

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

\$2 PER YEAR

Twenty-Fourth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 24, 1906

Number 1205

To-day

We shall do so much in the years to come,
But what have we done to-day?
We shall give out gold in a princely sum,
But what did we give to-day?
We shall lift the heart and dry the tear,
We shall plant a hope in the place of fear;
We shall speak with words of love and cheer,
But what have we done to-day?

We shall be so kind in the after while,
But what have we been to-day?
We shall bring to each lonely life a smile,
But what have we brought to-day?
We shall give to truth a grander birth
And to steadfast faith a deeper worth;
We shall feed the hungering souls of earth,
But whom have we fed to-day?

Nixon Waterman

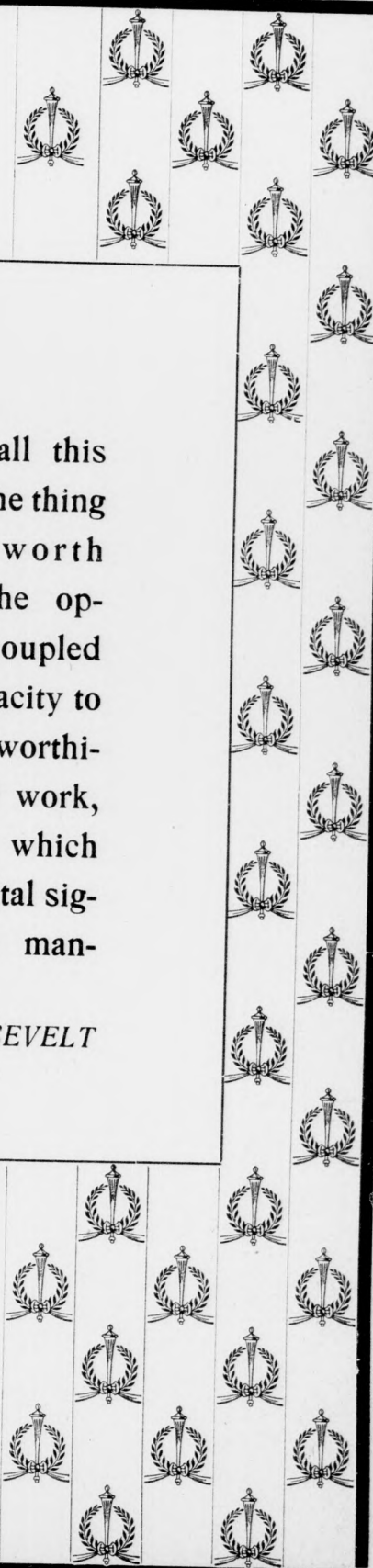


FOR in all this world the thing supremely worth having is the opportunity coupled with the capacity to do well and worthily a piece of work, the doing of which shall be of vital significance to mankind.

ROOSEVELT

IN OUR NEIGHBOR, whoever he be, lies hidden or revealed a beautiful brother. The neighbor is just the man who is next to you at the moment. This love of our neighbor is the only door out of the dungeon of self.

Geo. MacDonald



Every Cake



of FLEISCHMANN'S
YELLOW LABEL COMPRESSED
YEAST you sell not only increases
your profits, but also gives com-
plete satisfaction to your patrons.

The Fleischmann Co.,

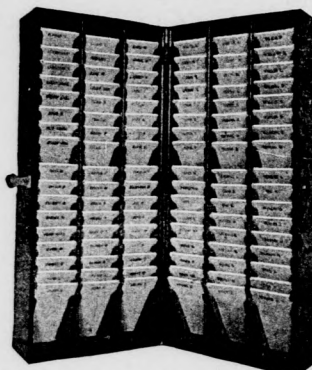
of Michigan

Detroit Office, 111 W. Larned St., Grand Rapids Office, 29 Crescent Ave.

DO IT NOW

Investigate the

Kirkwood Short Credit System of Accounts



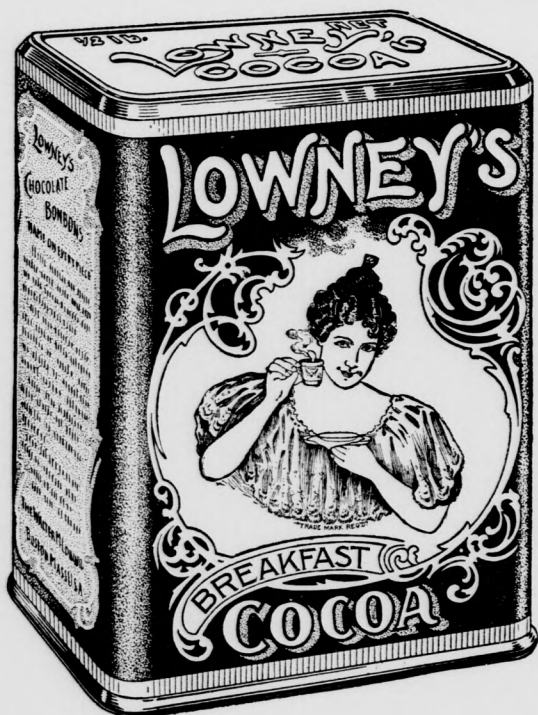
It earns you 525 per cent. on your investment. We will prove it previous to purchase. It prevents forgotten charges. It makes disputed accounts impossible. It assists in making collections. It saves labor in book-keeping. It systematizes credits. It establishes confidence between you and your customer.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

A. H. Morrill & Co.

105 Ottawa St., Grand Rapids, Mich.

Bell Phone 387 Citizens Phone 5087

Pat. March 8, 1898, June 1, 1898, March 19, 1901.



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.

Buckwheat Flour

Season Is Now On

Below you will find some very attractive prices for the best B. W. Flour on the market:

Penn Yenn, N. Y., B. W. Flour 125 lb. Grain

Bags, 10 Sacks inside, per hundred..... \$2.75

Penn Yenn, N. Y., B. W. Flour, 10-10 Cotton

Sacks in Jute bale, per hundred..... 2.95

Pure Gold Mich. B. W. Flour, 10-10 Cotton

Sacks, per hundred 2.50

Henkle's Self Raising B. W. Flour, 12-3, per

dozen90

JUDSON GROCER CO.

Grand Rapids, Mich.

Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

SNOW BOY WASHING POWDER.

GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

Twenty-Fourth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 24, 1906

Number 1205

GRAND RAPIDS FIRE INSURANCE AGENCY

W. FRED McBAIN, President

Grand Rapids, Mich. The Leading Agency

ELLIOT O. GROSVENOR

Late State Food Commissioner

Advisory Counsel to manufacturers and jobbers whose interests are affected by the Food Laws of any state. Correspondence invited.

2321 Majestic Building, Detroit, Mich.

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

We Buy and Sell
Total Issues
of
State, County, City, School District,
Street Railway and Gas
BONDS

Correspondence Solicited]

H. W. NOBLE & COMPANY
BANKERS

Penobscot Building, Detroit, Mich.

The Kent County Savings Bank

OF GRAND RAPIDS, MICH

Has largest amount of deposits of any State or Savings Bank in Western Michigan. If you are contemplating a change in your Banking relations, or think of opening a new account, call and see us.

3 1/2 Per Cent.

Paid on Certificates of Deposit

Banking By Mail

Resources Exceed 3 Million Dollars

Commercial Credit Co., Ltd.

OF MICHIGAN

Credit Advances, and Collections

OFFICES

Widdicombe Building, Grand Rapids
42 W. Western Ave., Muskegon
Detroit Opera House Bldg., Detroit

ELECTROTYPES
DUPLICATES OF
ENGRAVINGS & TYPE FORMS
TRADE MARK

SPECIAL FEATURES.

2. Window Trimming.
4. Around the State.
5. Grand Rapids Gossip.
8. Editorial.
9. Must eB Patient.
10. The Corner Club.
12. Shoes.
14. Ambitious Girl.
15. Want Quick Action.
16. Rule or Ruin.
18. Knocked a Knocker.
20. Woman's World.
22. Clothing.
23. The Steady Plugger.
25. Antiquity of Tea.
26. Now in the Firm.
28. Insomnia.
30. Metropolitan Methods.
32. Winning Trade.
34. Dry Goods.
36. Retail Credits.
38. New York Market.
40. Commercial Travelers.
42. Drugs.
43. Drug Price Current.
44. Grocery Price Current.

THINGS WORTH THE WHILE.

In his "Talks in a Library" Laurence Hutton tells how, "early in the seventies," he met James Russell Lowell, at that time American Minister to the Court of St. James, and during their conversation he told Mr. Lowell that only a fortnight or so before the meeting he "had dined at his own (Lowell's) house, Elmwood, with the Ole Bulls who were his tenants;" and that he "had smoked a cigar in his library and had looked at the backs of his books, finding no little satisfaction in reading, among the many titles, works of all kinds which were in my own collection."

Mr. Lowell replied that he "did not care so much for his books as for his trees, and could I tell him how they were looking, and how they were feeling? 'I am sure they miss me,' he said. 'They seem to droop when I go away and I know they brighten and bloom when I go back to them and speak to them and shake hands with their lower branches!' He spoke seriously and tenderly and I was rewarded with a very appreciative and responsive smile when I replied, 'They half forgive your being human.'"

There isn't anything very new in the affectionate appreciation for the things of Nature, shown by the distinguished Mr. Lowell. It is a sentiment universal and intensely human. That which is uncommon and which can not be repeated too often for the common good is the spontaneous, splendid and sincere diction on Mr. Lowell's part and the wit and equally gracious response on the part of Mr. Hutton.

Just opposite the home of the editor of the Tradesman is a row of fine old elms, each one a generous, dignified rival to the others in their magnificently sacred songs to Nature and a constant benediction to all passersby. A few days ago a lady passing this glorious file of stalwart beauties stopped and, addressing her companion, exclaimed: "I never pass these trees without having an almost irresistible desire to embrace each

one in turn." And her friend responded: "They would undoubtedly enjoy your caresses."

This incident is of the same bouquet as that which happened in London to men of world-wide reputations and it transpired right here at home, just as sincere, just as spontaneous and only a trifle, perhaps, less elegant. Our every day misfortune is that such sentiments are born all about us everywhere and all the time, whereas there is no one at hand to record them and make them public.

Fifty years ago the late Deacon Addison Tracy and the late Canton Smith were neighbors on the south side of Cherry street, the only residents between Jefferson avenue and Lafayette street. (Mr. Smith's home is still standing, a quaint old fashioned two-story brick structure, occupied by Mrs. E. O. Eaton.) Between the homes of Mr. Smith and Mr. Tracy was a half acre pasture lot where Mr. Smith, a lover of fine horses, was wont to train his yearlings and his two-year-olds. In the northwest corner of the Tracy homestead stood a majestic—and it still stands—elm tree, to which Deacon Tracy devoted much affectionate care—so much so that one day Mr. Smith, who was teaching a youngster to trot, called out: "Do you know, Addison, that my wife and I have christened your tree 'The Deacon?'"

"Thank you, Cant.; you couldn't pay me a greater compliment," responded Mr. Tracy, and until his place was sold to the late Col. A. T. McReynolds, that tree was known as "The Deacon." Mr. Tracy moved to the farm on the Robinson Road where Edward Lowe is now creating his picturesque suburban home; and being a good, practical farmer and an ardent lover of trees, his first improvement was to set out about fifty young maples, which constitute, today, the healthy but too formal grove of maples just west of the site of the old brick farm house. Another pet of the Deacon's was what he called "The Woods," which, at the north or Fulton street side of the farm, are still in evidence, with a pretty little brook winding its way around the bluffs and among the trees until, at the west side of the farm, it joins fortunes with the stream known as Coldbrook. "The Woods" were a considerable care because of the great variety of trees they possessed; because the brook was a favorite haunt of the muskrat and because nuts—hickory, butternut, walnut and hazel—were abundant there, so that almost constant surveillance was necessary to prevent fire getting a start from the camp fires made by the Indians or by the "boys from town" on the search for nuts, squirrels and other game.

It is quite a commonplace, also

most thoughtless, among some people who know Charles W. Garfield, of this city, to allude to him as "The Forestry Crank." It doesn't hurt Mr. Garfield in any degree, but it does place those who make the remark on record as careless at least in their lack of appreciation as to the work to which that gentleman has devoted almost constant study, experiment and observation, and primarily because, like Mr. Lowell, he cares more for his trees and for the trees of our commonwealth than he does for many other less important and less valuable factors in human intercourse. And with this affection and concern for the wayside trees, the wood lots and the forests, or rather generated through this affection, Mr. Garfield's public spirit has grown to splendid proportions, so that when, fifty years hence, some reminiscental historian gets busy with Grand Rapids' records, the name of Charles W. Garfield will be found spelled large among the leading benefactors of Michigan.

THE LABOR STRAIN.

That it is very difficult to obtain workmen, both skilled and common laborers, is beyond question. And this situation is by no means confined to Grand Rapids. The same cry is heard in all cities and the fact of the matter is that wages higher than ever before paid to common labor have proved decidedly attractive to machine hands and specialty workers who, strong and healthy, are willing to withstand the physical tax upon those who dig and delve. For instance, the Grand Rapids Railway Co. has lost a number of its employees, men who had been with them two, three and four years. The same thing may be said of the trucking companies, of the foundries, some of the furniture factories and quite a few of the jobbing houses.

In consequence the matter is very largely a case of wages. The most serious aspect of the situation, so far as the general public in Grand Rapids is concerned, is the prospect that many of our principal streets may be forced to remain in a very uncomfortable condition of disorder. The Railway Co., the Board of Public Works and various private enterprises have construction operations under way and unless we are favored, not only with open fair weather, but with an abundance of available labor, the city is "up against it."

The fact that all other cities are in practically the same dilemma is no consolation. What should be done is to appreciate the old saw: "United effort helps individual effort." Get together and formulate some systematic effort with ways and means provided whereby the blockade may be removed.



"Memorial Rings" on Exhibition by Local Jeweler.

Don't tell me, "There's nothing new under the sun," for the following is a refutation of the theory:

"Another recent novelty emanating from the West, due perhaps to the San Francisco disaster, is a memorial ring that is becoming immensely popular throughout the country. These rings are made of celluloid in a dead-black finish and most of them are set with brilliants or other white stones. While termed 'memorial rings,' their sales have not, by any means, been confined to persons in sorrow, for such an excuse as losing one's best girl or having a hard run of luck in business, politics, sports or otherwise is considered sufficient cause for the wearing of these rings. The fad of wearing such rings is said to have originated in Spain, and is one which manufacturers and dealers expect will receive considerable impetus as a result of the recent South American disaster. It is generally thought, however, that the rings will receive their greatest measure of popularity through persons who have been experiencing an adverse run of luck rather than such as really have cause to mourn."

An enterprising local jeweler—one who always makes a display in his windows of all the new things in faddom—is showing these latest freaks of fashion. The purchase of these rings will probably be limited to persons who will wear them just for a joke.

* * *

With Nature's carpet of cast-offs as "thick as leaves in Vallombrosa," the windowman should not be at a loss for something from the woods or lawn to cover his floor window. He may not get up such a scheme with red for the prevailing color, for Jack Frost's pranks this fall have precluded that; but he has all the gamut of shades in brown and yellow at his command. The oak leaves are the best to use in the former as they retain their perfect shining shape; they do not frizzle up like the maple's children.

The floor should be covered to a depth of a foot. To get the best effect a mirror or mirrors should fill the background, on which may be attached, at random intervals, hundreds of leaves in all sorts of positions. Stick these on with a tiny bit of glue. Then have several small trees around as if growing there, if the space is large; if otherwise have only one in each corner at the back. Scatter a bushel of acorns among the leaves. Borrow little bits of children (those too young to be in any way self-conscious) and have them gathering the acorns. Provide them with pretty baskets or bright-painted little tin pails. Let them be hunting for the acorns and dumping them into a larger community basket. Introduce half a dozen or so big squirrels and

some Belgian hares. Instruct the little tots not to frighten the animals.

Such a window—with the exception of the mirror background, which may be left in permanently—is accomplishable at small expense and you will have to station "die polizei" to keep the crowds in order in front of your place. People walk on leaves as they do on the sand of the seashore, they see children on the street by the hundreds, and yet a glimpse of a combination of the two behind a glass store front seems to fill them with the desire to stand for half an hour and gaze at the spectacle! Why is it?

* * *

I saw something, recently, in a picture of a Syracuse, N. Y., dry goods display that I have never noticed here in Grand Rapids. In the background were large white pillars, looking, from the surroundings, to be of the height of 8 feet. There were six of these columns, and below the astragal of each was a ring whose diameter was about half that of the columns. Through each ring dark colored dress goods were drawn, whose folds reached to and fell on the floor.

Further concerning this window:

At the two side pillars the goods were drawn up over some invisible support, making a sort of fan-shape, the edges of which, and up to the ring, were traced with white passementerie. Two papier mache forms had heavy plaid goods draped on them, with suitable trimmings. Four handsome hats were on standards down in front. At either side of the center pillars from a high rod hung elaborate lace insertion composed of medallions. Two lace curtains were hanging in long straight folds in the middle of the background and in the remaining spaces the curtains were dark and of some thick material. The constant contrast of light against dark and dark against light was, perhaps, a little too patchy, but the general effect was eye-catching.

* * *

There's a new fob on the market for the gentlemen—a watch fob and

The Proper Word

One's **ideas**, like his **body**, require suitable **clothing**. Well, we are **tailors in words**. It is our **business to clothe ideas in proper language**, and we **guarantee a fit**.

If you have **anything to sell** and need **persuasive literature**, or you have **correspondence to answer** and require **results**,

Call on or write us.

You need **circulars, booklets, follow-up letters** and **catalogs**.

We write **business getting literature** and carry the **largest line of adv. novelties** in the state.

The
Hallock Advertising Agency
35 to 39 Monroe St.
Grand Rapids, Michigan

Too Valuable to Miss

Ariosa Coffee vouchers are the most valuable premium vouchers ever offered. The retail grocer should get one with every 20 pounds of Ariosa Coffee he buys. Each of these vouchers is worth about 20 cents in merchandise, and because it only requires a small number to entitle the grocer to a premium of **real** value, he should be sure to get all that's coming to him; we learn that this is not always the case.

Our object in giving these vouchers to grocers is to insure them an additional profit on Ariosa which cannot be taken off the price, and we want each retail grocer to get what he is entitled to.






IF YOU DO NOT RECEIVE FIVE VOUCHERS WITH EACH 100-LB. CASE OF ARIOSA, DEMAND THEM FROM YOUR JOBBER, AND WRITE TO

ARBUCKLE BROTHERS

NEW YORK

These Vouchers are Only Redeemable
From a Retail Grocer

Mail Orders and telephone

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

WORDEN GROCER COMPANY

Grand Rapids, Mich.

match receptacle in one, with gun metal buckle and dangling horse-shoe as decoration. The latter has an attachment at the top through which slips the strap which is firmly fastened underneath to a pocket-like arrangement, straight across the top and rounded-diamond shape below, which holds the matches secure with a snap-clasp like a glove. It is advertised as follows:

"As strong a hit with the men as is the 'Peter Pan' purse with the ladies. A radical departure from the old-style leather fob—it is useful as well as ornamental."

* * *

Last week I had occasion to refer to automobile togs. Here is some further description of new ideas seen in the windows:

"Black and white dice-checked waterproofs, in cloth or silk-faced material, provided with colored velvet collars, are among the most becoming of storm coats, although nothing, perhaps, can exceed for daintiness certain charming Inverness coats of mignonette and pale blue gloria, trimmed with embroidered galon and lace motifs, the cape sleeves so arranged that they can be drawn up tight to the wrists by means of straps, to the entire exclusion of rain and draught. These delicate looking coats are worn both as dust coats and waterproofs.

"The recognized dust coat finds in tussore silk a charming medium for its purpose, and, as usual, has recourse to alpaca and mohair. These latter materials, in white, cream, sil-

ver gray and pale blue, compose some very pretty dust coats for touring and other occasions, made quite simply, and some of them having the addition of capes of guipure or Irish crochet lace. Tussore silk, lacking the stiffness and resisting qualities of alpaca, is open to greater variety of treatment—is more amenable to tucks and gathers; hence the tussore dust coat admits of corded, gauged corselet and Empire bodice and other decorative effects not permitted to the less supple material."

More Bonus Money on Tap at Manistee.

Manistee, Oct. 23—Faith in the Manistee Development Co. is such that the city has bonded itself for \$50,000 to assist the organization in its work, the entire amount being placed under the control of the Executive Committee, of which former Mayor William Wenthe is chairman. Since the organization of the Development Co. it has been very active in building up the city industrially. It has secured a novelty works, a shoe factory, a flour mill, a rug factory, a brick factory, a candy factory and a glove factory, altogether employing over 450 persons. There is now under consideration a machine shop, a chair factory, a paper mill and a chemical works.

The only satisfactory way to get out of a love affair is to keep out of it before you are pulled in.

Never call a man a fool unless you know he is fool enough to stand for it.

Glass Sand Plant Nearly Completed.

Rockwood, Oct. 23—With a plant of 400 tons daily capacity nearly completed the American Silica Co. is in a position to begin shipping the highest grade of glass sand found in the United States, within a very short time.

The sand was found on the farm of Dr. Dayton Parker, of Detroit, and was discovered while oil boring operations were being conducted on the farm. The drills in the oil well were wedged in a rock and could not be extracted. Dr. Parker concluded to allow the oil enterprise to rest awhile and go after the glass sand. He formed the American Silica Co. and has brought the business to a workable basis. The entire output of the company is already contracted for.

In this connection it is stated that there is a strong probability of a glass plant being erected here before long. If the Michigan Alkali does not take up the matter, Eastern capitalists will, as the raw material is right at hand. The decrease in the natural gas supply of Ohio and Indiana may cause some of the big glass plants to move near Detroit.

Remarkable Record Made by Saginaw.

Saginaw, Oct. 23—This city has undoubtedly struck its long delayed industrial gait and the commercial census this year will show the greatest increase in manufactories and number of hands employed that the city has ever had. This report, which is collected by the State Department of Labor, is not yet completed, but

in an unofficial way its contents have been learned.

During the twelve months up to October 1, 121 factories were added to the city of Saginaw. In these institutions over 2,000 workmen were employed. State Deputy Labor Inspector A. B. Glaspie, of Oxford, who prepared the census, places the increased number of factories at 72 per cent. and the increased number of working people at 31 per cent.

These figures are now undergoing a change, as in the last two weeks the Brooks Boat Co. has been brought here from Bay City and the Strooble Manufacturing Co. from Reed City. The two will employ over 500 hands.

In addition the Board of Trade has a dozen propositions now under consideration which may be closed up any day.

The situation is exceedingly flattering to local merchants and mercantile associations which years ago adopted a systematic campaign of advertising.

Closed Their Tomato Cannery.

Carleton, Oct. 23—Williams Bros., of Detroit, closed their tomato cannery here this week for this season. This year has been an extra good one. Williams Bros. purchased during the season 25,000 bushels of tomatoes and shipped 2,400 barrels of tomato pulp to the Detroit factory. The company had 190 acres under contract in this vicinity and the average yield was about 131 bushels per acre. The farmers received six dollars per ton for their product, an average of about \$40 per acre.

Have You a Saw Mill?

I HAVE about 30,000,000 feet of long leaf yellow pine timber in South Baldwin County, Ala., that was blown down by the recent hurricane. As it had been raining for some time prior to the storm the ground was very soft, and a much larger proportion of the trees were uprooted, very few of them being broken off.

20,000,000 feet of this timber is contiguous to Foley on the Bay Minette & Ft. Morgan Branch of the L. & N. Ry., none of it being more than 5½ miles from the station.

10,000,000 feet in another part of my tract contiguous to Weeks Bay and Fish River. I have a semi-portable saw mill in another part of the tract, about four miles from the station, where the timber has been cut out, which could be easily moved. In addition, I have eight or ten million feet of timber that is scattered and that could be easily worked by portable mills.

I would be glad to communicate with those who would be interested in this proposition, and who can act quickly. A splendid chance to make money.

JOHN B. FOLEY,

92-96 Ohio Street, Chicago, Ill.

AROUND THE STATE

Movements of Merchants.

Pellston—The hardware stock of F. J. Myers & Co. has been destroyed by fire.

Marshall—J. Nagel will succeed Geo. Keineith in the hardware business.

Bangor—C. M. Wilkinson, grocer and meat dealer, is succeeded in business by J. E. Wilson.

Charlotte—Geo. Sisco has sold his interest in the Puff cigar store and will remove to Bellevue.

Albion—Ed. Mounter will soon be ready for business in his new bakery which he is now fitting up.

Mancelona—E. O. Fluent has removed his stock of bazaar goods and millinery to Medina, N. Y.

Fenton—John P. Winglemire will continue the furniture business formerly conducted by his father, Joseph Winglemire.

Cheboygan—F. S. Deacon, who has leased the store recently vacated by the Doherty grocery, has engaged in the grocery business.

Caro—W. A. Mudge has sold his furniture stock to M. V. Boyer, of Cleveland, who has had twenty years' experience in the business.

Fenton—F. J. Hoffman has taken over the bakery of Mrs. Chas. Cook in satisfaction of a claim against the same. Mrs. Cook has removed to Detroit.

Almont—Fred Westcott has sold his interest in the general stock of Westcott & Currier to his partner, M. A. Currier, who will continue the business.

South Haven—Carpenter, Hemlin & Wilder have opened a new furniture and hardware store here. They have bought out the Leighton stock of furniture.

Pickford—John O'Neil and son, Lorne, who has been employed as a clerk at Sault Ste. Marie, will open a general store here under the style of O'Neil & Co.

Kalamazoo—J. W. Van Brook & Co., who formerly conducted the City bazaar, have sold their interest in the same to Harry Waterman, who will continue the business.

Coldwater—Geo. A. Smith, of Allen, has purchased the Bice bakery and will take possession immediately. Mr. Bice is compelled to retire on account of ill health.

South Range—Louis Mosti and A. M. Zonatti have dissolved partnership. The confectionery and fruit business will be continued by Louis Mosti and Matthew Mattencci.

Detroit—The wholesale bicycle and auto supply business formerly conducted by the MacDonald, Wessels & Ames Co. will be carried on in the future under the style of the Ames & Wimmer Co.

Grant—A. C. McKinnon has sold his stock of harness and saddlery goods to Chas. R. Opple, who has taken possession. Mr. McKinnon will engage in the same business in Coopersville.

Manistee—The Manistee Pure Milk Co. has been incorporated to deal in milk and cream, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Petoskey—W. E. Tuttle has purchased the interest of his partner, A. Myers, in the clothing firm of Tuttle & Myers and will continue the business alone. Mr. Myers will succeed Frank Frueler & Son in the feed business.

Wayland—A copartnership has been formed by Frank Burlington, J. C. Yeakey and H. P. Hudson, who have purchased the meat market of A. E. Butterfield and will conduct the same under the style of the Palace market.

Carney—S. G. Nelson, of Gladstone, has purchased the stock of general merchandise of Otto Carlson and will take possession soon. Mr. Nelson intends to deal in farm produce. Mr. Carlson will go to Tacoma, Washington.

Port Huron—A corporation has been formed under the style of the Millet Trading Co. with an authorized capital stock of \$1,000, which will buy and sell fruit. The stockholders are H. C. Hope, Ellen D. Millet and S. M. Millet.

Saginaw—A corporation has been formed under the style of the Purity Pickle & Kraut Co. to deal in vegetables and fruit. The company has an authorized capital stock of \$10,000, all of which has been subscribed and \$2,500 paid in in cash.

Holland—Sternberg & Roelofs have sold their dry goods stock to J. K. VanLente. Mr. VanLente will remain on the letter carrier force and the business will be conducted by his brother, John H. VanLente, who has an interest in the same.

Detroit—Cash W. Talbott, formerly connected with the Citizens' Saving Bank, has formed the Talbott Coal Co., of which he is President and Manager. The company has bought out the C. N. Johnson Coal Co. and has acquired its yards at the corner of Trumbull avenue and the Grand Trunk Railway. There are several well known Detroiters associated with him in the enterprise.

Manufacturing Matters.

Rogers City—Herman Hoeft has shut down his sawmill and is starting logging camps near here and in the vicinity of Grace.

Calumet—The Laurium Bedding Co. has purchased the business, stock and entire outfit of the Houghton County Upholstery Co., of Laurium.

Ontonagon—The Ontonagon Lumber & Cedar Co.'s sawmill has been closed for the last few days on logs for the Nester Estate's mill at Ashland, Wis.

Detroit—The Progressive Mantle Co. has been incorporated to manufacture gas mantles. The authorized capital stock of the company is \$25,000, all of which has been subscribed and paid in.

Baraga—The mill of the Nester estate will continue in operation until the bay is frozen over. This mill employs 150 men and in addition extra help is employed when boats are

at the docks for cargoes. Logs are being received daily by rail from various points, a log train being used.

St. Ignace—Hugh and John White-wall have bought 480 acres of timber in township 43, Mackinac county, and have established a camp where pine, spruce and cedar will be cut and banked in Pine river.

Battle Creek—The Battle Creek Smelting & Refining Co. has been incorporated to manufacture and deal in metals, with an authorized capital stock of \$6,000, all of which has been subscribed and paid in in cash.

Manistee—The Manistee Planing Mill Co. is erecting a maple flooring factory. The new plant is in connection with its planing mill, and will be ready for operation November 1. It will have a capacity of 4,000,000 feet a year.

Benton Harbor—The King Piano Co., now at Peoria, Ill., and which also has a factory in Sheboygan, Wis., will in all probability erect a large factory at this place. A number of other towns are bidding for the location of this factory.

Jackson—A corporation has been formed the style of the Jackson Drop Forging Co., which will manufacture drop forgings. The company has an authorized capital stock of \$30,000, of which amount \$15,000 has been subscribed and paid in in cash.

Detroit—A corporation has been formed under the style of the Detroit Roofing Tile Co. for the purpose of manufacturing roofing tile, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

West Branch—The Batchelor Timber Co. is erecting a large drying shed 40x100 feet in which white maple lumber will be seasoned for interior finishing. The company will manufacture about 4,000,000 feet of hemlock and 7,000,000 feet of hardwood a year.

Detroit—A corporation has been formed under the style of the Miller Brothers Company to manufacture acetylene lights. The company has an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed, \$1,000 being paid in in cash and \$4,000 in property.

Newaygo—Louis Larsen has severed his connection with the Newaygo Portland Cement Co. and will devote his entire attention in the future to the lumber and planing mill business he recently purchased of E. Kennicott. It is understood that Mr. Larsen will deal in farm produce, also.

Marquette—Because of the scarcity of labor the Pioneer Iron Co.'s great charcoal iron furnaces have suspended operation. They will be idle for three weeks or until work on the ore docks slackens. Pig iron is selling at \$27 a ton, and at that price the furnaces are losing thousands of dollars a day during idleness.

Bay City—The cedar business has taken on a great boom also. Ties are worth six cents more than they were at this time last year and poles are higher, but posts remain about the same. If the help can be obtained the cedar business in the woods will be prosecuted more extensively than usual this winter owing to the excellent trade outlook.

Flint—Flint P. Smith, who operated a sawmill plant in this city many years, has disposed of his extensive lumbering and timber interests at Orvisburg, Miss., to the Edward Hines Lumber Company, of Chicago.

Saginaw—Lewis Van Winkle, formerly a lumberman in the Saginaw Valley a number of years and later operating a sawmill plant at Van's Harbor, and who sold out his holdings some months ago, has made large investments in California and will shortly remove to that state.

Saginaw—John T. Phillips is the general manager of the Diamond Lumber Co., recently organized at Saginaw and which purchased the old Diamond Match Co. sawmill at Green Bay. The company will operate one camp of sixty men this winter and in the spring another camp will be started and both will run through the year.

Cheboygan—Quay & Sons have established two logging camps in Mackinac county, where they will put in shingle timber for next season's supply. The Stirlings, of Monroe, extensive cedar dealers, have bought a tract of timber in the Upper Peninsula from R. P. Holihan. The buyers are operating heavily this season, having a large yard at Bay City, one at Stirling, one at Delray and still others.

Saginaw—The S. L. Eastman Flooring Co. had orders for \$30,000 worth of lumber products last month but could only get cars to ship \$16,000 worth. There is great complaint of the scarcity of cars all along the line. Orders placed some time ago for 4,000 cars by local shippers are now being filled at the rate of about forty cars a day and some relief is afforded by this, but the orders for cars so greatly exceed the supply that there is congestion in the situation with no visible relief. The car shortage has reached the valley earlier than in former years and is now at an acute stage, and the business interests are suffering, but the valley is no differently situated than are other shipping points.

Detroit—Through the Detroit Trust Co., acting as trustee, the plant of the Mancha Showcase Co., at East Grand Boulevard and the railroad crossing, has been sold to Maurice Taussig, of Chicago, the purchase price being \$12,250. The creditors of the defunct company will, according to an estimate made yesterday by Assistant Secretary Spicer, of the Detroit Trust Co., receive about 35 cents on the dollar when the affairs of the concern are wound up. The Detroit Trust Co. has been in charge of the plant since September 5, but will turn it over immediately to the new owner, who, it is understood, will continue the operation of the factory on a much more extensive scale than the old concern. The creditors are reported as well pleased with the sale. The purchase of the plant includes the equity held by the Mancha Company in the real estate and buildings.

Bentley & Co. have opened a grocery store at Tustin. The stock was furnished by the Worden Grocer Co.



W. H. Ayers has engaged in the grocery business at Spencer. The Worden Grocer Co. furnished the stock.

J. C. Hill, formerly engaged in the grocery business at Manton, has re-engaged in the same business at that place. The stock was furnished by the Worden Grocer Co.

Clarence Brown and Walter Tusch have formed a co-partnership under the style of Brown & Tusch and will conduct an implement and carriage business on Madison avenue, near Hall street.

C. B. Pierce has purchased the drug stock of the W. W. Pierce Estate and will continue the business. He has also put in a new stock of groceries, which was furnished by the Lemon & Wheeler Co.

The Produce Market.

Apples—It is estimated that about one-third of the late crop was affected by the recent freeze and many of them are coming out better than was expected. Heavy sales are taking place on the basis of \$2.50 for Snows and \$2.25 for Kings and Spys. Golden Sweets, Greenings and Baldwin command \$2.

Bananas—\$1 for small bunches, \$1.25 for large and \$2 for Jumbos.

Butter—The market is firm at the recent advance. The receipts of all grades are very light and stocks in storage are gradually getting down. The market is very healthy and seems likely to remain so. Prices are at least 20 per cent. above normal, but if the receipts continue light there may be even further advances. The quality of the present receipts is good. Creamery ranges from 26c for No. 1 to 27c for extras. Dairy grades fetch 22c for No. 1 and 17c for packing stock; renovated, 22c.

Cabbage—45c per doz.

Carrots—\$1.50 per bbl.

Celery—20c per bunch.

Cocoanuts—\$4 per bag of about 90.

Crabapples—75c per bu. for late varieties.

Cranberries—Early Blacks from Cape Cod command \$2.50 per bu. and \$7 per bbl. Late Howes and Wisconsin fetch \$8.25 per bbl.

Eggs—Local dealers pay 22c per doz., case count, holding fresh candled at 25c and cold storage candled at 22c. The demand keeps up and receipts from the country are light. The storage eggs were counted on by some to keep prices from advancing much, but it is as yet rather early and the weather is too warm to take eggs out of storage. Some are being taken out, of course, but the majority of holders prefer to wait for cold weather before marketing their stock.

Grapes—Malagas command \$4.75@5 per keg.

Honey—15@16c per lb. for white clover.

Lemons—Californias and Messinas are steady at \$7.50@7.75 per box.

Onions—Home grown, 65c per bu. Spanish, \$1.50 per 40 lb. crate.

Oranges—Floridas are steady at \$3 and Valencias range around \$6.

Parsley—30c per doz. bunches.

Pears—Kieffers are still in liberal supply, commanding 75c per bu.

Peppers—75c per bu. for green and \$1 per bu. for red.

Potatoes—The market is weak on the basis of 35@40c per bu.

Poultry—The market is sick again. Receipts are too heavy for the demand and it is likely that they will continue heavy for some months. There is no change in prices, but hens are down where they were last November.

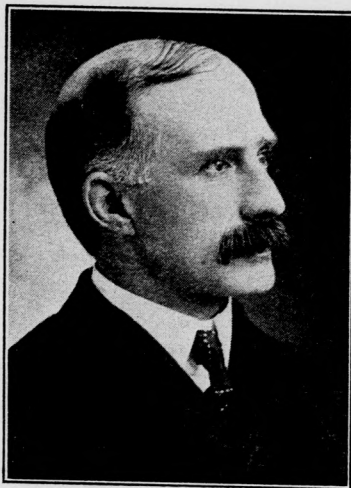
Squash—Hubbard, 1 1/4c per lb.

Sweet Potatoes—\$1.65 per bbl. for Virginias and \$2.85 per bbl. for Jerseys.

White Pickling Onions—\$2.25 per bu.

Worthy Position Worthily Bestowed.

Nashville, Oct. 20—While in attendance at the meeting of the National Federation of Implement and Vehicle Dealers held at Chicago last week, Hon. C. L. Glasgow was invited to address the National Association of Manufacturers and Material Furnishers, who were in session during the same week, at the banquet hall of the Auditorium hotel. This latter Association includes the Boston and New York owners of the Michigan



mining interests, and the gathering to which he spoke represented an investment in their business of over one hundred and fifty million dollars and C. L. admits it was one of the most attentive and interesting audiences he ever faced. At the close of the Federation meeting he was taken from the Board of Directors and made Vice-President, which insures the Presidency of that body coming to Michigan and Nashville next year.

The fashionable women of London, in the never-ending search for some new fad in the line of dress goods, are taking to leather. Their winter garments are made of that material in all shades and varieties. Some ingenious person might find her souvenir postal cards of some use if she wants to be in style and hasn't the money.

The Grocery Market.

Tea—There is nothing new in this end of the market and trade is steady and of seasonable proportions, prices being firmly maintained on the basis of previous quotations.

Coffee—The demand is limited and the general condition is soggy. The receipts of Rio and Santos coffee have continued heavy in Brazil, and up to date are about 2,000,000 bags heavier than up to the same time last year. All this has come in face of predictions of a sharp falling and it has, therefore, caused considerable weakness. There is still a division of opinion among authorities as to whether their enormous quantity of coffee is being brought forward in order to escape the export tax which Brazil expects to put on her coffee shortly, or whether it is coming forward simply by reason of the enormous supply. Mild coffees are steady and unchanged, the demand being good. Java and Mocha are unchanged and in moderate demand.

Canned Goods—In the general line of canned goods the market seems to be in a state of waiting. Jobbers are receiving deliveries on forward contracts and are filling the orders of retail distributors which are coming in quite freely from all quarters, perhaps more so than usual at this time of the year for the reason that future sales to the distributing trade were on a smaller scale than during past seasons. For the present, therefore, jobbers are not inclined to take on additional quantities except in those lines in which they are known to be short. These include asparagus, peas and peaches. It is almost impossible to find sellers of the first named, as packers are all oversold and the jobbers have nothing to spare from their own requirements. Reports of killing frosts in all sections of the country where tomatoes are grown and packed have restored the confidence of packers and they are not inclined to do business on the basis of recent quotations. For spot Alaska red salmon the demand is limited and no business is reported in futures but the firm tone of the market is retained. The inquiry, for fancy Columbia River Chinook salmon in 1-lb. flats and 1/2 lbs. continues and the market is extremely firm under light and concentrated supplies. There is a demand for medium red and pink salmon, but offerings of these grades are light.

Dried Fruits—Apricots are very scarce and still rule at almost prohibitive prices. Currants are strong and uneasy and show frequent fluctuations. Apples are unchanged and in fair demand. Prunes still rule on a 2 1/2c basis on the coast, but in the East stocks are so low that sales have been made on a 4c and even 4 1/2c basis. It is reported from the coast that the San Francisco fire has tied up the lumber mills, so that there is great difficulty in getting box shooks. This is greatly delaying the shipment of dried fruits sold for the first half of October. Peaches are still high and scarce.

Rice—Advices from the south warrant expectations of continued firm

prices. Demand is of moderate proportions and supplies are comparatively light.

Provisions—The prices of hogs, instead of declining, as is usual at this season, have advanced owing to short supply. There will probably be no further material change until colder weather sets in, when a decline is probable, owing to the falling off in the demand due to the cold weather. Barrel pork is unchanged, as are dried beef and canned meats. The latter is very dull. Both pure and compound lard is very firm at 1/4c advance.

Fish—Codfish, hake and haddock are firm and show some prospects of advance. Salmon is unchanged and steady. The mackerel situation remains very strong. Norway mackerel are several dollars high to come forward, and even on spot are higher. Shore mackerel are about out of the market. Irish mackerel, as was inevitable, have now begun to get firm on their own account. One reason why the market has not advanced earlier was on account of the poor quality of the fish on the market up to this time. There are some good Irish mackerel coming forward now, however, and it is commanding a premium of about \$2 per barrel over the prices of a few weeks ago. Domestic sardines are unchanged. French sardines are firm through reports of short catch.

The Grain Market.

Wheat prices have slumped off considerably during the week, but the past day or two has seen a reaction from the low point of about 7 1/2c per bushel, closing at practically 78c for May wheat in Chicago. The visible supply showed an increase for the week of 864,000 bushels as compared with an increase for the corresponding week one year ago of 172,000 bushels. Foreign crop news generally was favorable, beneficial rains being reported in India and Argentine. Receipts of grain in the Northwest are heavy and reports from some sections indicate a slow demand for the cash goods.

Corn has been dragging rather heavily the past week, but has recovered the whole loss the past twenty-four hours. Old corn is not moving freely, although the supply thus far is sufficient to take care of the demand. New corn is beginning to move in the Southwest for local consumption, but it is not in shipping or milling condition as yet. The visible supply showed an increase of 58,000 bushels the past week.

Oats are doing some better, Chicago May prices having advanced to 34 3/4c as compared with the low price of about 34c, and the demand for immediate shipment is improving. The visible showed an increase of 419,000 bushels. L. Fred Peabody.

A representative of the Sprague Mercantile Agency is in the city again and reaping a fresh crop of victims. The Tradesman has on file a large amount of detailed information showing the fraudulent character of this institution.

Live Items from a Live Town.

Lansing, Oct. 23—W. A. Fairweather, who came here three months ago from Cass City and established a dry goods store at 500 Michigan avenue, east, will close out his dry goods and confine himself to ladies' and men's furnishings and men's clothing.

The Lansing Furniture and Wood-ware Works has established quarters at 817 Vine street. A manufacturing and repairing business will be done.

O. D. Metzger, who conducted an ice cream and confectionery business at St. Johns, has disposed of his business and become associated with Edw. Killian in the same line here.

Work on the building near Turner street and Franklin avenue, which will be occupied by the North Lansing postoffice, started this morning. The remodeling will probably be completed in two weeks.

The National Supply Co., which has been closed since July 3, reopened October 15 with the consent of Referee in Bankruptcy Davock, who has confirmed the composition of 25 cents on the dollar and the stock has been turned over to the former stockholders.

Post A, Michigan Knights of the Grip, enjoyed a Bohemian supper given by Mr. and Mrs. B. F. Gier at their home last week.

The Auxiliary to Post A, M. K. of G., held a business meeting at the home of F. R. Lawrence last week, after which six-hand euchre was enjoyed.

The United Commercial Travelers of this city will give a complimentary smoker to their craft in Macca-bee hall next Saturday evening.

A. O. Bement, former President of E. Bement's Sons, has rented a factory in this city and will engage in the manufacture of stoves and ranges. He proposes to begin at once with a company capitalized at \$10,000.

The W. K. Prudden Co., manufacturer of automobile wheels, is erecting another large addition to its factory on May street.

The Reo Co. is paving its half mile testing track with brick.

Work is being rushed on the improvements to the Hotel Downey so that the hotel will be in readiness for the opening of the Legislature in January. C. P. and O. C. Downey have expended about \$75,000 in remodeling and refitting the hotel.

This city claims to have more gas engine factories than any other city in the country. Two thousand men are employed in the business and the demand for engines is said to be constantly increasing.

The plant of the Lansing Pure Ice Co. is rapidly nearing completion and it is expected it will be ready for operation within six weeks.

Geo. A. Toolan.

Largest Crop of Beets Ever Experienced.

Bay City, Oct. 23—Buried under avalanches of beets, local sugar factories are crying for additional help on one hand and to the farmers to hold off deliveries on the other. Nev-

er in the history of the three local factories have anything like present conditions been approached.

With all the howling of manufacturers over the car shortage, the beet sugar men alone do not care a rap whether cars are here or not. Weighing stations throughout the surrounding territory have been shut down so that no more beets will be shipped by rail. The beet sheds are full; beets are piled in the yards and trains of unloaded cars stand on the side tracks.

The factories are running at highest pressure day and night, breaking all slicing records. The German American Co. in ten days received nearly as many beets as it cut all season last year. Last season the West Bay City Sugar Co. cut 25,000 tons; this season it will cut more than 50,000 tons, and may reach more than 60,000 tons, according to the management. The Bay City-Michigan Co. cut 35,000 tons last year and will cut from 55,000 to 65,000 tons this season beyond any question, says Manager Eugene Fifield.

The sugar percentage is the highest on record, averaging from 14 to 16 per cent. The last six weeks of the growing season was somewhat too dry to develop the plants to their fullest size, but it also operated to retain saccharine properties, accounting for the high sugar percentage. The lack of rain reduced the tonnage slightly, but the loss is more than made up in sugar percentage.

Lack of labor is a serious problem, as the West Bay City Sugar Co., the smallest of the three factories here, wants twenty-five men for unloading cars alone. The Bay City Co. Saturday called a halt on deliveries until it gets some of the accumulated beets out of the way. The magnificent weather conditions are responsible for the heavy deliveries.

Marshall Factories Are Rushed.

Marshall, Oct. 23—The school seat factory has received an order from the Government for 5,000 desks for the Indian schools in the West. Following closely upon the heels of this order came one for 2,000 desks from a Kansas City firm. As the factory is so crowded with orders this one was turned down, as it could not be delivered for three months at least. Sixty men are being employed here where one year ago there wasn't one.

A. P. Grohen, Secretary of the Lumber Machine Co., has a patent on a peanut huller which this company is now manufacturing. Mr. Grohen says this company has been behind in filling its orders since last April, and that it is doing 200 per cent. more business now than last year at this time.

The New Process Steel Co., which was recently organized here, is doing a large business. There was much dissatisfaction when the city gave the company \$3,000 with which to build a factory, but the orders for steel castings are coming in so fast that it looks as if the addition which the company proposed to build next spring will have to be erected at once. Thirty-seven men are employed at present, and the capacity of the fac-

tory will not admit of the hiring of any more.

The Dobbins Furnace Co., which was recently organized here, is also doing a big business and has secured some big contracts during the past two months. This company was recently reorganized and is now being conducted by some hustling young men, who are building up a big business.

Needs More Bonus Money.

Holland, Oct. 23—At present this city is greatly handicapped by lack of a bonus fund for securing new factories, and the Improvement Committee is being taxed to the extreme in trying to devise some plan to land a big company which wishes to secure the abandoned plant of the German Gelatine factory. The concern wants a contribution towards the purchase price. The proposition of again bonding the city to raise funds for new factories is being advanced.

The new furnace factory is rapidly nearing completion, and the manufacture of furnaces will soon begin.

One of the most rapidly growing industries here is that of the Western Machine Tool Works, established only four years ago. The company is now making plans to extensively enlarge its factory. At present the company is taking all the way from six to fifteen months' delivery, it being impossible to get the work out promptly so great is the demand.

The H. J. Heinz Co. is breaking ground for another mammoth factory building. Their recently constructed vinegar factory of cement block veneer is the prettiest factory building in the city.

The new Bush & Lane Piano factory is doing an extensive business, having nearly 3,000 pianos under construction. The company is greatly embarrassed by lack of help, being in need of 100 men.

Planning a Buyers' Week.

Saginaw, Oct. 23—Encouraged by the unusual success of their junketing trip merchants here have decided upon another advertising novelty. It will be a buyers' week and special rates will be secured from all railroads for the purpose of bringing merchants to the city and fitting them out with any stocks desired.

The plan is now in the hands of a committee of the Board of Trade. In addition to securing the cheap fares, entertainment for the visitors will be provided, every wholesale merchant in the city agreeing to contribute to this end. The dates will be selected later.

Will Rush Factory Building.

Battle Creek, Oct. 23—A contract has been signed between the Battle Creek Smelting and Refining Works and T. B. Cole, contractor, whereby Mr. Cole will immediately commence the erection of a factory building on Burchard street, at least a portion of the industry to be in operation by December 1. The company is making its plans with little publicity and shows every promise of proving a valuable acquisition to the city's industries.

What Happens When You Smoke.

Smokers who have some regard for their lady friends say that they smoke tobacco from which nicotine has been eliminated. Tobacco so prepared can be found, but few smoke it, because the process which eliminates nicotine, if it does not destroy, materially modifies the savor of the smoke.

Many other of the principles of tobacco are as pernicious as nicotine, and when it comes to that it would be equally pernicious to smoke rye straw or any other simply because there is a continuous production of oxide of carbon wherever there is imperfect combustion. The smoker carries in his mouth a little furnace whose fires are fed with oxide of carbon; the fire smolders under ashes, and the smoker fans it by means of the stem of his pipe or the vent of his cigar or cigarette. Year after year, and all the year, the furnace is in place, burning oxide of carbon, and the smoker is working the bellows with a part of the force of his respiratory organs.

The composition of tobacco smoke is complex: nicotine, pyridic bases, formic aldehyde, ammonia, methylamin, pyrol, sulphureted hydrogen, prussic acid, butyric acid, carbonic acid, oxide of carbon, the steam of water, an etherized empyreumatic oil, and tarry or resinous products, among which we detect small quantities of phenol. Of all the products of tobacco, the most venomous are nicotine, pyridic and methylamin bases, prussic acid, sulphureted hydrogen, oxide of carbon and empyreumatic oil; and all that we draw into our lungs with more or less satisfaction and risk.

About So Far.

A Senator from a Central Western State sought an interview with the President, asking him to appoint to a foreign consulate an applicant to whom the Senator was in some way bound, but who was heartily disliked by reason of his offensive persistence in seeking favors.

"Where do you want him sent?" the Senator was asked.

At this the Senator took a step or two to the center of the room, where stood a large globe. Putting one arm around it as far as he could reach, the Senator said:

"I don't know what locality my finger touches, but please send him there!"

Has Months of Work Ahead.

Monroe, Oct. 23—The Monroe Stone Co. is running its plant to full capacity, but is somewhat hampered on account of the shortage of cars, although many orders are booked which will keep the company busy for several months to come. For the past month the company has been shipping stone to Indiana, it being readily gobbled up by the contractors there on account of the stone being far superior to that quarried in Indiana, and the product being harder it is, therefore, better adapted for concrete work.

Give Us Poor Devils a Chance

This is one of the greatest sayings ever made by Hubbard. If there is one word that is appropriate to use after the above it is the word OPPORTUNITY. OPPORTUNITY has made the Goulds, Vanderbilts, Rockefellers and other rich men what they are to-day so far as wealth and influence are concerned. When the OPPORTUNITY presented itself they grasped it; taking hold with a death like grip and putting forth all the energy they had at their command to make themselves what they really are to-day. We offer you the same OPPORTUNITY. Will you accept it or reject it?

The American Investment and Development Company

was organized under the laws of the Territory of Arizona with a capital stock of \$100,000 divided into 4,000 shares at \$25 each. We offer to you NOW the OPPORTUNITY to purchase some capital stock of this company at \$25 per share. This company was organized for the purpose of buying and selling lands and townsites in the Great Southwest—buying in large tracts and selling in small tracts of eighty acres and up.

You know that no investment in the world is safer than LAND. Its value is increasing yearly as well as the demand. We are anxious to explain more about our proposition and would like to have you write us for our booklet entitled "HOW FORTUNES ARE MADE." This stock is sold on the following terms: 40 per cent. cash, 30 per cent. thirty days and 30 per cent. sixty days. We have a great co-operative company consisting of over 300 stockholders scattered in seven different states and seventy-five different cities and towns, and we expect to have 500 people working for us by January first.

We have already purchased over 4,000 city and town lots in thriving towns in Oklahoma.

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Be sure and write us to-day. Address all communications to the

American Investment & Development Co.

Branch Office No. 101 Widdicomb Bldg., Grand Rapids, Mich.

Main Office Ft. Wayne, Ind., No. 302-303 Elektron Bldg.



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Published Weekly by
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Grand Rapids, Mich.

Subscription Price

Two dollars per year, payable in advance.

No subscription accepted unless accompanied by a signed order and the price of the first year's subscription.

Without specific instructions to the contrary all subscriptions are continued indefinitely. Orders to discontinue must be accompanied by payment to date.

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

Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

Wednesday, October 24, 1906

MEN WITHOUT HEARTS.

By common consent there are times when men are permitted to violate the laws of the road because they are acting in pursuance of the highest instincts of humanity. The fireman on his way to a fire, the physician on his way to the injured, the clergyman on his way to administer the consolations of religion to the dying and the layman on a mission of mercy—all are permitted to travel on the public streets at a pace faster than the legal limit in order that the fire may be quenched, the injured may be relieved, the dying may pass away in peace and the sufferer may receive needed attention.

It remains for the two Grand Rapids automobile policemen to reverse the commonly accepted sentiment of every civilized community on this subject. A few weeks ago they apprehended a doctor who was hastening to attend a small child who was suddenly taken with convulsions and last week a well-known citizen was arrested on a criminal warrant for hurriedly taking a doctor and nurse in his automobile to the bedside of a man who was dangerously ill in the eastern part of the city. The situation was fully explained to the officers, but they insisted on humiliating him to the utmost by compelling him to appear in court like a common criminal. He insisted on pleading guilty and paying a fine, but Judge Hess refused to accept the plea and dismissed the case, clearly showing that he possesses those instincts of humanity which raise the human above the level of the beast. It so happens that this man has incurred the ill-will of the policemen in question by proving, to the satisfaction of the court, that they are not entirely trustworthy witnesses, and since that time he has been haunted day and night like a common criminal, notwithstanding the fact that his services have always been at the command of the police and fire departments whenever required. A few nights ago he took the police detectives to a remote part of the city on a hurry call from a woman who telephoned to headquarters that her home was being invaded by burglars and during the conflagration in the Morse department store he voluntarily con-

tributed several hours' time and several dollars in money in dispensing hot coffee and sandwiches to the freezing firemen. Notwithstanding these facts, which are well known to the officers in question, the latter continue their nefarious methods, albeit they have brought upon themselves disgrace and ridicule by the persistence with which they pursue their campaign of revenge.

It will be interesting to note how long the Board of Police and Fire Commissioners will permit these officers to continue to vent their personal spite on decent citizens whose greatest offense is that they happen to own automobiles and place them at the disposal of those in distress on any and every occasion.

ADVERTISING OUR CITY.

A daily paper in this city offers a prize for the best plan for advertising Grand Rapids and does not say a word as to the make-up of the jury which is to decide upon the relative excellencies of such plans as may be submitted.

The woods are full of advertising experts or advertects, so to speak, each one with his bent and preference; and, in addition to these, there are scores of individuals who, themselves advertisers, have their own experience back of their views on the subject.

More than that there is hardly a city in the land which has not been regularly wheedled into all sorts of illustrated books and special editions of this, that or the other publication, monthly, weekly and daily. Invariably, in all of these schemes there is money for somebody and it is not common for those who "take space" to locate returns of adequate value therefrom.

Therefore it is that whatever the best plan and prize winner may be in the forthcoming competition, it must be, above all, unique, with far-reaching qualities and values which will be impressive and permanent as close second and third in the race.

It is with no thought of influencing the jury—for juries never read anything—that the Tradesman offers these suggestions. Rather would we beg the privilege of securing the services, exclusively, on a long-time contract at a generous salary of the man or woman who, on such a basis as is suggested, wins the prize so freely offered.

The best advertisement thus far received by Grand Rapids is from the daily output of her industrial establishments—the furniture makers, the tool makers, the workers in woods and metals, the millers, tanners, printers, book binders, boot and shoe makers, makers of clothing, crackers, cigars, candy and carpet sweepers, and so on, through a long list of industrial versatility.

No city of its size has a better or larger industrial acquaintance with the wide, wide world than has Grand Rapids. And it will be a wondrous thing indeed when a plan is evolved which will even approximate the value of that advertisement

TRADESMAN VINDICATED.

One of the first dairymen in the country to take up the clamor for "more over-run" two or three years ago was Colon C. Lillie, President of the Coopersville (Mich.) Creamery Co., President of the Michigan Dairymen's Association and Deputy Dairy and Food Commissioner of Michigan. Mr. Lillie—who is in sole charge of the dairy end of the Michigan Food Department—instructed the State Dairy Inspectors to preach the doctrine of more moisture in the butter, in order that the dividends to both stockholders and patrons might be increased. Mr. Lillie's campaign was strongly opposed by Prof. Clinton D. Smith, Professor of Agriculture at the State Agricultural College, E. A. Stowe, editor of the Michigan Tradesman and American Cheesemaker, and others, and the matter was made an issue at the last convention of the Michigan Dairymen's Association, at which time several creamery owners sorrowfully admitted that they had destroyed the reputation of their product and practically ruined their business by acting on the advice of the Dairy and Food Department.

In some way the Internal Revenue Department appears to have been made cognizant of the condition of affairs in Michigan and an Inspector from the Milwaukee district was sent into the State to investigate and report. He happened to drop in on the Coopersville Creamery Co. as the manager was shipping out a carload of goods and took samples at random from the car. These samples were sent to Washington for analysis, as the result of which the Coopersville Creamery Co. was peremptorily summoned to appear before the Collector of Internal Revenue at Grand Rapids and fork over \$1,620, being 10 cents per pound tax on 14,700 pounds of butter, \$100 special tax for May and June, which manufacturers of adulterated butter must pay, and \$50 penalty because the tax was not paid within the proper time.

The money was paid over to the Government on Aug. 18 and now numerous other creamery operators who have been acting on Mr. Lillie's advice and incorporating from 16 to 24 per cent. of water in their butter are shaking in their boots for fear of being compelled to follow the example of Mr. Lillie.

There is an old adage to the effect that chickens come home to roost. The adage finds an apt illustration in the teachings and practices of Mr. Lillie and the penalty which followed.

At the last convention of the Michigan Dairymen's Association E. A. Stowe demanded of State Food Commissioner Bird the retirement of all the men in his Department who had contributed to the downfall of the reputation of Michigan butter. In the light of recent events, it is difficult to see how Mr. Bird can longer delay action in this matter.—Dairy News.

The Tradesman certainly owes its readers an apology for not sooner publishing the information given above, but it has been under an in-

junction of secrecy imposed by local revenue officials for several weeks, which injunction is necessarily dissolved by the previous publication of the news in a dairy contemporary.

If the Tradesman required any vindication on the position it voluntarily assumed a year or so ago on the subject of over-run and the fallacious teachings promulgated by the State Dairy and Food Department, such vindication is now at hand, because the payment of \$1,620 by the man who stood sponsor for the false doctrine is a tacit acknowledgment of his guilt and amounts to an admission that he is responsible for the disaster which has overtaken so many Michigan creameries by reason of their listening to the siren voice of Mr. Lillie and his associates and assistants. The Tradesman has no personal grievance against Mr. Lillie, because it does not run a creamery and therefore has not suffered, either in reputation or pocketbook, by reason of his unfortunate attitude on this question. It regrets the circumstance and extends its sympathy to the stockholders of the Coopersville Creamery Co., who are thus deprived of a large amount of money which could otherwise be devoted to the payment of dividends or the expansion of its business.

If State Dairy and Food Commissioner Bird is an honest man he will promptly disavow the action of his assistants and immediately dispense with the services of every one who has been in any way responsible for the calamity which has overtaken the creamery butter interests of Michigan through the false teachings promulgated under the authority of the Department. The Tradesman has no idea that he will do this, however, because the men in question owe their positions solely to political influence and not to ability or merit or fitness for the work. They are necessary cogs in the political machine which is now in possession of the State's affairs and can not be dispensed with at present. Mr. Bird is—unfortunately for Governor Warner—the warm personal friend of the Executive and claims to be the man who made him Governor of Michigan. He is sent out from time to time to mend the fences and fix the conventions and promise the patronage. He is very successful in this line, as well as in manufacturing brick and building business blocks, but as a Food Commissioner he is the greatest fiasco in a long list of dismal failures.

The people of Michigan will never take any degree of pride in its Dairy and Food Department until it is divorced from the mire of party politics and placed on a high plane of ability, efficiency and integrity.

According to the Baltimore News the latest fad in fancy diseases is the auto heart, caused by the sensation of riding swiftly after having perhaps for weeks confined oneself to sedentary and unexciting work. The auto wouldn't be in style at all unless there were some disease connected with it that would make interesting conversation.

MUST BE PATIENT.

Worker May Lose By Changing Jobs.

"He got sorer and sorer." This remark was applied to a youth who had just quit a big wholesale house where he had been employed for three years and gone to work for a big packing concern as stenographer. Before the young man went to the wholesale firm he had been employed by a big railroad company for four years. Why did he quit his first two places? He didn't rise fast enough. Had he stayed with the railroad another three months he would surely have been private secretary to a big official, and likely he will shortly find it would have paid him to have stayed with the wholesale house. But he allowed himself to get discontented with both concerns because his pay wasn't raised with regularity, and he has climbed half way up three different flights of stairs, while success was at the top of the first two flights if he had only been willing to wait.

A few days ago the writer was sitting on one of the chairs for visitors of a big wholesale house, waiting to see the manager. It was 5:45 p. m., and the employees were being paid. "Where do they pay you?" was the question of one youth. Getting no answer, the boy volunteered the information that he was quitting the firm and waiting for his pay envelope. "Treat you like dogs," he observed. "Work you from 8 to 6, no half days off on Saturday, and only give you 50 cents supper money for three hours' overtime. Only been here ten days, but that's long enough for me."

Maybe that youth will walk around for a couple of hours and find a firm waiting for him with open arms of welcome. Maybe they'll sympathize with the hardships he has passed through, promise never to work him hard or after 5 or 6 o'clock at night, and contract to give him an advance every three months—maybe.

"It's strange how little patience some commercial workers possess," observed the credit man of a big jobbing house. "I remember getting a country youth a job with one of the biggest wholesale houses in this city a few months ago at a fair salary. A few months later he came around to me and said he was sick of working for that firm. There was absolutely no sign of advancement. 'Why,' I said to him in surprise, 'how much do you know of the work which goes through your department? You can't even have mastered half of that, let alone knowing all the business of the house. Frankly, I couldn't recommend you to the heads of this firm. You'll get the advancement fast enough as soon as you are worthy of it. Go back and dig.' He went back with a little more wisdom.

"I don't think college men are as good stickers as those who start in young with the house. I see a lot of them here every year—bright young fellows, with faces which indisputably show the possession of good brains. And yet few of them stay long enough with us to enable the heads of the firm to get confidence in them. It's

the same with many young men who start in here at 22 or 23. They leave after staying six months or a year. We can't advance them fast enough to suit them. It's generally different with the boy who starts in at 17 bottom. Usually he's wise to the fact that as soon as the house gets acquainted with his merits he is advanced accordingly. He knows it depends on himself how fast he climbs. Now, I started here young indeed—came in at the 'back door,' you might say, at a few dollars per week. Each year, however, I've climbed further up the ladder, with few setbacks."

There are few soft snaps, and men in general have to well earn their money, but what does the employee gain by needless kicking? One man is anxious to leave because he doesn't like the rules, another finds the hours a little too long; others object to working Saturday afternoons. A great many workers don't get advanced fast enough and often enough to suit their fancy, and many find the work monotonous and would like to get "on the road." The truth is that there is a mighty army of "soreheads" in the city, and they succeed in getting the most disagreeable jobs through continually changing around, instead of falling in line with modern conditions.

Perhaps not less than one-half of the workers in big cities are employed by gigantic firms who find it absolutely essential to put in a gigantic system to keep tab on the work which the vast human machine, week in, week out, grinds out. It is often impossible for the man who starts in with a big concern to understand why the number of letters he dictates and invoices he makes out are carefully entered up in a book. Likewise he often thinks that punching a clock so that track may be kept of his time is humiliating. He forgets that the company can only judge him by direct results. Obviously it can not be entered on the record that some days he is feeling sick, has a headache, or experienced a setback, etc. It is the average amount of work he does that the concern wants to know, and the employee should remember that fact. A good thing for the employee to do is to put himself in his employer's place occasionally. If he were in his master's place, would he not want a check on the work of his clerks? It is manifestly impossible for the head of a large house to know every man or woman individually.

It sometimes occurs that the worker is under some petty tyrant who takes a delight in showing his authority. Here again there is occasion for laying up a grouch, but the wise employee remembers that what can't be cured must be endured, and useless "soreheadedness" and "back talk" only make matters worse.

There is no doubt that many privates in the ranks of big concerns have much to bear, and it would seem to the policy of the big houses to remove all needless restrictions, making things as easy as possible for men and women at the bottom of the ladder. One worker for a big concern was expected to turn out a large

number of letters every day, and yet the girls to whom he dictated the letters were so ignorant of shorthand that he had to dictate 40 per cent. of his mail to make sense out of his correspondence. That was not all. The force of girl stenographers were under the charge of a woman to whom it was necessary to apply to secure the services of a girl. One day the man had to get a letter out in a hurry and called to one of the stenographers. This was against the rules; he should have applied to the head woman. However, she got even and asserted her dignity and authority by henceforth giving him the poorest stenographer in the whole "bunch." This was kept up for a week, until headquarters demanded an explanation from the man as to his decreasing output of work. Perhaps foolishly, he told the truth, and the "boss" of the stenographers again got sore on him for complaining as to her methods. Trouble ensued, and he is now looking for another job. This seems to be driving system a little too far.

However, there are generally few obstacles which a man of grit and determination can not overcome. Generally he will only have to remain at the bottom of the ladder under a small tyrant until his ability is proven, and he is given more important work to do. But the employee often loses his temper and patience. He doesn't recognize the fact, but nevertheless he is refusing to pay the price of success. One part of the payment is an infinite amount of patience—patience to swallow many things one naturally doesn't like. It's no use grumbling. That's futile. Hard words said about the concern generally find their way to the heads of the firm. The worker should remember the adage in the British navy: "You can think what you like, but you musn't speak it out loud."

Patience is the virtue which modern conditions demand that the future successful man add to his list of virtues. There is little account of it in the latest books on the quickest way to succeed; but in 1906 it is highly important that a man be willing to bide his time, and learn how to take his gruel like a man—neither being a whiner nor a quitter. To the man of grim determination and a set inspiration to overcome all hindrances

the mean practices and petty villainies of the swelled upstart present but a paltry obstacle. Only he must not forget that these things lie in his path, and in laying out plans to forge ahead, it will be well for the young man to carefully study the ground that lies before him.

If a man honestly feels that he can not endure the burden of system which obtains in many big houses, it will be well for him to avoid them and turn his attention to the smaller concerns, where the boss has a bright eye fixed on all the promising youths in sight, and won't allow any tyranny, because he is going to attend to the "bossing" end of it himself, and generally he is too wise to hurt a good man's feelings just because he has a poor liver or indigestion, or wants to show his authority, though this sometimes occurs. Even with the small firm the worker had better look out for breakers ahead.

The worker should beware of the fatal habit of continually changing around. Good work and patient merit tell anywhere. They are always at a premium, but attempting to try too many different routes to success is generally fatal. George Brett.

A Mountain of Iron Ore.

To counteract the impression that is industriously being created in some quarters that the world's supply of iron ore is in the way of being exhausted, attention may be called to one of the exceptionally large and rich deposits of this invaluable ore at present existing in the world. This is the famous Erzberg, about ninety miles southwest of Vienna, in the Austrian duchy of Styria. It is in the center of the great iron mining region of Austria and around it smoke many blast furnaces, all of them fed by the ore which this mountain supplies, for the Erzberg is a mass of solid iron ore more than 5,000 feet in height. The ore is extremely rich and yields from 35 to 45 per cent. of pure iron. This is the largest solid mass of iron ore rising in the form of a mountain that has been discovered in the world. At the present rate of consumption it is estimated that it will last a full thousand years.

The girl with light hair is always afraid people won't think it is natural.

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.



THE CORNER CLUB.

The Usual Saturday Evening Circus.

Written for the Tradesman.

The red-headed butcher, whose meat shop is next door to the corner grocery where the Club meets, presented the following preamble and resolution when the Club settled down to business Saturday night:

"Whereas—Married men live longer than single men; and

"Whereas—A large per cent. of the male population don't know what is good for them; therefore be it

"Resolved—That bachelors be required to pay in to the State one-half of their annual income, the same to be expended in caring for amiable old maids who never had a chance to marry."

The teacher was on his feet in an instant.

"The resolution is founded on a fool proposition," he said. "Married men do not live longer than single men. It only seems longer."

"What I object to in the resolution," said the mechanic, "is the manner of disposing of the money. There would be no one to receive the benefit of the tax."

"I might have added sissy-boy school teachers," said the butcher.

"You provide for using the fund in support of amiable old maids who have never had a chance to marry," continued the teacher. "Now, in the first place, there are no amiable old maids. In the second place, no old maid, amiable or otherwise, would admit, even for the purpose of sharing the money, that she had never had a chance to marry. I move the resolution be consigned to the pickle barrel."

"I second the motion," roared Mr. Easy. "Every crank who gets away from his keeper for an hour or two sets to figuring on taxing incomes."

The butcher arose from the cracker barrel where he had been sitting and moved toward the last speaker, blood in his eye.

"The butcher will take his seat," said the chairman, "and the delivery boy will open the alley door and introduce the dog. If there's going to be a personal argument here the store insists on being represented."

The butcher, who knew the grocer's dog, returned to his chair. After opening the door the delivery boy returned to his bag of beans and busied himself with a stub pencil and a piece of wrapping paper.

"The resolution is the limit," declared the chairman. "It supposes that every lunk-headed, lantern-jawed, round-shouldered fool of a man can get married if he wants to. To tax bachelors, as such, would be like taxing a man for being cross-eyed. After the insane asylum had been emptied of the old maids a lot of bachelors would have the time of their lives finding a wife. The Secretary will kindly pass up the communication from the delivery boy."

The shoemaker, who once solicited want advertisements for a Christmas almanac, and was in consequence regarded by members of the Club as a literary man of great prominence,

handed up a scrap of paper and the chair put on his glasses.

"I find this to be a conundrum," he said. "I presume the boy heard it down on Canal street. It is this: 'Why should all pretty girls who work for a living be canned?' Canned, the chair informs the dull-headed members, is school boy for fired, discharged, let out. Now, why should all pretty girls who work for a living be canned?"

"Because they are peaches!" roared the butcher. "And now, if the inmates of this asylum will remain quiet I'd like to speak to this resolution."

"The butcher will take a rest," said the chair. "When a man comes before this Club as the defender of the interests of the fair sex he's got to suggest some better idea than to punish men for not marrying 'em. This notion that a woman steps into Eden when she marries is all rot. Who gets up in the night with the baby at your house, butcher?"

"I couldn't tell what ailed the baby if I did get up and prance around in my night shirt," declared the butcher.

"And so wifey gets up and walks the floor with the squaling kid until her back doubles up like a burnt boot? Well, who builds the fire in the kitchen range, butcher?"

"That's my own affair," howled the butcher.

"Who brings in the kindlings, and puts out the clothes line when the snow is a rod deep, and lugs in coal for the parlor stove when that red-headed clerk of yours calls on Marion Augusta? Who has two freckle-faced girls clawing at her skirts when she is doing her work, and when she goes calling? Your wife does, butcher, and what she gets for it isn't enough to dress her decently. One-eyed Sally Meakers earns more in eight hours a day down at the canning factory."

"You'll get a punch in the face if you bring my family affairs into the argument," roared the butcher.

"If one of the members will kindly assist the dog in holding the butcher until the conclusion of the chair's remarks, the scrap will be pulled off in the alley," said the grocer. "The chair is interested in this subject. He has often observed that the fellows who want to see some man with an in-growing income supporting a wife are the ones who make a great showing of helping a woman across an inch of muddy street or up on a car step and lie on their backs at home while their wives split the wood. If the butcher makes another threatening motion at the chair something will drop where he sits."

"It is a fine thing for some woman that you never married!" shouted the butcher, who was being held down by the druggist, who weighs two hundred pounds and once entered the prize ring—to collect a bill.

"The chair once meditated matrimony," said the chair, "but the question was reconsidered before it came to vote. The chair became convalescent after spending a year's income on ice cream and perfume. The dear creatures of his dreams is here yet. She has cheeks like winter apples,

fluffy brown hair, and biceps like a hired man. She earns fifteen per running a real estate office for a man who thinks he is the boss there. She always has money in her clothes, and ambles down the street with a ten dollar hat cocked over one ear. If the chair never did but one good thing in his life it was when he left that woman alone and prevented her making a fool of herself. She'd look about like the teacher looks after a whirl if she had lived with an old sinner like me all these years. Whenever you see an old bachelor you may know that some woman has been spared a lot of trouble."

"That's true in your case, anyway," roared the butcher. "What has become of my resolution? I suppose we meet here to hear the chair's notions of fool theories. You can't keep me down."

"And now," continued the chairman, "if the shoemaker will throw the butcher out into the alley the chair will follow and convince him of the justice of his remarks."

The delivery boy opened the alley door and the butcher shot out like lead out of a gun. Then the boy closed and locked the door.

"On the whole," continued the chair, "the consensus of opinion seems to be that the butcher can reason it out for himself if given time enough in the solitude of the alley. His resolution will be forwarded to the rag mill. Any old time a man wishes to commit this organization to the theory that a woman needs a man to see that she gets enough to eat and wear, he gets the lock-step into the alley."

"If you had a sharp nose with hair on it and a voice like a steam caliope you'd be all right for a woman's rights lecturer," said the teacher.

"The resolution having now been disposed of," said the chair, "the Club will adjourn for one week."

"But the resolution—"

The delivery boy cut short the teacher's remarks by turning out the gas, and the chairman dodged around the corner just in time to see the butcher sneaking up with a club in his fist.

Alfred B. Tozer.

The Indian a Socialist.

The Indian is a socialist. He probably would not recognize his sentiment by that name, but it is true, nevertheless, and he represents socialism in the fullest sense of the term. The Indian believes in co-ownership of all necessities of life, even to the land itself. He further believes that so long as there is anything to divide it should be divided freely and equally. In his natural state the Indian believes that if you have food in your house and he has none you should divide. If there is corn in his crib and none in yours, it is his duty to divide with you. If this you refuse to do you are not a friend of his. The socialistic principle has been imbedded in the Indian life as long as there has been tribal existence in America, and it is still extant in the Five Civilized Tribes, where the Indian has not become fully naturalized in the white man's way and forgotten the ways of his ancestors.

How To Treat the Newspaper Reporter.

Written for the Tradesman.

It is recognized by most people that the honest, fearless and clean newspaper and trade journal are here to stay and that the business of reporting is legitimate and honorable. Still, the reporter finds every day on his rounds very clear evidences that the average business man has little conception of newspaper work.

The business man, without giving any special thought to the matter, supposes that the reporter is after a crime, scandal, sensation or something big—this or nothing—so his stereotyped reply to the news gatherer is "no news" or "nothing doing." For the business man's sake this ought not to be. I am not advising rushing into print on the slightest provocation, but I am convinced that in most of the legitimate lines of trade material help would come from "cultivating" the newspaper men and giving more study to the ways and means of filling the papers.

The daily newspapers of Grand Rapids and of all the larger cities now employ men regularly to cover the "business beat" and these reporters quickly learn in their skirmish work where to look for frost and where to expect warmth and the little item, which is received just as thankfully as the sensation would be. So in a short time the reporter forms a path of travel, not necessarily a rut, for he is human and likes to go to places where he is assured a welcome and the greatest assistance in his line of work. Men who never have any news for the reporters are not likely to stay in the "beat" very long unless they happen to be in public office or high position.

A few of the business men of Grand Rapids—you can almost count them on the fingers of one hand—prosperous men with duties crowding into every moment of their time, are ready to give liberally of their time and friendship to the newspaper writers every time they call. And the decent reporter would do almost anything in the world that is honorable for these people. The average reporter is loyal to the core to his friends and would sooner lose his head than betray confidence reposed in him. He can be trusted fully. The man who treats him like a dog often finds that the dog has fangs.

Business men of all others should banish from their minds at once the thought, if they ever entertained it, that all reporters are sneaks, and treat them honestly. By giving some thought to the matter it will be found by the merchant, the manufacturer and others that a large amount of legitimate news to their advantage may be given out to the papers during the year, and that it pays to "cultivate" the reporters.

Almond Griffin.

Working Him for a Present.

"George, dear," said the young wife, "you are growing handsomer every day."

"Yes, darling," replied the knowing George. "It's a way I have just before your birthday."

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Whether you need a complete stock, or desire only to “fill in,” we are prepared to satisfy your every want.

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Largest Wholesalers of General Merchandise in America
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Bill Snodgrass on Shoe Trade Philosophy.

The Martinsville Hydraulic Milling Company's plant is one of the most conspicuous business interests of Martinsville. It stands on the site of the old dam which was washed out in '88. The new dam is a solidly built structure which stretches across the river on a curve, with its arch up stream. Its height is sufficient to back the water for a mile up stream, while the water supply affords motive power for the mill perhaps on an average eight months out of twelve.

Just below the dam there is a deep, irregular shaped pool scooped out of the bed of the river by the force of water tumbling over the dam. The habitues of Martinsville call it the "Mill Pond." It is a favorite rendezvous for bass, perch and channel cats.

It was my good fortune recently to spend an afternoon with Bill Snodgrass and Pete Shivers at the Martinsville "Mill Pond." Pete, whose long legs specially qualify him for aquatic pursuits, secured for us during the morning a generous supply of soft craws and a fine basket of steel-back and black chub minnows. Along about 2 o'clock in the afternoon Bill and I strolled down to the river. We found Pete comfortably seated on a

ledge of limestone overlooking the pool, his long legs swinging over its limpid depths, and his pipe sending out wreaths of fleecy smoke.

"Pete ain't no shakes fer looks," observed Bill, "but he shore does go in fer comfort."

With his corduroy trousers, his blue cotton shirt, his red bandanna handkerchief tied about his neck and his voluminous shock of yellowish hair crowned, but not concealed, by a broad-brimmed stray hat—Pete's color scheme constituted a factor in the landscape.

Bill Snodgrass never hurries. He's too much of a philosopher for haste. Although I jointed and threaded my steel rod, put on a snooded hook, and tossed a gamey steelback into what I judged to be the likeliest place in that pool of swirling water fully two minutes before Bill was ready for fishing, he drew the first blood.

"Sort o' feelin' uv you, ain't he, Bill?" asked Pete.

"B'lieve he is, Pete."

"Whut is it, Bill; a chann'l cat?"

"Jedgin' frum th' wey he bites, think he's a blue cat, Pete." And sure enough when Bill struck his fish and brought him in, it was a blue cat.

"There's a lot uv human nat're in a fish," observed Bill. "Now take fer example this here blue cat that kept a-hankerin' 'round fer thet craw till he got into trouble. Some fellers is just like thet. They're always a-huntin' trouble, and bimeby they find it."

"I reckon you have seed a lot uv shoe men whut got mixed up in trouble—not so much accidental-like,

but because they 'peared to go out a-lookin' fer it."

"The young clerk that moons about after night seein' the elephant, an' a-paintin' the town in autumn hues, he's huntin' trouble. He's a whole lot more apt ter wake up with a bunch uv trouble than he is ter find hisself raised to the dignity uv proprietor."

"Then the way fish takes hold uv a bait is a sort uv object-lesson in the ways uv men t'wards business proposishuns. Take this here ole blue cat ez an illustration. He tuk on mighty gingerly et fust. Hed to smell uv thet old peeler, an' nose about him, an' satisfy hisself thet the thing wuz a shore enough peeler an' a good thing fer a catfish ter find hisself on the outside uv. Recollectin' that a fish ain't got no way uv knowin' about a carefully concealed hook, looks like thet ole chap orter hev knowed et the fust whiff thet thet crawfish wuz a crawfish. An' bein' ez he wuz a catfish with a nat'ral born weakness fer craws, an' knowin' ez he orto hev knowed, thet he needed a craw in hiz constitushun—whut wuz the use o' delayin' the matter? Why in thunder didn't he take hold uv it an' be done with it, er git out uv the way an' let some other cat take hold whut wanted ter take hold? But no; he jist nosed an' nosed an' procrastinated connectin' up with a toothsome proposishun."

"That's jist like it is with some shoe merchants fer all the world. You come 'round with a line uv shoes that air trade-winners; jist whut the peo-

ple is a wantin'; jist the kind uv stuff thet looks good and is good; hez style an' go an' all thet. When y'r man looks over y'r samples he knows he's a-frontin' the real thing, and no git-tin' 'round thet. An' he knows, too, that he needs the goods; thet his saleable lines is broken into, so thet he'll jist hev to make some sort uv a move purty soon; but still he hangs fire. He's the sort uv a feller whut smells around like thet ole catfish. He lets on ez though you wuz a-stickin' him; ez though you hed somethin' up y'r sleeve. He tries to create the impression thet he's wise above measure. Bimeby when he's chewed the rag to his heart's content, he takes hold. But in the meantime y'r patience is all petered out."

"Now take thet bass thet Pete jist caught (an', by the way, Pete, give the next one jist a leetle more time; wonder you hedn't missed 'im) he's a fish that shows dash an' vim an' pluck. If a thing looks good to him he snaps it up. No tomfoolin' about it fer him. He knows a good proposishun when he sees it; an' if he kin use it in his bizness, he goes after it."

"I like ter see a bizness man like thet. Give me a feller with dash—a feller what ain't everlastin'ly shirk-in' an' dawdlin' an' bluffin' an' a-makin' ez if he wuz a-goin' to—but never does. The very foundashun uv merchandisin' is laid on risk. You've jist got to take chances. Buyin' shoes is nothin' more nor less then bettin' on yer judgment. Alongside uv the opportunity of makin' a dollar

The Best The Second Best Next to the Poorest The Poorest



WE aim to keep in the first class as manufacturers and we seek alliances only with dealers of the first class, because **Beacon Falls** rubbers do not appeal to either the dealer or the consumer who is looking for something cheap and shoddy. If you want goods which will give both yourself and your customer satisfaction, handle rubbers of standard quality and uniform excellence. If you wish to retain your old customers and attract new ones by the merit and staying qualities of your goods, secure the agency of **Beacon Falls** rubbers and retain control of that brand so long as you remain in business.

Beacon Falls Rubber Shoe Co.

Not in a Trust

236 Monroe St., Chicago

in the shoe bizness lies the possibility uv losin' one; thar ain't no gittin' 'round thet. Caution an' prudence air a good thing up to a certain pint, but after thet they air a drawback an' a hindrance.

"Now take Tom Conrad down here fer example. Tom is a good sort o' feller in many ways, an' Tom ain't got no better friend in Martinsville than ole Bill Snodgrass; but I tell Tom he could be makin' dollars whar he's makin' dimes. Tom is too everlastin' conservative. Thar's a whole passel uv young bucks down here whut wants patent leather shoes an' creased pants. They're gwine ter have 'em. If they can't git 'em here they'll go to Cynthianne after 'em. Why don't Tom keep 'em in stock? He's afeard. I tell Tom thet, an' he admits thet it is so. He don't git the stuff 'case he's afeard thet his profits 'll run into dead stock. Uv course 'twouldn't be the part uv wisdom fer him to buy all the factory's output uv goatskin pumps an' sporty torpedo toes. But ez I tell him, he wouldn't hev to git everythin' goin' in the line uv narrow lasts an' high grade qualities; but he orto put in a small line uv medium grade patent leathers in sensible styles. He could sell three or four dozen uv 'em durin' the season, an' if he should happen to have two or three pairs left over, they'd keep; er if he wuz determined to git rid uv 'em, he could cut the price a leetle an' clean 'em out without a bit uv trouble.

"Uv course I don't think it's a good plan fer any one dealer to try ter monopolize novelties. It may be a purty good plan to let a whole passel uv them freak-styles to go by the board. They air jist a leetle onsartin'. But when all's said thet can be said on the score uv conservatism, the fact remains thet a feller hez jist got to take chances. Accordin' ez it appears to me, it's a whole lot better to clean out a bunch uv odds an' ends at a sacrifice than it is to obsarve all the fat profits an' rich pickin's a-goin' into the other feller's till.

"The trouble with Tom, when it comes to the shoe end uv hiz bizness (an' I reckon it's a trouble thet you find purty often even in the big places) iz thet he don't see any way of improvin' the bizness. He's got sorter set an' fixed in hiz ways. He's content to hold the same old trade he's always hed, an' feels sort o' squeemish about branchin' out. Now a feller orto be a growin', a-branchin' out, an' a-fetchin' in new bizness.

"It's purty much the kind uv water whut a fish lives in thet accounts for his gamey qualities. The old mud cat likes dead water; he wants to be whar it's still an' shady an' cool. But the bass likes the runnin' water. He hankers after the music uv the ripples. He likes to be whar things air doin'. If a shoe dealer makes a success uv his bizness, he's got ter git out into the currents uv trade. The music uv competishun ought to appeal to him.

"An' he orto be willin' to larn—even if the infermashun comes from a clerk—especially when the larnin' is to hiz advantage.

"Now thet wuz a mighty promisin'

strike I got jist then, wasn't it, Pete? "Seems to hev changed hiz mind all uv a sudden.

"Customers comin' in shoe stores sometimes do jist thet way. They look like they wuz a-goin' to take hold, but they don't; they change their min' an' go out without buyin' anythin', maybe tellin' you they'll come back again after a while, er tomorrow.

"Now thar ain't any use to quarrel with a fish 'case he don't swallow the bait. You don't do the fish no hurt; you're jist spillin' yer temper an' the day's sport. Thet minner's all right, an' a mighty nice morsel fer a hungry fish. Another one will come along purty soon, an' like ez not this very minner'll land 'im.

"So it 'pears to me there ain't no use uv gittin' worritt 'case you can't sell everybody a pair uv shoes thet comes into yer store. Some folks has queer feet an' others has queer heads, an' accordin' ez I have obsarved, you've got to fet a feller's head and feet both 'fore you can deliver the goods. Well, you can't always do it. But if you can't you can't; so you'd jist better keep cool an' pleasant an' good-natured; an' maybe the next feller thet comes in 'll be your man.

"Some folks sez thet success in fishin' is due to whut they call 'good luc'. I'm here to say it ain't so. The reason some folks catch fish an' others don't is 'case some hez made a study uv it an' others ain't. Thar air times and places an' kinds uv bait to be taken into considerashun. Much depends on how you go after a fish ez to whether er not you're gwinter git 'im. Whut's true uv fishin' is true of retailin' shoes. It ain't luck, it's knowledge and hustle and downright good common sense thet accounts fer increasin' profits an' enlargin' bizness."—Cid McKay in Boot and Shoe Recorder.

Woman's Impotunity.

Meeting a negro, a certain Southern gentleman asked him how he was getting on.

The negro assumed a troubled look and replied.

"Oh, so far's physically goes, I'm all right; but I sure do have ma troubles wif ma wife."

"Well, Sam, I'm sorry to hear that. What seems to be the matter?"

"She's thinks money grows on trees, I reckon. All de time she keeps pesterin' me foh pinch o' change. If it ain't a dollah it's a half or quahdah she wants."

"What on earth does she do with the money?"

"I dunno. Ain't nevah give her none yet."

As It Should Be.

Mrs. Urban—I found an egg in the coal bin this morning.

Urban—In the coal bin! That's a queer place for a hen to lay!

Mrs. Urban—Well, you ought to be glad of it.

Urban—And why, pray?

Mrs. Urban—Because if the hens lay in the coal you won't have to buy any this winter.

Economy



Comfort

Wear

Why do men who do hard, rough work of all kinds prefer shoes branded with our trade-mark?

Because they are made of the right sort of leather over lasts that insure absolute comfort; and because they are made up into practical, good looking, common sense styles.

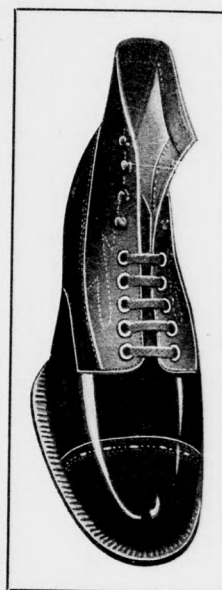
They combine economy, comfort and the best of wear.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

ARISTO (glazed) COLT

As Tough as Bessemer Steel



It has the superior qualities of a Kid Skin, namely: pliability, a smooth, **bright** finish, but it will not bark or peel like a kid or goat skin. Made on our Rockford last, it is a dress shoe with a remarkable amount of wearing quality.

Write for sample pair Bal. or Blucher.

HIRTH-KRAUSE CO.

Shoe Manufacturers

Grand Rapids, Mich.

AMBITIOUS GIRL.

She Works, Boards Herself and Saves Wages.

Written for the Tradesman.

"Yes, it's rather hard to work in an office all day long and board yourself and take care of your own room, too," remarked a girl who is one of the vast Army of the Employed.

"Every night I set my alarm clock to ring at fifteen minutes of 5. I have to be at my place of work at exactly 8 o'clock. It takes me just twenty minutes to walk there if I take it leisurely. I can make the distance in fifteen minutes if I hustle, and I have got over the ground in eleven. But that was almost on a run, and I rather give myself the third of an hour and enjoy my walk. I go to work by different routes and that breaks the monotony of the journey.

"I have a nice big room with four large windows—two west, one south and one north. I get the full benefit of the prevailing west or southwesterly wind and have a good view of the sunsets. My room is a back one in a Clinton street residence, and I have a fine outlook of the valley and up and down the river. The people where I live took me to their hearts at once and are unfailingly kind—a mother and two daughters. I could not have found more amiable people to get along with. The rent I have exceedingly reasonable—much cheaper, in fact, than the room is worth. I almost demurred when the mother named the price. I mistrust that she lets me have it cheaper than she would others just because she took a fancy to me at the start. However that may be I have roomy quarters with a pleasant family in a nice house in a sanitary location—I don't suppose there is a healthier one to be found anywhere in the city.

"Usually people who rent rooms to working girls won't allow any cooking to be going on, and that makes it hard for such girls to get along. But I stipulated when I took the room that I was to have the privilege of doing 'light housekeeping,' for, with the wages I receive, I never could pay out for my meals all the time at restaurants. I have a little two burner gas stove, and by managing it economically am able to live better than at a restaurant, and considerably cheaper into the bargain. I have been by myself now for a number of years. My father is dead and my mother is married again and I don't want to be the least bit of a burden to them. They reside in Grand Haven. I go over to see them always on my vacation and on the holidays, and occasionally over Sunday. I always get a warm welcome—they make a great fuss over me—and that reconciles me a good deal to my living alone the way I do. Every time I go home my mother loads me down with a big pasteboard box full of good things to eat. That will last me most a week and is a Godsend, I assure you.

"I forgot to say that my landlady is so good as to let me put eatables in one department of her refrigerator, which stands on a side porch from

a door of which I reach my room. I am very fond of milk, and buy a pint of it every day. I eat bread and milk at noon, generally—not much else. I buy my bread of my landlady—she makes it fresh twice a week—and it is certainly as good tasting bread as a queen could ask for. She often calls to me, when I am getting my pint out of the refrigerator, and says to wait a second—that she has a little pie for me, or some cookies or doughnuts, or some meat or fruit—she is so very kind I can never repay her. Then, too, she lets me put some of my washing in with hers, and only charges me what is right; and that helps me a lot, also.

"A girl situated just as I am could not have fallen in with a more accommodating landlady. But, for all that, it is not so easy for me to live as it sounds. I like to have things around me neat and clean, and that all takes time. I have to sweep my room at least twice a week and I dust every day. I wash out my shirt-waists, neck fixings and handkerchiefs in a tiny tub, blue and starch them and dry them on a linen string I put up in my room for a clothes-line. I am pretty tired at night when I come home and so I usually iron very early in the morning. I set my alarm clock then to go off at 4. I don't have to keep so awfully still about walking around, for the people downstairs sleep over at one side—in an 'L wing.' I wash dishes once a day, do my necessary shopping always on Saturday night and buy all my clothes readymade. The plans I have to make to accomplish things would puzzle the proverbial 'Philadelphia lawyer'—sometimes. I very fortunately have the use of the lady's bathroom—all the hot water and towels I want. And that is a big luxury that I appreciate more than I can say.

"Oh, I get along much nicer than do most girls who work in offices and board themselves; but still it's uphill business. By rigid curtailment of expenses I am able to put by at least a certain sum each week—and occasional weeks the bank sees a little more of my hard-earned cash—and bye and bye, when I have saved the sum I am striving for, and get the raise of which I have the promise, I am going to let myself have the comfort of a woman to clean my room once a week. But until that time comes I expect to 'peg along in the same old way.' K. Moffitt.

An Intelligent Canary.

An instance of animal devotion was where the lives of a man, his wife and daughter were saved by a canary. The pet belonged to the daughter, and at night when the windows were closed it was allowed to fly about the house at will. About midnight the father was awakened by the loud chirping of the bird. He started up, to find the house filled with coal gas. Rushing to the room of his daughter, he found her gasping for breath, and the little sentinel of the household perched upon the bosom of its mistress whence it had given the alarm. It died soon afterward.

HARD PAN SHOES

FOR MEN, BOYS & YOUTHS
HONEST WEAR IN EVERY PAIR

SOLD HERE

MADE BY
THE HEROLD-BERTSCH SHOE CO.

THE SIGN OF GOOD BUSINESS.

**Some Men Require no Introduction
to Opportunity**

and some men never get up until they are called.

Hard-Pan Shoes

is an opportunity for one good dealer in each town to build up a value-for-value business; you pay your dollar and you get a dollar's worth of honest shoe value made from a special tannage of leather to stand hard wear.

Order a case today and secure the trade of the workingmen of your town.

The opportunity is yours today—tomorrow may be too late.
Our Name on the Strap of Every Pair of the Original Hard-Pans.

Herold-Bertsch Shoe Co.
Makers of Shoes
Grand Rapids, Mich.



Celebrated "Snow" Shoe

We have been made the Michigan distributors of the celebrated "Snow" Shoe, and have purchased the entire stock which the C. E. Smith Shoe Co., of Detroit (the former dis-

tributors who are retiring from business), had on hand, so that we might be able to fill orders at once and without delay while more are coming through the works.

There is no shoe in this country that has so favorable a reputation as "snappy, up-to-date" goods, together with the fact that this manufacturer is the only one who **guarantees** his Patent Leather Shoes against cracking.

Those who have purchased of the C. E. Smith Shoe Co. can re-order of us, using same stock number, and while the present stock lasts you will receive old prices.

Do not forget that we are the Michigan distributors of the celebrated "Snow" Shoe.

Waldron, Alderton & Melze
Saginaw, Mich.

WANT QUICK ACTION.

Too Many Young Men Looking for Short Cuts.

Written for the Tradesman.

It was early morning at the grocery and the cub clerk stood at the desk with a frown on his face. The proprietor looked annoyed. The proposition under discussion was an extra hour in the morning, for which the cub clerk would receive a dollar a week extra. The grocer was urging, the cub clerk objecting.

"You will double your salary," said the boss.

"How's that? A dollar extra won't double a salary of five a week."

"You told me the other day that you could save a dollar a week?"

"Yes; I save that, all right."

"Then if you get another dollar you'll be able to save two dollars. That is a double, isn't it?"

"Oh, if you look at it in that way it is, of course."

"That is the way to look at it, my son," replied the grocer.

"The two dollars don't amount to much," said the cub clerk. "If I can't get ahead faster than that I'm going to try something else."

"How old are you?"

"Seventeen."

"How much do you think a boy of 17 who is learning a trade ought to earn?"

"It isn't much of a trade after you get it learned," grumbled the boy. "If a fellow made big money at it there wouldn't be much use, for he would have to work twelve hours a day to make his income, and it would do him no good, as he couldn't have time to enjoy it."

"You talk like 7 instead of 17," said the grocer. "A fellow isn't supposed to live a life of luxurious ease while he is making his money. After he has it made and well invested he can have his pleasure. There's where too many young people make their mistake. They want to have their fun and get ahead in the world, too. It can't be done. I know a good many who have tried it, but could not make it work. In the end they had neither money nor pleasure."

"Perhaps they didn't go at the right thing," suggested the clerk.

"They were at all kinds of business. What is the right sort of thing where a fellow can have a big income and live a life of pleasure?"

"I'm going to try invention," was the reply.

"That's all right. What are you going to invent?"

"Oh, I'm studying on half a dozen things."

"You have no hobby, then?"

"No, sir. I'm just looking for something that will pay."

"And then?"

"Why, I'll get it patented and get royalties."

"Who will put it on the market?"

"Why, the company."

"Oh, you're going to have a company? Who's going to promote this company?"

"If I have a good thing I won't have any trouble in getting all the capital I want in the enterprise."

The grocer looked the boy over

with a slow smile growing on his face.

"You're getting big notions of the methods of capital," he said. "Do you know that there are more members of Congress than there are men who have made money off their inventions? You stand about as much chance of getting rich off patents as you do to become United States Senator."

"Who makes the money on patents, then?"

"Capitalists."

"Look at Edison."

"One in a thousand—a million—a hundred million. Whitney, who invented the cotton gin, died poor. Goodyear, who first vulcanized rubber, did not get rich. Morse, the father of the telegraph, received practically no benefits from his invention. When a great invention is put on the market the newspapers and magazines exploit the inventor as a genius, but it is the hard-headed business man who puts the invention to the front. It is one thing to find out that there is money in a mountain side and quite another thing to get it out."

"But there are inventors who have become rich."

"Of course. I'm not objecting to invention. Inventors do more for the world than statesmen or capitalists. What I am objecting to is your notion of getting rich quick. Now and then a man does bound to the front like a rocket. He gets very rich in a few weeks or days. Then the newspapers print his picture and tell how he throws money at the birds. That sets a lot of young fellows to figuring on how they can do the same thing. I don't blame a man for wanting to get rich quick. I should like to make a million this very week, but I don't expect to, and I'm not neglecting my business or letting small gains get past me because I am reckoning on the million. That seems to be what you are doing, my son."

"If you don't try, you won't ever get there."

"Try right along the line of your regular employment," said the grocer. "Keep right on doing the thing you are paid for doing, and doing it to the utmost of your ability, and in time the chance for fortune for which you are looking will come to you out of the thing you are doing. If you are a grocer, figure on improving the business, or some part of it, in some manner. If you are looking for inventions look among the things you know about."

"I don't see much chance for invention in a grocery store."

"You don't? Suppose you could get up a fruit can which would be better than any now on the market. Suppose you could study out a device that would make it easier to get goods down from the top shelves. Suppose you could get some sort of a fastening for packages that would make this winding with string unnecessary. There are a lot of little improvements needed in the grocery business. You don't have to get up an airship or a new locomotive in order to find a field for invention."

"Why, you talked against invention not long ago, and now you are suggesting things for me to study on"

"That's all right. I am suggesting things in your own line of work. The more you study the grocery business the more you will know about it, and it makes little difference whether you study a new wrapper or a new way of keeping accounts. Keep at your own business and don't try to branch off and get rich quick. It is the slow man who wins in most cases, not because he is slow, but because he looks into things before he goes ahead. The slow man is so slow in making up his mind that he has time to investigate a lot of points a rapid-fire man would never think of."

"I hate slow people," said the cub clerk. "They make me ache."

"I don't mean the slow people who take an hour to make up their minds what they want to order for dinner, or who take half an hour to tell a story worth five minutes of time. I mean the slow people who take time to look up important matters before they launch out."

"Now, about this getting rich quick. I wouldn't advise it. A young man needs the discipline of work, the discipline of being obliged to obey orders, the discipline of looking after his money. A man who gets rich quick is like a soft wood tree that gets tall quick and rots quick. If a man does not have to struggle to get his money he does not know how to keep it."

"I guess your arguments against getting rich quick would not be popular," said the clerk. "Anyway, a man who saw a chance to get his pile would laugh at them."

"Just as you are doing at this moment," said the grocer. "But you'll feel different about the matter in a few years. You keep right on learning the grocery business, and if you are the right sort of a chap you'll see chances to use all your genius, and if the genius is of the right sort you won't have to buck boxes and wiggle vegetables all your life. In time you'll begin to like your work, and when that time comes, if it ever does, you'll be on the high road to getting rich quick."

The cub clerk took the extra dollar a week. He informed his chums, on the quiet, that he'd rather work the extra hour for a year than get the boss to lecturing again. Perhaps he was honest in the statement, but he began looking about the store for something that needed improvement.

Alfred B. Tozer.

It's hard to succeed if you have no setbacks.

BUY

Mayer Shoes

And Watch

Your Business Grow



Money Getters

Peanut, Popcorn and Combination Machines. Great variety on easy terms. Catalog free.

KINGERY MFG. CO.
106 E. Pearl St., Cincinnati

Reeder

Grand Rapids, Mich.



No. 278

This cut is an exact reproduction of our men's coltskin shoe. We can ship these to you at a moment's notice in either bright or dull finish stock, Bal. or Blucher cut. We guarantee it to be as good as the best shoe on the market at the price.

\$1.60

State Agents



Geo. H. Reeder & Co.

Grand Rapids, Mich.

RULE OR RUIN.

Policy Which Invariably Fetches Up in Ruin.

Discussing the problem of making one's financial ends meet and lap over, a young friend of mine said recently: "Four years ago I was getting \$1,000 a year. Now I get \$1,500. I didn't lay up anything then and I don't now. I come out at the year's end just as I used to. I don't see how I am going to be any better off if I get more. I like nice things and so does my wife. When I get a little more salary we feel as though we could afford a few more of the nice things, and so our money goes. I can't seem to cling on to anything except a liking for the best of everything." And he asked my advice in the matter.

The word of our Lord, that "Where your treasure is there will your heart be also," may be inverted and used profitably in analyzing this young man's trouble—I might say the trouble of every one of us "Where your heart is there will your treasure go." Do we ever fall into the habit of spending our money for what our heart does not desire? How much money have you wasted this year buying second-hand neckties? How far would you run bareheaded to throw a dollar into a church collection plate? No, these are not the things upon which you set your heart nor dump your purse. The purse follows the heart just as the constitution follows the flag. The heart that goes dawdling and gaping along the street might as well have a hole in the bottom of its coin pocket. Bright men are setting traps for just such hearts. They are paying big salaries to window dressers to lie in wait for unset hearts. Probably two-thirds of the money wasted in the world is spent by unset hearts. And if you combine an unset heart with a set stomach you have a proposition into which you could throw money with a scoop shovel. But this class of silly spenders is not within the range of this discussion. Let my young friend, the spender, take his heart in his hand and come with us. It is only men with hearts to set that can ever expect to convert earnings into capital. And to such let us address ourselves.

The chief financial mistake of the men with such hearts is that they let other people set them. I have seen a young man with a three-thousand-dollar income drag in tiresome tow a half dozen of his thousand-dollar fellows, the whole precipitating squad sweating to keep the three-thousand-dollar pace and carry it off with the cool grace of their expensive model. What is the result? They fix a three-thousand-dollar taste upon a thousand-dollar man and fool no one but themselves. And as for real pleasure I beg to wear through an evening entertainment a number eight shoe on a number nine foot. Men have fooled the whole world that way about the size of their foot. Suppose the thousand-dollar man does catch up with the three-thousand-dollar taste. Just ahead of him is the five-thousand-dollar habit sweating

to overtake the ten-thousand-dollar pacer, who in turn is fretting in the dust kicked up by the twenty-five-thousand-dollar spender, who is straining himself to catch up with the man who can introduce him to the millionaire who can put him into the inner circle of the great Four Hundred. Suppose the almost unsupportable, that we do get into this heaven of the great Four Hundred. Are there rest and comfort and real, rich, untainted enjoyment there? Not in four hundred years! The social life of the Four Hundred is one great game of matching dollars, in which game the man with the longest purse stands highest and lasts longest. In that high circle of golden snobs a man's a man only if his wad is bulky. They build big town houses from which to retreat to big country houses when the social grind becomes unbearable; to which country houses they invite their social mates, there to again show their fine feathers and skilled dollar flinging to the point of physical and mental exhaustion; thence to flee to Europe or to some city hotel, there to dodge the storm of rich exhausting functions their sociability has kicked up. Some of these great money sacks have simultaneous homes in Italy, in London, in New York City and in the Adirondacks, to each of which they flit and sit a bit and so try to hold down the great wads of wealth with which they find themselves endowed. Think of the great and wearisome aggregations of obsequious, thieving house and barn servants and the clouds of flunkies in the train of these migratory millionaires! How would you like such a round of successive squattings in soft places? How does this strike you as an Ultima Thule of your social ambitions? Get out! In the little green cottage by the big garden Sue and I will sit at the brick fire place, draw snug the denim over-certain Sue fixed up so pretty, and pity the poor rich people out in the storm! Come back from the chase, you poor tired fellow panting behind the golden chariot! Come in out of the rain! Save your money and put it into a lot on the country side of town! Make the payment of the mortgage your joy and your entertainment! Set your heart on heaven above and on a little scrap of the same here below in the way of a small snug cottage where love abides and the flowers bloom! Wealth is more than dollars, and life more than nervous prostration!

The old school house on the prairie was so far from the nearest joint of timber that you couldn't run over to it and back at recess without getting a tardy mark or something worse. So when we wanted to play horse in the spring—Joey Wilson had his new harness with knit red lines and patent bits—we always cut our whips and wagon pole as we came through the timber to school. The fence corners around the school yard were fairly skinned of everything big enough to drive a team with. This fact is proven by a record from one of memory's tablets to the effect that once when the teacher sent a certain person out to get a switch for dis-

ciplinary use on the aforesaid person's corporate body, it took him full three-quarters of an hour to find the required weapon. However, speaking of team work in those days and at that school, there were ever strife and heart burnings when Bill Kelley was on the grounds. Bill was heavy for his age. Likewise he was distressfully fertile in the formation of play plans for the school-yard population. At the bi-daily rush for liberty Bill's voice opened the cry of the pack, setting forth in high key the plan of the hour. If the vox populi seemed to outvote the vox Kelley, Bill tacked on some Kelley rider, or offered some kind of a Kelleyesque amendment, or failing this he resorted to obstructive and destructive tactics that often spoiled what might otherwise have been a glorious hour. In the team Bill always chose the position of driver, although harness, pole and whips were the property of other citizens and Bill had but his voice to bring to the aggregation. Moreover, Bill was no merciful man who "regardeth the life of his beast." He delighted in fetching stinging cuts on the bare legs of his four-in-hand, and in jerking the tender mouths of the fresh young animals he drove. What team with any spirit will stand for such abuse? Suppose you had come, say, as a relay, taking the bit from the mouth of Jake Gilbert (off wheel horse) who had been eating raw onions with his lunch, and you didn't like onions, but for the fun of the game you were willing to put up with a season of tainted misery; and then on top of this, when playing free horse on an up-hill pull, Bill Kelley cuts you one on the off leg with the whip you loaned him, and yanks your mouth until it bleeds! Are you going to stand it? No siree! There's a horse mass meeting called on the campus, and a new driver installed, or your team has no horse sense nor horse spirit. As lead horse Bill was also objectionable. He took the bits in his teeth and he kicked most viciously. Finally no boy would stand to be hooked up with him, and Bill would take no minor position. With Bill it was drive, lead or bust. And that's why we quit playing horse.

I suppose some grown up philosopher will remark that in Bill was the making of a Captain of Industry, and that if he now lives and has his health he is riding in a touring car and cutting off his profits with an automatic coupon cutter. Not so fast on Bill. The Bill Kelley breed is a not uncommon breed in Western American society—possibly elsewhere. He lives about and near us all. He may be swinging a pick in a section gang or pottering around with some peanut proposition, putting in the time granted him for his earthly career. He is not necessarily a leader, simply because he has a voice and a desire to get hold of the lever. Real Captains of Industry learn to manage their teams so as to get the most work with the least friction. Bill's burning desire was to boss with constant ocular and spectacular proof of the same; to lord it over the lesser breeds and lord it loudly; to exact trib-

ute in servile obedience, or failing this, smash the machine. This was Bill's overwhelming ambition and his upsetting sin. Now the Captain of Industry has learned how to curb his desire to smash. He knows that the money in the machine is not to be got out by smashing it, but by oiling it. He has no enmities he can't patch up for a price. Have we not seen warring railway magnates who more than once had pulled off each other's throats by sheer force, make up a truce, sleep three in a bed or sit down under a tree and cut a melon together as pleasant as pumpkin pie two inches thick? Bill's rule-or-ruin tactics aren't in the same book with these railway magnates' regulations. The rule-or-ruin way fetches up in ruin every time.

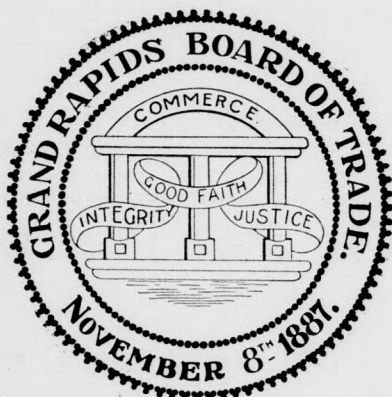
I once ran across an amateur politician whom I first mistook for Bill Kelley grown up. He had Bill's voice and Bill's bearing to a dot. He had once cut quite a swath in his ward, for in our busy, prosperous West men will sometimes follow a voice to the caucus and to the polls without looking to see where the voice comes from. This big Bill, seeing things coming his way in shoals, set up for a Warwick II.—a king maker and breaker. It grew to be a passion with big Bill. He finally got so it was just about a stand-off with him as to whether it was more fun to make kings or to break them. Sometimes he would make up quite a batch of them, and then sit down and break them up for his own lordly amusement. Just about the time he got to going good at this amusement, his ward took to looking for another boss, and big Bill was out of a job.

Bill never learned the lesson, but you and I can: That we live in a world made up of men of like passions as we—people who don't like to be switched on the bare legs nor jerked by the bits. That in politics it pays better to kiss one baby than to knife two men. That even in this wicked old mess of a world the Golden Rule can be set to work any morning right in the middle of the mess, and it will work as steadily and clean and true as a brand new ball-bearing lawn mower.—Commercial West.

Ground Granite as Fertilizer.

The United States Bureau of Plant Industry has found that ground granite rock makes an excellent fertilizer, costing a mere fraction of the sum expended on commercial fertilizers per acre. The experimenters took their cue from Nature. It was noticed that some of the richest valley farms were fed by erosion from the rocky hills. The weather worn particles from the great cliffs were washed into the valleys. For experiment granite rock was ground into a fine powder and spread upon the soil. The cost of quarrying and grinding is a trifle only after the machinery is set up. No doubt limestone ledges would be found equally rich, as Southern and Western farmers have noticed always that the crumbling limestone ledges on hillside farms leave a spot of rich black soil.

It is easy to mistake a resolution for a reform.



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If living within 100 miles and over 75, purchases made from any of the following firms aggregate	200 00
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If living within 150 miles and over 125, purchases made from any of the following firms aggregate	300 00
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Read Carefully the Names

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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.

KNOCKED A KNOCKER.**Disreputable Trick Played by a Bank Clerk.**

"Yes, it's a bad world, but just why we should let this fact depress us when we unearth some specific case of badness is more than I can see. Why, what chance is there to eradicate the badness if we don't find it? Finding badness isn't a thing to depress the fellow who will look at it in the right way. I often find cases like this one—the case of Nelson and Rhodes—in my work.

"Nelson and Rhodes constituted a modern example of Damon and Pythias. They were employed in the same bank, the Tenth Exchange, and in the same department. They lived in the same apartment building; both of them were single, and they were just about as close to each other as any two young business men well can be. They had been friends for four years, friends of the type that lets nothing or nobody come between them.

"They weren't hardly the sort of a pair that you would expect to hit it up for a close friendship, for in the matter of style, appearance, and likes and dislikes they were about as far apart as any two men of one class ever are. But perhaps friendship is more or less like love; we seek in the other what is lacking in ourselves, and he reciprocates; so I suppose it was natural for Nelson and Rhodes to make up a pair.

"Nelson was the older of the two. He'd been with the bank ten years, as compared to Rhodes' four, and he was the typical bank clerk of the highest grade. Well groomed and stylish in appearance, assured in manner, and with a habit of looking at people so that he would remember them the next time he saw them—you know the style well enough, provided you've ever been fortunate enough to have to do business with the inner machinery of a big bank. He was 36 years old, but he didn't look it. He was one of the valued men in the bookkeeping department, one of the old standbys. He had his position 'cinched,' as the younger clerks put it, and he knew it and was satisfied with himself and the world.

"Now, Rhodes, as I have said, was different. He wasn't over 28, and he wasn't Nelson's sort at all, so far as the work in the bank was concerned. Nelson, you may have gathered, was just a little bit old fashioned. Well, whatever might be said about Rhodes, it never could be said truthfully that he was not up to date. In fact, he came to the bank because he was right up with the head of the procession, and a little bit in front of it. He had put a few new ideas into successful practice in the small bank that he was with as a starter of his career; and so the Tenth Exchange got him. He was a little loud, where Nelson was as cautious and secretive as a clam; he was aggressively modern, where the other fellow was painfully slow and old fashioned. But they were friends almost from the first, and Nelson got the newcomer to take

apartments in the building where he lived, and that made them chums.

"Rhodes was of the impulsive, confiding kind. When he saw a man that he liked and who liked him, he went over to him altogether. Nelson treated him kindly at his coming, so he made Nelson his confident. There probably wasn't anything about Rhodes that Nelson didn't know within six months after their acquaintance. The younger man told it all as a matter of course, told all about his trouble with the old man that had sent him out of the law firm and into the financial game right after his return from college; about the fun he had had while getting his education; and about the little dinners and poker parties that a friend of his over on the north side gave every Wednesday night. He was a sociable convivial chap, was Rhodes; he liked to have fun, and while perhaps he occasionally went over the line of discretion in this regard, he never hurt himself or the bank by it.

"Of course, Nelson didn't approve of Rhodes' predilection for the late dinners and poker parties, nor any of that sort of stuff. He didn't approve of dissipation of any sort, and anything like drinking and card playing he avoided as things too dangerous for a cautiously ambitious banker to dally with. He was not a Puritan or heavily oppressed with the question of the right or wrong of it, but he didn't believe these things compatible with success in the bank work—in which he probably was right—so he left them alone and deplored them in others. He talked to Rhodes about it in a serious sort of way at first, but Rhodes laughed it off easily, and they let it go.

"I'm doing pretty well in the bank, ain't I?" he would say. And there was nothing for Nelson to do but to admit that he was.

"As a matter of fact it was true—his doing so well in the bank—that brought me into this matter. He had a small chiefship at the end of the fourth year there and he was being considered for something considerably higher. He was even with Nelson then, both in salary and importance, and the new promotion, if he got it, would put him quite beyond that party. He had been promised the promotion, so he looked forward to it as a matter of course. The attitude of the men who had it in their power to advance him was the most cordial and appreciative imaginable; and so he had a right to say to himself that nothing in the wide world could keep him from getting the boost.

"But as he soon found out, something did keep him from getting the boost. Not only did this something prevent him from being advanced, but it served to chill the attitude of the powers about him, and instead of regarding him as one of them they began to look upon him with something that savored of distrust. They took away certain delicate little affairs that he had been handling; and without saying anything to him to arouse his attention they made it plain to a shrewd young man like Rhodes that something had happened to change his standing with the bank.

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

He asked me to help him find out what this something was.

"I was in the regular employ of the bank at this time, making a systematic investigation of the reliability of every employe of importance for the high officials. Rhodes was one of the few outside of the men who had their names on private offices who knew what I was there for, and he told me his troubles and asked me to help him out. I promised that I'd try; he was the kind of a fellow you hardly could refuse anything.

"This isn't a story of any satisfying detective work on my part. Nothing of the sort. Being in the confidence of the high officials made my helping of Rhodes simply a matter of questioning them regarding that young man. They told me that they had discovered in the last few months that Rhodes wasn't at all the man they had thought him to be.

"You'd better look him up pretty thoroughly, though as a matter of fact we've got him pretty well labeled now," was the way they put it.

"I investigated, found that Rhodes was as good as gold, and told them that unless they were more specific in their denunciations of the young man I couldn't find anything to work on in the case. In the end I asked them bluntly where they had secured their information regarding him. They demurred at telling me until I made it plain to them that it absolutely was necessary to give me all the facts. Then they said, 'Nelson, one of our oldest and most faithful men, told us.'

"Little by little I found out that they had asked Nelson, as Rhodes' best friend, and as an old employe of the bank if he honestly considered Rhodes a proper and safe man to be given the promotion then contemplated. Nelson had beaten around the bush considerably, but in the end he had let it be known that he was afraid that Rhodes was not, that he was not nearly so reliable or trustworthy as he had supposed him to be. He was sorry to say this, of course, because Rhodes was his dearest friend; but his duty to the bank was plain in the matter, so he spoke as he did. Pressed to be specific he had told about the trouble that had broken Rhodes with his father, of the moderate drinking of his friend, which was not moderate in his estimation, and of the fatal habit of gambling.

"The officials had listened in surprise, had thanked Nelson for his honesty, and had promptly put Rhodes on the blacklist.

"I went straight to Nelson. 'Nelson,' I said, 'who is your best friend in the world?'

"Why, what do you mean?" he asked.

"Who is the man that you could go to for help, even if it took his last dollar and made him go hungry?" I continued.

"What business is that of yours?" he demanded.

"Who is the man who trusts you as he does himself and would do anything in the world to help you?" I persisted. 'Isn't it Rhodes?'

"He didn't say anything; he didn't see exactly what I was driving at, but he was a little suspicious.

"Isn't it Rhodes?" I repeated. 'Of course it is, and you know it. And then how could you be such a dirty sneak as to knife him to his back when the big men asked you to tell what you knew of him.'

"He was a coward, of course, but he said boldly, 'I only told the truth.'

"No," I said, "you lied between the lines, and you did it so well that you knocked him out of the promotion that is his by rights. Now, do you know what I'm going to do if you don't do something? I'm going to go first to Rhodes and tell him all that I know about you; then I'm going to the officials and denounce you for this dirty trick that you've played the best friend you've got."

"What do you want me to do?" he asked, wetting his lips with his tongue.

"Want you to go to the officials and tell them that you were mistaken about Rhodes," I said. 'Tell them he isn't what you said he was; that he's all right. I want you to lie to beat the band once more in your life, at least, and put Rhodes in the light where he belongs.'

"He sat chewing his lips for a few minutes. 'I'll see about it,' he said finally.

"O, yes, he did it, all right. He loved his precious position too well to risk losing it. He crawled in fine fashion. He was so smooth that he actually put Rhodes right again without having to admit that he'd done anything worse than make an error of judgment. So Rhodes got on as he deserved, and now he's so far ahead of Nelson that it doesn't hurt him to have that fellow for a friend; Nelson couldn't hurt him if he tried."

James Kells.

A little girl had gone to the country from a city where there were no hills and from that part where there were many cemeteries. "My," she said, looking around her at the expanse of green hill and grassy meadow, "there's no graveyards. I guess that not very many people die here." It was explained to the child that there was a cemetery near the church on the top of a neighboring hill. "Well," said she, gazing upward, "I'd rather go up it in a hearse than on my feet."

It Pays To Be Amiable.

A young man in the neckwear department of Marshall Field & Co.'s, who has been with the firm but a short time, was one day waiting on a customer who seemed to be unusually hard to please. The would-be purchaser, who was a handsome, elderly man, tossed the ties about and seemed to desire any shade and style save those offered for his approval. The salesman patiently displayed a varied assortment of the goods, deftly knotting the ties and holding them out to show the effect and the shimmer of the satin or the silk, searching through boxes for the desired colors, and, in spite of the somewhat captious manner of the customer, never for a moment lost his smiling good nature. Finally a half dozen ties were selected, and, with waiting pencil, the clerk asked the usual question:

"Cash or charge?"

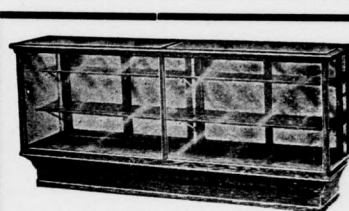
"Charge," replied the gray haired man.

"What name, please?"

"Marshall Field."

The new salesman almost gasped with astonishment, and he probably does not know to this day that his subsequent promotion was owing to his sincere politeness and patient endeavor to serve his employer and to please his customer, who, of course, in this case proved to be one and the same person.—Saturday Evening Post.

People who are short on sense are apt to think themselves long on science.



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Good Looks Not Man's Greatest Charm.

There is no mistake which men more frequently make regarding a woman than that of supposing that the question of manly beauty influences her largely in the choice of a husband.

Men are themselves so much affected by beauty of person in women, are so universally attracted by a pretty face, their love is so often won by outward charm, that it is but natural for them to fancy that facial beauty counts for as much with women. "I'm not much on looks," a man will say. "No woman is likely to fall in love with me;" or, concerning a friend, "Poor old Jack, he is as good as gold, but he doesn't stand much chance with a handsome fellow like Brown in the running."

Most women, when they hear such speeches, are apt to smile to themselves, either at the man's modesty or his ignorance. For, as a matter of fact, the feminine point of view upon the subject differs much from that of man's. A woman's love is won by such different means from his that, other things being taken into consideration, the question of looks affects her comparatively little.

Which must not be understood to mean that women do not admire handsome men. On the contrary, men who are more than common good to look at are also more than apt to be spoiled by the adulation and admiration of women in general. And it is for this reason that homely men, as a rule, make far more tender and satisfactory husbands than handsome ones. But while a woman may admire the outer man, she is by no means certain to go the length of falling in love with him solely because of his good looks. Of course there are exceptions, when the woman is young and foolish with the folly of youth and inexperience. An older woman, even when influenced by a man's personal appearance, rarely thinks most of his face. It is the masculine strength which appeals to her weakness. She delights in his height, and size, and look of power. In most cases a woman does not care whether or no a man has regular features, if only he gives the impression of manliness and strength; and it is wonderful how little success a merely pretty man has among women as compared with that of a pretty woman with men of all sorts and conditions. It was not without reason and precedent that the ancient Greek mythology wedded Venus to Vulcan. Shakspeare, with his marvelous understanding of the secret souls of men and women, portrayed Titania infatuated with Bottom.

Nor are size and strength always necessary qualifications in a woman's eyes for the man whom she loves. Every day one sees men so absolutely homely, even ugly, that one hesitates to look twice at them. Yet such men

are not infrequently married to comely wives who not only love them but are proud of them, and who would not exchange their personal appearance for that of an Antinous or Adonis.

Women satirists have noticed this and seized upon it as proof of the woman's eager desire to get married. So they point it out scornfully, claiming that so long as a woman can find a man who can pay her bills and give her the ability to write "Mrs." on her visiting cards, she is more or less indifferent whether he is blind, or halt, or lame. The fact is that her conduct is due to far different motives. In the first place, the maternal instinct is strong in most women, and for this cause physical affliction in a man excites her compassion and sympathy instead of stirring her to repulsion, as it does a man. In the second place, she is much more affected by her lover's character and disposition, provided she really makes his acquaintance, in bestowing her love than she is by the color of his eyes, or even by an erect carriage. Perhaps these idiosyncrasies explain why it is that woman's love has, as a rule, been more enduring than man's since the beginning of the world. It does not flee away with the advent of wrinkles and gray hair, it does not fade when the light goes out of the eyes and the step falters. It endures as long as that upon which it is built endures, and since our character (which is but another name for our souls) is the one thing immortal about us, it may reasonably be supposed that the love of a good, true woman may outlast death itself.

But, after all, what is most likely to make a woman bestow her love upon a man is his capacity for love-making. In love, as in most of the conduct of life, "genius is merely an infinite capacity for taking pains." The man who wins is he who takes the trouble to woo. And a homely man is by far more likely to bestir himself in this respect than one who, accustomed to admiration from his youth up, relying upon his personal

appearance as his passport, expects affection as his due. With most women such an attitude upon the part of a suitor provokes antagonism. No woman likes to have any man think her ready, as the saying goes, to say "Yes, and thank ye, too." Indeed, many a woman has refused an offer of marriage from the man whom she would otherwise have accepted simply because he showed himself too confident of her assent. A man's tenderness and ardor are what make a woman more surely his own than

anything else in the world. And the homely man not only may possess the qualities of a devoted lover quite as much as the handsome man; indeed, in most cases his self-distrust, his disbelief in his own attractions, so influence him that he possesses them in a far greater degree. He takes pains to make himself agreeable, he goes out of his way to show his ladylove all the little attentions so dear to a woman's heart; so to speak, he offers her devotion upon bended knee, instead of by bowing

5 Times More

S. B. & A.

Full Cream Caramels

Sold in the State today
than any other High-grade Caramel.

Why?

Because they have the Quality and
Flavor, Richness and Purity.
Absolutely Free From Paraffin.

Made only by

Straub Bros. & Amiotte
Traverse City, Mich.

"Quaker" Brand

Prime Specialties of Ours

WORDEN GROCER COMPANY
GRAND RAPIDS

The Very Fullest Kind of Value

Coffee and Spices

to her level with an air of condescension.

Unfortunately, some of the best men in the world, whether handsome or not, are prone to assume the latter pose with the women they wish to wed. They rely upon their solid virtues, their honor and integrity, to fascinate and appeal to the softer sex. But these qualities call forth respect, not love. Women like men who have time to give to them; the leisure and inclination to study their ways, to remember their likes and dislikes, and to humor them. The "ne'er do weel" often forms graceful habits of flower giving, his business is frequently set aside for his wooing, and thus he persuades the woman that his love for her is the ruling passion of his life, and so, won by his charming ways, his pretty compliments, many a woman gives her heart and life into the keeping of a worthless, unstable "master wooer," disregarding the poorly expressed but genuine devotion of a better man. Solid, sober men, looking on, say she prefers frivolity. The accusation is unjust. She is drawn to the shallow nature by the winning song of its ripples. She believes that she has found love, sympathy and companionship. Sometimes, when there is plenty of money in the family, a husband of this type makes his wife a happy one; then, even, the marriage is a risk. Nevertheless, the man who would win a woman must think more of her than of himself; and woo her—the more earnestly the better for his success.

Dorothy Dix.

Pot and Kettle.

One day a learned professor was accosted by a very dirty little boot-black with, "Shine your shoes, sir?"

The professor was impressed by the filthiness of the boy's face.

"I don't want a shine, my lad," said he, "but if you'll go and wash your face I'll give you a sixpence."

"A' richt, sir," awes the lad's reply as he went over to a neighboring fountain and made his ablutions. Returning he held out his hand for the money.

"Well, my lad," said the professor, "you have earned your sixpence. Here it is."

"I dinna want it, auld chap," returned the boy with a lordly air. Ye keep it and get yer hair cut."

The Rebating Evil in Department Stores.

A reform that one of the New York department stores is contending for will be of interest to retailers generally. The conditions which the store instanced is fighting are outlined as follows:

Many of the wholesalers, especially those selling standard advertised brands, such, for instance, as Earl & Wilson collars, require that the firm selling their goods give a contract stating that they will not sell the branded goods under the prices at which they are advertised.

Every department store has what is known as a shopper's or purchaser's list. Buying agents, dressmakers and, in some cases, theatrical people, students, clergymen and manicurists are put on this list if they so request and are then allowed special discounts—very often 10 per cent. or more—off the regular purchase price.

Such an arrangement is open to great abuse, as all privileges of this kind extended to a class of individuals are bound to be. Application is made for rebate on some such ground as that the purchaser is a dressmaker or hairdresser. No steps are taken to verify the woman's statement. There is no active or vigilant supervision of the purchaser's list and names that have no reason for being on it find their place there.

An instance is cited where a young woman wrote in to a New York department store for various articles and asked for a discount because she was the daughter of a Catholic priest. This was a strange enough reason to advance for getting goods at reduced prices, but still stranger is the fact that the absurd claim was allowed. Just why the daughter of a Catholic clergyman should receive price concessions from a great and impersonal business organization like a New York department store is far from evident. In the first place, unless we are under a misapprehension of long standing, Catholic priests are not supposed to have daughters—or sons, either, for that matter. Almost any other excuse that could have been invented would have been more plausible; certainly more deserving of notice. If the daughter of a priest can get discounts, there is no reason why the progeny of clerical gentlemen of any denomination should be debarred.

men of any denomination should be debarred.

What is more, there is no evidence that the claim of the lady in question was looked into. That would have been rather difficult under the circumstances, perhaps. Her request, so far as can be learned, was granted without investigation. She simply wrote in ordering certain articles and asked for the discount on the absurd ground above stated—that was all that was required. Putting aside the absurdity of the ground, what guarantee did the mail order department, or whatever department has jurisdiction in such matters, have that her statement was genuine? Any person can call himself anybody, but by so doing he is not necessarily believed. If flimsy pretexts are all that one needs to advance in order to get reductions, who is so "easy" as to pay the full price?

Perhaps in the near future it will not even be necessary to claim a clerical parentage. A mercantile ancestry ought to be quite as effective in procuring rebates. Merchants surely have more in common with merchants than with clergymen. The family of a dressmaker ought not to be exempt from a division of profits, and the fact that one's mother was a hairdresser ought to be a distinction sufficient to compel a generous rake-off.

This may sound ridiculous, but it is what the department store will come to if discount giving is allowed to go on.

That one store, through the efforts of its furnishing goods buyer, has undertaken a reform in this respect reflects credit upon that house and upon that man. Wholesalers to whose attention this matter is brought ought to see to it that prevailing conditions have their consideration. When they demand contracts for the maintenance of prices, it is due to their customers, quite as much as to themselves, that those contracts are enforced. When a retailer gives his pledge to sell an article at a certain price and afterward discounts that price, he has broken faith, and the wholesaler who does not hold him to account is discriminating unfairly against those who do hold to their contracts and refuse to give discounts on such goods. Of course there are very few, if any other, manufacturers and wholesalers in the men's lines which

so religiously hold buyers up to contracts as do Earl & Wilson, who cut off the Siegel-Cooper Company because it put in trading stamps. "E. & W." decided that if one only trading be given it was a violation of their agreement. It is the business of the wholesaler to see that contracts are lived up to. It is his duty to do so and justice to his trade demands it.—Apparel Gazette.

The Small Order.

There is a natural attraction in the big order and salesmen are too frequently tempted beyond the limits of good business policy to obtain it. Sometimes the margin of profit is cut into; or extravagant concessions made; or hopes are held out to the purchaser that will disappoint him; in fact, it sometimes seems as though any method is regarded as legitimate to obtain a nice fat order.

As a matter of fact the dozen or two little purchases that are so apt to be despised and frequently neglected are very apt to represent more profit, as well as a wider clientage, than the one order that is a dozen times as big. It's the steady customer that pays in the end, even although his individual purchases fall within the list of despised small orders. Special inducements to big sales will sometimes serve as decoy ducks, but it is the hunter himself who fixes a steady and alert attention to his business in every detail that is sure to bag the game, and the less fuss he makes about it the better it will be for his next shot.

Don't neglect the little orders for the big ones. Rather depend upon the little ones for the profit and get as many of them as you can. The man who spends 25 cents a day with you at a good rate of profit will make you more money in your lifetime than the one who once or twice in a dozen years gives you a \$100 order after first frying every drop of fat out of it by the extra concessions he demands with it because of its importance.

Every time a man and a woman engage in an argument the man gets a chance to say unprintable things and the woman to turn on the briny flow.

You are not likely to do much in this world until you learn to do without much.

? If the insurance company wanted a picture of your store, would you include your oil room?

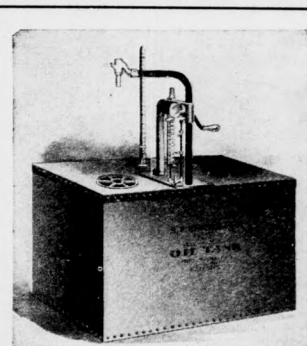
You would if you used a Bowser Perfect Self-Measuring Tank. It's the cleanest, safest, most convenient and most economical store equipment sold today.

300,000 Now In Use

S. F. BOWSER & CO., Inc.

Send for Catalog M.

Fort Wayne, Indiana



Cut No. 9

FIRST FLOOR OUTFIT
WITH ALL METAL TANK



Demand for Better Goods the Life of Trade.

Since the publication of our last report cool weather has put a little zest into retail trade. Yet the demand for merchandise has not yet reached that steady normal state which could be called active business. Every week the stores and departments are doing a little more than the week before, and mayhap it will be the middle of the month before the brisk point is reached.

Like conditions prevailed in the wholesale branch of the market. Here, too, some stimulus was immediately felt from the cool weather, for duplicate requests began to show improvement in size with the closing week of September, though there is still plenty of reordering of simple numbers and small quantities, which indicates that some dealers are feeling their way cautiously while only filling in.

In our opening reports of fall retailing, attention was called to the ready selling of fine qualities. This better quality demand has since continued, and so emphatic is it that apparently some retailers are at last awakened to the opportunities of doing more business and making more money by selling more high grade goods. Some of these dealers have since duplicated on almost their entire initial orders of fine clothes. They are reported to have bought rather lightly, and now that they have gotten the business on the better goods, they are hurrying requests to manufacturers to ship what remains on order, and even duplicating.

Of course there is no stock in the hands of manufacturers. They have not yet finished filling first orders. Consequently the dealers who had so little faith in the goodness of the times and the ability of the people to buy and pay for good clothes are in danger of suffering losses through their shortsightedness and lack of confidence. If a delayed autumn has caught the dealers short of desirable ready-selling merchandise, an early cold snap might truly have caused a famine in the grade of clothes that early buyers want. Yet it is the old story often repeated of retailers buying plenty of what they think will sell and nibbling at things actually wanted. That at this early stage of the season dealers are selling out their better goods, which they can not duplicate at once from manufacturers' stocks while the cheaper stuff goes abegging because the public does not yet want it, clinches a fact buyers preach, but apparently seldom practice—buy what the people want and you can get the business.

It is of interest to note in this connection that while the better class of manufacturers are to-day getting demands for Junior suits at \$5 and above, and boys' Norfolk suits at from \$8 to \$10 wholesale, the ma-

jority of stores everywhere are expending money and brains in printer's ink to create a demand for "special values" at from \$3.98 to 98 cents. The ultimate accumulative effect of the same amount of energy and money spent in promoting mothers' interest in better merchandise would be vastly more profitable. There never was a more opportune time than now to begin and continue a campaign of quality education. Begin by adopting a trading-up policy. Then watch your business grow.

According to reports from the designing rooms it appears that collars for Russian and sailor blouses for spring will be on the order of the "Peter Pan" model of autumn, this model having been widely imitated as eminently practical for little fellows. It is to be made with a shield in the long roll effect, and without the buttoning to the neck style. Collars, too, for spring will have more braid embellishment and somewhat elaborate adornment.

Retailers are of the opinion that double-breasted auto overcoats for juniors, and shapely, long-vented overcoats for boys from 12 to 17, both with creased seams and flared skirt, will meet with ready sale in all the grays of the season. Thus far they have met with welcome reception, and their confidence in big sales is based upon early purchases, these styles being the favorites.—Apparel Gazette.

Why It Pays To Satisfy Your Customers.

Not long ago the writer was in a furnishing goods store and noticed one of the employees measuring shirt collars. On being questioned as to his purpose, he said that shirt bands are not always true to number and that the firm had experienced considerable trouble from mistakes of this kind in having them brought back. To thoroughly satisfy the customer and at the same time avoid trouble they measured the bands themselves and in case of mistake in numbering they were remarked. The merchants explained that with some manufacturers these mistakes are frequent, while with others they were seldom found, but at the same time they were likely to occur with any of them. In such cases the merchant sells a shirt that does not fit.

This is a point that might be valuable to a salesman selling shirts, whether it is the custom of the house to measure the bands or not. When he sells a shirt, if he would take the trouble to measure the band himself, as well as the sleeves, he would have a satisfied customer and one who would seek him again when he wanted to make a purchase. At this time of particular dressing there is nothing so important as to have things right the first time and save returning goods or receiving complaints. It makes business for the house and a reputation for the salesman.

Clerks have been noticed to substitute different numbers or different sleeve lengths, when they found they did not have the correct ones in stock, and this, too, in high-class

stores. Such work can not but create dissatisfaction, which will counteract the profit on the goods and give the salesmen a reputation for poor attention to business or wilful indifference to the interests of the employer, either of which is fatal to success. Better many times tell the customer that his number of that particular shirt is not in stock. He will probably select something else, and if he does not he at least knows that the house is honest in its intentions and he is not lost.

The specialty store, particularly, can not afford to lose customers. They are gained by the treatment they receive and stay as long as they are satisfied. When they become disgruntled, others are ready to serve them and the store has lost just so much, and the salesman is damaged in the same proportion. With the large department stores this is different. While they use every means to gain and keep customers, their high pressure methods of doing business gain them many new ones all the time and they do not miss those occasional ones that drop out because of dissatisfaction. Then they have a large transient trade, people who buy when they are in the city and maybe are not there again for years. But this does not excuse the salesman. If he values himself he will endeavor to satisfy a customer, no matter where he is. The department store that is filled with such salespeople will be more successful than the one that has a careless lot, bent upon getting through the week from one pay day to another.—Apparel Gazette.



The "Ideal" Girl in Uniform Overalls

All the Improvements
Write for Samples

THE IDEAL CLOTHING CO.
TWO FACTORIES.
GRAND RAPIDS, MICH.

Hermanwile GUARANTEED CLOTHING

We claim for "Hermanwile GUARANTEED CLOTHING" Workmanship, Style and Fit superior to any equal priced line in the market.

For Fall our orders averaged 20% higher than for any previous season, showing that the retailers who had handled "Hermanwile GUARANTEED CLOTHING" not only wanted it again—but they wanted MORE of it.

SALESMEN ARE OUT FOR SPRING with a line which is superior to anything we have yet done.

If our representative has not been calling on you in the past, drop us a line and we will instruct one to see you, or we will gladly send samples, at our expense, on request.



Has the Union Label

HERMAN WILE & CO.
BUFFALO, N. Y.

"BETTER THAN
CUSTOM MADE"

THE STEADY PLUGGER.

He Is the One Who Wins in the Long Run.

It is well to be careful about pretending to what you can't back up with a production of knowledge when the test comes. The clerk who is caught in a false position in which he has placed himself is indeed in a bad way to make good. It makes little difference whether the pretension has been made to one person or another—the boss or the customer—the end will surely find you out and you will be worse off than as though nothing of the kind had been attempted.

Not long ago a retailer in want of a clerk received applications from many young men for the position. As is usually the case, many of them were found unfitted by lack of experience or training in other directions. Then along came a young man of good appearance who answered the questions in a satisfactory manner, explained his experience to the retailer and was given the job. He had come from a distant city and it was hardly possible to easily verify his statements, and that is seldom considered essential unless the applicant is for a very high position. It was also necessary for the retailer to leave on a business trip the following day, and the store was left in charge of the head clerk.

Business apparently moved all right until the head clerk thought altogether too many people were going away from the domestic department without packages and evidently without purchasing. He investigated and found the new clerk was unfamiliar with the goods—he didn't know things when he saw them. A customer asked for eiderdown and the new clerk couldn't find the goods, allowing the customer to go out without purchasing anything, although that goods was plainly placed in the fixtures. Another customer asked for butchers' linen, and the clerk had not the slightest idea of what to show her. The head clerk then came to the rescue and showed the goods.

Unable to trust the new fellow with any business for fear of offending customers, the head clerk was compelled to attend to his own work and keep close watch upon the domestics until the boss returned. The situation was explained, there was a conference with the new man in which he confessed his lack of knowledge and also that he had lied about his amount of experience in the dry goods business. Of course there was nothing else to do but pass him out the door. The retailer afterward said that had the young fellow not lied to him in the first place it might have been possible that he would have given him the job, or some job about the store, and kept him, because of his good personal appearance and his easiness of tongue.

Lying easily becomes a habit, like swearing and drinking whisky, and as surely gets the perpetrator into trouble every time. It is a thing for which there is neither necessity nor use and because it is so easy to spring a lie and smooth the present it leads

the liar into deeper water all the time—he has to tell one to hold another down and soon gets into the confirmed habit in which he begins to think it is absolutely necessary to lie in order to do business. I have known such men—men who have declared and undoubtedly believed they couldn't do business by telling the strict truth. They had lied so long they had begun to believe in it, and the people who did business with them were satisfied they were listening to lies.

Now, outside all the moral aspects of the thing, the habit of lying to do business doesn't pay. Maybe you can sell your customer a certain article this morning through telling a few small untruths about the goods or the prices or something that will induce a sale, but so surely as she comes some other day she will not believe you and she will make a second sale to her infinitely more difficult because she knows you are a liar. The chances are that she won't come again, for the stores that do business on the square nowadays are too numerous to allow the store of liars to long continue in prosperous business.

Here are a couple of examples, neither relating to first class clerks but both indicative of the effects of manners in handling customers. One young man, good looking of face and pleasant of manner and speech, gave himself up to making the sale of the present. He was bound to sell the customer now, by one means or another—foul if fair wouldn't work. His first six months of work in the store was a wonder. His sales went far above those of every other employee. Somehow in the next six months his lead began to gradually drop and the boss wanted to know why. He didn't ask questions, but he began to watch.

He noticed that many customers walked by this wonder and waited for an older clerk—a fellow who had been considered slow and really was slow of movement and speech. Further investigation showed that the customers stated their wants to the slow clerk and he almost immediately produced the goods that suited them. The customers who went to the swift young fellow were new ones to the store, usually, or new ones to the town. Still further investigation and a little indirect questioning brought out the fact that people had lost confidence in the statements of the younger man and preferred to wait for the older and slower clerk because they placed entire dependence upon what he said. More than that, the older clerk had taken pains and trouble to study the tastes of regular customers and was able to offer them goods that came so near to satisfying their tastes that they bought readily and with confidence.

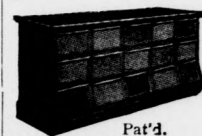
The slower clerk was far from an ideal, because his movements were too slow for the swift business that belongs to a modern store, but his entire integrity and the confidence in which he was held by the customers made him a most valuable worker. Had this fellow been able to put a little more ginger into his movements and get about among custom-

ers with speed, he would have made a wonder. On the other hand, had the young man who was so swift to make sales been less fierce for the present dollar and more careful to study his customers and be sure they had confidence in him he could have maintained his place at the head of the sales columns and soon have had the best position in the store.

Speed is essential, quickness of wit is essential, aptitude to maintain upper hand in an argument without offending the customer is essential, readiness to produce the right goods before the customer moves to leave the counter is essential, to get money to-day and now is essential; but every one of those essentials must yield to the great fact that the business of now is not all the business you must get. The store must be running tomorrow and next day and next month, and the people you handle to-day have to come back to-morrow or you won't have business to do. None of the business you do now or at any time has got to be done at the expense of lying. The customer won't stand for it and the store can't stand for it. The credit customer may be a present fixture, but unless you hold close to truth she won't be a fixture after she gets enough to buy independently, and she can not be blamed for fleeing from uncertainty and the clerks in whom she has no confidence.

You don't have to lie in order to be a good salesman; you can't be a good salesman and a liar at the same time.—Cleveland Trade Bulletin.

A Clean Store Helps

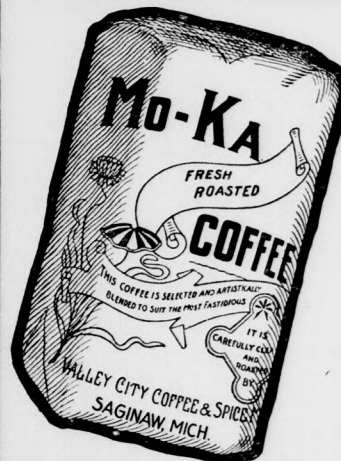


Sherer Counters FOR GROCERS

Improve Display, Increase Sales, Protect Goods, Save Space and Time Beautify Store.

Pat'd. Catalog N free on request SHERER-GILLET CO., M'f'rs., - Chicago.

Sherer Counters Help Make a Clean Store



Handle the Coffee That Sells

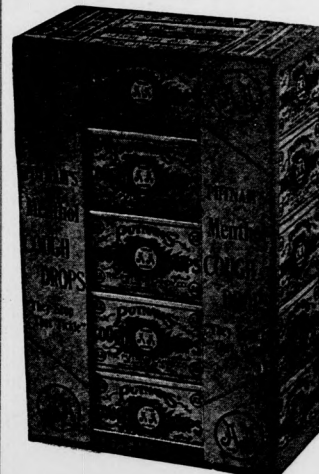
Sales of Mo-Ka are increasing every month. The people have discovered that high grade coffee can be had at a popular price.

Mo-Ka coffee sells to every lover of good coffee who appreciates its advantages. The air-tight package insures cleanliness and preserves strength and fragrance.

Mo-Ka is not a cheap so-called "coffee" offering a cent a pound profit to the dealer. It gives a fair profit and sells again wherever once used. Write us for prices.

The Smart & Fox Co.

Wholesale Grocers and Coffee Roasters Saginaw, Mich.



Putnam's Menthol Cough Drops

Packed 40 five cent packages in carton. Price \$1.00.

Each carton contains a certificate, ten of which entitle the dealer to

One Full Size Carton Free

when returned to us or your jobber properly endorsed.

PUTNAM FACTORY, National Candy Co.

Makers GRAND RAPIDS, MICH.

ANTIQUITY OF TEA.

First Reliable Account of Tea in China.

Tea was not known to the Greeks or Romans in any form and that it could not have been known in India in very early times is inferred from the fact that no reference to the plant or its product is to be found in the Sanskrit. But that the plant and its product—not only as an agreeable and exhilarating beverage, but as an article of traffic worthy of other nations—must have been known in the East as early as the first century of the Christian era, the following extract from an ancient work entitled "Periplus of the Erythraean Sea" may serve to prove. The author (usually supposed to be Aryan) after describing a city called "Thina" proceeds to narrate a yearly mercantile journey to the vicinity of a "certain people called Sesatia, of short stature, broad faces and flat noses" (evidently natives of China), adding that "the articles they bring with them for trade outwardly resemble vine leaves, being wrapped in mats which they leave behind them on their departure. From these mats the Thinae pick out a haulm called 'petros' from which they draw the fiber and stalks, then spreading out the leaves they double and make them up into balls, in which form they take the name of Malabathrum, under which name they are brought into India by those who so prepare them." Under any interpretation this account sounds like a very remote, obscure and confused story, still one of the authors of the able "Historical Account of China" has ventured to identify this Malabathrum of the Thinae with the tea of the Chinese. Vossins Vincent and other authorities, however, unhesitatingly assert that Malabathrum was nothing more than the betel-leaf so widely used in the East at the time as a masticatory. While the author of the "Historical Account" prefers to consider the passage in the "Periplus" as a very clumsy description of a process not intelligently understood by the describer but as agreeing far better with the manipulation of tea than with that of the betel-leaf, his conjecture, unsupported as it is, merits citation if only for its originality.

Many centuries again elapse before we can find any positive reference to tea by Chinese writers, but from a critical examination of the fables and traditions which have reference to the discovery and early use of tea in China we may surmise, with some approach to certainty, that the tea plant was known to the Chinese and its leaves used by them—at least for medicinal purposes—from a very remote antiquity, but that it was not in general use there as a beverage before the sixth century of the present era. Even then it appears to have been only locally used there, but during the next two hundred years its use spread throughout the whole Chinese Empire, where it became the theme of numerous treatises, giving palpably fabulous accounts of its discovery and use by various emperors of the ancient dynasties.

The first reliable account of tea in China is that of its use by the Emperor Ven-Ty in the year 584, for whom it appears to have been prescribed as a medicine by a Buddhist priest acquainted with its virtues. It is again mentioned by one Lo-Yu—a learned Chinese living during the dynasty of Tang, A. D. 618—who, becoming quite enthusiastic in its praises, wrote an interesting treatise on its virtues entitled "Cha-Kin," which is still extant and which is perhaps the most ancient and genuinely authentic description of tea preserved in Chinese annals. After eulogizing at length its fragrance and flavor, he observes: "Tea tempers the spirit and harmonizes the mind, dispels lassitude and relieves fatigue, awakens thought and prevents drowsiness, lightens and refreshes the body and clears the perceptive faculties." This author also gives the following directions for its preparation: "All tea should be gathered in the second, third and fourth moons, but must not be picked in rainy or even cloudy weather, but only when it is fair and clear. Bruise and pat the leaves with the hands, then roast them over a fire and close them up. In this manner tea is best prepared, of which there are a thousand kinds"—a truly Oriental exaggeration.

About this period tea must have been of sufficient importance as a commodity to permit of its being made a source of revenue to the Government as, according to the "Kiang-moo"—an historical epitome published in 785—the first duty was levied on tea by the Emperor Te-Tsong. It has been continued up to the present time.

Tea is again referred to in the ninth century by the Emperor Kien-Lung, who not only describes the plant, but also the process of preparing its

leaves for use and of which the following is a free but condensed translation: "On a slow fire set a tripod and fill it with clear snow-water. Boil it as long as would be sufficient to turn a gray fish red. Then pour it on the leaves of choice tea. Let it remain as long as the vapor rises in a cloud and only a thin mist floats on the surface; then at your ease drink the precious liquor so prepared, which will chase away the five causes of sorrow. You can taste and feel but not describe the state of repose produced by a beverage thus prepared."

Here it may not be inappropriate to quote Tung-Po—another Chinese author—on the subject of tea-making: "Whenever tea is to be infused for use take water from a running stream and boil it over a lively fire—that from springs in the hills is best, river water next, and well water the worst. When making the infusion, do not boil the water too hastily—as at first it begins to sparkle like a crab's eyes, then somewhat like a fish's eyes and lastly boils up like pearls innumerable, springing and waving about."

The earliest mention of tea—outside the literature of China—is that to be found in the writings of an Arabian merchant named Solieman, who, in an account of his travels in the East about the year 850, states that tea was then the usual beverage of the Chinese. At the close of the ninth century, however, it was found to be in general use there among all classes, the tax upon it at the period forming a source of considerable revenue as recorded by Abuzeid-el-Hazen.

There is also other independent evidence by two other Arabian travelers in a narrative of their wanderings during the latter half of the ninth century as to the general use of tea as

Alabastine

The Sanitary Wall Coating

Dealers handle Alabastine

Because it is advertised, in demand, yields a good profit, and is easy to sell.

Property Owners Use Alabastine

Because it is a durable, sanitary and beautiful wall coating, easy to apply, mixed with cold water, and with full directions on every package.

Alabastine Company

Grand Rapids, Mich.

105 Water St., New York

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:

1. It furnishes the farmer a constant and profitable market for his milk or cream.
2. It relieves the merchant from the annoyance and loss incident to the purchase and sale of dairy butter.
3. 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.

Hastings Industrial Co.
Chicago, Ill.

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

HAND SAPOLIO

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

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

a beverage among the Chinese at that time. Moorish travelers also appear to have introduced tea into Mohammedan countries as early as the tenth century, while other travelers in China give most extravagant accounts of the virtues of tea, which appears to have been in very general use throughout the greater part of Asia at that time. Adam Olearing, describing an embassy to Persia, says of the Persians, "They are great frequenters of taverns—called Tzai Chalai—where they drink Thea or Cha which the Tartars bring with them from China and to which they assign most extravagant qualities, imagining that it alone will keep a man in perfect health, and are sure to treat all who visit them to this drink at all hours."

With the single exception of a more or less doubtful reference to tea in Marco Polo's "Marvels of the World"—published in the thirteenth century—nearly seven hundred years elapsed before tea was again heard of in Western literature. The foregoing accounts, applying as they do to the use of tea in the East, are sufficient to prove that the ordinary accounts place the introduction of that beverage as regards Europe—particularly the Continent—as too late.—Joseph M. Walsh in Tea and Coffee Trade Journal.

An Almost Coffeeless Empire.

Of all European countries probably Russia consumes the least coffee per capita. This is said, not from statistics—to put my hands on which I wot not and care not—but from prolonged journeys over Russiadam. The mujik millions of Russia know not what coffee is. They have to be content through life with their weak, unsweetened tea. And rotten stuff it is, too! The high grade Russian tea of which we hear is that consumed by the classes. That consumed by the masses is "another story." The stewed tea of cheap Manhattan restaurants is no worse.

Only in a few big cities—like Moscow, Camapa, Odessa, St. Petersburg—do you find a few of the working classes using coffee. You can imagine what a low grade it is! Of course, the well-to-do get fine coffees from Arabia, via the Black Sea. Many of them follow the Turkish method of partaking thereof, by infusing and drinking direct from off the farinalike grounds.

A few mujiks know enough to roast some of their rye in the grain. Th's sometimes makes a fair substitute coffee, although lacking all tang. It is often "dead as ditch-water"—like most every substitution for the real article on the market. Stale bread crumbs, if well roasted, will yield a just-passable "coffee"—but oh, so flat!

Just off some of the markets or bazaars in Moscow, Central Russia, there are very cheap restaurants for the use of the marketers. Here they sell bowls of hot, mysterious "soup" and hunks of coarse, sour-as-vinegar smelling rye-bread for two or three copecks; also the usual exhausted, woody-tasting tea (compared to which an infusion from old hay would be honest); and, on one occa-

sion—the only instance ever noted in Russia—were bowls of "coffee" being sold. The Russ calls it "kofe." I tried it. It was stuff. What it was made of I know not—certainly never from a coffee-bean. Perhaps it had been made from the sweat-sodden inner soles of mujiks' worn-out old boots, which (when extracted, dried, roasted, ground and brewed) are said to yield a rich, dark-colored infusion "resembling the finest Mocha"—with the Mocha left out.

For sweetening the "kofe"—or rather their mouths—the mujiks would reach out for a stick of crude toffee or molasses-taffy dangling from a string hanging from the ceiling; put one end of it in the mouth, give it a few licks, and then let it spring off into the expectant hand and open mouth of his opposite neighbor, Ivan Ivanovich. Thus the dangling string would be kept busy from mouth to mouth. Between licks, of course, the coffee is being drunk. Sugar is too dear for the mujik to afford; and even on "state" occasions—as his marriage, or a baptism, or a faith-day—when a pound of loaf-sugar may be introduced into the house, he will make it last a surprisingly long while, by holding a quarter of a cube in the mouth, and drinking the tea (or, rarely, coffee) around it. Thus he can control the passing pleasure of an occasional sweet taste striking the palate at the psychological moment.

Protecting the Name "Coffee."

A favorite German coffee-substitute is called fig-coffee; there are about a dozen firms engaged in its manufacture. In France there is a date coffee offered. According to the terms of the new pure food law in France a substitute for coffee can not be called a coffee at all. The name cafe must no longer be usurped or traded upon to foist on the public a substitute for coffee. The manufacturer has to call it "date" something else; or, if a cereal, he will not be allowed to call it a "cereal coffee" at all, but he may call it a roast-cereal or the like, "offered as a substitute for coffee," or any other qualifying non-misleading terms. A good idea, for our poor old friend, the word coffee, has had to stand generations of the abuses of substitution. Chicory is not called coffee, although so universally used. Why should other articles usurp the name coffee?

The formation of a great lake in Southern California, due to a careless attempt to irrigate the Salton "sink" from the Colorado River is an interesting if threatening phenomenon. The area is below sea level and as it keeps steadily filling, the Southern Pacific Railroad keeps shoving its track farther up into the foothills. This process of transforming land to sea was begun by men, but Nature is taking a leading role just now and incidentally teaching us a few lessons about this irrigation problem which we are barely beginning to attempt.

The sermon is sure to be empty of blessing when the head is full of business.

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A Big Profit

NOW IN THE FIRM.

Story of How Packard Got Ambitious and Won.

You never can tell what is going to do it. Sometimes it's a lucky turn of circumstances, sometimes it's a prod from hard luck, and then again sometimes it is a woman. If it is none of these it is something else. The number of things that may poke a lazy man into industry that lifts him from mediocrity or failure to the high levels of success are as numerous and varied, and sometimes as unpleasant, as the things which later on may take him by the scruf of his neck and cast him whence came.

One of the strangest sights to be witnessed in a great office, store, shop, or other establishment consecrated to the dollar, where men fight each other for the favors of Mammon, is a young man who has gone his way in indolent fat flanked content suddenly galvanized into white heat activity through something new breaking into his life and disturbing it. It is an entertaining sight, as well as a strange one.

Usually the change produces at first a sort of scramble on the part of him affected. His work, which hitherto has been turned out with easy, somnolent regularity, now suddenly finds itself shuffled about, handled, and cast about with a vigor and force that entirely shocks and surprise it. Imperfections or errors in the work as it comes to him, which previously excited nothing more serious than a lazy, good natured, "Say, fellow, you want to get next to yourself and not make so many bulls," now become matters of serious import. The head or assistant head of the department often comes to hear of them. The affected person becomes painfully careful with his own work, and then soon comes into the range of vision of the boss.

The change is not merely in the work. The man himself changes, physically and mentally. There is a compression of the lips, a seriousness about the eyes, and a general appearance that the fellow may have been careless and unambitious, and perhaps inefficient up to this, but now that is all behind and hard good work and steady, persistent climbing of the ladder of success are now the rule. And thus he becomes a plugger and he wins his way out of mediocrity or failure to success—if he has it in him. What it is that prompts the change in him has much to do with the success or failure of this spurt. Some things are evanescent and cause but a temporary flurry of industry; others make and keep awake the desire to be of consequence which is in most white men.

This was the kind of promotion that came to Packard.

The city sales of the soap department was the division of Going & Co.'s general office that occupied Packard. Up to the date of his transformation his time was about all that the office got from him, for it is quite certain that he did not think beyond the mechanical processes necessary to the maintenance of his place on the pay roll in performing the duties

which the great firm reposed upon his slightly fatted shoulders. He was lazy, was Packard. He was unambitious. His place in the soap department brought him \$18 a week.

It had done this for three or four years. It probably would continue to do so for as many years as he cared to stay, for the head of the department counted a profit on his services. Thus there was no danger that the ax of discharge would fall upon him.

It is not to be presumed from this that Packard's services were so valuable that the house could not get along without him. As one of the old clerks of Going & Co. had remarked when the general manager had died of apoplexy in the night and his place had been filled satisfactorily by noon the next day, "Even the clerks aren't exactly indispensable." No; Packard wasn't so good that the firm must have him. Yet he filled satisfactorily and conveniently an unimportant niche in the structure which was the general office, and there was no immediate prospect of his being disturbed as long as he continued to fill it reasonably well.

This condition of affairs suited Packard. Nothing could have been better to his taste. In a measure he did order it, for when he came into his position in the sales department he looked it over carefully, felt satisfied, and resolved lazily but firmly to perform the duties assigned to him in such a manner that the head would not find any noticeable deficiency.

That he was able to do this from the beginning is strong testimony to the inherent capabilities of Packard. It was no "fool's" position that he had.

It was, however, an easier position to hold. Especially easy was it for Packard. He really liked the work—which means more than high pay in rendering a position desirable—and soon after his initiation he was able to perform his duties with but little effort. Yet his work was done well, and was nearly perfect.

His predilection for this position his ability to fill it so well cheated him out of several better jobs. When the time came to fill these places the head considered Packard for a moment and passed his name by. He was too satisfactory where he was to risk putting him on work at which he was untried and unproved; and as he was satisfied thoroughly where he was there was no injustice done the young man in not giving him promotion. In fact, once the head had mentioned to him one of these chances in a deprecatory tone of voice, it is true, and Packard had indolently replied that he guessed he didn't care to make the change if the head was satisfied with things as they were, and the matter had been dropped.

This was at the beginning, while he was new in the sales department. After a year the head had ceased to consider him when he was casting about for a man to advance. Thus the sloth of the man who is in a rut and satisfied to be there fell upon Packard, as it is sure to do to any man who welcomes it. He settled complacently and indolently into the

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low levels, mediocre, and promising in the end to be a common failure, like most men.

A few friends about the office, noting his disposition, tried to figuratively kick a little ambition into him, but in vain. Some of his associates went on up the ladder of success, and when they were safe in their hold on the rungs tried to pull him up after them. But he would not come. He was satisfied where he was, and eventually they left him alone.

Now, Packard had come from a middle western town, the kind of town that calls itself a "city" and is quite certain of its metropolitan air. It was not far from the city, but Packard, the indolent, went back there but seldom. The first year in the sales department saw him make one visit there; the other three saw none. So he was quite a stranger, they told him, and he was well towards the thirty mark in years when, in the fifth year of his employment of Going & Co. he went back for a short stay.

Packard was glad the stay was short. At first he wished that he'd never come, next he didn't care, and finally he was glad of it, because they had said things to him that had stirred him and made him resolve to "show them."

"They" were, of course, the people of the old home town. They, so they said, expected that Packard was in the firm down there now.

"No," said Packard.

"No? Well, then I s'pose you're making awfully good money, anyhow?"

Packard was silent. The people whom he had once lived with understood.

"Guess Charley Packard hasn't been doing well down there in the city," they told each other. "Asked him how much he was making and he didn't answer. Guess it ain't much, 'cause he's nothing but some kind of a book-keeper, if I understand it right. Pshaw! He 'peared so smart here at home, too. And all that money spent on him for a college education gone wasted."

"Well, you can't tell; mebbe there wasn't any good stuff in Charley after all. That must be it; not much good."

Of course the talk came to Packard's ears. Everything goes everywhere in a few days in a country town. He had suspected something like this because of the disappointed look of his old friends when he assured them that he was "not in the firm." And, strange as it seems, the Packard who was not affected by the urgings, lifts, and scoffings of his friends in the city was affected here.

"No good stuff in him," he roared angrily. "Not much good! Is that so! Well, I guess not. I'll just fool 'em a little; I'll show them."

The only important thing that remains to be told is that he did "show them." The easy going Packard died a sudden death and in his place is the Packard who now, when he goes back to that pretentious town, can tell the people that he is in the firm.

You never can tell how it will happen.

Allan Wilson.

THE PATIENT WOMAN.

Why She Is a Menace To the Home.
Written for the Tradesman.

"Patience allied with strength is an attribute of the gods, but a patience born of acquiescence and submission is nothing but cowardly weakness." The patient Griselda, as a character in literature, is a symbol of noble womanhood, but in modern life she is considered a worthy example of what woman should not be. The following story will illustrate the point: A young girl only would promise to marry a man providing the promise to obey were left out of the wedding service. "But why do you fret, whether you promise or not?" he asked; "you certainly will obey me." "But I won't," she exclaimed, "and we would better have it settled right here. If you are kind to me I'll be good to you; if you are sick I'll nurse you; should misfortune come, I'll work for you, but if you command I'll never obey you."

The development of judgment and reason has taught woman that beligerency is a masculine accomplishment which only needs a little practice to be acquired. The other day a woman was telling a friend that her husband was the best of men until something displeased him, and then he was dreadful. The wise woman counseled that the next time this man worked himself into a tantrum his wife should screw herself up to the same pitch. "I couldn't do that," exclaimed the docile wife; "it would be rude and unladylike."

"Nothing of the kind," came the answer; "it's no more unladylike for you than it is ungentlemanly for him."

Skeptical though the woman was, she accepted the advice and the next time she met her friend she said: "It worked like a charm; he began to bluster, and I began to storm. When he saw that two could play the game he begged me to calm myself, fearing that our neighbors should think we were having a quarrel."

Had men not learned to assert themselves more forcibly than women do there would be little industrial and social progress. Every leader and reformer does his share of kicking. Most men know this, and still they find it such a comfort to have a wife, mother, or sister who can suffer injustice in silence.

One day a man went sailing into his wife, and his friends said: "Certainly she has done nothing to merit your displeasure." "I know she hasn't," he answered, "but I like to try her."

Men do not remember always that there is no sex in character; strength is strength, and weakness is weakness the world over. As a general once told his wife, "My dear, when you want to relieve your feelings, swear, but never weep. An oath is a sign of strength, but tears express weakness."

Women have learned through trying experience that patience without persistence is worth less than persistence without patience. An energetic woman on being congratulated on what she had done for her hus-

band and boys replied: "It was all so simple; I was doggedly persistent in the beginning, and it only was after they had accomplished what I wished that I grew patient."

Until recent days it was considered unladylike for women to work unless forced to it through grim necessity. Not quite beggars, they were first pensioners on their parents and then on their husbands. But since the modern girl has thrown patience away she has learned that she has more brains than even the best phrenologist ever hoped for, that sometimes she has Aladdin's lamp of good fortune if she only will make use of it. A brilliant man was advising his daughter to abandon some enterprise she was planning. The independent girl listened calmly, and then answered: "I shall carry out my plans, if for no other reason than to prove that you are mistaken."

Many men feel that they are the entire mainstay of the family, because they earn the money, and that their wives only contribute a small part in caring for the household and children. They will not allow their wives definite incomes, though they expect to pay their employees fair wages. Therefore it is not to be wondered at that so many girls work for strangers rather than to be married and work for their husbands.

One day a Frenchman was complaining about his wife's extravagance, but the independent little woman said: "Why, if you feel you are allowing me too much, by giving me 5,000 francs, I shall prove to you that I can earn three times that sum." She made good her boast, and taught her husband that he was not conferring a blessing by giving her a comfortable living.

The patient woman may be a reformer, but, like other mortals, she must expect to sacrifice herself to the cause. She may be good and virtuous, but still her domineering husband will do as he likes. It is the man who is married to a woman who does not waste any sympathy on him that usually proves himself to be a model husband.

This does not mean that the sensible woman spends her married days quarreling and making up. She knows that she needs tact and judgment to succeed as a wife, as in every calling. She conserves her energy, and when she expends it she uses it to good advantage. When she wants to kick she does not give the ball a timid, modest thrust, but, like the successful football player, she waits until she can send it into the coveted goal.

Delia Austrian.

An Embarrassing Courtesy.

It was on a suburban train. The young man in the rear car was suddenly addressed by the woman in the seat behind him:

"Pardon me, sir," she said; "but would you mind assisting me off at the next station? You see, I am very large, and when I get off I have to go backward, so the conductor thinks I am trying to get aboard and helps me on again. He has done this at three stations."

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INSOMNIA.

How Relief or Cure May Be Obtained.

Written for the Tradesman.

When we speak of insomnia we do not think simply of an occasional restless or sleepless night, caused by some temporary excitement, physical pain, such as wounds or burns, extreme heat or cold, change of sleeping quarters, fear, sorrow, anxiety, or the like, which are liable to be at times the experience of any person in ordinary health. Correctly speaking, this is acute insomnia. In such cases the removal of the cause is all that is necessary to secure regular, refreshing sleep. The cause or causes of such sleeplessness are often very easily discovered, and may in many cases be avoided if one will only determine to avoid them.

When insomnia becomes chronic, when it becomes a distinct malady, when it comes to be a regular nightly occurrence, then it is a serious matter. When one is or has been afflicted by it, when he can not count one full night's sleep in weeks, months or years, he knows what insomnia is, and he may possibly know full well its cause.

In all maladies, of whatever nature, the first step toward a cure is to remove the cause. Without doing this all attempts to obtain permanent relief are futile. Temporary relief from insomnia may sometimes be obtained by recourse to drugs, but permanent relief or cure demands a radical change in mode of living. A complete rest must be afforded the overworked brain and deranged nervous system. The unbalanced forces must be restored to an equilibrium.

There may be one prime cause of insomnia, or there may be several. It may be liver trouble, dyspepsia, heart affection, mental overwork, lack of proper exercise, impure air or some other cause. It may be a combination of several of these. Comprehensively, it is the result of improper or incorrect habits of living. For one who has been well and strong to be afflicted with insomnia it usually indicates a long term of ill usage of the physical powers. The patient may have been an industrious, earnest worker, an enthusiastic student, a careful, conscientious, moral person; or he may have been one given to dissipation and excesses, careless of consequences. The disastrous results of persistent violation of Nature's laws are alike certain to either class. One may cherish the consolation of having sacrificed himself in faithful performance of duty or in noble endeavor to benefit his fellows, while the other can only curse himself for the folly of gratifying selfish, unworthy desires.

The complete rest needful to secure permanent relief may sometimes be obtained by regular and sufficient vacations, by careful attention to hygienic measures, by a return to correct habits of living. But in many cases correct habits may not be possible without the permanent giving up of a chosen profession, a profitable business or a desirable social or political position. To attempt to re-

gain health and still hold on to the very thing which causes ill health is a very common mistake. The person is in a rut, and does not know how to get out or does not want to do so. It is not always that he loves that rut more than he desires health, but he fears to attempt a radical change. It is the only work he understands, the only business that he ever has succeeded in, the only means he can see of providing for himself or family. Or it is a position for which he has for years most energetically striven, only to realize that to hold it he is surely and certainly undermining his health. He fears that a complete break-down will come sooner or later, but he hopes it may in some way be averted without relinquishing the coveted prize.

It is certainly pitiable to see a person who really is in a helpless treadmill, who is wearing away his life with no possible chance of escape. There may be such; if so, they deserve sympathy. But there are many who will not step out of the beaten path and choose an occupation in which relief may be found. They are deterred from so doing by pride, ambition, greed or some other unworthy motive, and so they keep on in a course which brings constant suffering and surely ends in insanity or premature death. It is slow but sure suicide. They would rather die than be known as a laborer, mechanic or farmer, and yet in some one of these or other vocations where muscle and brain are alike necessary, where one kind of labor counter-balances the other, they might earn an honest livelihood, provide comfortably for those dependent upon them and regain to a large extent, if not fully, their former health.

Who does not prefer a vocation in which he can always be clean and well dressed? And yet, if, in order to retain or regain health, one must engage in work which requires coarse clothing and soils the hands, it is no disgrace. One can engage in any calling which is necessary or beneficial to humanity without loss of self-respect. But if one will not condescend to a calling which does not allow him to be always well or fashionably dressed; if pride and vanity must be gratified even although health is sacrificed, of course he must suffer on.

Any person afflicted with insomnia must decide for himself whether or not it is necessary to change his occupation in order to regain health. If he decides firmly to make it his chief business to take proper care of himself and let all other matters become secondary; if he sets about it in the right way he may succeed. The earnest enquirer may ask what he shall do and what he must refrain from doing in order to get into the right way.

In the first place let him look the matter over carefully and see how many unnecessary burdens he is carrying—how many things he is giving thought and attention to outside of his regular work or business, the business which of itself is sufficient to yield him a reasonable maintenance. Does he hold office in a half dozen



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fraternal societies? Does he consider it his duty to serve in numerous departments of church work? Is he deacon, trustee, teacher and member of several committees? Is he an officer of the School Board, a notary, an insurance agent, a township, village or city officer? Does he hold a position of responsibility in every enterprise inaugurated in the community? If these extra burdens are the ones which are taxing him beyond his natural capacity, should he not, in justice to himself, unload them at once?

When these outside matters have been settled in accordance with reason and common sense, then the business conditions should be investigated. Must the proprietor carry the whole business alone? Could he not delegate a portion to others and thus avoid being overburdened? Could not the wife, son or daughter take a share of the work or care? Are there not employees who are competent and willing to assume more responsibilities?

Then what about the time after business hours? Are the eyes and brain further taxed by reading and study? The laborer, the mechanic, the farmer, whose muscles have been employed all day in the open air, can sit down after the evening meal and read until too drowsy to keep their eyes open, and then go to bed and sleep soundly until morning. But the brain-worker should avoid all study after the evening meal. He may have to relinquish his daily paper and forego keeping posted on all the

world's happenings. It were better to sit or recline with shaded or closed eyes and listen to restful music or to some one reading that which will tend to remove his thoughts as far as possible from business or study. Then, before retiring, take a few minutes of brisk exercise in the open air.

What about other home conditions? Do the young people and their company keep the house in a turmoil until a late hour? Can not father get any sleep until the last boy or girl is home from meeting, lecture or opera? Or if awakened from sound sleep, does it not result in robbing him of a full night's rest?

It is the slow, constant wearing away of the nervous forces by some or many such harassing conditions which finally results in insomnia and permanent impairment of health. As before remarked, the unnecessary burdens should receive first attention and first be laid aside.

The listening to a sermon or lecture in the evening may start a train of thought which will prevent sleep for hours. Attendance at social gatherings may produce excitement and result in a sleepless night. Bathing at night tends to exhilarate instead of quieting. Acids and stimulating drinks should not be partaken of in the evening. An excess of liquids tends to produce wakefulness. Meat soups are too stimulating for the evening meal for some persons.

One person who had almost given himself up as hopeless found relief in giving up smoking, he having

been an inveterate smoker. As to diet, he now seldom eats a breakfast, sometimes only a cup of coffee. At noon he goes home to a light lunch and then has dinner in the evening. The day's work done the brain is not robbing the stomach of nervous energy needed for digestion, and the stomach draws the blood from the brain and allows it to rest.

Starvation or a limited diet is not likely to relieve insomnia; in fact, need of food may be the cause of sleeplessness, yet no indications of hunger be felt. This is because of a deranged nervous system which is unable to indicate its needs. Excessive brain work causes indigestion, and indigestion causes insomnia, the nourishment taken into the system not being prepared for assimilation and rebuilding of the worn out tissues.

The foregoing suggestions may aid the sufferer from insomnia to set about obtaining relief or cure. Let no one expect permanent results from brief endeavor. The time for restoration will be determined to a considerable extent by one's carefulness and persistence in correct methods. It will also depend upon the age of the patient and the length of time the malady has continued. Many can expect only to attain to a condition of health in which existence is once more tolerable. And when apparent health has been regained the person must ever beware of weakened foundations, and never again undertake such burdens as formerly he was accustomed to carry. E. E. Whitney.

To Remove Wall Paper.

A steam apparatus has been invented for removing wall paper from the walls. Steam is generated in a boiler by means of a gasoline burner and applied to the wall through a hood in the hands of a workman. The connection between these parts consists of a rubber tube. After a steam pressure is obtained within the boiler, it is merely necessary to hold the hood to the wall a short time, when the paper peels off easily under the action of the workman's plow.

The outfit is not too large to be easily portable. The gasoline tank holds a day's operation, while the water tank holds four gallons, sufficient for the same period of work. The time of steam application varies with the amount of paper on the wall. Ordinarily, it is said that a few seconds will penetrate a dozen coverings of paper, one over the other. The claim is also made that it is hygienic, the heat of the steam killing germs and vermin. This would depend, of course, upon the length of time the application of steam is kept up.

Needs a Cough Remedy.

"Did you ever hear of any one starting up a flirtation by coughing when they passed a pretty girl?"

"I have, indeed. I met my wife at a church fair, coughed gently, attracted her attention and afterward married her."

"Quite romantic. What is the sequel?"

"I have been coughing up ever since."

More Profits

More Steady Trade

This Is the Way:

First—*Increase your sales* by interesting the trade through proper display and advertising—superior quality—prompt service—attractive packages.

Second—*Reduce cost* by saving time, labor and ice and buying at a lower price.

To Accomplish This in Your Butter Business Use the

Kuttowait System

Displays butter in handsome glass paneled, sanitary refrigerator *on the counter*.

Enables you to sell tub butter in print form under your own brand—we print cartons to your order.

One solid piece, neat package, no scraps or driblets, *pleases customers*.

Push tub butter because it is the best—it retains its delicate flavor—and *save 60c to \$1.20 on every tub*.

The Kuttowait saves you print prices and all loss from overweight when "digging" out tub butter in the ordinary way.

LET US PROVE IT, MR. GROCER

Kuttowait Butter Cutter Company

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

METROPOLITAN METHODS.

They Would Not Go In a Country Village.

It pays to be independent—if you can make it pay. As a national condition independence is a great and glorious thing. As an individual virtue it is not all that it is cracked up to be.

I've had my little experience at being independent and since I could not make it pay, I am now looking for a chance to start in afresh in some field where my experience will be of use to me.

It was last winter that the drug business began to grow dull in Klipnucky and caused me to cast about for means to start it up a little. All the trade journals said there ought to be no dull days; that every season has its special needs and the man who advertises hard and makes good window displays is bound to get trade all the while.

That sounded first rate. I thought it all over carefully and then bounced the sort of half-registered clerk I had and secured right from New York a fresh, up-to-date, licensed man who claimed to be posted on all sorts of advertising and business-making schemes.

As soon as this wonder arrived on the spot I put the advertising and windows into his hands and told him to go ahead and get business.

Well, he went ahead all right. He doubled our advertising space in the papers and cleaned the store and inaugurated a system of washing windows every week with a new display each time.

Klipnucky is a small place—only fifteen hundred inhabitants—a very quiet, rural, lecture-course loving community. There is a great excess of old maids in the town and they may safely be said to run the social portion of the village life. Such a population requires different treatment in an advertising way from the metropolitan public. I realize that now better than I did.

The new clerk was Walter Wardell and he was a hustler and no mistake. For three weeks he kept our advertising space screaming about our own preparations; then he broke into the sundry department. I remember now that his last advertisements and displays before taking up the sundries were devoted to our own imitation of Mother-in-Law Redham's famous (or infamous) compound. We claimed that we could make weak women well as fast as ever the late mother-in-law could—and I guess we didn't lie about it any either. After the imitation Redham advertising came a big bargain sale of toilet paper, with both windows full of the goods and our newspaper advertisements telling the virtues of the brand of which we carried most in stock.

I was surprised that so few people responded to the vigorous advertising, and during the time of the display I regretted to see a goodly number of our customers entering the Oak Tree Pharmacy across the way, the other drug store in town.

Although the only extra sales of

toilet paper were to a few men for their offices, yet I really gave the matter but little thought because I realized that advertising can not be expected to be immediately profitable.

After the toilet paper came a suspensory bandage window and a mailing of booklets about those goods. Then we exhibited trusses and abdominal supporters and surgeons' supplies in the way of—well, numberless instruments useful only to the medical fraternity.

We planned a big rubber goods sale and I bought a lot of extra stock to make it a success. We spread fountain syringes around the store in all the available places and showed them in the windows in great profusion. The display as such was a wonderful success, but all this time business kept getting more slack and I kept seeing more of the women who had traded with me going to my competitor's. The situation was becoming embarrassing, for I had hired a high-priced man and invested in extra goods and instead of business picking up it had dropped off half.

One day I sat at my desk, wondering how long it would be before I would have to discharge the clerk and get along alone, when a bunch of half a dozen women came in—mostly maiden ladies of dubious age—and one, who happened to be married, asked for Mr. Tuspot.

I got up and went forward at once and found the party all blushing furiously and glancing at one another and trying to look at ease and failing sadly.

I said: "Good morning, ladies. What can I have the pleasure of doing for you?"

The one married member of the group, who seemed to be the unwilling spokeswoman, coughed and stammered and coughed again and finally managed to say that they were a committee from the Klipnucky Modesty Club.

I said that I was pleased to see them and regretted that I could not give them seats in my office, but that I was not fortunate enough to have an office. Then I suggested that they tell their errand and explained that I had not before been aware of the Club's existence—unfortunately.

The leader spoke once more or rather tried to speak, and after failing two or three times managed to say:

"Well, Mr. Tuspot, we—er—that is, we came to—er—for the purpose of—to say that—that we would—all like to get some soda water."

I was somewhat surprised, but motioned them to the fountain and served them, talking meanwhile of the pleasant weather and similar things until at last they departed with averted eyes and dark glances from one to another, and particularly at the spokeswoman.

I went back to my desk and sat down. Walter came around and said: "Now, what do you call that? The Klipnucky Modesty Club! Well, I'll be jiggered!"

Only he didn't say "jiggered." "You may search me," I answered.

"Something seems to be doing, but I don't know what. It certainly isn't business."

We gave up trying to guess the mystery and had nearly forgotten the visit of the club when a week or so later there came in one day a half-dozen men looking more sheepish than a flock of sheep. The leader and spokesman was the husband of the speaker of the previous aggregation. The rest were also husbands of greater or less degree of henpeckedness. The speaker said:

"Can we see you for a few minutes, Mr. Tuspot?" I replied that I knew of nothing to prevent.

"Well," said he, "we represent the Klipnucky Modesty Club."

"I've heard of it," said I.

"Yes," he continued, "doubtless; it

Mica Axle Grease

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

Hand Separator Oil

is free from gum and is anti-rust and anti-corrosive. Put up in 1/2, 1 and 5 gal. cans.

Standard Oil Co.

Grand Rapids, Mich.

Good to the Very End

S.C.W.

5c Cigar

G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.

GRAND RAPIDS PAPER BOX CO.

MANUFACTURER

Made Up Boxes for Shoes, Candy, Corsets, Brass Goods, Hardware, Knit Goods, Etc. Etc.

Folding Boxes for Cereal Foods, Woodenware Specialties, Spices, Hardware, Druggists, Etc.

Estimates and Samples Cheerfully Furnished.

Prompt Service.

Reasonable Prices.

19-23 E. Fulton St. Cor. Campau,

GRAND RAPIDS, MICH.

THE FRAZER

Always Uniform
Often Imitated
Never Equaled
Known Everywhere
No Talk Required to Sell It

Good Grease
Makes Trade

Cheap Grease
Kills Trade



FRAZER
Axle Grease

FRAZER
Axle Oil

FRAZER
Harness Soap

FRAZER
Harness Oil

FRAZER
Hoof Oil

FRAZER
Stock Food

is a very powerful lever for good in the community. We are not members, as only ladies are admitted to membership. We are sent here by our wives."

"You have that look," I could not refrain from remarking.

"Be that as it may, Mr. Tuspot," the speaker went on, "we wish to call your attention to the fact that for the last seven or eight weeks you have been continually and repeatedly offending the Club by persistently drawing attention in the public press to various commodities which you offer for sale in an indecently public manner."

"Indeed!" I interrupted.

"Yes," he went on, "and furthermore you persist in arranging window displays which bring the blush of shame to the faces of the innocent and pure-minded young girls who must pass them daily. In short, sir, you are constituting yourself a public nuisance and a defamer of—"

Here I could contain myself no longer and I burst out with, "Gentlemen, or perhaps I should say 'ladies,' I beg to say that you are meddling with what concerns you in no way whatever, and I invite you to leave this store at once, immediately, right away now. There is the door. Get out!"

The leader turned to his associates and said, "Friends, you have heard the ultimatum of this nasty-minded person. We will leave him."

"Yes," said I, "you will leave him. You would hardly be able to take him with you, under any circumstances."

They went out, and Walter and I scarcely knew whether to laugh or to swear.

We at last saw our situation and knew why business was leaving us instead of picking up. The sum and substance of it was that metropolitan methods would not go in a country village. That was the gist of the matter, but did we admit it to one another? No, not even to ourselves. We were mad. We said that the Modesty Club was a colossal aggregation of freaks and that we did not want their business anyway. No bunch of that sort could dictate how our store should be run.

For the next two weeks we continued our plans with no change except that we went to greater extremes than before—endeavoring to show the Modesty Club that we had not been frightened a bit, but in spite of our use of printer's ink, business grew beautifully less and less until we had to acknowledge ourselves beaten to a standstill—at least the business came to a standstill. We were the victims of a business boycott.—Frank Farrington in Practical Druggist.

Neighborhood Comment.

Mrs. Callers—I see Mrs. Homer has a new fall bonnet.

Mrs. Neighbors—Yes; her husband had a streak of good luck.

Mrs. Callers—How was that?

Mrs. Neighbors—He took out an accident policy for \$25 a week recently and the very next day he broke his leg.

Too Ignorant for Anything.

Mr. Percy Milberton, in the second-hand steam runabout he had bought for \$175, marked down from \$1,250, was the picture of health and strength as he dashed up to the door where Miss Mabel Pumperton stood waiting for him. Percy assisted her into the vehicle, and sitting beside her, they were soon speeding away toward the rural districts.

"Mabel," said Percy, "this is the proudest moment of my life. At last we are alone."

"What is that clanking sound?" asked Mabel.

"Nothing that need worry you," said Percy. "This is a new machine, and a trifle stiff."

"But are you sure you know how to handle it?"

"Sure. I am positive. Why, I have been practicing on the steam heater down in my cellar for weeks, and now that we are at last alone, let me say to you—"

"A dog!" cried Mabel. "You will run over him." Percy jammed the brake on so hard the passengers both left their seats and plunged forward. The dog got away.

"What a narrow escape!" murmured Mabel, as the fleeting form of the dog sped from sight.

"Nothing," said Percy, nonchalantly, as they continued on their way.

Mabel felt the seat beneath her growing hot.

"Do you notice how warm it is getting?" she said to Percy.

Percy slowed up and investigated. He could see nothing wrong. Once more he got in and started off. There was a fierce pounding, but no result. An ordinary government mule was an angel compared with this particular bargain automobile.

"Will you take me home?" asked Mabel.

Percy turned red in the face while he hammered and swore under his breath. If that "storage sale" man who had sold him the machine had only been present!

"Nonsense!" he laughed, striving to conceal his annoyance. "She's resting, that's all. Don't we all have to rest?"

"Take me home!" said Mabel, hysterically.

At that moment there was a crowd around them of about a hundred, and it was increasing every minute. They went home in a handsome cab. On the way Percy said to Mabel:

"Dearest, I'm sorry that machine broke down, but will you be my wife?"

And Mabel replied, with a cold steel glitter in her eye:

"Never! Why, you don't even know any more about a woman than you do about an automobile!"

Source of Information.

Mrs. Smith—Mrs. Brown seems to be an unusually well-informed woman.

Mrs. Jones—No wonder; her cook has lived with all the other families in the neighborhood.

Popular appreciation of your work will not be created by the depreciation of that of others.

QUALITY IS REMEMBERED

Long After Price is Forgotten
We Have Both

Volk Stamp and Stencil Co.
H. J. VOLK. J. P. SOLOMAN.
62-64-66 GRISWOLD ST., DETROIT, MICH.

A trial order for anything in our line will convince you.

Guns and Ammunition



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

FOSTER STEVENS & CO.

Grand Rapids, Michigan

A Good Agent Wanted In Every Town

We are distributors for Western Michigan for Carrara Paint and wish to appoint a sub-agent in every town in our territory. Carrara is composed of pure minerals, ground in linseed oil, and is in every way superior to white lead paints. We now have a large and complete stock of Carrara Paint and are able to fill all orders promptly.

WORDEN GROCER COMPANY

Distributors for Western Michigan, Grand Rapids, Mich.

WINNING TRADE.

Unity and Team-Work Maintain Business Supremacy.

The commercial rivalry of cities is as old as commerce itself. From the time when men began to trade on land and "go down to the sea in ships," the ports and markets of the entire world have striven in open and strategic movements to extend their trade beyond certain geographical limitation—to attract and control the business of their neighbors' territory as well as their own. The extension of trade by co-operative effort is not a new principle of commercial life. The camel caravans of the Egyptians, the business campaigns of the earliest Romans, and the guilds of shrewd Venetian merchants nearly a thousand years ago, can all be consistently compared to the modern mercantile association, although, perhaps, lacking in vitality and the methods which make the latter so successful. The membership of the commercial organization of to-day is composed of business "hustlers," bound together by ties of common welfare and common sense, while the ancient combinations were controlled by money-changers, whose chief aim was individual gain rather than community advancement.

An analysis of the methods and plans of the leading trade-winning bodies of the United States makes an interesting study in latter-day commercial ethics, as well as business building, for it must be understood that there is in these large organizations a scrupulous regard for the rights of competitive communities, irrespective of the fact that outward appearances frequently give the public a contrary view. It is not by any means a game of grab-all-you-can. The movement, as a whole, is like a huge army rallying around regimental standards, creating effective alignments, brigades and divisions, and concentrating the efforts of corps and commands into a campaign of legitimate conquest—and all for the upbuilding of American cities and American commercial interests.

While the methods of trade extension employed by the large cities of the country are widely at variance, the basic principle of all such work is substantially the same, and may be expressed in two words—co-operative effort. One city may advertise its market without exploiting the name of a single manufacturer or dealer, and another may go to the opposite extreme by keeping a classified list of houses constantly before the public, yet the spirit of co-operation is behind the movement in each case, the vitalizing influence being the commercial organization with activity and foresight enough to master the question in hand.

The necessity for such combined effort is a foregone conclusion. Modern competitive conditions make it an accepted fact. The market of a city may have certain superior attractions—may manufacture the best there is in a given number of lines, and its jobbing houses may carry the most complete open stocks in other

lines—and yet these facts will remain unknown to many in the buying world unless exploited as market propositions. They must, therefore, be heralded as strongly and as convincingly as the individual dealer would announce a special sale or the exclusive handling of some important staple or novelty.

The retailers of the United States have become very discriminative as buyers, and they are yielding less and less to the allurements of individual concerns as the years go by. Little short of a full market will meet their wants, and those wants are growing into positive demands. The competition of separate houses does not interest them as much as the commercial rivalry of cities, for the light shed by the latter shows them the path they should take. What they really want is a market where they can "look around," and the city which is able to supply that want should lose no opportunity to make it generally and impressively known.

Probably the most practical and effective plan for exploiting the business advantages of a city is one that involves a vigorous, continuous campaign of team work in advertising. A high-grade monthly magazine is the prime essential of such a plan, and it should be so attractive typographically and so strong in a literary sense that it would command and hold the attention of the best people in every community. Its advertising pages should reflect the city's jobbing and manufacturing facilities in a way that would convince everyone that it is a world's market for the best there is under the sun.

Such a scheme of publicity, backed and endorsed by an active, influential business organization, would give a city like Philadelphia, for instance, a range of advertising possibilities and effects in keeping with the magnitude of its manufacturing and wholesaling facilities, and enable it to even forge ahead of its present position as a commercial center. The plan is at once conservative and progressive, embracing dignity and comprehensiveness on the one hand, and evidences of up-to-date methods and ideas on the other. It can be executed at a comparatively low cost to those who receive its benefits, and the effect of its operation will be felt by the entire community.

One of the best plans for a city desirous of increasing its commerce is to observe the advertising methods of other cities. Nearly every community of any industrial importance has a commercial organization whose main object is to draw trade and commerce to itself.

The ideas and methods of different sections may be easily ascertained by obtaining some of the literature issued by these various trade bodies, and the good ideas can easily be incorporated in any plan of advertising the commercial advantages of a city.

There never was a method or a plan with this object in view that could not be improved upon, and of course only those ideas which appeal to the particular requirements of the

city to be advertised need be made use of. It is an undeniable fact, however, that the necessity for the various manufacturing centers to advertise themselves is becoming more and more pronounced, and the aggressive activity we behold all around us renders such action absolutely imperative. Inactivity in matters of publicity will product commercial decay.

Edward White.

A strong breath reveals a weak backbone.

We want competent
Apple and Potato Buyers
to correspond with us.

H. ELMER MOSELEY & CO.
504, 506, 508 Wm. Alden Smith Bldg.
GRAND RAPIDS, MICH.

Hocking Dry Measures
(Bottomless)

For filling paper bags. Saves handling vegetables twice. "Cuts out" guessing at quantities.

Order of your home jobber or
W. C. Hocking & Co.
Chicago



Franklin Cars for 1907

All models have new, larger and more luxurious bodies, larger wheels and longer wheel-bases, without increased weight; automatic gear-change, and absolutely quiet engine.

No change whatever has been made in the distinctive Franklin engineering, design or construction. Their correctness has been demonstrated during the past season more triumphantly than ever. But, in these 1907 models, the abundant, net, always-available Franklin power, Franklin economy and Franklin comfort are carried to the highest point.

Type G---Four-Cylinder Light Touring-Car \$1,850

Five passengers. 12 "Franklin horse-power." Three-speed sliding-gear transmission. Shaft drive. 35 miles per hour. 1,450 pounds.

The most popular of all family cars. Light, strong, and in performance equal to any "twenty." The only small four-cylinder touring-car made in America.

Type D---Four-Cylinder Touring-Car \$2,800

Five passengers. 20 "Franklin horse-power." Three-speed sliding-gear transmission. Shaft drive. 45 miles per hour. 1,900 pounds.

The ablest and most luxuriously comfortable on American roads of all four-cylinder cars.

Type H---Six-Cylinder Touring-Car \$4,000

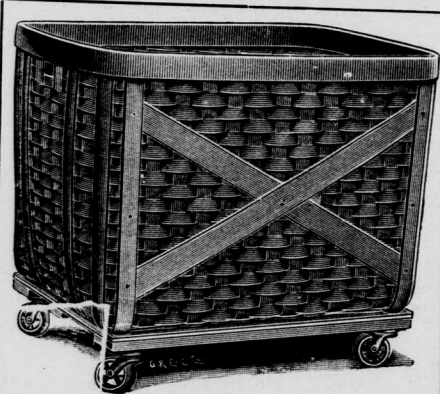
Seven passengers. 30 "Franklin horse-power." Three-speed sliding-gear transmission. Shaft drive. 50 miles per hour. 2,400 pounds.

Six-cylinder perfection. An unmatched combination of power, strength, smoothness, flexible control and light weight.

Write for 1907 catalogue showing above models and shaft-driven Runabout, Tandulet and Limousine.

ADAMS & HART, 47-49 No. Division St.

BALLOU BASKETS ARE BEST



X-strapped Truck Basket

A Gold Brick

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

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

BALLOU MFG. CO., Belding, Mich.

Don't Lose an Opportunity To Help To-morrow's Business.

Did you ever stop to think that when a woman comes in to buy a new heavy coat it may not be the only thing she wants toward a fresh outfit, and probably is not? Many times she tells you she wants something more—gloves, or shoes, or some sort of neckwear—and then you get a good sale out of the whole thing, but more often you never think of suggesting anything else.

I have known customers to come into a store and make request for a single article and not leave the store without purchasing perhaps a dozen other articles merely because the clerk in charge suggested and showed much other stuff. Probably you have known similar instances, and you should be able to derive a few hints therefrom. Show the goods! Don't make an ass of yourself and offend the customer, but get a little initiative of your own into your movements and the customer will become interested.

None of us who believe in treating the customer right believe in doing anything to annoy a customer, and I would entirely refrain from any attempt at suggesting a course of treatment that will do anything to cause a customer to feel affronted, but if you are alert enough to take notice of your customer you can tell whether or not that customer is being annoyed or even displeased by being shown too much.

After you have shown a customer the new coats and probably sold one, ask at once if there is not something else she will look at. If she answers in the negative, have in mind something that ought to interest her. Don't merely jump at a thing to suggest, but already have your judgment formed as to what you can probably show her. You have seen her gloves and you have seen the dress she is wearing—its style and material—and you have noticed whether she is wearing a neck scarf. From your observations, you are able to, or ought to be able to, have something in mind that is new to her and would please her to look at.

There is every chance that she will not buy—now. There is every chance that you have the opportunity to make an impression that will fetch her back to buy at some other time and that not far distant. It is entirely possible that she may not come to you when she comes to buy again, but everything is in your favor, and you can afford to run the chances.

Any reference to what you may think are her needs will be neither good breeding nor good business on your part. Don't cause her to think you want to show her new dress goods because her dress looks a bit out of fashion. Don't let her suppose your zeal in showing the newest gloves you have is because you saw holes in her old ones. Just have a little common sense in handling her and the chances are that you will be able to impress her sufficiently with the goods shown that she will buy now, or as soon as she feels herself able to do so.

Certain stocks in any general store

flourish while others languish, and it is the result, most largely, of the manner in which the languishing lines are ignored by the clerks. I know stores where the owners declare with emphasis that it is impossible to sell kid gloves in any number. "The people simply won't buy them." I have investigated such charges and found that the stock was not only meager, but it was never shown or suggested unless a customer manifested a desire to look at the goods. In one store, the blacks had been in stock so long that they were stiff, like old leather, yet when a customer asked to look at blacks some of the clerks would push forward that stuff. Largely the fault of the boss, of course, but it would not have been so had the clerks ever attempted to help sales along.

In another store, inquiry developed the information that women's suits and skirts, better than something about like duck, could not be sold in that town. It developed also that a first and trial stock had been on hand so long that it was out of date when it was finally sold. The customers who had been frequenters of the store had not been asked by the clerks* to even look over the ready-made goods, although the store had carried on a good coat trade. Some of the women of the town had not been aware that ready-made garments of that kind were carried in that store. They might have been advertised, but much as we may desire it, not every family in every town peruses every advertisement. The advertising by word of mouth and action of hand when customers were in the store had been wantonly neglected by those who could and should have done it.

A stock of hosiery that for variety and style should have been the pride of most salespeople was neglected and allowed to become old on the shelf, simply because attention of customers was never called to it. The buyer became discouraged because the sales were not greater and ceased to keep the assortment good. The result was a declaration that such hosiery could not be sold there, yet the firm across the square was selling such goods all the time and pronounced the demand as excellent.

The clerk who attempts to show something to a customer this morning, and fails to sell the customer anything, throws up his opportunity this afternoon because he is afraid someone else will come in and he will miss a sale through showing what is not specifically asked for. There lies the secret of the most of the disinclination to show goods. The clerk doesn't want to run any chances of being left. He makes no reckoning on the possible sale of next week. He is ready to take his chances on that.

In principle the thought is entirely wrong. It is not a worker for the building up of trade. The customer of to-day must be made the customer of to-morrow, not only because she is well treated, but because there is something in the store to attract her back. Not only must she see stuff

lying around, but she must be shown a goodly lot of it. Maybe Wanamaker doesn't approve of this, and maybe Marshall Field doesn't do it in Chicago, but the biggest bunch of us are not doing business under such conditions. We are hustling for every cent we can get in localities where the cents are not increasing so very much faster than the desires for them of such men as ourselves who are out for business. Figuratively speaking, you, as clerks, are just as much a part of the business as are the proprietors.

The woman who comes in to buy winter garments of any sort is most naturally supposed to be susceptible to the enticements of something different than she asks for. Possibly she can't, for some good reason, buy shoes and gloves and a new dress to-day, but the chances are that she wants them. She will look at the ready-made dress with interest, even though she thinks she can't afford it at present. She will consider stockings and the latest weaves in dress goods and remember them for some other day of buying.

It is altogether possible that when she comes to buy the thing she has in mind will be gone, but, even so, you have every opportunity to offer her something she will be satisfied with.

To constantly figure on immediate sales is not good clerking. The woman who buys a winter garment of one sort is more than likely to want other winter garments, or materials for such garments. The clerk who interests her in such goods will be the clerk to whom she will be most liable to appeal when she comes for the ultimate purchase. To make the mental calculation that she is liable not to come back again would be like refusing to entertain strangers who didn't appear to be "angels unawares."

Keep your minds open with the activity of suggestions! It will make you more alert with the present business and a mighty sight better with the business to come. Keep the blood moving through your brain because your mind is ahead of the customer's mind! That's good clerking.—Drygoodsman.

The Popular Hostess.

Makes you feel individually that you are the favored guest.

Makes you feel perfectly at home. She sees everything and yet possesses the art of seeing nothing.

She never looks bored. She knows how to get congenial people together.

She knows how to keep conversation always going.

She never lets any one be slighted or overlooked.

She knows when to ask the amateur musician to display his or her talents.

She is perfectly unselfish about her own talents.

She remembers that nothing is so tiresome or surely death to all enjoyment as the feeling that one is being entertained.

No man ever found his Father by shutting out his fellows.



Established
1872

Jennings' Extracts

Made
of the
Very Purest
Raw
Material
Possible to
Procure

Sold at
Popular Prices
Today

Always Guaranteed to Meet
the Food Laws

Jennings Manufacturing Co.
Owners of
Jennings Flavoring Extract Co.
Grand Rapids, Mich.

You don't have to explain, apologize, or take back when you sell

Walter Baker & Co.'s Chocolate & Cocoa



Registered
U.S. Pat. Off.

They are absolutely pure—free from coloring matter, chemical solvents or adulterants of any kind, and are, therefore, in conformity to the requirements of all National and State Pure Food laws.

46 Highest Awards in Europe and America.

Walter Baker & Co. Ltd.
Established 1780, DORCHESTER, MASS.

Sherwood Hall Co., Ltd.

Jobbers of

Carriage and Wagon Material

Blacksmith and Horseshoers' Tools and Supplies. Largest and most complete stock in Western Michigan. Our prices are reasonable.

24 North Ionia St.
Grand Rapids, Mich.

DRY GOODS

Weekly Market Review of the Principal Staples.

Bleached Cottons—The position of bleached goods is only an exaggeration of last week. Further advances have been made and in almost all of the remaining instances the goods have been "at value." The advances, however, can not be of any great value, as goods are so scarce as to be a cause of increased annoyance. There is little possibility of any other than very small amounts coming forward for a long time to come. Those that do find ready buyers at the present prices. In some cases deliveries are not possible now before the end of the year, but the buying ahead continues, in some respects reaching fairly large proportions. The activity extends to heavy brown sheetings, and the quantities traded in are of necessity smaller than heretofore. There is no export business to speak of on these latter, so that it is obvious that the condition of the market is far better than was even thought possible a month or so ago. Colored goods are all very well sold and prices, as may reasonably be supposed, range accordingly. In most instances these are sold as far ahead as March.

Dress Goods — Medium priced goods have sold very well indeed, rather than the extremely high priced or correspondingly low priced cloths. This is rather a continuation than otherwise of previous conditions. Imported goods have sold very well also, and the very high grades are to be seen in a galaxy of shades that is bewildering. There is no doubt in the minds of sellers that blacks and blues are the universal favorites. Many others are to be found, but these are the real staples and always call for about the same amount of attention, unless it is a season of extraordinary brightness in the matter of colors.

Cloth Plaids—Continue to be very popular as they have now shown signs of being for some time. Suitings in these effects may be seen almost anywhere, which is a sign of their universal popularity. They are peculiarly adapted to every-day wear, and largely for this reason have taken well. No fabric, however, supercedes voiles to any great extent, and they are and have been manifestly popular for a long time. They are peculiarly adapted to the present-day style of dress, and in many ways answer the purposes of their fair wearers, with whom they are strong favorites. They are serviceable, stylish fabrics, and always in good taste. It will be a worthy successor that dislodges them from public favor so far as these materials go. Other goods that call for special attention are batistes, taffetas, panamas, etc.

Underwear—The conditions are far from reassuring, as the new fall season is about to be ushered in, and in view of these perplexities and the

price distractions of the new season, a fair idea of the uncertainty of the situation may be obtained. There are rumors to the effect that some sellers are now taking orders, but on what price basis is not known. However, the feeling is to the effect that they are very rash, indeed, in doing so under existing circumstances. The fluctuations of raw cotton are such that no price arrangement can be arrived at that may be supposed to be permanent. There is little doubt that advances will have to be made as a natural sequence to the attitude of the raw material market and the manifest disposition of yarns to advance. To take goods out now and offer them would seem to be inviting disaster of one kind or another, so precarious is the situation when viewed from the standpoint of present conditions as they relate to next fall's trade. Yarn spinners are covered as far ahead on cotton as January 1 in some instances. However, if this state of affairs continues they will have to pay more for future cotton than they did for the last, and the outlook as to prices in consequence strongly favors material advances.

Hosiery—So far as wool goods are concerned there is little probability that anything like concessions will be made at the openings; in fact, such a thing is almost out of the question. As far as the time of opening is concerned, there is now no doubt whatever that it will be deferred as long as possible, until after the local elections at least. With regard to the present market conditions there can not be a great deal said that has not already been explained. In some further cases lines have been withdrawn, some in the fine goods and some in the very cheap grades. Buyers looking for "filling-in" goods are finding it almost impossible to secure more than a few dozens. Prices have advanced against these somewhat and this renders the situation the more difficult. The disposition of raw cotton is a subject of free comment, and in cases where hopes were entertained of a lower rate, quite the reverse is now the rule. There is now very little ground on which to base hopes of a lower yarn situation, for with supplies increasing in value as fast as they are, and with the demand more than equal to the supply for some time to come, it is hardly possible that such a condition can be brought about. As a matter of fact, the opposite is true. Prices have hardened somewhat, and in cases where sellers were under the market they are now asking market prices. Further advances are liable to come at any time now, as the tendency is decidedly in this direction. The help question does not improve any to speak of. Some slight improvements have been made in this direction, but nothing of any moment has been done. Not much advantage could be gained in the matter of prices at any rate. Deliveries would be improved somewhat, as would the volume of production, the latter being a cause of much annoyance. Goods at the present time are very scarce, indeed, which fact is the source of chief regret to the trade at the present time.

Taffeta That Wears

Let a new customer buy a piece of Taffeta in your store and the longer it wears, the better satisfied she will be—the more likely she will be to come again—not only to buy silk, but other lines as well.

Dependon Taffetas

(19 in. colored and 36 in. black)

have been handled by us a great many years with practically no complaints from customers.

The reason is that DEPENDON Taffeta is manufactured under conditions that make for superiority in finish, lustre and wearing qualities.

Pure raw material, skillful weavers, the most perfected looms and pure dyes—these are the means employed by the makers to produce DEPENDON Taffetas.

Your Silk troubles will be cut down to the minimum if you stock DEPENDON Taffetas.

Our road men are now showing samples for Spring, 1907. Compare DEPENDON Taffetas with what you have been buying at the same price.

The DEPENDON Book contains selling plans, special advertising matter, photographs and descriptions of effective window displays—will be off the press in the near future.

Free for the asking.

JOHN V. FARWELL COMPANY CHICAGO

John V. Farwell Co.,
Chicago

Please send us, free of cost, the DEPENDON book in which you outline selling plans for DEPENDON merchandise.

Firm name _____

Town _____

State _____



Carpets—The subject of discussion at present is the opening of the new carpet season about the middle of November. With manufacturers of three-quarter goods the important question is, What will the opening prices be? There is a strong disposition among them to advance Brussels and Wiltons 5c a yard, and in all probability this advance will be made. Suitable combing wools are high priced, due largely to their scarcity, and within the past year jute yarn has advanced enormously. Manufacturers claim that the cost of labor and the raw materials is now so high that the present selling prices do not show a fair margin of profit for the manufacturers. The closing season has been only fairly prosperous, so far as piece goods are concerned, and this has reduced the profits of the manufacturers to a considerable extent. If the looms on piece goods had been constantly employed during the entire season it is probable that manufacturers' profits would have been more satisfactory. At the present time all the looms on three-quarter goods are not fully employed, as new business has not come in in sufficient volume to fill in the places of orders completed and delivered. It is doubtful if the balance of the season will see any improvement, notwithstanding that distributors report that they are not carrying any large stocks. Some ingrain manufacturers have advanced their prices 3c a yard. The demand for ingrains is not very active, but the recent advances have not checked the demand, as one or two manufacturers who made advances report a better business. They claim that if the quality is maintained there will be no trouble in getting the price, as the consumer does not want inferior carpets, but something that will wear. There is a moderate volume of business being done in cotton ingrains, but the manufacturers who failed to cover on yarn before the present advance in yarn prices will be seriously handicapped in competing with those who bought four and five weeks ago at low prices.

Art Squares and Rugs—Manufacturers of art squares are doing a moderate volume of business. The demand for Smyrna rugs is sufficient to keep manufacturers constantly employed, but it is not so large that there is any difficulty about deliveries. Rugs continue in good demand, and it is doubtful if there are any idle rug looms. Made-up rugs in the various carpet sizes are in strong demand, which includes tapestry, Brussels, Wiltons and Axminsters in the order named.

Programme Observed by the Advertising Man.

Written for the Tradesman.

Assuming that the advertising manager has apportioned his annual appropriation so that it will cover whatever mediums he has decided upon to use the coming twelve months, in such a way that regular space is mapped out, the next step is the getting of copy to fill that space.

One or, perhaps, two days previous to the appearance of the advertisement, especially if it be a large one,

the advertising man must begin his planning.

He and the merchandise man or the buyer should confer together and decide what shall be advertised. That done, the various department heads whose departments are represented are requested for copy pertaining to the articles in question. This copy must be in the advertising man's hands not later than a certain hour (usually determined by local conditions) and, when all in, the advertising man hies himself away to his "idea factory," sometimes located in the basement, and not infrequently up under the roof—anywhere that is quiet and he won't be likely to be disturbed or interrupted.

By referring to his programme of space the advertising man knows how much space to use for the following day. A "dummy" is then laid out, each department being apportioned a position of prominence according to its importance, and on this "dummy" the space for each department is designated by A, B, C, etc. If cuts are to be used spaces are marked 1, 2, 3, etc., which figures also show on cuts, so that they may be distinguished from each other.

The "dummy" ready, next comes the preparation of copy matter—the most difficult part of it all, especially if a man already has written up the identical article a thousand or more times before.

Copy received from department heads is pared and compared; portions cut out here and there; some added to and a general bolstering up made wherever necessary. The typewriter then comes into action in re-writing copy for the printer and, perhaps, after many a paragraph has been re-written a half dozen times, it is ready to go.

All copy is written on a separate sheet of paper and each section marked A, B, C, etc., to correspond to the spaces allotted to it on the "dummy."

The advertisement is now ready and sent to the printer. A stone proof is returned to the advertising man for corrections. If there are any, the same are noted and the proof is sent back to the printer. A second and corrected proof is then taken and the advertising man marks his O. K., if it is all right, on it and hurries it back to the printer—all this with as little delay as possible, for time is valuable with the printer when the hour for "locking up" is close at hand.

After the return of the second proof it is only a matter of moments until the papers are in the hands of the reader and the advertising man is hoping for results on the morrow.

Each department represented in the advertisement is furnished with copy of the advertisement in order that the salespeople may familiarize themselves with what has been advertised—and so on, day after day, the same programme is gone through with—that is the lot of the advertising man, or at least a part of it.

Geo. A. Toolan.

Keep the wolf of worry from your door and you will not need to fear many other wild beasts.

Between Seasons It's The Canvas Glove

Everybody has some use for the canvas glove or mitten. Every merchant can and ought to carry them in stock. See to it, however, that you secure the large, well shaped, good fitting article—it's the kind we offer. Range of prices is as follows:

70c, 75c, 90c, \$1.10, \$1.25, \$2.00 and \$2.25 per dozen. This includes every style worth having, such as knit wrists, gauntlets, leather fingers and palm, fur lined palm, tick lined, napped outside, etc.

We Also Have

a big stock of leather gloves and mittens, as well as golf gloves, mittens and other yarn goods for men's, women's, misses' and boys' wear. Look over our line if you want good values and ready sellers.

GRAND RAPIDS DRY GOODS CO.

Exclusively Wholesale

Grand Rapids, Mich.



Toys Dolls Games

Send us your orders now for Toys, Dolls, Games and

Christmas Novelties

Our Holiday jobbing department is in complete shape and offers many attractive novelties for the Christmas trade.

We extend to you a cordial invitation to come to Saginaw and make your selections personally, but if it's inconvenient for you to visit us now, order by mail and we will make careful selections for you and ship promptly.

The Wm. Barie Dry Goods Co.

Wholesale Dry Goods

Saginaw, Michigan

RETAIL CREDITS.

How They Can Be Put on a Safe Basis.

To lay down general rules which shall guide a retail house in its credit relations and a retail credit man in the conduct of his department is peculiarly difficult. So much depends upon the kind of goods handled by the house, the class of customers, and its geographical situation, that not even the most general rules will hold in all cases.

The object which a retail credit man always has in view is an increase in sales with a minimum of losses. In other words, he wants to open as many accounts as possible, but open them on such a basis and watch them with such care that his percentage of losses will not be raised.

The credit man should realize that his worth to the house he serves is directly in proportion to the volume of his open accounts. If his accounts run to the amount of one million dollars, he is earning just twice as much for the house as if they were five hundred thousand, always provided his percentage of losses does not increase.

Although a bold statement it is nevertheless true that a retail house may do well to encourage charge accounts, with competition as sharp as it is to-day. The cash customer flits from store to store; a house has no bond strong enough to hold him; a charge account affords this bond; the credit customer will buy where he has an account. It is part of the credit man's work to bind customers to the house.

Now, how is he to fulfill this important function? The mere extension of credit is not sufficient; it is not even a case of prices and quality—the sales department must work that end of it; it is much more a matter of treatment and service.

The merchant buying from the wholesaler looks at but two things, the price and the quality; service may enter into the consideration, but even then only as regards promptness and accuracy.

But in retail trade, service and treatment—the methods of handling and taking care of customers—are prime considerations. The retail customer is more of a human personality, and, as a rule one of the "weaker sex," consequently less of a hard business machine than the wholesale buyer. She comes in closer, more personal contact with the business, she buys in person at the store, and often has personal interviews with the credit man or the heads of other departments. She requires more personal care than the merchant, and the fact that she is less familiar with business operations, more sensitive concerning interrogations—primitively human, in other words—necessitates more careful handling.

Because the credit man must accomplish this vitally important task of keeping the customer satisfied, it is essential that his relations with other departments of the house be such as to command attention. He should exercise a general oversight

over at least that part of the sales end of the business which affects the treatment of customers. This is a broad statement, and will extend his activities into the sales, the shipping, the complaint and the employment departments. To carry out his credit functions properly he should be manager of the book-keeping, cashier's and collection departments also. Their system must conform to the demands of his work, and, in order to watch his customers and their accounts properly his touch with these departments must be close so that separation between them is impracticable, if not impossible.

As the wholesale credit man should, to some extent, inform himself concerning the general financial conditions of the country, so the credit man in the retail store should keep in touch with the local financial or commercial conditions, only his information, less extensive, must be much more minute and specific. If a large manufacturing house in his locality cuts down its force, if a body of men go on a strike, if a plant is about to move away from the city, all such facts he must know, for they are of value to him in making his decisions on credit extensions. The credit man if he keeps his eyes and ears open, and is quick at putting two and two together, will learn and absorb many facts each day concerning his customers. The better he knows his community, and its people, the more quickly and intelligently will he be able to make his judgments, the less will he annoy his patrons and the safer will his decisions be.

The information upon which the credit man bases his judgment is such as will tell him the honesty and integrity of the customer, his worth and resources. His past history is of little value, except insofar as it relates to his credit record. The fact that a customer has gone through bankruptcy or was slow in making payments five years ago does not affect his retail credit if his present character is good; his whole business and social record are not enquired into, nor his habits or associates. The retailer wants specific facts: the residence of the applicant, his position or source of income, the extent of his property, his present or past charge accounts; such questions as the amount of his bank account are considered legitimate. In case the applicant is a married woman, these questions, of course, refer to her husband.

This information is derived from the applicant himself, from outside sources, or both. Credit accounts are opened in one of two ways. Either the buyer makes direct application for credit, or he makes a purchase and simply requests the salesperson to have it charged. In either case the credit man bends his efforts to making his decision without recourse to personal interrogations. Such a course will bring trade, for it is simply one point in careful handling of customers. Women especially have such a terror of these interviews that the possibility of passing through the ordeal will often deter them from at-

tempting to open an account. They seem to think that all their private history and personal secrets will be brutally exposed to the examination of a cold-blooded individual who will delight in prying into their personal affairs. A house, therefore, which obtains a reputation for not requiring personal examination will draw these timid accounts. Such a course also flatters a customer, for it gives her the impression that she is so well and favorably known that she need present no credentials.

When a personal interview is absolutely necessary the credit man attempts to make it as short and as impersonal as possible. He may obtain the information desired in a few direct questions. But if the applicant seems sensitive, he should endeavor to draw out the information he wants in an indirect way. To do this without seeming to pry unnecessarily into an applicant's private affairs, and so hurting his sensibilities, is a delicate task. The credit man must often learn his facts in the course of a general conversation by inference from statements and admissions, and from his own observation of the applicant. The facts thus obtained are usually verified from outside sources.

In addition to this, outside sources for obtaining original information are at hand. If the applicant is a business man he can be investigated through the medium of the mercantile agencies, as if he were buying an invoice of goods from a wholesale house, and all information necessary can be thus acquired. In case he is not engaged in mercantile pursuits, the commercial agencies are often able to afford the facts the credit man needs. Their service is becoming more complete as regards the individuals they cover, and more accurate as respects the information they give. If a man has ever had any doubt cast upon his credit, if he has ever been sued, if an account of his has ever needed the services of a collection agency, if he has any old unpaid bills, or if his property is encumbered—all such facts they almost invariably have on record.

The retail stores of the large cities have no organized system of credit clearings or of reporting delinquent customers. The only time the store applies to another for information is when the applicant gives another store with which he has an account as a reference; then the latter store will give the information desired, more as a favor to its customer, to be sure, than to the house enquiring.

When a buyer who has no account requests goods charged, since the clerk who approves all charge sales will not find him on his list the sale will be passed up to his credit manager. He will attempt to pass on the advisability of opening this account without a direct interview with the buyer, and will set in motion the machinery above described for investigation. The facts thus obtained are usually sufficient. Sometimes the buyer is so well known and of such undoubted integrity as to need no investigation at all. The account is opened and a polite note sent to the

customer, assuring him that the opportunity of adding his name to the list of "charge customers" is appreciated.

Even although investigation in any case proves that the advisability of extending credit is a little doubtful, the retail credit man has a much wider field than his wholesale confrere for using his ingenuity in seeking a safe basis on which to open an account. Various means for securing and guaranteeing or limiting the account may be devised to suit individual cases.

Every account has a limit placed upon the monthly credit which is to be extended to the customer. This, however, is not a fixed line beyond which there is no advance; it is more a means of guiding the work of the employes of the credit department. It simply means that when a customer's purchases for any month have reached the limit, further sales must be submitted to the credit manager for approval. It is a kind of safety-valve by which an account is brought to the attention of the head of the credit department when it has reached a certain stage. The amount of the limit may be changed several times during the same month, depending on the condition of the customer's account and the kind of purchases he is making.

The real work of the credit man is not so much in opening accounts as in keeping in close touch with them after they are started and making prompt collections. The hold of the retail store on its charge customers is much more intangible than that of the jobber. The merchant buying from the wholesale house has assets in his business; he must pay or confess insolvency and lose his business reputation; he can not move from one community to another with ease.

No such considerations weigh with the retail buyer. The credit man must substitute for this unceasing watchfulness over his account and his customers themselves.

In a large house it is absolutely necessary that he keep a record of his customers. The most convenient form is a card index arranged alphabetically, each card containing in concise form the salient facts and information regarding each customer. Any new information secured is at once entered on these cards, so that they are kept up to date.

The credit man's second source of information regarding his open accounts is his ledger records. With thousands of accounts on his books it is, of course, impossible for the credit man to keep informed regarding the status of all his accounts. He must be satisfied if he can keep in touch with the more vital accounts—those which are overdue. This he can do most easily by looking over those of the statements, sent out by the book-keeping department on the first of each month, which contain overdue items. In addition to this the credit man should be notified the moment an account reaches the limit; the credit limit is placed at the top of the ledger sheet of each customer; the book-keeper, as he enters the previous day's sales each morning,

can make a memorandum of those accounts which have reached or over-run the limit, and place them on the credit man's desk.

In collections, again, the credit man must exercise tact and use his knowledge of his customers and their affairs; and, knowing their peculiarities better than anyone else in the house, he can best determine the general policy to be pursued in collections and the procedure in individual cases. Women, and many men also, take offense at even a reminder of indebtedness, classing all such as "duns." They must be treated very delicately, even although their accounts are overdue. It is at bottom a question of making them think that they are paying when they please, and yet so influencing them that their time of "paying when they please" will correspond with the time when the house wants them to pay. By the use of tactful reminders, the right kind of correspondence, and indirect methods, customers can be trained to be prompt payers. Some customers, perfectly good, pay only every sixty days or even quarterly. Their wishes must be observed, and one slip in the way of an insistent dun letter may lose the account. Credit men find that the financial arrangements of husband and wife differ greatly in different families. Some men do not wish any bills contracted by their wives to come to themselves or to their offices, but insist that they go directly to their wives; others do not want their wives to see any bills, but desire to have bills sent to themselves. Such wishes must be known and observed.

Sharp collections reduce the percentage of losses and the expense of running a business and increase sales. As the age of a bill increases the chance of collecting it decreases, repeated attempts at collection often irritate a customer and make him even more prone to put off payment. The added expense comes in three ways: in the time and money spent by the collectors and in correspondence; and, what is more vital, in the much greater amount of capital necessary for the carrying of overdue accounts. When a house has thousands of open accounts on its books, running into the hundreds of thousands in money, the saving in the interest on the capital tied up in bills receivable when they are collected ten days instead of sixty days after due is no inconsiderable item.

A retail house has its corps of collectors like a wholesale house, but their method of work is wholly different. A man engaged in business expects statements and personal collectors when his account becomes overdue; he doesn't resent it. The majority of debtors of a retail house consider a reiterated demand for payment as an affront, and a call from a collector as an insult. Nevertheless, the retail merchant must look after his collections even more sharply than a wholesaler, for only in this way can he make up for more or less risky extensions of credit.—J. W. McConnell in System.

Innocence seldom needs argument.

Hardware Price Current

AMMUNITION.			
Caps.			
G. D., full count, per m.	40		
Hicks' Waterproof, per m.	50		
Musket, per m.	75		
Ely's Waterproof, per m.	60		
Cartridges.			
No. 22 short, per m.	2 50		
No. 22 long, per m.	3 00		
No. 32 short, per m.	5 00		
No. 32 long, per m.	5 75		
Primers.			
No. 2 U. M. C., boxes 250, per m.	1 60		
No. 2 Winchester, boxes 250, per m.	1 60		
Gun Wads.			
Black Edge, Nos. 11 & 12 U. M. C.	60		
Black Edge, Nos. 9 & 10, per m.	70		
Black Edge, No. 7, per m.	80		
Loaded Shells.			
New Rival—For Shotguns.			
No. 120	4	1 1/4	10
No. 129	4	1 1/4	10
No. 128	4	1 1/4	10
No. 126	4	1 1/4	10
No. 135	4 1/4	1 1/4	10
No. 154	4 1/4	1 1/4	10
No. 200	3	1	10
No. 208	3	1	10
No. 236	3 1/4	1 1/4	10
No. 265	3 1/4	1 1/4	10
No. 264	3 1/4	1 1/4	10
Discount, one-third and five per cent.			
Paper Shells—Not Loaded.			
No. 10, pasteboard boxes 100, per 100.	72		
No. 12, pasteboard boxes 100, per 100.	64		
Gunpowder			
Kegs, 25 lbs., per keg	4 90		
1/2 Kegs, 12 1/2 lbs., per 1/2 keg	2 90		
1/4 Kegs, 6 1/4 lbs., per 1/4 keg	1 60		
Shot			
In sacks containing 25 lbs.			
Drop, all sizes smaller than B.	1 85		
AUGURS AND BITS			
Snell's	60		
Jennings' genuine	25		
Jennings' imitation	50		
AXES			
First Quality, S. B. Bronze	6 50		
First Quality, D. B. Bronze	9 00		
First Quality, S. B. S. Steel	7 00		
First Quality, D. B. Steel	10 50		
BARROWS.			
Railroad	15 00		
Garden	33 00		
BOLTS			
Stove	70		
Carriage, new list	70		
Plow	50		
BUCKETS.			
Well, plain	4 50		
BUTTS, CAST.			
Cast Loose, Pin, figured	70		
Wrought, narrow	60		
CHAIN.			
Common, 7 c.	6 c.	6 c.	4 c.
BB, 8 c.	7 c.	6 c.	6 c.
BBB, 8 c.	7 c.	6 c.	6 c.
CROWBARS.			
Cast Steel, per lb.	5		
CHISELS			
Socket Firmer	65		
Socket Framing	65		
Socket Corner	65		
Socket Slicks	65		
ELBOWS.			
Com. 4 piece, 6 in., per doz.	net. 75		
Corrugated, per doz.	1 25		
Adjustable	dis. 40 & 10		
EXPENSIVE BITS			
Clark's small, \$18; large, \$26	40		
Ives' 1, \$18; 2, \$24; 3, \$30	25		
FILES—NEW LIST			
New American	70 & 10		
Nicholson's	70		
Heller's Horse Rasps	70		
GALVANIZED IRON.			
Nos. 16 to 20; 22 and 24; 25 and 26; 27, 28			
List 12 13 14 15 16 17			
Discount, 70.			
GAUGES.			
Stanley Rule and Level Co.'s	60 & 10		
GLASS			
Single Strength, by box	dis. 90		
Double Strength, by box	dis. 90		
By the light	dis. 90		
HAMMERS			
Maydole & Co.'s new list	dis. 33 1/2		
Yerkes & Plumb's	dis. 40 & 10		
Mason's Solid Cast Steel	30c list 70		
HINGES.			
Gate, Clark's 1, 2, 3	dis. 60 & 10		
HOLLOW WARE.			
Pots	50 & 10		
Kettles	50 & 10		
Spiders	50 & 10		
HORSE NAILS.			
Au Sable	dis. 40 & 10		
HOUSE FURNISHING GOODS.			
Stamped Tinware, new list	70		
Japanese Tinware	50 & 10		

IRON

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

Crockery and Glassware

STONEWARE	
Butters	
1/2 gal. per doz.	44
1 to 6 gal. per doz.	5 1/2
8 gal. each	52
10 gal. each	55
12 gal. each	78
15 gal. meat tubs, each	1 13
20 gal. meat tubs, each	1 50
25 gal. meat tubs, each	2 13
30 gal. meat tubs, each	2 55
Churns	
2 to 6 gal. per gal.	6
Churn Dashers, per doz.	84
Milkpans	
1/2 gal. flat or round bottom, per doz.	44
1 gal. flat or round bottom, each	5 1/2
Fine Glazed Milkpans	
1/2 gal. flat or round bottom, per doz.	60
1 gal. flat or round bottom, each	6
Stewpans	
1/2 gal. fireproof, bail, per doz.	85
1 gal. fireproof, bail per doz.	1 16
Jugs	
1/2 gal. per doz.	56
1 gal. per doz.	42
1 to 5 gal., per gal.	7
SEALING WAX	
5 lbs. in package, per lb.	3
LAMP BURNERS	
No. 0 Sun	38
No. 1 Sun	40
No. 2 Sun	50
No. 3 Sun	87
Tubular	50
Nutmeg	50
MASON FRUIT JARS	
With Porcelain Lined Caps	
Pints	Per gross 5 25
Quarts	5 50
1/2 gallon	8 25
Caps.	2 25
Fruit Jars packed 1 dozen in box.	
LAMP CHIMNEYS—Seconds.	
Per box of 6 doz.	
Anchor Carlton Chimneys	
Each chimney in corrugated tube	
No. 0, Crimp top	1 70
No. 1, Crimp top	1 75
No. 2, Crimp top	2 75
Fine Flint Glass in Cartons	
No. 0, Crimp top	3 00
No. 1, Crimp top	3 25
No. 2, Crimp top	4 10
Lead Flint Glass in Cartons	
No. 0, Crimp top	3 30
No. 1, Crimp top	4 00
No. 2, Crimp top	5 00
Pearl Top in Cartons	
No. 1, wrapped and labeled	4 60
No. 2, wrapped and labeled	5 30
Rochester in Cartons	
No. 2 Fine Flint, 10 in. (85c doz.)	4 60
No. 2 Fine Flint, 12 in. (\$1.35 doz.)	7 50
No. 2 Lead Flint, 10 in. (95c doz.)	5 50
No. 2 Lead Flint, 12 in. (\$1.65 doz.)	8 75
Electric in Cartons	
No. 2, Lime (75c doz.)	4 20
No. 2, Fine Flint, (85c doz.)	4 60
No. 2, Lead Flint, (95c doz.)	5 50
LaBastie	
No. 1, Sun Plain Top, (\$1 doz.)	5 75
No. 2, Sun Plain Top, (\$1.25 doz.)	6 90
OIL CANS	
1 gal. tin cans with spout, per doz.	1 20
1 gal. galv. iron with spout, per doz.	1 40
2 gal. galv. iron with spout, per doz.	2 25
3 gal. galv. iron with spout, per doz.	3 25
3 gal. galv. iron with spout, per doz.	4 10
3 gal. galv. iron with faucet, per doz	3 85
3 gal. galv. iron with faucet, per doz	4 50
5 gal. Tilted cans	7 00
5 gal. galv. iron Nacelas	9 00
LANTERNS	
No. 0 Tubular, side lift	4 50
No. 2 B Tubular	6 75
No. 15 Tubular, dash	6 75
No. 2 Cold Blast Lantern	7 75
No. 12 Tubular, side lamp	12 00
No. 3 Street lamp, each	3 50
LANTERN GLOBES	
No. 0 Tub., cases 1 doz. each, bx.	10c 50
No. 0 Tub., cases 2 doz. each, bx.	15c 50
No. 0 Tub., bbls, 5 doz. each, per bbl.	1 90
No. 0 Tub., Bull's eye, cases 1 dz. e.	1 25
BEST WHITE COTTON WICKS	
Roll contains 32 yards in one piece.	
No. 0 3/4 in. wide, per gross or roll.	28
No. 1, 1 in. wide, per gross or roll.	38
No. 2, 1 1/4 in. wide, per gross or roll.	60
No. 3, 1 1/2 in. wide, per gross or roll.	90
COUPON BOOKS	
50 books, any denomination	1 50
100 books, any denomination	2 50
500 books, any denomination	11 50
1000 books, any denomination	20 00
Above quotations are for either Tradesman, Superior, Economic or Universal grades. Where 1,000 books are ordered at a time customers receive specially printed cover without extra charge.	
COUPON PASS BOOKS	
Can be made to represent any denomination from \$10 down.	
50 books	1 50
100 books	2 50
500 books	11 50
1000 books	20 00
CREDIT CHECKS	
500, any one denomination	3 00
1000, any one denomination	3 00
2000, any one denomination	5 00
Steel punch	5 00



Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Oct. 20—The general tone of the coffee market this week has been rather heavy and dragging, and no change can be noted as to quotations, No. 7 closing at 8@8½c. In store and afloat there are 3,652,582 bags, against 4,537,126 bags at the same time last year. It is mighty hard to see where anybody can find material to claim high quotations if we take the crop receipts at Rio and Santos into consideration. From July 1 to Oct. 18 there were received 7,000,000 bags at those two ports, against 5,054,000 bags at the same time last year, and the stocks there are a million bags greater than a year ago. Mild sorts show little, if any, change. There is simply an everyday sort of trade and orders are generally for small lots.

Mighty little interest is shown in refined sugars and the only business is in withdrawals under previous contract, new transactions being absolutely nil. There was some talk of slight decline in quotations, but the rumor was not confirmed. Maybe the Trust, being fined \$108,000, will have to "maintain the present level of values" to make good.

Jobbers, as a rule, report a fair run of orders for teas and values are well sustained, although arrivals are becoming quite free and there may be some accumulation that will cause a downward movement. But holders generally are confident. If one were to specify, it would be to say that Souchong Ceylons are meeting with most favor.

There is certainly no oversupply of rice here and for some time the market has been pretty well cleaned up and the demand at the close is comparatively active. Quotations are very firm and tend upward. Choice to fancy head, 4¾@5½c.

As the season advances more and more demand exists for spices and while there is not much, if anything, doing in an invoice way, jobbers report a pretty good every-day call and look for a fair trade for the rest of the year at full rates.

An excellent demand exists for molasses, and the situation is decidedly in favor of the holder. New goods, of course, will not be plentiful for some time, and when they arrive the market will be so well cleaned up that they will fetch full quotations—and more, too. Syrups are steady at 22@24c for round lots.

In canned goods there is little to be reported. The demand for tomatoes is not as active as last week, and it seems easier to purchase at 90c than was the case last week. Numsen, of Baltimore, thinks the pack will be 8,000,000 to 8,500,000 cases this year. Desirable corn is meeting with good request—say, goods are worth 52½c for Maine style, Maryland pack, and 60@65c

for New York State. Peas are firm. Peaches are in good demand and the supply is not large enough to meet it.

At 27c there is a fair trade in extra creamery butter. The bulk of stock arriving is being taken at once and little is left for storage. Seconds to firsts, 23@26c; Western factory, firsts, 19½@20c; seconds, 18@19c; renovated, 19@22c.

There is a moderate amount of business going forward in cheese, but nothing more. Quotations remain at 13¼c for top grades for full cream, either small or large.

Best Western eggs are worth 26c, and this is probably top. Indeed, some reliable stock has changed hands at 25c. Medium and lower grades are dull and working out at 19@22c.

Bettering the Quality of Bakers' Bread.

As a business proposition of first importance, bakers should continually keep in mind the watchword Quality, for upon the quality of his bread does a baker win success or meet failure. If the bread is strictly first-class the sales will surely bring a profit to the business, provided, of course, that the baker transacts business like a sane man or throws away such crude weapons as "price cutting," as well as any "slap-in-the-face" policy he might be tempted to try against a competitor. The earlier that all bakers learn to work together in matters which pertain to the art of baking, the more they will help their business in a general way and elevate their calling in the minds of the people.

There is no need to argue the question of who bakes good bread, or who doesn't. Go into any town which has several bakeries and you will find some that are turning out a very good article, while others are trying to sell something that looks like bread, yet has not much of a bread taste.

Now, bettering the quality of his loaf is a many-sided question for any baker, and as all bakers are not alike and many of them use vastly different methods, a great deal depends upon what each baker does for himself. One baker may have one difficulty to overcome, while another baker may be worried over an entirely different matter; in other words, off-hand advice isn't worth much, excepting in putting before the craft improvements which will be beneficial if followed wisely.

Where a baker can not make the bread of a quality to suit his customers or himself, or desires to improve upon its quality, he can learn much to his benefit by obtaining the opinion of an expert or that of some technical baker. There is room at this time for traveling experts, competent to go into a shop, watch the process of baking and make pertinent suggestions on how to better the quality of the loaf. A baker can't always see where he "falls down" himself, while an expert might quickly see that the temperature was not just right, that fermentation was cut short, or that the mixing was not properly handled, or that one or two of a dozen other things could be improved so as to better the quality of

the bread. Experts of this kind are greatly needed, and we believe the future will bring them to the baker's door. A great deal of experience, expertness and technical knowledge is sometimes required to find or remedy the difficulty, and it stands to reason that a number of expert heads is better than one.

In baking an excellent quality of bread there are a number of important things to consider besides the bread itself. Most bakers observe them, a few are careless.

Go in for bettering the quality of your bread! Establish a social place for yourself in your community, improve the shop and bakery, and, above all, don't say this refers to "the other fellow," for few men are absolutely perfect.—National Baker.

Wm. Connor

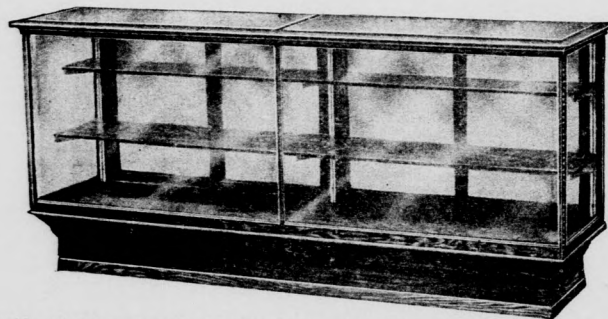
Wholesale

Ready Made Clothing

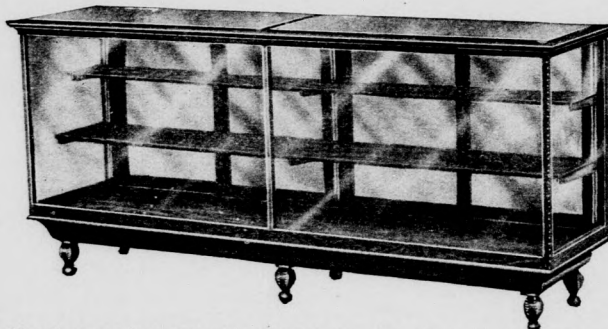
for Men, Boys and Children, established nearly 30 years Office and salesroom 116 and G, Livingston Hotel, Grand Rapids, Mich. Office hours 8 a. m. to 5 p. m. daily. Mail and phone orders promptly attended to. Customers coming here have expenses allowed or will gladly send representative.

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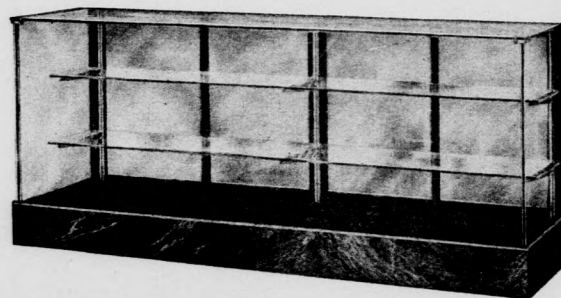
And say that we're waiting to hear from a few merchants looking for better things in fixtures. WE'LL TAKE CARE OF YOU.



No. 63.—The best general use case ever made and better to-day than ever before. We match all the new finishes—weathered and baronial oak—without extra charge.



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No. 57.—The best all-plate case possible to make. Not a hole—nor a mortise—all strength and a whole lot of beauty.

Grand Rapids Fixtures Co.

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New York Office, 724 Broadway
Boston Office 125 Summer St.
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Observations of a Gotham Egg Man.

Although the receipts at New York have lately been very liberal—considerably more than a year ago—the aggregate at the four markets for the past three weeks has averaged somewhat less than in the same period of 1905. It is quite possible that this has been due to a smaller movement of refrigerator eggs this year from Chicago to the seaboard cities, or from other interior storage points, but even allowing for this it is quite evident that the heavy excess of fresh gathered eggs that characterized the situation prior to September, has, since then, largely disappeared.

When it is considered that the receipts of eggs in the four large markets from March 1 to September 30 were nearly 700,000 cases in excess of last year, and that there appeared to be somewhat less storage accumulation at the close of September than there was last year, it is quite reasonable to expect a much more rapid reduction of storage eggs from now on if the receipts should continue to run on about the same basis as last year, unless the high prices ruling should greatly reduce the evident excess of consumptive demand. Of this there is, of course, some danger as we have reached a winter level of egg prices at an unusually early date. Nearly all of our local egg dealers are now reporting a decrease of output as a result of the high rates ruling, although some of them consider the movement to be liberal for the season.

In spite of the rather strong statistical position of the market there is an evident disposition to force sales of refrigerator eggs by a good many holders and offerings are now very free, although the pressure to sell, judging from the general run of samples shown, seems to be chiefly of the medium qualities. We understand that in Chicago, although holders there are generally asking 21c for prime lines of early packing, buyers who would take good sized blocks at 20½c are entertained with considerable attention. This is below the asking prices for stock at seaboard storages and yet we hear of no very important speculative deals being made.

Readers who care to figure on the chances of the future from the results of past experience may be interested in the following figures. Last year, according to our reports of storage holdings and receipts, the trade output of eggs in this city from October 1 to December 31 was as follows:

Receipts511,014 cases
Storage reduction350,000 cases

Total861,014 cases

Now from March 1 to September 30, by comparing the receipts and storage holdings, we find an apparent trade output this year of 2,497,475 cases, against 2,297,273 cases last year, which indicates an increase of a little less than 9 per cent.

Of course if this increase in trade output should continue to the close of the year we might expect the trade output during the last quarter of this year to show an excess over last year

of something over 77,000 cases. But it must be remembered that during most of the season from March 1 to August 31 this year the average price of Western firsts in this market was lower than last year; it was lower in March, May and August and only very slightly higher in April, June and July. But since September prices have been considerably higher than last year, and if they should continue to be held on a higher basis we could hardly expect the same percentage of increased consumption during the last quarter as prevailed during the earlier season.

Of course the rapidity of storage reduction from now on will depend upon the extent of consumption and the scale of current receipts; but if our receipts during the last three months of the year should be no more than they were last year, and if the same increase of consumption should be realized as has been indicated during the past seven months, we should still have to figure on carrying over into the new year a storage stock of over 100,000 cases.

All of which goes to show that any very bullish holding of prices is a dangerous matter.—N. Y. Produce Review.

Wisdom of Paying Too High Prices.

It is entirely natural for the seller of any commodity to seek the highest price, and to watch with satisfaction its rise in the market. A boom in any article sometimes becomes a boomerang, and the reaction results in a lasting injury, compared with which the temporary bonanza is of little account. It is a question worth the careful consideration of producers if the present price of cheese is not about as high, or a little higher, than it ought to go. Sudden changes with little apparent cause are a feature in the cheese trade, and its record in the past affords no indication of what may happen in the future. The growth of the industry for the past five years is due almost entirely to a steadily growing home trade. Just now an unusual export demand helps materially in maintaining a high price, but that may shrink to insignificant proportions before another season. Canada and the dairy countries of the old world are strong competitors in the English markets, and they have advantages which it is difficult for the United States operator at long range to meet. The production of cheese is constantly increasing, and its profitable market must be found in the home trade. The consumption of cheese has been steadily increasing in this country for several years, and it will continue to grow if the retail price can be kept where it will look reasonable to the consumer, when compared with other commodities. The wealthy class are eating no more cheese to-day than they did five years ago. They will eat no more, per head, five years hence. It is the man to whom one or two cents a pound makes a difference, who must be relied upon for the increased consumption. When he regards cheese an economical food, it will be found on his table regularly, cut in liberal slices. When the cost

makes it a luxury compared with other articles, it is cut smaller or disappears entirely from the bill of fare. This is a situation that the producer may profitably take into account. The American people are eating more cheese to-day than ever before. Give them good cheese at a reasonable price, and their appetite will keep close up to the production. It is impracticable for the producer to deal direct with the consumer. In the cheese trade the much talked about middleman seems to be a necessity, and he must be an expert if he stays in the game. The wholesaler and the retailer want a little margin, and allowance must be made for transportation, storage, shrinkage, etc. The producer is entitled to cost of his product, fair pay for his labor and a reasonable margin for depreciation of his plant and interest on his investment. The aggregate of these expenses he should make the price of his cheese, but he must be careful not to "kill the goose that lays the golden eggs," by asking a profit that will curtail consumption. Utica Press.

The religion you can keep to yourself is not worth giving away.

A good many are trying to wash out the slums with teardrops.

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Blankets Robes Fur Coats

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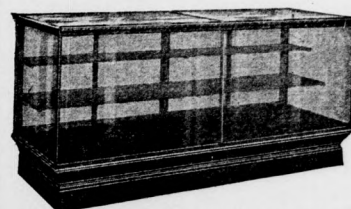
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Senior Counselor, Thomas E. Dryden;
Secretary and Treasurer, O. F. Jackson.

MAN FOR THE PLACE.

Story of a Job Which Carries Its Own Lesson.

The question before the Board of Directors of the Packer Plow Company, in regular session assembled, was whether or not they should extend their business into Mexico.

They needed markets where competition was less keen. They needed markets where the cost of selling their product would be very appreciably less than it now was. Above all, they needed markets in a country where production of wheat was measured by the square mile instead of the acre. The reason for this will be presently apparent.

Hence Mexico with a question mark.

"This new steam plow of ours," declared the President in that positive voice which characterized the man, "needs room to operate. It needs lots of room to show what it is capable of doing. Seems to me Mexico has room to let. I am in favor of a Mexican sales agency."

"But the farmers are poor," objected the Sales Manager, who was also the Vice-President. "Four thousand dollars is more money than half of them have ever seen, and then, come to think of it, four thousand is practically eight thousand in their money. I am afraid—"

"Don't tell me," broke in the President, "that any man is poor who is the owner (or the occupant, it's about the same in Mexico) of ten square miles—miles, mind you—of the richest soil in the best wheat producing belt in the world. He is poor for the same reason that the tramp is poor who squats over a pocket of gold nuggets. The tramp needs to know the gold is there and he needs a pick and shovel to get it out. That soil is the Mexican's gold mine, the Packer steam plow will furnish the tools to dig it out."

"But," objected the Sales Manager, "granted all you say about the country is true, where are we to get the man who can handle the deal? You know how dull and stupid the average citizen of Spanish descent is. We must have a man who by his energy and enthusiasm overcomes this tendency and replaces it with some of the snap and go of the American Yankee. We haven't such a man."

The President did not reply at once. In a minute, however, he pushed one of the row of buttons under the edge of the Directors' table and to the office boy who entered

he said: "Ask Mr. Barker to come here."

The boy vanished and the members looked at each other and at the ceiling, awaiting the next move.

Very soon the boy returned. "Please, sir," he said, "Mr. Barker was down under the new plowing machine. He says, will you wait until he cleans up a bit?"

"You tell Barker," answered the President, "we want him now."

The boy retired precipitously and in about two minutes the door of the Directors' room was thrown open with that quick, aggressive motion which betokens the man of action. Barker wasn't a second behind the opening of the door.

He was a sight. He had evidently been dressed in a pair of overalls and a jumper. He had removed the jumper in the process of cleaning up and was at work on the overalls when the President's peremptory message reached him. He came as he was. There were marks of grease on his face and hands which in contrast with the immaculate linen about the Directors' table were all the more striking.

"You sent for me, sir," he said, addressing the President.

"Barker," said that gentleman, without replying directly, "you built the Packer steam plow out there, I believe."

"Not exactly, sir; I superintended the work."

"There seems to be a difference of opinion among us," observed the President, "as to the machine, and a lack of knowledge as to what it is capable of doing. Will you tell us in a few words what you think of it?"

Barker was relieved. Such a summons as he had just received into the Directors' room might mean a number of things. He was naturally anxious to know why it had come to him. They wanted him to tell them about the plow. That was easy. He knew all about it and he believed in it.

"I take it," he began, "that all of these gentlemen are acquainted with the methods of raising wheat as at present pursued—I mean where wheat raising is carried on on a large scale. You have all seen our Decimo gang plow which turns ten furrows at once and which has represented the perfection of plow building to date. Its use has tripled the wheat crop in the past four years and you gentlemen know what that means in the summing up of the wealth of a nation."

Notwithstanding his grotesque appearance, Barker had the attention of every man present. He was in earnest; he was the master of his subject; he believed what he was saying. These qualities always command men's attention.

He resumed. And his half hour's exposition of wheat-raising conditions, implements, the new steam plow—its construction, operation, capacity, value, its superiority over other makes—all this detail, inspired with enthusiasm, need not be repeated.

"If the Decimo," he concluded, "has tripled the wheat crop of the

country, this machine will increase it a hundred-fold, and if he who makes two blades of grass grow where there was formerly one is a public benefactor, then, gentlemen, the future historian will be doing violence to truth if he does not set down among the greatest factors that have made for the growth of the human race the names of the Directorate of the Packer Plow Company. I thank you for letting me speak to you. If there is anything further that you want to know, Mr. President, I will be out in the shop under the plow." Barker retired.

The President looked around the table, and said: "In the absence of objection I will order the motion to open a sales depot in Mexico. Carrier, Mr. Sales Manager, I think I need not suggest to you that in my opinion you will appoint as the manager of that depot Mr. James P. Barker."—J. W. Binder in System.

Yellow As a Disreputable Color.

Yellow certainly seems, to some extent at least, to be most frequently connected with disagreeable associations. Among primitive people the delight in yellow has been almost universal, while it has been noticed to be a favorite color with children. Throughout Asia it is held almost in veneration, and it also stood in high favor with the ancient Egyptians, Greeks and Romans. Among European nations, however, a decided tendency is noted to connect it with a good many things which are just the reverse of agreeable. Other colors have shared this unsavory reputation to some extent at least. For instance, we have the "blues" in despondency; we become "green" with envy; or we may give way to the "blackest" despair, the latter color also being associated with mourning.

Yellow seems, however, to take the cake. We have "yellow journalism," "yellow dogs," the "jaundiced eye" of jealousy, "yellow streaks," and a number of other terms of contempt including yellow. A writer in Popular Science Monthly tries to trace up the origin of this idea: It is not obvious why we should have ceased to delight in a color that to the men of another age and of another continent has seemed so precious, the color of the sun, of gold and of corn, of honey and of amber. It is still a very familiar color to us, alike in sunlight and artificial light, and when not too intense is in no degree fatiguing to the sense organs; harmonious tones of yellow, indeed, in the scheme of the decoration of a room, are for many, perhaps for most, people highly agreeable to live in. Nor can we claim that our dislike to yellow reveals a more refined esthetic sensibility than the ancients possessed, for the painter knows nothing of this antipathy. * * * It was clearly the advent of Christianity that introduced a new feeling in regard to yellow, leading, as Magnus has remarked, to a preference for the dark end of the spectrum. In very large measure, no doubt, this was merely the outcome of the whole of the Christian revolution against the classic world and the reflection of everything which

stood as the symbol of joy and pride. Red and yellow were the favorite colors of that world. The love of red was too firmly rooted in human nature for even Christianity to overcome altogether, but yellow was a point of less resistance, and here the new religion triumphed. Yellow became the color of envy.

In some measure, however, this feeling may have been not so much a reaction as the continuation of a natural development. The classic world had clearly begun, as savages have begun everywhere, with an almost exclusive attention to it, and for Homer, as for the Arabs, the rainbow was predominantly red; yellow had next been added to the attractive colors; very slowly the other colors of the spectrum began to win attention. Thus Democritus substituted green for yellow in the list of primary colors previously given by Empedocles. It was at a comparatively late period that blue and violet became interesting or even acquired definite names. The invasion of Christianity happened in time to join this movement along the spectrum. * * * Yellow became the color of jealousy, of envy, of treachery. Judas was painted in yellow garments and in some countries Jews were compelled to be so dressed. In France in the sixteenth century the doors of traitors and felons were daubed with yellow. In Spain heretics were enjoined to wear a yellow cross as a penance, and the Inquisition required them to appear at public autos da fe in penitential garments and carrying a yellow candle.

Publicity Not Advertising.

One of the first things that we want to get away from, I think, is the idea that all publicity is good advertising. The only advertising that is worth paying for is the advertising that produces actual results in dollars and cents to the advertiser. A man's name may be emblazoned from one end of the country to another and occupy half page space in a thousand newspapers, but if the plan back of all this publicity does not focus it into tangible results, it is money and effort wasted. There is a vast amount of general publicity that is not good advertising. There is a vast amount of good advertising that does not make a very large or conspicuous show in the world, but it gets there like a house on fire when we come to figure up results.

William S. Power.

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

Movements of Michigan Gideons.

Ann Arbor is to have a temperance hotel, to be called "The Gideon," named after the organization of Christian traveling men. The old Arlington, or Arbor Hotel, has been leased by Murry & Storm for that purpose, and it is written in the lease that liquors shall not be sold on the premises.

The Indiana fourth annual state convention was held at Evansville Oct. 20-21. M. E. White, State President, Indianapolis; R. L. McGuffin, Louisville, Ky.; J. K. Hempell, John H. Nicholson, and many others conducted services in seven of the leading churches. The men's mass meeting was held at 3 at the Y. M. C. A. At 6:30 a union young people's meeting was held and later in the evening a union evangelistic service was held at Trinity M. E. church. The officers elected for the ensuing year will be given in the next issue.

The first annual Gideon state convention of New York was held at Rochester Oct. 20-21. National President Charles M. Smith, of Detroit; Frank A. Garlick, of Chicago; National Secretary W. M. Farnham, of Buffalo; Frank A. Douglas, Edw. B. Calkins and many others were present. Services were held in the Y. M. C. A., Osborn House, Central Presbyterian and Cornhill M. E. churches. The election will be reported in the next issue.

James H. Russell, representing the Jackson Corset Co., passed through Grand Rapids last week and stopped long enough to send in his orders and letters. He belongs to Jackson Camp, and his address is 629 West Franklin street. His name indicates activity, "Russell-er;" his business, "fitting," and his residence street, "Franklin-Electricity." We say "Eureka" (I have found it) Fitting, Gideon City mission, activity, electricity and a large diamond, and all in the right place—Jackson. All Gideons are expected to take in, give out or contribute, and you will do one or all if you get near the city, as "all roads lead in this direction." Kirk S. Dean, State Vice-President, seems to have the keys to the city, and if you are good for nothing he has a place for you. He will do as he did with the writer, get E. J. Fogell to take you to the poor house and not introduce you. During the Gideon City mission rally E. J. Fogell was in charge at the 3:30 p. m. meeting. The room was filled to standing only, when the meeting was turned over to Brother George Pierce, who conducted a lively testimony service. God's spirit was surely with us. The grand rally occurred at 7 p. m. in the M. E. church. Charles M. Smith and H. F. Huntley gave stirring addresses and Brother Pierce was turned loose again. Following his interesting address he made an appeal for subscriptions for the coming year for the support of the mission. Jackson Camp led with \$100, and \$300 was raised. During the service Mrs. Clara Cowherd Hague sang and Mrs. Lynch gave a cornet solo. At the close of this service one man came forward and his burden rolled away. Detroit Camp No. 1 of Gideons has

divided the city into five sections for a systematic canvass, with A. C. Holmes, M. C. McBrayne, W. D. Van Schaaf, C. H. Joslin and D. Bennett in charge.

The Christian traveling men and their wives will meet for a camp fire and rally at the home of Mr. and Mrs. Aaron B. Gates, 387 Harrison avenue, Detroit, Sunday afternoon at 3 p. m. Arrangements will be made for the winter's campaign. There will be a song service and an interesting programme, after which there will be a light luncheon. D. H. Cooper, D. D., of Grand River Avenue Baptist church, will be present and will have in his church the old Gideon pitcher, torch and trumpet, and will sound the trumpet and at 7 p. m., at Grand River avenue Baptist church we can enjoy a Gideon service prepared by the pastor. The church is but two blocks away. All are invited and expected.

Alonzo C. Holmes addressed the inmates of the county house at Eloise last Sunday. Next Monday he will go to Grand Rapids in the int rests of his house, the Parquet Flooring Co., of Detroit, and will remain in the Furniture City for a month or more. It is expected that Mel. Trotter and the Christian traveling men will keep him "trotting" while he is in the city. The Detroit boys can not spare him, but they do not want him to get rusty. Use him every night somewhere and, when you get tired of him, send him home.

M. C. McBrayne, Secretary and Counselor for Camp No. 1, is now Assistant Superintendent of the Sunday school of the First Baptist church. A young son was presented to him not long ago whom he will train for the ministry. Mc. can do this, because he always has success fastened to everything he undertakes. Aaron B. Gates.

Keen Judge of Men.

The good retail salesman must know how far he can go in his effort to persuade the customer. It is a fatal mistake to let the customer suspect that he or she is being gently led along by the nose. Even customers who have succumbed and bought something they felt they really could not afford or could have gotten along without are comforted if the salesman makes them feel that they have really made a good bargain and got their money's worth. These are the clerks who do not stay clerks—they rise.

Women especially like to hear the clerk's judgment. It is the rare woman who does not appeal to the clerk for final decision. "Now, tell me what do you really think about it?" she will ask. Is the clerk going to tell her to take what she likes best and to suit herself, that it does not matter to him? Not if he is in his right senses. He will regard the two bracelets seriously for a moment. "Well, this \$10 gold one that you like is a splendid bargain for the money. See how fine the chasing and scroll work are and the remarkable color of the gold." And the customer pays the \$20 and takes the handsomer bracelet of the two.

Attracting Factories by the Bonus System.

Port Huron, Oct. 23—A meeting of the committee representing the subscribers to the citizens' industrial fund was recently held to pass upon certain propositions presented by the Chamber of Commerce. Eleven of the fifteen members were present.

The first proposition was to loan J. L. Fead & Sons \$6,000 without interest to aid them in putting up a building in Port Huron and establishing their yarn spinning and knitting business here on a permanent basis. The company now has thirty-one girls employed in the Bee Hive block knitting woolen socks and mitts.

After a lengthy discussion a motion, as amended, was carried unanimously, approving a loan of \$6,000 to Fead & Sons without interest, \$500 to be credited for each year it continues in business in Port Huron, the loan to be cancelled at the end of twelve years if the company remains here for that length of time.

If Fead & Sons accept the proposition the company is to erect a brick building costing not less than \$10,000 and to install in it machinery costing \$10,000, a total investment at the outset of \$20,000, beside the land value. It is understood that the building or buildings will be located near the Model Milling Co.'s plant. The specific agreement is that the company shall employ from twenty to thirty hands, but it is understood that its managers expect to employ from five to ten times that number.

Fead & Sons have been located at Lexington during the past thirty years and have succeeded in building up a large and profitable business there, notwithstanding the limitations of a small town without railroad connections. Recently the company's factory was destroyed by fire, involving a net loss to it of between \$10,000 and \$20,000. The company has always been handicapped at Lexington on account of inability to secure sufficient help, and has seldom been able to accept all the orders for goods offered. The reputation of Fead & Sons as business men of ability and strict honesty is very high.

The committee representing the subscribers to the citizens' industrial fund also approved a proposition to invest \$400 in repairs on a brick

building owned by Charles Baer, located on the corner of State and Forest streets, for occupancy by the Huron Manufacturing Co., makers of folding beds under the Bennett patent. Mr. Baer agrees to lease the building for five years free of rental, the occupants to pay taxes and insurance. The Huron Manufacturing Co. is now located in the canning company's building, which has been leased to other parties. The company will fit up the interior of Mr. Baer's building and expects to employ an increasing number of men in the manufacture of folding beds.

The committee also authorized the calling of an assessment of 12½ per cent. of the industrial fund subscriptions to provide for the loan to Fead & Sons and the expense of fitting up the Baer building for the Huron Manufacturing Co. According to the signed agreement only 25 per cent. of the total amount of the subscriptions may be called in one year.

Butter, Eggs, Poultry and Beans at Buffalo.

Buffalo, Oct. 24—Creamery, fresh, 22@27c; dairy, fresh, 20@23c; poor to common, 16@19c.

Eggs—Fancy candled, 28c; choice, 26@27c; cold storage, 22@22½c.

Live Poultry—Springs, 9@11c; fowls, 9@11c; ducks, 12½@13c; old cox, 8c.

Dressed Poultry—Fowls, iced, 11@12c; Chickens, 11@12½; old cox, 9c.

Beans—Pea, hand-picked, \$1.60@1.65; marrow, \$2.35@2.50; mediums, \$1.60@1.65; red kidney, \$2.25@2.40.

Potatoes—White, 45@50c; Red, 40c.

C. L. Lockwood received a telegram from Pittsburg to-day announcing the Pennsylvania system has decided not to put out a flat \$20 mileage book on its lines west of Pittsburg, on Nov. 1, as announced some weeks ago. How long the postponement will be is not yet known.

Louis Davies, representing in Western Michigan the J. M. Bour Co., of Toledo, who was laid up at home with sickness for a week, has recovered and resumed his duties on the road.

Don't tell your troubles to a policeman unless you are looking for more trouble.

U. S. Horse Radish Company Saginaw, Mich.

Wholesale Manufacturers of

Pure Horse Radish

**ABSOLUTELY PURE
ALWAYS UNIFORM**

Holds strength and color—except in hottest weather—because sealed with an air-tight, wood-pulp lined Phoenix cap.

Price to Retailers 87½c Per Dozen





Michigan Board of Pharmacy.
President—Henry H. Helm, Saginaw.
Secretary—Sid. A. Erwin, Battle Creek.
Treasurer—W. E. Collins, Owosso; J. D. Muir, Grand Rapids; Arthur H. Webber, Cadillac.
Next meeting—Third Tuesday in November.

Michigan State Pharmaceutical Association.
President—John L. Wallace, Kalamazoo.
First Vice-President—G. W. Stevens, Detroit.
Second Vice-President—Frank L. Shilley, Reading.
Third Vice-President—Owen Raymo, Wayne.
Secretary—E. E. Calkins, Ann Arbor.
Treasurer—H. G. Spring, Unionville.
Executive Committee—J. O. Schlotterbeck, Ann Arbor; F. N. Maus, Kalamazoo; John S. Bennett, Lansing; Minor E. Keyes, Detroit; J. E. Way, Jackson.

WANTS A SQUARE MEAL.

When the Druggist's Wife Bought the Food.

Written for the Tradesman.

"If you're going to stay in the store a little while," said the druggist to his chief clerk, "I'll run and get a square meal."

The clerk looked up with a smile. He had remained in the store at noon while his employer had gone home to dinner. It was now only three o'clock.

"I'll be here," said the clerk. "You have your appetite with you to-day. What seems to be the matter?"

The druggist filled his pockets with cigars from the case and sat down on the end of the counter nearest the door.

"I'm a blooming fool, that's all," he declared.

"In some new line?" asked the clerk.

"Sure," was the reply.

The clerk waited for the story.

"The other day," began the druggist, "I listened and fell."

"Poker?" asked the clerk.

"No more poker for me," was the reply. "No, I listened to my wife and got roped in good and plenty. Don't you think I'm getting thin?"

"You may be, but I can't see it."

"Well, my wife said she thought I was being swindled by the merchants I was buying my provisions of, and suggested that she do the buying for a time and see what a difference it would make."

"That looked all right, I presume?"

"Oh, yes, it looked all right. You tell a man that he isn't getting the value of his money in his purchases, that he is paying more than others do for the same things, that the provision dealer is making a sucker of him generally, and he'll swallow the tale like eating candy. When you tell a fellow that he is paying for porterhouse and getting rump steak he's likely to sit up and listen. I know that I did."

"I've been there myself," said the clerk.

"My wife got me to sit down and figure out how much I spent on the table. It was a large sum that I had figured on, but then we don't go hungry at our house."

"Then she offered to run the house at a reduction?"

"That's just what she did."

"And buy all her own clothes in the bargain?"

"Exactly. I think you have been there."

"And you paid her in advance for one week, just to see how it would come out?"

"Why, of course. You see, it looked all right, and—"

"And during that week you had roast beef and roast pork, and two kinds of pie, and your wife showed you how she was saving money to buy a new winter coat just like the one the next door neighbor has. Yes, I've been against that game."

"We sure did live fat that first week," said the druggist, with a sigh.

"We had all the luxuries of life, and no mistake."

"And the next week there were two dressmakers in the house, and the can of commerce began to show up on the dinner program—the good old yellow pork-and-bean can, and the embalmed chicken can, and the can of breakfast food which is to be warmed to a crisp in the oven and eaten with caution, and a ten-cent bowl of cream. Oh, yes, I made such a deal as that once upon a time."

"Now you're off your trolley," said the druggist. "The cans made their appearance regularly after that first week, but my wife began to pack her trunk for a trip around the great lakes, instead of hiring dressmakers. She said that she could save enough money in three weeks to take little Johnny along if I would pay for his share of the excursion."

"And of course you paid?"

"Oh, yes, I paid. I got so I rather liked hash, and things which had been warmed over three or four times, and I didn't kick on eating in the kitchen because my wife was too busy getting ready to go away to fix things in the dining room. It is strange how much good eating you can get off a beef shank which you can buy for thirty-five cents. Oh, she knows how to cut expenses down, all right, all right."

"Well, did she go?"

"You bet she did."

"Home again?"

"Yep, looked as fat and happy as an alderman."

"And she is working you again?"

"She's trying to, and I'm on a strike."

The clerk laughed.

"You won't make that stick," he said.

"Well," said the druggist, "just see here. When she went away she said to me that I must give her her allowance in advance for use on the trip."

"Of course."

"And when I wanted to know where my eatings came in while she was away, she said she'd leave a lot of stuff baked up and I could get my own meals. I gave her her allowance of \$25 and she handed back fifty cents. Said that was to buy milk with and any little thing I thought I'd like. She said she wanted me to have plenty to eat while she was gone, and did not want to find that

she was in debt to me when she got back."

"Gave you back half a dollar, eh?"

"Why, yes, and she said that if I did not use it all I could buy her a box of candy for a home-coming present. Yes, indeed, that wife of mine is next to herself most of the time. I'm thinking of bringing her down here to handle the trade."

"What's the strike about?"

"Well, you see, I got to going to Bert's and absorbing porterhouse steak and all that while she was gone, and she charges me with being extravagant. I said I had eaten canned beans, and bum cheese, and cream potatoes and the cold stuff she left until I began to feel like a mummy, and had to have a porterhouse or die, but she won't let me deduct what I paid for the meals from her allowance."

"That would be to establish a bad precedent," said the clerk.

"A woman," said the druggist, "will go about the house eating out of hand to save musing a tablecloth. She will eat a little bread and butter and drink a cup of weak tea and think she is having a feast, if it saves her work and money. The women of the country would have better complexions and stronger nerves if they wouldn't pinch on the things they eat."

"Now, you don't mean that," said the clerk. "Women eat all they want, and what more do you do? How are you going to square things up at the house?"

"The way such things always are squared at my house," was the reply. "Wifey will have her allowance in the end, but I'll keep right on buying the things we eat. No more will the gentle cow look out at me from the yellow label of a can. It's me for the best cuts in the market. I'm going out now to get a square meal so as to have the strength to adjust the wifely allowance to-night."

"You'll need to look sharp," said the clerk, "for when wifey gets up to the 'you-old-darling' stage you'll think you are lucky if you get off with half your income."

"Anyway," said the druggist, "I won't be signing away my right to have a square meal in my own home."

Alfred B. Tozer.

The Drug Market.

Opium—Is steady.

Morphine—Is unchanged.

Quinine—Is quite firm and an advance is looked for.

Haarlem Oil—On account of strong competition among importers has declined.

Wahoo Bark or Root—Is again very scarce and is advancing.

Elm Bark—Has advanced.

Juniper Berries—Are scarce and have been advanced.

Oil Peppermint—Is very firm and advancing.

Oil Lavender Flowers—Is very scarce and has advanced.

Oil Sassafras—Is scarce and higher.

Gum Camphor—Shows a slight advance with a higher tendency. Refiners will not contract.

Buchu Leaves—Have advanced.

Goldenseal Root—Is very scarce and has advanced.

Mule vs. Motor.

"Would you like to trade your mule for this automobile?" asked the facetious tourist of the aged colored man he met on a lonely Georgia road.

"No, suh," answered Mr. Erastus Pinkley. "Ef a mule gits contrary you kin allers depen' on him to move when he gits hungry. But when one of dem things quits workin' for yer de case am hopeless."

School Supplies Holiday Goods

Wait for the big line.

FRED BRUNDAGE Wholesale Druggist
Muskegon, Mich.

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.

**PILES
CURED**
...without...
**Chloroform,
Knife or Pain**
Dr. Willard M. Burleson
103 Monroe St., Grand Rapids

Booklet free on application

**Dorothy Vernon
Perfume**
For Holiday Gifts
In all sizes handsomely
packed to retail at 25c to
\$5.00. Order direct or
through your jobber.
The Jennings Perfume Co.
Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

~~Advanced—~~
Advanced—Citric Acid, Oil Peppermint, Camphor.

Aceticum	6@	8	Copaiba	1	15@	25	Scillae Co	
Benzolcum, Ger.	70@	75	Cubebae	1	35@	40	Tolutan	
Boracic	@	17	Erythritos	1	00@	10	Prunus virg	
Carbolicum	26@	29	Gaultheria	1	00@	10		
Citricum	52@	55	Geranium	2	25@	35		Tinctures
Hydrochlor	3@	5	Gossippi Sem gal	50@	60		Anconitum Nap'sR	
Nitrosum	8@	10	Hedeoma	2	40@	20	Anconitum Nap'sF	
Oxalicum	10@	12	Junipera	40@	20		Aloes	
Phosphorium, dil.	@	15	Lavendula	90@	35		Arnica	
Salicylicum	42@	45	Limons	1	35@	40	Aloe & Myrrh	
Sulphuricum	1 1/4@	15	Mentha Piper	3	50@	60	Asafoetida	
Tannicum75@	85	Mentha Verid	5	00@	50	Atrope Belladonna	
Tartaricum	38@	40	Morrhuae gal	1	25@	10	Auranti Cortex	
			Myrcia	3	00@	50	Benzoin	
			Olive	75@	30		Benzoin Co	
			Piels Liquida	10@	12		Boronia	
			Piels Liquida gal	@	35		Cantharides	
			Ricina	1	02@	10	Capsicum	
			Rosmarini	@	10		Cardamon	
			Rosae oz	5	00@	60	Cardamon C	
			Succini	40@	45		Castor	
			Sabina	90	1	00	Catechu	
			Santal	2	25@	50	Cinchona	
			Sassafras	85@	30		Cinchona Co	
			Sinapis, ess. oz.	@	65		Columbia	
			Tigili	1	10@	20	Cubebae	
			Thyme	40@	50		Cassia Acutifol	
			Thyme, opt	@	10		Cassia Acutifol Co	
			Theobromas	15@	20		Digitalis	
							Birgit	
							Ferri Chloridum	
							Gentian	
							Gentian Co	
							Gulaca	
							Gulaca ammon	
							Hysocyamus	
							Iodine	
							Iodine, colorless	
							Kino	
							Lobelia	
							Myrrh	
							Nux Vomica	
							Opil	
							Opil, camphorated	
							Opil, deodorized	
							Quassia	
							Rhatany	
							Rhei	
							Sanguinaria	
							Serpentina	
							Stromonium	
							Tolutan	
							Valerian	
							Veratrum Veride.	
							Zingiber	
								Miscellaneous
							Aether, Spts Nit 3f	
							Aether, Spts Nit 4f	
							Alumen, grd po 7	
							Annatto	
							Antimoni, po	
							Antimoni et po T	
							Antipyrin	
							Antifebrin	
							Argenti Nitras oz	
							Arsenicum	
							Balm Gilead buds	
							Bismuth B N...	
							Calcium Chlor, 1s	
							Calcium Chlor, 1/2s	
							Calcium Chlor, 1/4s	
							Cantharides, Rus	
							Capsici Fruc's af	
							Capsici Fruc's B	
							Cap'i Fruc's B po	
							Carphyllus	
							Carmine, No. 40.	
							Cera Alba	
							Cera Flava	
							Crocus	
							Cassia Fructus	
							Centraria	
							Catecaum	
							Chloroform	
							Chloro'm Squibbs	
							Chloral Hyd Crsls	
							Chondrus	
							Cinchonidine P-W 3	
							Cinchonid'e Germ 3	
							Cocaine	
							Corks list D P Ct	
							Croosotum	
							Creta	
							Creta, prep	
							Creta, precip	
							Croca, Rubra	
							Croca	
							Cudbear	
							Cupri Sulph	
							Dextrine	
							Emery, all Nos.	
							Emery, po	
							Ergota	
							Ether Sulph	
							Flake White	
							Galia	
							Gambler	
							Gelatin, Cooper.	
							Gelatin, French	
							Glassware, fit box	
							Less than box	
							Glue, brown	
							Glue white	
							Glycerina	
							Grana Paradisi.	
							Humulus	
							Hydrarg Ch. Mt	
							Hydrarg Ch Cor	
							Hydrarg Oz Ru'm	
							Hydrarg Ammo'l	
							Hydrarg Ungue'm	
							Ichthyobolla, Am.	
							Indigo	
							Iodine, Resubi	
							Iodoform	
							Lupulin	
							Lycopodium	
							M...	

Liquor Arsen et		Rubia Tinctorum	12@ 14	Vanilla	9 00@ 8
Hydrarg Iod ..	25	Saccharum La's.	22@ 25	Zinc Sulph	7@
Liq Potass Arsinat	10@ 12	Sacchar	50@ 74	Oils	
Magnesia, Sulph.	2@ 8	Sanguis Drac's.	40@ 50	Whale, winter ..	bbl. gal.
Magnesia, Sulph bbl	15@	Sapo, W	12@ 14	Lard, extra	70@ 70
Mannia, S F	45@ 50	Sapo, M	10@ 12	Lard, No. 1	60@ 65
Menthol	3 40@ 50	Seidlitz Mixture	20@ 22	Linseed, pure raw	38@ 41
Morphia, S P & W	35@ 60	Sinapis	20 18	Linseed, boiled ..	39@ 42
Morphia, S N Y Q	35@ 60	Sinapis, opt ..	20 30	Neat's-foot, w str	65@ 76
Morphia, Mal. .	2 35@ 60	Snuff, Maccaboy,		Spts. Turpentine	Market
Moschus Canton.	2@ 40	DeVo's	2@ 51	Paints	bbl. L.
Myristica, No. 1	25@ 30	Snuff, S'h DeVo's	2@ 51	Red Venetian ..	2@ 23
Nux Vomica po is	2@ 10	Soda, Boras	9@ 11	Ochre, yel Mars	14@ 3@ 4
Os Sepia	25@ 28	Soda, Boras, po.	9@ 11	Ocre, yel Ber ..	2@ 23
Pepsin Saac, H &		Soda et Pot's Tart	25@ 28	Putty, commer'l	21@ 24@ 23
P D Co	21 00	Soda, Carb	14@ 2	Putty, strictly pr	23@ 23
Picis Liq N N 1/2	22 00	Soda, Bi-Carb ..	3@ 5	Vermillion, Prime	
gal doz	22 00	Soda, Ash	3 1/2@ 4	American	13@ 15
Picis Liq qts	21 00	Soda, Sulphas ..	2@ 2	Vermillion, Eng.	75@ 80
Picis Liq, pints.	2@ 60	Spts, Cologne ..	2 60	Green, Paris	24@ 30
Pil Hydrarg po 80	2@ 50	Spts, Ether Co.	50@ 55	Lead, red	18@ 16
Piper Nigra po 22	2@ 18	Spts, Myrcia Dom	2 00	Lead, white	74@ 74
Piper Alba po 35	2@ 30	Spts, Vinl Rect bbl	@	Whiting, white ..	74@ 74
Pix Burgum	2@ 8	Spts, Vi'l Rect 1/2 b	@	Whiting, Gilders	@ 95
Plumbi Acet	12@ 15	Spts, Vi'l R't 10 gl	@	White, Paris Am'r	@ 1 25
Pulvis Ip'e et Opil	1 30@ 1 50	Spts, Vi'l R't 5 gal	@	Whit'g Paris Eng	
Pyrethrum, bxs H		Strychnia, Crystl	1 05@ 1 25	cliff	@ 1 46
& P D Co. doz ..	75	Sulphur Subl	2 1/2@ 4	Universal Prep'd	1 10@ 1 20
Pyrethrum, pv ..	20@ 25	Sulphur, Roll	2 1/2@ 3 1/2	Varnishes	
Quassiae	8@ 10	Tamarinds	8@ 10	No. 1 Turp Coachl	10@ 1 20
Quina, S P & W ..	17@ 27	Perebenth Venice	28@ 30	Extra Turp	1 60@ 1 70
Quina, S Ger	17@ 27	Theobromae	45@ 50		
Quina, N. Y.	17@ 27				

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.

**Hazeltine & Perkins
Drug Co.**

Grand Rapids, Mich.

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

Index to Markets

By Columns

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6	7	8	9	10	11
Meal Bolted 2 80 Golden Granulated 2 90 St. Car Feed screened 20 00 No. 1 Corn and Oats 20 00 Corn, cracked 19 50 Corn Meal, coarse 19 50 Oil Meal, old proc. 32 00 Winter Wheat Bran 19 50 Winter Wheat Midg 21 50 Cow Feed 20 00 Oats Michigan 38 Corn Corn 50 Hay No. 1 timothy car lots 14 00 No. 1 timothy ton lots 15 00 HERBS Sage 15 Hops 15 Laurel Leaves 25 Senna Leaves 25 JELLY 5 lb. pails, per 1 85 15 lb. pails, per 40 30 lb. pails, per 70 LICORICE Pure 30 Calabria 23 Sicily 14 Root 11 MATCHES C. D. Crittenden Co. Saginaw Noiseless Tip 4 50 @ 4 75 MEAT EXTRACTS Armour's, 2 oz. 4 45 Armour's, 4 oz. 8 20 Liebig's Chicago, 2 oz. 2 75 Liebig's Chicago, 4 oz. 5 50 Liebig's Imported, 2 oz. 4 55 Liebig's Imported, 4 oz. 8 50 MOLASSES New Orleans Fancy Open Kettle ... 40 Choice 35 Fair 25 Good 22 Half barrels 2c extra. MINCE MEAT Columbia, per case ... 2 75 MUSTARD Horse Radish, 1 dz. ... 1 75 Horse Radish, 2 dz. ... 3 50 OLIVES Bulk, 1 gal. kegs 1 65 Bulk, 2 gal. kegs 1 60 Bulk, 5 gal. kegs 1 55 Manzanilla, 8 oz. 90 Queen, pints 2 50 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 1 45 Stuffed, 8 oz. 1 90 Stuffed, 10 oz. 2 40 PIPES Clay, No. 216 1 70 Clay, T. D., full count 65 Cob, No. 3 85 PICKLES Medium Barrels, 1,200 count ... 6 00 Half bbls., 600 count ... 3 50 Small Barrels, 2,400 count ... 7 50 Half bbls., 1,200 count 4 25 PLAYING CARDS No. 15, Steamboat 85 No. 15, Rival, assorted 1 20 No. 20, Rover enameled 1 20 No. 67, Special 1 75 No. 98 Golf, satin finish 2 00 No. 808 Bicycle 2 00 No. 632 Tourn't whist. 2 25 POTASH 48 cans in case Babbitt's 4 00 Penna Salt Co.'s 3 00 PROVISIONS Barreled Pork Mess Fat Black 17 00 Short Cut 16 50 Short Cut Clear 16 75 Bean 14 50 Pig 20 00 Brisket, clear 18 50 Clear Family 15 00 Dry Salt Meats S P Bellies 11 34 Bellies 11 34 Extra Shorts 9 Smoked Meats Hams, 12 lb. average. 13 1/2 Hams, 14 lb. average. 13 1/2 Hams, 16 lb. average. 13 1/2 Hams, 18 lb. average. 13 1/2 Skinned Hams 13 1/2 Bacon, dried beef sets. 13 1/2 California Hams 13 1/2 Picnic Boiled Ham 14 Boiled Ham 19 1/2 Berlin Ham, pressed 8 Mince Ham 9 Lard Compound 7 3/4 Pure 10 1/2 80 lb. tubs, advance 1/2 50 lb. tubs, advance 1/2 50 lb. tins, advance 1/2 20 lb. pails, advance 1/2 10 lb. pails, advance 1/2 5 lb. pails, advance 1/2 3 lb. pails, advance 1/2 Sausages Bologna 6 Liver 5 Frankfort 7 Pork 7 Veal 7 Tongue 7 Headcheese 7	Beef Extra Mess 10 00 Boneless 9 50 Rump, new 10 50 Pig's Feet 1/4 bbls. 1 10 1/4 bbls., 40 lbs. 1 85 1/4 bbls. 3 25 1 bbl. 7 75 Tripe Kits, 15 lbs. 70 1/4 bbls., 40 lbs. 1 50 1/4 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 28 Beef, rounds, set 16 Beef middles, set 45 Sheep, per bundle 70 Uncolored Butterine Solid dairy 10 Rolls, dairy 10 1/2 @ 11 1/2 Canned Meats Corned beef, 2 2 50 Corned beef, 14 17 50 Roast beef, 2 20 @ 2 50 Potted ham, 1/4s 45 Potted ham, 1/2s 45 Deviled ham, 1/4s 45 Deviled ham, 1/2s 45 Potted tongue, 1/4s 45 Potted tongue, 1/2s 45 RICE Screenings 4 Fair Japan 5 Choice Japan 5 1/2 Imported Japan 6 Fair La. hd. 6 Choice La. hd. 6 1/2 Fancy La. hd. 6 3/4 Carolina, ex. fancy 6 7 1/2 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box. Arm and Hammer 3 15 Deland's 3 00 Dwight's Cow 3 15 Emblem 2 10 L. P. 3 00 Wyandotte, 100 1/2s 3 00 SALT SODA Granulated, bbls. 85 Granulated, 100lb. cs. 1 00 Lump, bbls. 80 Lump, 145lb. kegs 95 SALT Common Grades 100 3 lb. sacks 2 10 60 5 lb. sacks 2 00 28 10 1/2 lb. sacks 1 90 56 lb. sacks 30 28 lb. sacks 15 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56lb. sacks 20 Common Granulated, fine 80 Medium, fine 85 SALT FISH Cod Large whole 6 1/2 Small whole 6 1/4 Strips or bricks 7 1/2 @ 10 Pellock 3 1/2 Halibut Strips 13 Chunks 13 1/2 Herring Holland White Hoop, bbls. 11 00 White Hoop, 1/2 bbls. 6 00 White Hoop, keg 65 @ 75 White Hoop mchs. 80 Norwegian Round, 100lbs. 3 75 Round, 40lbs. 1 75 Sealed Trout No. 1, 100lbs. 7 50 No. 1, 40lbs. 3 25 No. 1, 10lbs. 90 No. 1, 8lbs. 75 Mackerel Mess, 100lbs. 13 50 Mess, 40lbs. 5 90 Mess, 10lbs. 1 65 Mess, 8 lbs. 1 40 No. 1, 100 lbs. 12 50 No. 1, 4 lbs. 5 50 No. 1, 10 lbs. 1 55 No. 1, 8 lbs. 1 28 Whitefish No. 1, No. 2 Fam 100lb. 9 75 50lb. 5 25 10lb. 1 12 8lb. 92 50 SEEDS Anise 10 Canary, Smyrna 5 1/2 Caraway 9 Cardamom, Malabar 1 00 Celery 15 Hemp Russian 4 1/2 Mixed Bird 4 Mustard, white 8 Poppy 9 Rape 4 1/2 Cattle Bone 25 SHOE BLACKING Handy Box, large, 3 dz. 50 Handy Box, small 25 Bixby's Royal Polish. 9 @ 11 Miller's Crown Polish. 85	SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars. 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8 oz 2 80 Dusky D'nd, 100 6 oz. 3 80 Jap Rose, 50 bars 3 75 Savon Imperial 3 10 White Russian 3 00 Dome, oval bars 3 00 Satinet, oval 2 1/2 Snowberry, 100 cakes. 4 00 Proctor & Gamble Co. Lenox 3 00 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 25 LAUTZ BROS. & CO. Acme, 70 bars 3 60 Acme, 30 bars 3 85 Acme, 25 bars 3 85 Acme, 100 cakes 3 15 Big Master, 100 bars 4 00 Marseilles, 100 cakes. 5 80 Marseilles, 100 cakes 5c 4 00 Marseilles, 100 ck toilet 4 00 A. B. Wrisley Good Cheer 4 00 Old Country 3 40 Soap Powders Lautz Bros. & Co. Snow Boy 4 00 Gold Dust, 24 large. 4 50 Gold Dust, 100-5c. 4 00 Kirkline, 24 4lb. 3 80 Pearline 3 75 Soapine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 35 Rub-No-More 3 75 Scouring Enoch Morgan's Sons. Sapolio, gross lots 9 00 Sapolio, half gro lots 4 50 Sapolio, single boxes. 2 25 Sapolio, hand 2 25 Scouring, manufacturing Co. Scourine, 50 cakes. 1 80 Scourine, 100 cakes. 3 50 SODA Boxes 5 1/2 Kegs, English 4 1/2 SOUPS Columbia 3 00 Red Letter 90 SPICES Whole Spices Allspice 12 Cassia, China in mats. 12 Cassia, Canton 16 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 40 Cassia, Saigon, in rolls. 55 Cloves, Amboyana 25 Cloves, Zanzibar 18 Mace 65 Nutmegs, 75-90 45 Nutmegs, 105-10 30 Nutmegs, 115-20 30 Pepper, Singapore, blk. 25 Pepper, Singap. white. 25 Pepper, shot 17 Pure Ground in Bulk Allspice 16 Cassia, Batavia 28 Cassia, Saigon 48 Cloves, Zanzibar 18 Ginger, African 15 Ginger, Cochinch 18 Ginger, Jamaica 25 Mace 65 Mustard 18 Pepper, Singapore, blk. 25 Pepper, Singap. white. 28 Pepper, Cayenne 20 Sage 20 STARCH Common Gloss 1lb. packages 4 @ 5 3lb. packages 4 @ 1/2 6lb. packages 3 @ 1/2 40 and 50lb. boxes 3 1/2 @ 3 1/2 Barrels 3 @ 3 Common Corn 20lb. packages 5 40lb. packages 4 @ 7 SYRUPS Corn Barrels 25 Half Barrels 27 20lb. cans 1/4 dz. in case 1 80 10lb. cans 1/2 dz. in case 1 75 5lb. cans 2 dz. in case 1 85 2 1/2 lb. cans 2 dz. in case 1 90 Pure Cane Fair 16 Good 20 Choice 25 TEA Japan Sundried, medium 24 Sundried, choice 32 Sundried, fancy 36 Regular, medium 24 Regular, choice 32 Regular, fancy 36 Basket-fired, medium 31 Basket-fired, choice 38 Basket-fired, fancy 43 Nibs 22 @ 24 Siftings 9 @ 11 Fannings 12 @ 14	Gunpowder Moyune, medium 30 Moyune, choice 32 Moyune, fancy 40 Pingsuey, medium 30 Pingsuey, choice 30 Pingsuey, fancy 40 Young Hyson Choice 30 Fancy 36 Oolong Formosa, fancy 42 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 20 Choice 30 Fancy 40 India Ceylon, choice 32 Fancy 42 TOBACCO Fine Cut Cadillac 54 Sweet Loma 34 Hiawatha, 5lb. pails. 55 Telegram 30 Pay Car 33 Prairie Rose 33 Protection 49 Sweet Burley 40 Tiger 40 Plug Red Cross 31 Palo 35 Hiawatha 35 Kyro 35 Battle Ax 37 American Eagle 33 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 14 1/2 oz. 44 Nobby Twist 55 Jolly Tar 39 Old Honesty 43 Toddy 34 J. T. 38 Piper Heidsieck 66 Boot Jack 80 Honey Dip Twist 40 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 52 Mull 32 Great Navy 36 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 I X L, 5lb. 27 I X L, 16 oz. pails. 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 33 Kiln Dried 21 Duke's Mixture 40 Duke's Cameo 43 Myrtle Navy 44 Yum Yum, 1 1/2 oz. 39 Yum Yum, 1lb. pails. 40 Cream 38 Corn Cake, 2 1/2 oz. 25 Corn Cake, 1lb. 22 Play Boy, 1 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 36 Air Brake 36 Cant Hook 30 Country Club 32-34 Forex-XXXX 30 Good Indian 25 Self Binder, 16oz. 8oz. 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 22 Cotton, 4 ply 22 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium 20 Wool, 1lb balls 6 VINEGAR Malt White, Wine, 40 gr 10 Malt White, Wine, 40 gr 10 Pure Cider, B & B 14 Pure Cider, Red Star. 12 Pure Cider, Robinson. 13 1/2 Pure Cider, Silver 13 1/2 WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels 1 10 Bushels, wide band 1 60 Market 30 Splint, large 3 50 Splint, medium 3 25 Splint, small 3 00 Willow, Clothes, large 7 00 Willow, Clothes, me'm 6 00 Willow, Clothes, small 5 50 Bradley Butter Boxes 2lb. size, 24 in case. 72 3lb. size, 16 in case. 68 5lb. size, 12 in case. 63 10lb. size, 6 in case. 60 Butter Plates No. 1 Oval, 250 in crate 40 No. 2 Oval, 250 in crate 45 No. 3 Oval, 250 in crate 50 No. 5 Oval, 250 in crate 60 Churns Barrel, 5 gal., each. 2 40 Barrel, 10 gal., each. 3 55 Barrel, 15 gal., each. 3 70	Clothes Pins Round head, 5 gross bx 55 Round head, cartons. 75 Egg Crates Humpty Dumpty 2 40 No. 1, complete 32 No. 2, complete 18 Faucets Cork lined, 8 in. 65 Cork lined, 9 in. 75 Cork lined, 10 in. 85 Cedar, 8 in. 55 Mop Sticks Trojan spring 90 Eclipse patent spring. 85 No. 1 common 75 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7 90 Pails 2-hoop Standard 1 60 3-hoop Standard 1 75 2-wire, Cable 1 70 3-wire, Cable 1 90 Cedar, all red, brass. 1 25 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes. 22 Mouse, wood, 4 holes. 45 Mouse, wood, 6 holes. 70 Mouse, tin, 5 holes. 65 Rat, wood 80 Rat, spring 75 Tubs 20-in. Standard, No. 1 7 00 18-in. Standard, No. 2 6 00 16-in. Standard, No. 3 5 00 20-in. Cable, No. 1 7 50 18-in. Cable, No. 2 6 50 16-in. Cable, No. 3 5 50 No. 1 Fibre 10 80 No. 2 Fibre 9 45 No. 3 Fibre 8 55 Wash Boards Bronze Globe 2 50 Dewey 1 75 Loubie Acme 2 75 Single Acme 2 25 Double Peerless 3 50 Single Peerless 2 75 Northern Queen 3 00 Double Duplex 2 75 Good Luck 2 75 Universal 2 65 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 11 in. Butter 75 13 in. Butter 1 15 15 in. Butter 2 00 17 in. Butter 3 25 19 in. Butter 4 75 Assorted, 13-15-17 2 25 Assorted, 15-17-19 3 25 WRAPPING PAPER Common Straw 1 1/2 Fibre Manila, white. 2 1/2 Fibre Manila, colored. 4 No. 1 Manila 4 Cream Manila 3 Butcher's Manila 2 1/2 Wax Butter, short cut. 13 Wax Butter, full count 20 Wax Butter, rolls 15 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Jumbo Whitefish 16 No. 1 Whitefish 14 Trout 14 Halibut 10 Clascoes or Herring 8 Bluefish 10 1/2 @ 11 Live Lobster 25 Boiled Lobster 30 Cod 12 Haddock 12 Pickrel 8 Pike 8 Perch, dressed 11 Smoked, White 15 Red Snapper 16 Col. River Salmon 16 Mackerel 16	CONFECTIONS Stick Candy Pails Standard 7 1/2 Standard H H 7 1/2 Standard Twist 8 Jumbo, 32 lb. 7 1/2 Extra H H 7 Boston Cream 10 Oide Time Sugar stick 80 lb. case 13 Mixed Candy Grocers 6 Competition 6 1/2 Special 7 1/2 Conserve 8 Koyal 8 1/2 Ribbon 10 Broken 7 1/2 Cut Loaf 8 1/2 Leader 8 Kindergarten 8 Bon Ton Cream 9 French Cream 9 1/2 Star 11 Hand Made Cream 15 Premio Cream mixed 13 O F Horehound Drop 10 Fancy-in Pails Gypsy Hearts 14 Coco Bon Bons 12 Fudge Squares 13 Peanut Squares 9 Sugared Peanuts 11 Salted Peanuts 12 Starlight Kisses 11 San Blas Goodies 12 Lozenges, plain 9 Lozenges, printed 10 Champion Chocolate 11 Eureka Chocolates 13 Quintette Chocolates. 13 Champion Gum Drops 8 1/2 Moss Drops 9 Lemon Sours 10 Imperial 11 Ital. Cream Opera 12 Ital. Cream Bon Bons 11 Golden Waffles 12 Old Fashioned Molass- es Kisses, 10lb. box 1 20 Orange Jellies 50 Fancy-in 5lb. Boxes Lemon Sours 55 Peppermint Drops 55 Chocolate Drops 55 H. M. Choc. Drops. 85 H. M. Choc. Lt. and Dark No. 12 1 00 Bitter Sweets, ass'd. 1 00 Brilliant Gums, Crys. 60 A. A. Licorice Drops. 90 Lozenges, plain 55 Lozenges, printed 55 Imperial 60 Mottos 60 Cream Bar 60 G. M. Peanut Bar 55 Hand Made Crms. 80 @ 90 Cream Buttons 65 String Rock 60 Wintergreen Berries. 60 Old Time Assorted 2 75 Buster Brown Goodies 3 50 Up-to-date Assnt. 3 75 Ten Strike No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer as- s'tment 6 75 Scientific Ass't. 18 00 Pop Corn Dandy Smack, 24s 65 Dandy Smack, 100s. 2 75 Pop Corn Fritters, 100s 50 Pop Corn Toast, 100s 50 Cracker Jack 3 25 Checkers, 5c pkg. case 3 50 Pop Corn Balls, 200s. 1 20 Cicero Corn Cakes 60 per box 60 Azulikit 100s 3 00 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS-Whole Almonds, Tarragona 15 Almonds, Avica 15 Almonds, California sft. shell 15 @ 16 Brazil 14 @ 15 Filberts 12 Cal. No. 1 17 Walnuts, soft shelled 13 Walnuts, marbot 16 Table nuts, fancy. 13 Pecans, Med. 14 Pecans, ex. large 15 Pecans, Jumbos 16 1/2 Hickory Nuts per bu. Ohio new 5 Cocoanuts 5 Chestnuts, New York State, per bu. 5 Shelled Spanish Peanuts 8 @ 8 1/2 Pecan Halves 56 Walnut Halves 38 Filbert Meats 25 Alcant Almonds 38 Jordan Almonds 47 Peanuts Fancy, H. P. Suns 5 1/2 Fancy, H. P. Suns, Roasted 6 1/2 @ 7 Choice, H. P. Jumbo 6 1/2 Choice, H. P. Jumbo Roasted 7 1/2

Special Price Current

AXLE GREASE



Mica, tin boxes...75 9 00
Paragon55 6 00

BAKING POWDER

Royal
10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

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

CIGARS



G J Johnson Cigar Co.'s bd.
Less than 50033
500 or more32
1,000 or more31

Worden Grocer Co. brand
Ben Hur

Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritans35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/4 lb. pkg. per case 2 60
16 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass4 1/2 @ 8 1/2
Hindquarters6 1/2 @ 10
Loins8 @ 14
Ribs8 @ 12
Rounds5 1/2 @ 8
Chucks5 @ 6 1/2
Plates4 @ 4
Livers3 @ 3

Pork

Loins@ 13 1/2
Dressed@ 8
Boston Butts@ 12
Shoulders@ 10
Leaf Lard@ 9 1/2

Mutton
Carcass@ 9
Lambs@ 12 1/2
Spring Lambs@ 13

Veal
Carcass5 1/2 @ 8

CLOTHES LINES

Sisal
60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..1 50

Jute
60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor
50ft.1 10
60ft.1 35
70ft.1 60

Cotton Windsor
50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided
40ft.95
50ft.1 35
60ft.1 65

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

COFFEE
Roasted
Dwinell-Wright Co.'s B'ds.



White House, 1 lb.
White House, 2 lb.
Excelsior, M & J, 1 lb.
Excelsior, M & J, 2 lb.
Tip Top, M & J, 1 lb.
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination
Distributed by Judson
Grocer Co., Grand Rapids;
Lee & Cady, Detroit; Sym-
ons Bros. & Co., Saginaw;
Brown, Davis & Warner,
Jackson; Godsmark, Du-
rand & Co., Battle Creek;
Fielbach Co., Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in.6
1 1/4 to 2 in.7
1 1/2 to 2 in.9
1 3/4 to 2 in.11
2 in.15
3 in.20

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large34

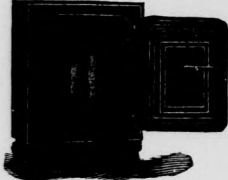
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's 1 qt. size1 10
Cox's 2 qt. size1 61
Knox's Sparkling, doz. 1 20
Knox's Sparkling, gro. 14 00
Knox's Acidu'd. doz. 1 20
Knox's Acidu'd. gro. 14 00
Nelson's1 50
Oxford75
Plymouth Rock1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Twenty differ-
ent sizes on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

Use

Tradesman

Coupon

Books

Our Santa Claus Catalogue

We are mailing it
now. Shall we send
you a copy?

Every year we try
to estimate large
enough, but seldom
do the requests run
smaller than the
number printed.
Make sure of your
copy.

The reason for the
big demand is be-
cause buyers gener-
ally have come to
know that we delay
the issue of this
book until the latest
moment possible for
us to present our
stocks complete.

Other jobbers sell-
ing through men
must close their sea-
son far earlier than
we who can cover
the country in a time
impossibly short for
them.

But the appear-
ance of our Santa
Claus catalogue
marks the extreme
limit of wholesale
preparations. That
book contains the
very last of the
Christmas novelties.

And even our own
tremendous stocks
must soon begin to
break before the
flood of orders it an-
nually starts toward
us.

Be safe. Get our
catalogue. Then or-
der without delay.
Thus make sure of
what you want and
all you want.

Write now for cat-
alogue No. J592—
the Santa Claus edi-
tion.

Butler Brothers

Wholesalers of General Merchandise

NEW YORK CHICAGO
ST. LOUIS (And MINNEAPOLIS)
Early in 1907

Sample Houses:

BALTIMORE DALLAS ST. PAUL

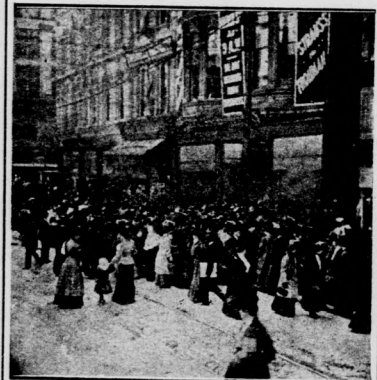
Tradesman Company

Grand Rapids, Mich

San Francisco, California, Crowd.

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

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



Monopolize Your Business in Your City

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

Write for free prospectus and com-
plete systems, showing you how to ad-
vertise your business; how to increase
your cash retail receipts; how to sell
your undesirable merchandise; a system
scientifically drafted and drawn up to
meet conditions embracing a combina-
tion of unparalleled methods compiled by
the highest authorities for retail mer-
chandising and advertising, assuring
your business a steady and healthy in-
crease; a combination of systems that
has been endorsed by the most con-
servative leading wholesalers, trade
journals and retail merchants of the
United States.

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

ADAM GOLDMAN, Pres. and Gen'l Mgr.

New York and St. Louis

Consolidated Salvage Company

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

Eastern Branch:

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

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

Cash for your real estate or business, no matter where located. If you desire a quick sale, send us description and price. Northwestern Business Agency, 43 Bank of Commerce Bldg., Minneapolis, Minn. 238

For Sale—Hardware stock, located in the best town in Northern Michigan. Will inventory about \$7,500. Must be sold for cash. Town of 1,500. Only two stores. Reason for selling, proprietor expects to go into manufacturing business. No answers wanted unless parties interested mean business. Address No. 237, care Michigan Tradesman. 237

Our business is adjusting old claims and judgments. What do you have? Guaranty Investment Co., Ltd., 802 Majestic Bldg., Detroit, Mich. 234

Drug stock for sale at Coloma, Mich. One of the best paying stocks in Michigan. Business will stand closest scrutiny. Going West, reason. First come, first served. Address Lock Box 18, Coloma, Mich. 232

For Sale—Tinners' tools, good condition, must sell, going out of business; price no object. Address Dunham & Son, Hudson, Mich. 220

For Sale—At 55c, up-to-date stock of dry goods and millinery in Southern Michigan town of 1,100. Good trade and worth 80c, but for quick deal will close at 55c. No agents or trades. Address No. 225, care Michigan Tradesman. 225

Wanted—Established mercantile or manufacturing business in exchange for improved 395 acre Wisconsin stock and grain farm. Can close quick deal. Frank P. Cleveland, 1261 Adams Express Bldg., Chicago, Ill. 226

I have a good proposition and am about to incorporate and form company. I want a few reliable business men to come in with me on strictly promotion basis, does not require a large investment. Chance of lifetime for right people to make fortune. Only one person from each locality wanted. Address E. L. Hilbert, Dept. M., Kirksville, Mo. 221

For Sale—Bazaar stock, about \$600. Good location. Poor health cause for selling. J. M. Kent, Bancroft, Mich. 222

To Exchange—Fine up-to-date woolen and trimmings, also good real estate mortgage, \$1,000, for small stock dry goods, groceries, shoes, hardware, furniture or real estate. Address No. 230, care Tradesman. 230

For Sale—At Valparaiso, Ind., 3 desirable business chances; hardware, hotel, restaurant, ask me. E. J. Upthegrove. 227

For Sale—Drug stock, one year old. No dead stock. Invoices \$3,500. Town 6,000 population. Write "Blue Vitriol," care Michigan Tradesman. 228

Drug store wanted in good Michigan town or city. Have buyers with the cash. Send full particulars letter. The National Drug Exchange, Detroit, Mich. 229

Wanted—To buy two or four cars apples, packed suitable for storage. Quote us lowest prices. Have storage room for parties desiring to store apples. Central Michigan Produce Co., Alma, Mich. 223

For Sale—A bazaar store in city of 2,500. Only one other bazaar store in city. Address C, care Michigan Tradesman. 224

For Sale or to exchange for lumber, 1905 model Rambler, 18 H. P. touring car. In good condition. Perkins Lumber Co., Grand Rapids, Mich. 231

For Sale—Fresh, clean drug stock, in good lively town of 2,000. Two other drug stores. Annual sales about \$4,000. Expenses light. Stock invoices about \$2,900. Reason for selling, have other business to attend to. Address No. 233, care Tradesman. 233

For Sale or Trade—Four lots in Terre Haute, Ind. Price \$2,500.00. Will trade for land in Western Michigan. B. F. Tucker, Terre Haute, Ind. 219

Will sell new computing scale or total adding cash register \$100 less than cost. Perfect condition. G. B. Arnold, 221 N. Main, Elkhart, Ind. 217

Hardware stock for sale, county seat town, central Nebraska, 7,000; employ plumber and tinner. Stock \$8,000. Sales \$30,000; established 20 years. Box 474, Omaha, Neb. 203

Buy your roof paint now and preserve your roof. A perfect preservative for shingles, felt, paper, tin and iron. Delivered at your station in 10 gallon cans at 65c per gallon. Hardin-Hatton Co., Ft. Wayne, Ind. 202

Stocks closed out, realizing 100 cents on the dollar. I pay all advertising expense attached to a sale. References furnished. Write for my proposition. Address S. J. Twyman, Hamilton, O. 200

For Sale—320 acres nice land in Hand County, South Dakota, near proposed railroad extension, easy terms. Address Jay P. Morrill, 407 Globe Bldg., Minneapolis, Minn. 195

For Sale—A complete mattress factory, can be shipped to any point. Address J. H. Anundson, Mason City, Ia. 193

Retail merchants can start mail order business in connection with retail business; only a few dollars required. We furnish everything necessary; success certain. We offer retail merchants the way to compete with large mail order houses. Costs nothing to investigate. Milburn-Hicks, 727 Pontiac Bldg., Chicago, Ill. 201

For Sale—Hardwood, oak and hickory mill north Ark.; teams, wagons and timber; other timber adjoining; might trade for farm or country town lumber yard. A bargain. Value \$5,500. Address Lock Box 135, Newport, Ark. 206

For Sale—Interest in handle factory. A man with a small amount of capital to take some stock and manage a handle factory now in successful operation, making ax, adze, pick, sledge, hatchet and hammer handles. To a man with a small capital and capable of managing a plant of this kind, a splendid opportunity is offered. Address Lock Box 7, Cloverport, Ky. 205

For Sale—Modern steam laundry. Proprietor going to leave town. R. L. Briggs, Ovid, Mich. 189

For Sale—\$8,000 stock general merchandise; all staple goods, store and dwelling combined; located in one of the best farming sections of Michigan; can reduce stock; other business; terms cash. Address Box 10, Hilliards, Mich. 192

For Sale—Feed mill; good location; good business. Bargain if taken soon. For further particulars address J. C. Springer, Big Prairie, Mich. 191

For Sale—Dry goods stock. Best paying store in Southern Michigan. Best reasons for selling. Only one other dry goods store here. A snap for anyone. Address A. Z., care Michigan Tradesman. 174

For Sale—Land Bargains—I have choice Stutsman and Morton County wild and improved farms for sale on easy terms. For further information apply to F. M. Klein, Jamestown, N. D. 185

In State of Washington, I have several saw mill, shingle mill and logging opportunities for sale, also farm lands. Correspondence solicited. F. W. Mitchell, Seattle, Wash. 184

I have a group of 7 mining claims and one mill site located in one of the best gold gulches of San Juan county, Colo., surrounded by big mines, for which I want either partner or party to organize a company to furnish money for development; the group is patented; address owner, references given. Otto Brendel, Howardsville, San Juan county, Colo. 178

For Sale—Stock of general merchandise in a good town in an excellent farming country, about 100 miles from Detroit; stock will invoice about \$25,000; owner wants to retire. First-class opportunity for a good man to buy for cash an old-established business. Enquire of Burnham, Stoepel & Co., Detroit, Mich. 170

Retail lumber yard and planing mill. Four-ninths interest; a bargain; excellent location, rare opportunity. Address H. R. Butler, Ada, Ohio. 167

Wanted—To buy a bazaar stock in some good town in Michigan. Address T. S. Cornell, P. O. Box 205, Kalamazoo, Mich. 173

For Sale—An up-to-date grocery stock and fixtures, invoicing about \$4,500. Can be reduced. Sales \$38,000. Clean stock. All manufacturing town of 5,500 in Southern Michigan. Best corner, cheap rent. Snap. Reason for selling, going West. Address "Spot Cash," care Michigan Tradesman. 171

For Sale—Meat market, slaughter house and ice house. Good paying business of \$12,000 per year. Population 2,000. Rent \$250 year. Fine location on main street. Good investment for anyone interested. Address No. 157, care Michigan Tradesman. 157

The G. E. Breckenridge Auction Co., Edinburg, Ill. Expert merchandise and real estate auctioneers; converting merchandise into cash is our hobby. Merchants in despair should write us at once. Bankable references given. 166

North Dakota Real Estate; must be sold; have big bargains. Address the First National Bank, Mandan, N. D. 133

For Sale—Plantations, timber lands, farms, homes, etc. Send for printed list. V. C. Russell, Memphis, Tenn. 928

Stores—I sell stores for others; why not yours? Write for booklet. Edwin G. Orr, Dayton, Ohio. 129

We teach furniture designing, rod making and stock billing, by mail. We find positions for competent students. Grand Rapids School of Furniture Designing, Houseman Bldg., Grand Rapids, Mich. 125

Notice—I have a fine undertaking business and all kinds of merchandise, stocks, farms, hotels, for sale in all parts of the United States. If you want to buy, sell or exchange or close out, write me. G. B. Johns, Grand Lodge, Mich. 121

Good location for drug store can be secured in best town of 5,000 population, in Michigan. No stock for sale. Address No. 118, care Tradesman. 118

Wanted—To buy stock shoes, clothing or general stock, quick. Address Lock Box 435, Galesburg, Ill. 99

For Sale—Two-story modern brick block, double store room 40x60. Price \$3,500 cash. Pays 8 per cent, net on the investment. Original cost \$6,000. Address Gavin W. Telfer, Big Rapids, Mich. 46

\$2,500 cash will secure one-half interest in a clean up-to-date shoe and clothing business. Established twenty-three years. Or would be willing to form partnership with party looking for a new location with a \$5,000 stock. Address Gavin W. Telfer, Big Rapids, Mich. 47

Factory Wanted—A new brick building, 40x230 feet, two stories, free for a term of years to right firm. Good location and shipping facilities. Write Chairman of Factory Committee, Lock Box 25, Lake Odessa, Mich. 79

Wanted To Buy—I will pay cash for a stock of general merchandise or clothing or shoes. Send full particulars. Address Stanley, care Michigan Tradesman. 755

For Sale—Only exclusive drug stock in town of 1,000. Invoices about \$1,800. Good reason for selling. A snap for someone. Don't answer unless you mean business. Address Cinchona, care Tradesman. 212

For Rent—Corner store in brick block on best business corner of Belding. Size of store, 25x85 feet. Newly decorated. Good fixtures designed especially for a clothing stock for which there is a good opening. W. P. Hetherington, Belding, Mich. 215

For Sale or Exchange—Fine residence, desirable location. House could not be built for less than \$7,000. Good barn, nearly three lots; will take \$5,500. Would consider \$1,500 drug stock or \$1,500 income property as part pay. Address No. 207, care Michigan Tradesman. 207

Grocery, dry goods, notions and fixtures, horse, harness and wagon for sale cheap, part on time, about \$1,300 or \$1,400. Brick store, new large factories. City about 4,000 inhabitants. Good farming country. Address No. 209, care Michigan Tradesman. 209

For Sale or Trade—Good paying bakery, restaurant and confectionery business. Good reason for selling. Address No. 210, care Tradesman. 210

Wanted—Manager or partner, with up-to-date ideas and experience for the best drug opportunity in Michigan. Established long time. Location the very best. City of 30,000. Store large, good windows, no cutting, etc. Present value \$5,000. Little stationery, no books; wall paper, paints and oils, candy, soda fountain, etc. Room and opportunity for any addition to stock. Special jewelry. Will bear the closest investigation. Address A. C., care Michigan Tradesman. 211

For Sale—Stock of groceries, boots, shoes, rubber goods, notions and garden seeds. Located in the best fruit belt in Michigan. Invoicing \$3,600. If taken before April 1st, will sell at rare bargain. Must sell on account of other business. Geo. Tucker, Fennville, Mich. 538

Do you want to sell your property, farm or business? No matter where located, send me description and price I will sell for cash. Advice free. Terms reasonable. Established 1881. Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Building, Chicago, Ill. 577

We want to buy for spot cash, shoe stocks, clothing stocks, stores and stocks of every description. Write us to-day and our representative will call, ready to do business. Paul L. Feyreisen & Co., 12 State St., Chicago, Ill. 548

Typewriters—All makes, entirely rebuilt, guaranteed as good as new. Finest actually rebuilt machines ever offered; \$15 up, sold or rented anywhere; rental applies on purchase. Rebuilt Typewriter Co., 7th Floor, 86 LaSalle St., Chicago, Ill. 96

POSITIONS WANTED

Position wanted by experienced clothing and furnishing goods man. Best of references. Address Box 735, Belding, Mich. 235

HELP WANTED.

Wanted—Two first-class, up-to-date retail grocery clerks. Good salary to the right party. Address with reference, No. 236, care Michigan Tradesman. 236

Wanted—A tailor to locate and open shop in Montague, Mich. Address L. G. R., Montague, Mich. 204

We want one lady or gentleman in each town and city to represent us in the sale of our shears and novelties; our agents make from \$12 to \$35 per week; the work is steady, no heavy samples to carry, and permanent. Salaried positions to those who show ability; write to-day for particulars of our offer. No money required on your part if you work for us. The United Shear Co., Westboro, Mass. 967

Want Ads. continued on next page.

Write us for prices on Feed, Flour and Grain

in carlots or less. Can supply mixed cars at close prices and immediate shipment.

We sell old fashioned stone ground Buckwheat Flour. Now is the time to buy.

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.

Grand Rapids, Michigan

Simple Account File

Simplest and Most Economical Method of Keeping Petit Accounts

File and 1,000 printed blank bill heads.....	\$2 75
File and 1,000 specially printed bill heads.....	3 00
Printed blank bill heads, per thousand.....	1 25
Specially printed bill heads, per thousand.....	1 50

Tradesman Company,
Grand Rapids.

THE ENORMOUS FIRE WASTE.

The Tradesman has many times in the past had occasion to refer to the fact that the loss by fire within the United States was very much greater than it should be, and has called attention to the heavy drain this waste has placed on the resources of the country. The subject is such an important one that it can not be too frequently referred to, even at the risk of becoming tiresome, until there is evidence that some substantial reform has taken place.

Because the losses are paid by the insurance companies and, therefore, do not impose such a heavy burden upon individual losers as would be the case were the property not insured, the great mass of the people are prone to overlook the fact that the property destroyed represents just so much wealth irreparably blotted out, whether the insurance companies make its value good or not. In order to be able to pay the amount of the loss the underwriters are compelled to collect from the general mass of the insurers, who represent, of course, the whole people, sufficient premiums to cover losses so that the waste, instead of being borne by a few, is actually borne by the whole people. Such being the case, it follows that if the waste is excessive, the burden imposed upon the masses of the people is correspondingly heavy, and, worse still, if the waste is so great that the companies are not able to safely make good with the premiums collected the value of the losses, the insurance carried by the entire mass of insurers depreciates by becoming less certain to prove an absolute guarantee against loss.

If fire losses increase out of all proportion to the preparations that the underwriters make to meet such losses, the time will come when the people will no longer be able to depend with certainty on the protection hitherto furnished by fire insurance. Such a feeling of uncertainty would be promptly felt in all lines of business, as the risk of carrying large stocks would become too serious, the danger attending large shipments by rail or water would be too vast; in fact, present business methods would perforce have to be overhauled.

It is high time that public sentiment in this country should be aroused to the vital importance of cutting down the fire waste. The existing idea that the insurance companies, and they alone, are concerned is a grave error. As long as the companies are able to pay the losses, well and good, but there is undoubtedly a limit to all things, and the San Francisco conflagration proves that the limit can sometimes be reached and passed in the matter of the protection by fire insurance. Aside from the absolute losses which some people stand a chance of incurring through the failure to collect some of their claims, the entire mass of insurers will feel the burden by having their premiums increased. It may be claimed that it is not fair to make one set of people responsible for the misfortunes or neglect of another set, but that is just the theory of fire insurance; namely, that the small pre-

miums paid by the mass of insurers will suffice to make good the per cent. of waste that it is reasonable to expect. The trouble all along has been that the waste has been much greater than it should have been, hence the necessity of increasing premiums and making the more careful pay for the mistakes and negligence of the less careful.

The following table, prepared by the New York Journal of Commerce, from carefully arranged statistics, is worth the serious attention of everybody. It shows the fire waste each month, compared with the preceding year, in the United States and Canada:

	1905.	1906.
Jan.	\$ 16,378,100	\$ 17,723,800
Feb.	25,591,000	18,249,350
March	14,751,400	18,727,750
April	11,901,350	292,501,150
May	12,736,250	16,512,850
June	11,789,800	13,950,650
July	13,173,250	12,428,050
Aug.	11,435,600	9,641,600
Sept.	13,715,250	10,852,550

Total \$131,436,000 \$400,587,750

The waste, even excluding the San Francisco fire, is entirely too great, and is out of all proportion to the fire waste in any other country. Even if due allowance be made for much greater business activity in the United States than is customary elsewhere, the total fire waste is still too great and indicates the existence of loose methods in building, a reckless use of machinery and electricity and a general carelessness that is simply appalling. A serious reform in this respect is urgently needed, and unless the American people wake up to its necessity, the time will come when insurance will no longer be a complete protection against loss.

The building by England of three battleships which in speed and efficiency will eclipse her own Dreadnaught is arousing more than passing interest in this country, where there has been so much talk of disarmament. Secretary Bonaparte has directed the naval board of construction to investigate these new marine marvels, and Congress at its next session may be asked for an increased allowance to be devoted to the construction of the latest type of warships. What the attitude of Congress will be it is impossible to say, but most of its members will probably listen to the recommendations of the practical Secretary and let the dreamers dream on.

The ability of the Chinese and Japanese as imitators is well known and in seeking a Far Eastern market for their products our manufacturers realize in it their greatest problem. Our Consul General at India writes that the Chinamen there are putting on the market an imitation of American shoes that is a pretty fine piece of artistic imitiveness and they sell it for just two-thirds the retail prices paid in America. Such a state of affairs would argue that some trademark that would be respected is pretty much needed by our manufacturers.

THE POLITICAL BOSS.

The ascendancy of the political boss in these days is much commented on because it is very marked. In discussion of questions suggested by that fact, it must be conceded that organization is essential to efficient work in politics or in anything else. The organization which means system is as commendable as it is indispensable, but in modern parlance organization has come to mean the "machine," and a machine is by no means as popular or as respectable a word as organization. The men who compose the machine always call it the organization. Those who are on the outside and not permitted a place in the councils or a share either in influence or patronage invariably characterize it as the machine. By whatever name it is called there is, as a rule, one man who exerts more influence in shaping the policies and plan of procedure than any other, and sometimes than all the others, and he, naturally, is called the boss. The wards, the towns, the cities, the counties and the state have their bosses, little and big, and they are pretty much all alike as to their prevailing characteristics.

It does not necessarily follow that a boss-made ticket is wholly bad. Sometimes the conditions are such that the boss does not dare nominate this or that man he would like to, but, putting partisan before personal considerations, selects the man he knows to be strongest and who will be the surest of election. It is not unusual to place at least one such man on the ticket in order that he may carry along others who may be weak or wicked. When the boss is bold enough and is confident of victory he names a ticket made up to his own liking, including men of his own ilk or men whose action in office he can control. A very common practice, and one in which bosses indulge not a little, is here and there to put in a man of good enough character and reputation, who has never been put to the test in any public place, but one the boss believes will follow his bid, either out of gratitude or ignorance after election. The average boss can be depended upon to name his henchmen and the men he can manage whenever he dares and whenever he thinks they can be elected. The voters, by the exercise of independence at the polls, can keep the bosses in order and secure pretty good tickets if now and then they will assert themselves, if only occasionally defeating somebody whose nomination does not merit their approval. With warnings of this sort before them, machines will make better tickets and the people will be better off than they would be otherwise.

MEXICO'S POSITION.

Soon after this country raised the rank of its diplomatic representatives in the leading European capitals to that of ambassador, Mexico was similarly honored, and for more than a decade the United States has been represented at the Mexican capital by an ambassador, the only foreign

representative there, we believe, holding that rank at the present time. When our Government recognized Mexico's right to consideration as a first-class power, no doubt the fact that she was our near neighbor was taken into consideration, but subsequent events have shown that the recognition then accorded Mexico was well merited.

It is now announced that Mexico will soon raise her diplomatic representatives in Great Britain and France, and probably also in some other European countries, to the rank of ambassador. Such action would, on their representatives at the Mexican government already ascertained that the countries thus honored would be willing on their part to confer ambassadorial rank on their representatives at the Mexican capital. It is therefore probable that within a very short period Mexico will take her place among the first-class powers of the world.

The mere suggestion a quarter of a century ago of sending an ambassador to Mexico would have been received with derision in the leading capitals of Europe. At that time Mexico stood little higher than Venezuela in the world's estimation. It had been for generations the hotbed of revolution and unrest and it had neither commercial importance, political influence nor credit. It was considered by many as a proper field for outside intervention in the interest of orderly government.

What a tremendous transformation Mexico of to-day presents with what it was twenty-five years ago. In no country are law and order better maintained, and nowhere are progress and development more pronounced. Instead of being shunned by foreigners, Mexico is now considered a most desirable place of residence by enterprising people from other countries, and foreign capital has flowed into the country in a generous stream. Mexico now maintains a government which is respected not only at home, but abroad as well, and from a position of absolute bankruptcy Mexico's finances have been placed on a solid basis.

With a solid and enduring government, with her industries well established and flourishing, and with a large and rapidly-increasing population, Mexico has earned her title to a place in the front rank of civilized nations, and no country will note such progress with more heartiness than the United States, which accorded her recognition a full decade before anybody else thought of doing so.

Putting pleasure first is a sure way of postponing it.

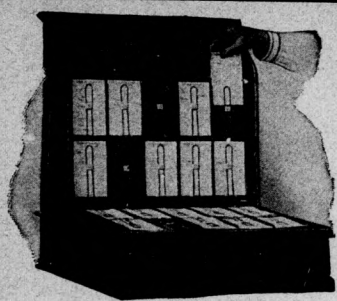
BUSINESS CHANCES.

To Exchange—Want to trade \$10,000 worth of registered Red Polled cattle for general merchandise, shoes, hardware. Box 595, Maquoketa, Iowa. 240

For Sale—First-class hardware stock in one of the best towns in Central Michigan. Good business. Always made money. Address M. J., care Michigan Tradesman. 239

For Sale—Six stations, Barr Cash Carriers for sale. If price will interest you, write us. Patty Dry Goods Co., Macon, Miss. 241

For Sale—Shares in Canadian and American copper companies at special inducements. E. Dande, 39 St. Antoine St., Montreal, Can. 242



Are You Prepared

In case of fire are you prepared to SHOW the INSURANCE Adjusters a COMPLETE proof of loss?

You may have a \$5,000 loss—BUT—YOU will have to SHOW the proofs to get the \$5,000.

With THE McCASKEY SYSTEM you have the proof. It's the SYSTEM that keeps YOU in touch with EVERY detail of your business.

Don't think that we are knocking the Insurance Companies, we are not. They are in business the same as YOU are and want to KNOW what they are paying for. If your jobber should send you a BILL calling for one car assorted merchandise, \$1,000, without mentioning items or prices, would you accept it? Hardly. YOU want to KNOW what YOU are paying for. Just so with the Insurance Companies.

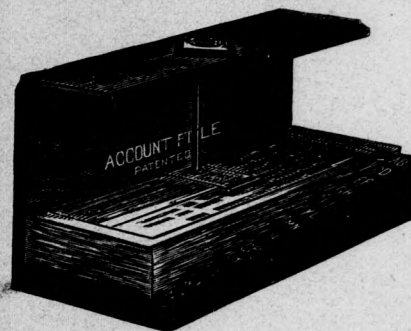
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THE McCASKEY REGISTER CO.
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Mfrs. of the Famous Multiplex Duplicating Order Pads and Sales Books; also Single Carbon and Folding Pads.

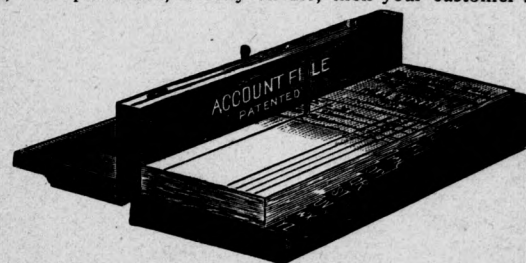
J. A. Plank, State Agent for Michigan, Tradesman Bldg., Grand Rapids
Agencies in all Principal Cities.

Simple Account File

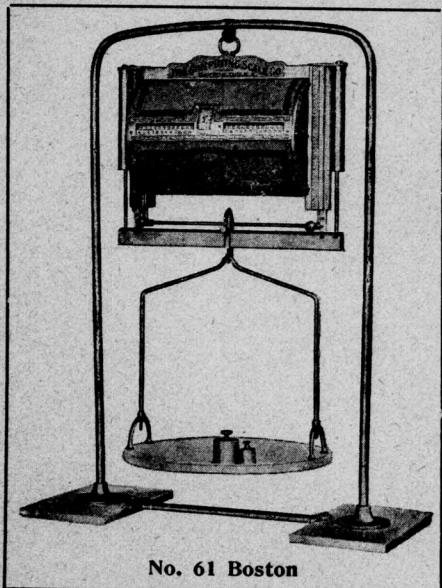


A quick and easy method of keeping your accounts. Especially handy for keeping account of goods let out on approval, and for petty accounts with which one does not like to encumber the regular ledger. By using this file or ledger for charging accounts, it will save one-half the time and cost of keeping a set of books.

Charge goods, when purchased, directly on file, then your customer's bill is always ready for him, and can be found quickly, on account of the special index. This saves you looking over several leaves of a day book if not posted, when a customer comes in to pay an account and you are busy waiting on a prospective buyer. Write for quotations.



TRADESMAN COMPANY, Grand Rapids



No. 61 Boston

—This— Moneyweight Scale

will save its cost every 6 months in time and merchandise wasted on old-style scales

Moneyweight Scale Co., Chicago, Ill. ROCKFORD, ILL., Dec. 22, 1905.

Gentlemen:—We are using eight MONEYWEIGHT SCALES in our three places in this city. These scales have been in constant use for the past two years, and we find them always accurate, both for ourselves and our customers. We know these scales more than save their cost every six months. We could not do business without these scales.

Yours truly, SCHMAUSS COMPANY.

If you had \$1,000 you could invest, to bring 10 per cent. interest, you would invest it quickly, wouldn't you? Then **investigate** this MONEYWEIGHT SCALE which will bring you 100 per cent. **Write for the proof.**

Date.....
Moneyweight Scale Co., 58 State St., Chicago.
Next time one of your men is around this way I would be glad to have your No. 61 scale explained to me.
This does not place me under obligation to purchase.

NAME.....
STREET and No.
TOWN..... STATE.....



MAIL THIS COUPON NOW before you lay this paper down. You cannot afford to forget it.

Moneyweight Scale Co.

Distributors of HONEST Scales
GUARANTEED Commercially Correct. 58 State St., Chicago

"Teutonic" Assortment of Decorated

RETAIL PRICE \$1 to \$1.50

Water Sets

TOTAL COST 9 Sets=\$7.30



The beautiful 7-piece water sets contained in this assortment are exceedingly good material for your holiday trade. They are moderate in price, selling for just about the amount lots of your customers are willing to invest, and as water sets are among the most popular presentation goods, we predict a rapid sale for them. **There are no better values on the market** in this line than the nine beautiful sets contained in our

"Teutonic" Assortment

of which no two sets are alike, viz.:

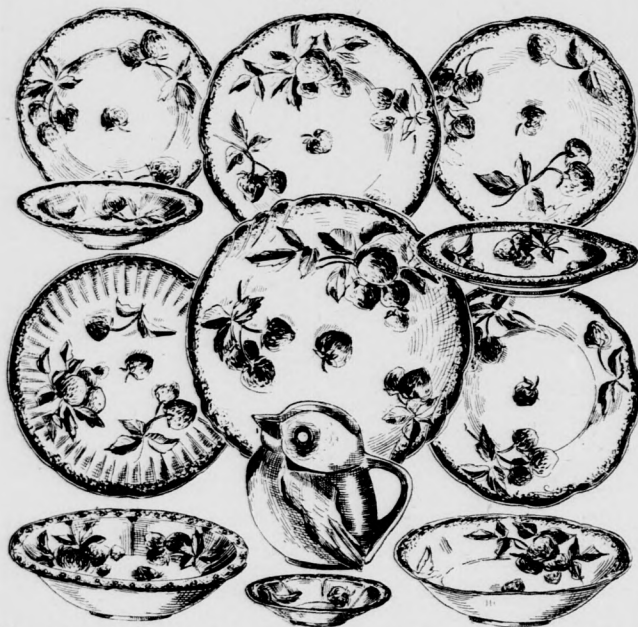
2 Sets Ass't green and crystal, enameled flower decorations.		
Per set	\$0.72	\$1.44
1 Set Crystal with wide gold bands82
6 Sets Assorted shapes and colors, crystal, green and wine, and each with assorted rich enameled flower decorations and gold edges. Each	0.84	5.04
Total		\$7.30

Sold by Package Only--No Charge for Barrel

"New Nicest" Assortment Porcelain

Strawberry Decoration and Gold Stippling

Package of 12 dozen pieces to retail at from 10c to 25c. Cost you only \$10.50



The assortment comprises one dozen each of the following: Fruit Saucers, Oatmeals, Olives, 7 3/4 inch Berry Dishes, 7 1/2 inch Coupe Soups, 5 inch Pie Plates, 6 inch Tea Plates, 7 inch Breakfast Plates, 8 1/2 inch Cookie Plates, 9 1/4 inch Cake Plates, 6 3/4 inch Coupe Plates, "Robin" Milk Pitcher. The last named article is in solid tints and a great attraction. Sold by Package Only. No Charge for Barrel.

"Victor Gold" Assortment Glassware

Green, Blue and Crystal, Opalescent With Gold.

Will easily bring at retail \$13.50. Cost you only \$9.00



A very handsome pattern in opalescent gold decorated glass. Comes in three assorted colors, viz.: crystal, blue and green with gold edges and plenty of gold ornamentation as shown by black shading in illustration. The assortment comprises 4-piece table sets, 7-piece water sets, 7-piece berry sets and 5-piece condiment sets and contains:

1/4 dozen 4-piece Table Sets, Gold Decorated, Assorted 3 Colors	\$ 9 00	\$2 25
1/4 dozen 7-piece Berry Sets, Gold Decorated, Assorted 3 Colors	10 20	2 55
1/4 dozen 7-piece Water Sets, Gold Decorated, Assorted 3 Colors	10 80	2 70
1/4 dozen Condiment Sets, Gold Decorated, Assorted 3 colors	6 00	1 50

Total for package

Sold by Package Only.

No Charge for Barrel.

Successors to
H. LEONARD & SONS
Wholesale

Leonard Crockery Co.

Grand Rapids, Mich.

Half your railroad fare refunded under the perpetual excursion plan of the Grand Rapids Board of Trade. Ask for "Purchaser's Certificate" showing amount of your purchase.

Crockery, Glassware
and
House-Furnishings