing articles, all beautifuliy decorated with scattered pink rose design and gold stamped ornaments in border effect:
\[
\begin{aligned}
& 1 / 2 \text { dozen } 7 \text { inch Covered Dishes. } \\
& \text { 1//2 dozen Ranson Tankard Jugs. } \\
& 2 \text { dozen } 8 \text { irch Platters. } \\
& 1 \text { dozen } 8 \text { inch French Nappies } \\
& \begin{array}{ll}
1 \\
2 & \text { dozen } 30 \text { Bowls. } \\
\text { dozen } 5 \text { inch Nappies. }
\end{array} \\
& \begin{array}{c}
\text { Totai of } 3 \\
\text { per gross }
\end{array} \\
& \begin{array}{l}
2 \text { dozen } 6 \text { inch Nappies } \\
2 \text { dozen } 7 \text { inch Nappies } \\
2 \text { dozen } 8 \text { inch Nappies. }
\end{array} \\
& \begin{array}{l}
2 \text { dozen } 8 \text { inch Nappies. } \\
3 \text { dozen } 6 \text { inch French Nappies } \\
3 \text { dozen } 6 \text { inch Deep Ples. }
\end{array} \\
& \begin{array}{l}
3 \text { dozen } 6 \text { inch Beep Pl } \\
6 \text { dozen } 5 \text { inch Plates. } \\
6 \text { dozen } 7 \text { inch Plates. }
\end{array} \\
& \begin{array}{l}
6 \text { dozen } 7 \text { inch Plates. } \\
6 \text { dozen Cups and Saucers. }
\end{array} \\
& \$ 10.50 \\
& \text { The Covered Dishes. Platters and Nappies will easily bring from } 25 \text { to } 50 \text { cents each }
\end{aligned}
\]

\section*{Leonard Crockery Co. \\ Grand Rapids, Mich.}

Half your railroad fare refunded under the perpetual excursion plan of the Grand

We Save Our Customers 15 to 30 Per Cent.

\author{
Mail Us Your Orders
}
'SPARTAN" GREY ENAMELED WARE In spite of shanp advances
change our price at present. o. 25 wash basins 4 quart pud pans
o. 210 pails paus
\(\qquad\) \(\underset{\text { TOILET }}{ }{ }_{\text {SOO }}^{\text {PAPER }}\) roll ase of 100 rolls CORN COB PIPES . 45 barrel shape, 3 doz in box Per box of 3 dozen...
Eclipse, a self cleane RUBBER COMBS
 T/8 inch teeth ..............
No. 218, 7 inch, gilt stamped.
No. 204, swell back inch, 1 inch teeth, arched .75
Full line Full line in catalog up to
THREADS Clark's mile end ....
J. P. Coats, 200 yards

PENCIL TABLETS No. 5819 , penny tablets, 30 pp. No. 204 "Ivy Leaf" size 5xs, 60.... sheets
 o. 1025 "B
\(\qquad\) fize, ruled …...................... \(\$ .36\) White wove Bonny Doone
 No. 024 , note size, 60 she gold
No. 502.5 , packets.
\(\qquad\) LEAD highly finis
\(\qquad\)

\(\qquad\) Sphin- Hexagon, black polished. \({ }^{20}\) ne hapers No. 2 large butt. tape

SCHOOL CHALK ler dozen boves................. Model" Wood Frame inches
\(\times 11\) inches
80

VICTOR NOISELESS ning through perforations.
SINGLE 5 x 7 inches
6 x 9 inches \(7 \times 11\) inches
Sx12 inches

\section*{57 inches
\(6 \times 9\) inches}

DOUBLE

STEPLADDERS With self attachment. Made from selec
iron braces with lock
S-foot, with shelf 9 -foot, with shelf
10 -foot, with, shelf
12 -foot, with shel

IRONING BOARDS and adjustable Household,", foldin and adjustable to different heights, inclies "Adjustable Household.." 54v14. \(\$ 8.75\) Economical. COBBLER SETS
\(\qquad\)
SAD IRONS


\section*{25c and 50c}

Goods```

