

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$2 PER YEAR

Twenty-Fourth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 31, 1906

Number 1206

THE ROAD TO LAUGHTERTOWN.

Oh, show me the road to Laughtertown,
For I have lost the way!
I wandered out of the path one day,
When my heart was broke and my hair turned
grey,
And I can't remember how to play,
I've quite forgotten how to be gay,
It's all through sighing and weeping, they say,
Oh, show me the road to Laughtertown,
For I have lost the way!

I used to belong to Laughtertown
Before I lost the way,
For I danced and laughed the livelong day,
Ere my heart was broke and my hair turned
grey:
So it ought to be easy to find the way,
But crying has made me blind, they say,
And still towards Teartown my sad feet
stray—
Oh, show me the road to Laughtertown,
For I have lost the way!

Would ye learn the road to Laughtertown,
Oh, ye who have lost the way?
Would ye have young hearts though your hair
be grey?
Go learn from a little child each day,
Go serve his wants and play his play,
And catch the lilt of his laughter gay,
And follow his dancing feet as they stray;
For he knows the road to Laughtertown,
Oh, ye who have lost the way!
Catherine Blake.

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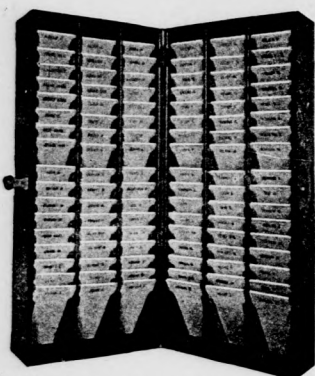
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Pat. March 8, 1898, June 14, 1898, March 19, 1901.



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of FLEISCHMANN'S

YELLOW LABEL COMPRESSED YEAST you sell not only increases your profits, but also gives complete satisfaction to your patrons.

The Fleischmann Co.,

of Michigan

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



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

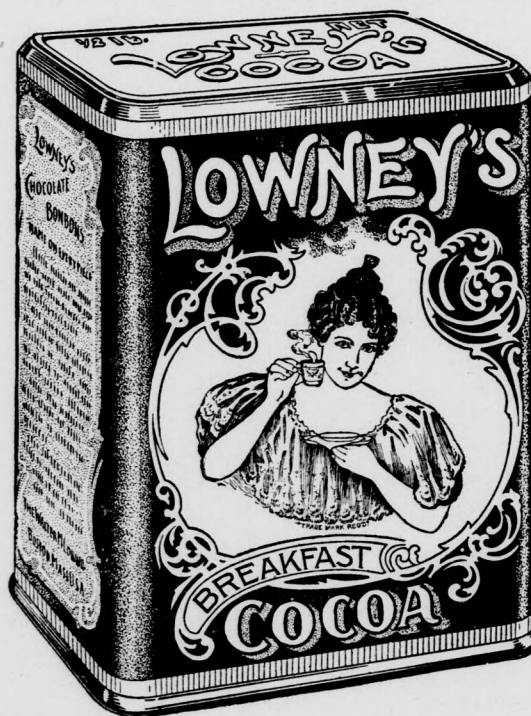
Sacks, per hundred 2.75

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

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JUDSON GROCER CO.

Grand Rapids, Mich.



LOWNEY'S COCOA is an American triumph in food products. It is the **BEST** cocoa made **ANYWHERE** or at **ANY PRICE**.

The WALTER M. LOWNEY COMPANY, 447 Commercial St., Boston, Mass.

Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

SNOW BOY WASHING POWDER.

GOOD GOODS — GOOD PROFITS.

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Twenty-Fourth Year

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Number 1206

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
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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.

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Resources Exceed 3 Million Dollars

Commercial Credit Co., Ltd.

OF MICHIGAN

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GRAND RAPIDS FIRE INSURANCE AGENCY

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Grand Rapids, Mich. The Leading Agency

ELECTROTYPES
DUPLICATES OF
ENGRAVINGS & TYPE FORMS
SINGLY OR IN QUANTITY
TRADESMAN CO. 2321 MAJESTIC BLDG.

SPECIAL FEATURES.

2. Window Trimming.
3. Successful Salesmen.
4. Around the State.
5. Grand Rapids Gossip.
6. Shoe Retailing.
8. Editorial.
9. The New Agent.
10. Where the Trouble Lies.
12. Travel in Grooves.
14. Dry Goods.
16. Out of Work.
17. Money in Bank.
18. Butter and Eggs.
19. Convincing Copy.
20. Woman's World.
22. Clothing.
23. Knocking.
24. Supply and Demand.
28. Keep the Customer.
30. Insolence.
31. Buying Advertising.
32. Shoes.
36. Mysterious Thief.
39. New York Market.
40. Commercial Travelers.
42. Drugs.
43. Drug Price Current.
44. Grocery Price Current.
46. Special Price Current.

WORKING TO A PLAN.

Following the Franco-Prussian war the city of Paris was rehabilitated and made much more beautiful than ever before by working to a plan. Similar rearrangement of thoroughfares and adherence to sky-line essentials have wrought wonders for what were offensive portions of the city of London; the city of Manchester has been made one of the most beautiful of British cities and within the past three or four years, at an expense of thirty or forty millions of dollars, the South American city, Rio de Janeiro, has been entirely remodeled and made harmonious and beautiful by working to a plan.

Already the United States Government has provided for the carrying out of a splendid design for elaborating and perfecting the plan of Major L'Enfant, who brought his topographical scheme from Versailles. The city of Cleveland has, by popular vote, provided for the permanent and splendid beautification of the Forest-City-of-the-Lakes, while Pittsburgh, Detroit and Chicago are waxing warm on the subject of working to a plan.

It is by no means strange that American cities are, as a rule, without comprehensive and artistic topography, because, like Topsy, they "just grew." Following an Indian trail or adhering to a "road to the mill" or another "road to the steamboat landing," these centers of population have grown without design other than as suggested by business. Then, too, as in the case of Grand Rapids, most of the cities of the Middle West began with rival land speculators in charge, so that there was an "Upper Town" and a "Lower Town," an "East Side" and a "West Side," a "Kent" and a "Grand Rapids." The contest began, usually, over the location of the county court house and jail, with the postoffice, the union school or some other local institution as the governing influence with the owners of property in the rival dis-

tricts arrayed loyally according to their interests.

Personal interests distinct and apart from each other are responsible for the puzzles now confronting a majority of cities where the desire to work to a plan in beautifying them is making itself manifest; and in a very large proportion of those cities it is the individual interest that is still paramount. The desire for gain, the resentment against loss, are thoroughly human attributes, and it is perfectly natural that the chief obstacle to municipal improvement is pure and unadulterated selfishness.

Approximately there are 1,050 representative men of business who are banded together for the common good of Grand Rapids, under the name of the Board of Trade. These men come from all parts of our city and represent every department of business. They are genuinely loyal and patriotic, and as such qualities go in cities the size of Grand Rapids they are splendid in their public spirit. They are as generous in all matters pertaining to the improvement of our city as can be found in any city anywhere. And yet, no more in Grand Rapids than in other cities, the lust for wealth or selfishness, the terms are synonymous, dominates the situation to the disadvantage of the purely esthetic.

What would happen if the following proposition were seriously offered?

To tear away nearly all buildings now standing in the district bounded by Bridge street, Monroe street, Fulton street, Division street and Ransom street and rearrange and rebuild that district as it might be planned. Crescent Park could be utilized and extended to fit in with the postoffice site and Fulton street park. The Ryerson library, the hospital, St. Mark's church and church house and the Fountain Street Baptist church might be retained, and so on, and so on.

On the other hand this plan might be suggested: A concrete and picturesque dike from the Grand Trunk bridge to the Wealthy avenue bridge, with all bridges rebuilt to be as artistic as is the Bridge street bridge. With the city across the river thus protected, then entirely rebuild the district from the river back to Lincoln park and John Ball park from Bridge street to Shawmut avenue.

Of course such notions are no less than preposterous in the eyes of today. In the first place we haven't the disposition, next we lack the money and finally neither plan is worth while.

Then let both plans go. Supposing the people of Grand Rapids were asked to bond the city in the sum of twenty million dollars for the purpose of remodeling a certain portion

of the city along lines to be designed by architects of international repute, the district to be utilized for this purpose to be selected by a commission and the plan to be followed to be a matter of competition. Then what?

That is a question. Such a proposition was carried by vote of the people of Cleveland and it might be the will of the people of Grand Rapids that something of the kind would be a good thing to indulge in.

And such a thing will be demanded by the people of Grand Rapids at some future time, when real estate values will be four or five times what they are to-day.

This idea of working to a plan, comparatively new in our country, is the correct thing to do and it is having a sure, steady and permanent growth. And such ideas, once they gain a foothold in this country, develop with remarkable rapidity.

A writer in the New York Sun has again started discussion of the question as to the decadence of letter writing. There is little doubt that the artistic productions of several decades ago are a thing of the past, but this correspondent attributes their demise to pure and unadulterated laziness. Now the fact is that a man of vim to-day has no time to sit down and polish off seven or eight pages of literary, political or religious discussion for the delectation of his friend. If he had more than one he wouldn't be able to do anything else. He is at the very antipode of laziness. He's so busy that he has to leave everything except his chosen work, and letter writing is only one of the few things worth while that commercial success drives from a man's domain.

By localization of magnetism a new machine has been invented which will make many changes in business methods, and perhaps eliminate from commercial life that hard-working individual known as the stenographer. It is called the telegraphone and performs five different functions: First, it receives dictation; second, it reproduces the dictation; third, it reproduces at a distant point, the machine being under control at that point; fourth, it records conversations between two persons over the commercial telephone lines without in any way interfering with the operation of those lines; and fifth, it records automatically, in the absence of the subscriber from the office, messages coming over the line during such absence.

It's all right to dream of the great things you are going to do, but don't forget to wake up in time to begin work.

WINDOW TRIMMING

Some Fine Displays Seen on Local Streets.

Those windowmen not classed as "conservatives" are showing they haven't yet forgotten the "time when they were boys" and are making unique exhibits pertaining to time-honored Hallowe'en. Notably such Monroe street stores are the Puritan Shoe Co., the Houseman & Jones Clothing Co. and the W. Millard Palmer Co.

In the first mentioned window use is made of a neat section of wire trellis about four or five feet in length and a couple of feet wide. This is placed in the rear of the window with the side down, and is entwined with brilliant artificial leaves. A square board resting at the top edge of the trellis holds a large pumpkin with a "mug" as ugly as that of the ugliest "Boxer." Tiny "made" pumpkins are at each corner and three small ones peer at you through the middle of the grating. When they are all lighted up they look eerie enough. The floor is covered with brown corrugated wall paper in a tan shade (suggestive of fall), and there is thick white cotton cloth at one side and rear of the window, the other side going to form the entrance. The cloth is evenly laid in wide vertical side-pleats. A shelf at the top is completely covered with the white cloth. At intervals on this are men's black shoes, with the strings hanging down half a yard, making a sort of fringe. Brown maple leaves are profusely employed where most effective, and are also pinned against the background. It is such a very good window I hate to find any fault with it, but the board on which the large pumpkin rests is too much in evidence. It looks crude. It should have been so covered and banked with leaves (either artificial or real) that it wouldn't have been in evidence a particle.

* * *

Steketee is displaying a nice line of "blanket goods" for negligee robes. The sign reads:

New Material
for
Bath Robes
and
House Gowns
35c yd.

The goods are figured and double-faced: brown and blue, grey and blue, red and green (parrot colors), navy blue and pink. The waist cords and tassels to wear with these are brown, gray, red and black.

In another window are chiffon broadcloths in the popular dark tones. The floor and background are brown outlined with crinkly cotton folds in the modish pale sulphur color—a pleasing combination.

* * *

Farther on down the street one is lost in admiration before one of the finest windows ever seen in Grand

Rapids. The big space is fitted up to represent an afternoon function. Rich rugs are thrown around, while the background and ends are made up of alternate panels of mirrors, ecru lace curtains and magnificent draperies in sort of an old rose shade. An oak mantel and grate are at the center of the background, at the right of which is a set of grate utensils in dainty design in brass. The fender is of the same yellow metal, while the andirons are of wrought iron. The mantel has beautiful vases and brass candlesticks with tapers, and above is a large landscape appropriately framed.

Eight fascinating dummies grace the occasion with their charming (waxen) presence, and they look real enough to deceive Saint Peter himself. They are posed in very natural attitudes, and are conscious that their street costumes are extremely becoming. The grouping could be improved on. Every one of the ladies should not be facing the street. If at a real reception they would not be in such studied positions. The four ladies in the right end of the window are much more graceful looking than the four at the left, for each of the latter quartette is made to stand at a corner of the library table.

Books and an inkstand adorn this table, also a bronze statuette—a full-length figure. Suspended with massive chains above the table is an electric over-light with opaque stained glass canopy oblong in shape. A lace "runner" takes up the center of the table. At the right is a small oak stand covered with an immaculate linen square. On this is a china tray holding a little old-fashioned looking gold-band teaset. One of the dummies stands here as if about to serve the tea. Another of the damsels has evidently just placed her cup and saucer on the end of the mantel, a third has put hers on the library table in front of her and—would you believe it!—two of the dummy ladies are holding a cup and saucer, with spoon, in their slender pink fingers. (And one can't help noticing that their nails have been exquisitely manicured, although a bit too much of rosaline was allowed to remain.)

Over in one corner is a marble or onyx pedestal surmounted with the gleaming marble bust of a young girl.

In front of the grate is a chair, on which is carelessly thrown a long black velvet wrap, a set of the expensive broadtail furs and also a set of Persian lamb, the muff of the latter having fallen to the floor.

The following card, although inconspicuous, would have been better omitted—it is too much like the Moral always tacked onto AEsop's Fables:

Fall Suits
Correct Garments
Carefully Selected
Carefully Priced
2nd Floor

* * *

The Houseman & Jones Clothing Co. has some of the best windows in town as to size and locality. The

corner one and the sidewalk show case are generally a credit to the firm, but the commodious west window usually has so much dark clothing, and dark shadows, as well, that an uncontrollable feeling of gloom steals over the passer-by and he hastens along with no further look. But this week one gladly pauses in front of a really truly fire (the grate is a gas one), which almost throws its flickering warmth through the glass front to gladden the chilly observer standing out in the cutting wind on the cold wet sidewalk. A man dummy, with pipe in hand, is cozily ensconced in a chair toasting his toes at the cheery blaze, while a red-suited tiny boy dummy, supposed to be his own little kid, stands near him, in the act of carving out a face in a small pumpkin. To do this he has swiped his ma's kitchen knife. The frieze of the background is made of some semi-transparent stuff with six or eight pumpkin-faces (painted) showing on account of the electric lights placed behind them. Some of these have a sad and some a merry expression, for variety's sake.

The tall sidewalk show case has three pleated-front white shirts on display, with as many styles of collars attached and red ties (bow and four-in-hands). All the surrounding ties are medium-wide and all of them are red—mostly brocaded. A mottled white placard fifteen inches high by four in width has the following in plain red letters, accentuating the red and white idea:

Red
in the
Newest
Shapes
and
Shades
50c
* * *

The W. Millard Palmer book people do themselves proud the current week with their skull-headed spook (that is awful enough to make your flesh creep even in the daytime and your hair turn gray) and their big live caged white wolf, that was in a drowsy mood when I saw him. He was sleeping much as does a dog—partly on his side, hind feet crossed, front paws stretched out very straight, with his long nose buried between them. His strong wire cage has a nice bed of clean white sand and he looks quite at home among the dozens of copies of Jack London's "White Fang" that flank both sides of his house, a deep sign across the top of which says:

WHITE FANG

The books are cloth bound in two shades of sage green, while these are reversed on the paper protectors. A poster reads:

Jack London: White Fang. Amhor of "The Call of the Wild," "The Sea Wolf," etc. With eight full-page illustrations in color by Charles Livingston Bull. Cloth, 12 mo., \$1.50. The Macmillan Co.

A large white cardboard contains the following list, labeled "Fall Fiction:"

Beach—The Spoilers; Chambers—Fighting Chance; Churchill—Con-

iston; Corelli—Treasure of Heaven; Deland—Awakening of Helene Richie; Green—Woman in the Alcove; Michelson—Anthony Overman; McCutcheon—Jane Cable; Parrish—Bob Hampton of Placer; Smith—Tides of Barnegat; Scott—Colonel of the Red Huzzars; Wister—Lady Baltimore; White—The Pass; Williamson—Lady Betty Across the Water.

To return to the ghost:

I fancy his anatomy is composed of simply boards, from his pronounced angularity. The white drapery comes up over His Ghostship's head. The mirror is heavily shrouded in black and the same funereal stuff is all around the sides of the window and on the floor, which is covered with small papier mache jack-lanterns and packs of "witch cards."

Better an impudent enemy than an impudent friend.

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.



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.

SUCCESSFUL SALESMEN.

Valda A. Johnston Representing Musselman Grocer Co.

This country has been the home of success and of successful men since the Puritans landed on the rock ribbed coast of New England three centuries ago. The pages of the history of this country teem with the names of men who have won material reward and recognition in industry, commerce, science and art. Some of these achievements have been in a small way, although none the less illustrious, and others in a large way; some of the largest are the result of seemingly great exertions, while others appear to have about them the elements of accident or chance. There is no way of determining the measure of success owing to the difficulties to be surmounted and the temperament, inclination and environment of the principal, but there is a well defined tendency in each normal mind to achieve distinction in some way. It is a laudable ambition to seek success, for it elevates mankind in its striving to bring out all the good qualities that lie within a man. The distinction cherished may be of a social, political or financial nature, but it is a recognized fact in the history of mankind, despite the theories sometimes advanced to the contrary by philosophers and others.

This struggle, if it may be so termed, is for leadership and the emolument sought by every capable man, no matter what his station in life. If he be of an ambitious temperament and capable the result of his efforts to succeed may affect many or have to do with the welfare and progress of a nation. If, however, they are of a more modest nature it will have to do only with those who are in immediate touch with the principal or with the industry with which they are connected. No branch of industry has ever had more men in its ranks to whom success came, who took the honors that were truly theirs more modestly or who used the powers given them more beneficially, than the wholesale grocery business and its affiliated industries.

Valda A. Johnston was born at West Walworth, Wayne county, New York, April 5, 1861, his antecedents being Scotch on both sides. When he was 7 years of age the family removed to Rochester, and seven years later they moved to Town River, St. Joseph county, Michigan, where the father engaged in the flour milling business. At the age of 17 Valda left home and sought and obtained employment with the house of J. B. & W. H. Anderson, bankers and millers at Mendon. Four years later the firm sent him to Big Rapids to open a branch flour and feed store, which he conducted with signal success until the spring of 1883, when the failure of the house put him out of business, causing him to lose his position as well as the savings of several years. He came to Grand Rapids in April, 1883, and entered the employ of Arthur Meigs & Co. in the shipping room. In the fall of

that year he took a position as shipping clerk for the Grand Rapids Packing & Provision Co. Two years later he went on the road for that house, continuing in that capacity for two years, when he accepted an offer to accompany H. B. Carhartt to Detroit to travel on the road for the house of Hamilton B. Carhartt & Co. This position lasted only about three months, owing to the disastrous failure of Mr. Carhartt. Feb. 1, 1886, he entered the employ of Amos S. Musselman & Co., being assigned all of the towns on the Lake Shore from Pentwater to South Haven. He has continued to make regular visits to the trade of this territory for nearly twenty-one years, with the exception of about twenty weeks in 1893, when he was confined to his bed with a severe attack of peritonitis. Mr. Johnston expects to remain in his present position until Feb. 1 of next year, when

She Is a Blacksmith.

Unable to secure an appointment as teacher in the rural school districts of Kansas, where she resides, Mrs. Philo P. Wilcox, of Lincoln, Neb., turned to blacksmithing, which was her husband's trade. In the last fifteen years while thus employed she has reared a family of four children, and as her husband failed in health she has worked more and more into the business, until now, in the suburb of College View, she does all the work offered, with the aid of three of her children.

Horseshoeing is the only part of the business at which Mrs. Wilcox balks. She is able to prepare a horse for its shoes, but owing to the handicap of skirts cannot affix the shoes to the animal's hoofs in the style long approved of blacksmiths.

Mrs. Wilcox is 40. She has a clear complexion and her hardened muscles

born mechanic. She can take the most complicated bit of machinery to pieces, tell what is wrong, repair it and put it together again.

"My husband is now in Mexico for his health. The work is hard upon him, but the rest of us like it and thrive upon it.

"My oldest girl went out last summer with a threshing machine outfit and was with it all summer. She cut bands, fired the engine, fed the separator and did part of the cooking for the men. It is hardly girl's work; but it does not harm her. She is as lithe and strong as a young lion, and in bicycle races has proved more than a match for the young men in the neighborhood.

"I still have a license to teach, and shall turn to that this winter, when the blacksmithing trade is duller. I like this work better than the school-room."—New York Sun.

Clerks Should Be Civil to Employer. Written for the Tradesman.

Clerks, whatever else you may do in the way of omission and commission, don't, for goodness' sake, "sass" your "boss." The employer has yet to be born who thoroughly enjoys an outspoken opinion along the line of a "calling down." Especially is this true if the berating be done before others, particularly customers. An employer of labor, of whatsoever form, somehow likes to imagine that, as he it is who is the responsible party of the concern—the one who has to stand all the losses incident to a commercial career—he is the one to be looked up to by those in the minor position behind the counter.

You may think it smart, bright or "cute" to have the nerve to be impudent to the man you work for, you may think it shows acumen or a superior mind to dictate to the head of the establishment; but, believe me, you are but digging a pitfall for yourself in the lessened esteem in which you will be held by your employer, and you are running a great risk of there being soon a vacancy in your immediate locality, to be shortly filled with another presence than yours.

When an employer has been subjected to the insult of a clerk he begins to regard it as high time that that clerk's importance to the place be considered with reference to his dismissal. Corrections are not easy to bear even when they come from those above one, and when the reverse is the case, when underlings administer the scoring, an employer will lose no time in giving the employe to understand that he, the "boss," is just that in every sense of the word. It's his plant and he somehow has gotten an idea that he can run it a little as he sees fit. And if that "fitness" does not happen to strike a responsive chord in the breast of the "sassy" clerks, it is time they were stepping down and out and allowing the employer to select some one in their stead who has sense enough to know his place.

Ph. Warburton.

Some men are known by the work they refuse to do.



Valda A. Johnston

he will permanently retire from the road to devote his entire time to the hotel business in South Haven. He recently purchased a half interest in the Hotel Elderding and has now acquired the interest of his partner, F. H. Elderding, which necessitates his devoting his whole attention to his South Haven investment.

Mr. Johnston was married Nov. 25, 1883, to Miss Elizabeth Fortier, of Grand Rapids. They have two children, Valda A., Jr., 20 years of age, who is fitting himself for a mining engineer at Ann Arbor, and Hartwell W., a younger son, who is now in the second year of the High School and looks forward to a military career.

Mr. Johnston has no society or religious affiliations. He attributes his success to attending strictly to business and treating his trade in the way he would like to be treated if the situation were reversed.

are evidence of the long hours she has put in at the forge.

During her girlhood days she received a good education, and was a teacher when Wilcox married her at Roselle, Kan. In Kansas married women are not wanted as schoolma'ams, and barred out of teaching she turned to the forge.

"I like the work," she says. "At first the tendency of people to stop and stare was disconcerting, but now I don't mind it. I know of no other woman blacksmith in the country.

"Most of my work is in using the sledge making horseshoes, repairing wagons and farm implements, sharpening tools and the like. I am kept busy all the time. One of the girls takes care of the house, and the other three help me in the shop.

"Two of my girls, aged 17 and 15 respectively, are expert bicycle repairers. One makes \$5 to \$8 a week at this work. The oldest is a natural



Movements of Merchants.

Owosso—A new meat market has been opened here by E. Howe.

Naubinway—A new dry goods store will soon be opened here by J. Sugar.

Fife Lake—A new meat market will soon be opened by Chas. Gonder.

Union City—S. G. Newman has purchased the grocery stock of Mrs. Fred Maxon.

Leslie—A new bakery will soon be opened here by O. H. Osborn, of Stryker, Ohio.

Carleton—A new meat market will be opened in the east end of the town by John Discher.

Lowell—W. S. Godfrey will close out his stock of clothing and shoes and remove to Hastings.

Kalamazoo—The Peoples Ice & Fuel Co. has increased its capital stock from \$5,000 to \$17,000.

Coldwater—John L. Morgan has purchased the Kleim grocery stock and will take possession immediately.

Elsie—M. H. Setterington succeeds W. S. Hambleton in the meat business, having already taken possession.

Belleville—C. S. Wright has purchased the grocery stock of Walters Bros. and consolidated same with his goods.

Avoca—Chas. Martin has sold his stock of merchandise to Mrs. H. A. Newkirk. Mr. Martin will move back to his farm.

Manistee—Louis Barrett has sold his stock of confectionery to John Foy, who will continue the business at the old stand.

Allegan—A. Renick & Sons have sold their meat market to Otto Liniger and Geo. Marty, who will continue the business.

Tecumseh—Chas. Shaw has sold his grocery stock to Floyd Freeman, who, with a partner from Albion, will continue the business.

Pontiac—Gaukler Bros. will be succeeded in the feed business by McDonald & Schuler, but reserved the ice and coal business.

Manton—W. V. Vandercook has sold his stock of groceries and bazaar goods to R. F. Carpenter, who will take possession November 15.

Big Rapids—J. K. Sharpe has sold his meat market to S. S. Smith, of Belding. Mr. Sharpe will soon engage in the grocery business here.

Saginaw—The capital stock of the Heagany & Treanor Co., which conducts a house furnishing store, has been increased from \$8,500 to \$15,180.

Butternut—A. E. Ranger, proprietor of the Eagle Hotel, has remodeled his building, adding several new rooms and doing considerable re-furnishing.

Houghton—E. H. Wollstein has opened a new grocery store and meat market here, having been formerly engaged in the same business in Laurium.

Clare—J. D. McLaren & Co., of Plymouth, have purchased a ware-

house of A. S. Rhoades and will erect a new elevator this fall. They will also handle beans.

Yale—Evans & Knapp have sold their meat market to Tildon Minnie, of Clifford, and H. W. Fierstein, of Memphis. The members of the old firm will go West.

Kalkaska—Geo. E. Smith has purchased the John Seiting hardware stock and the C. W. Prevost hardware stock will be consolidated with it in the Seiting store.

Stanton—Bretz & Compton have finished packing their stock of general merchandise preparatory to removing it to Grand Ledge, where they will engage in business.

Harbor Springs—J. T. Starr has sold his agricultural implement stock to J. J. Lanice, of Charlotte, and E. E. Pierce, of Petoskey. Mr. Starr succeeds G. C. Adams in the commission and feed business.

Clare—David Ward has sold his hardware store to John Mahoney, who also purchased the building and has taken possession. Mr. Mahoney was formerly engaged in the same line of trade at Charles.

Kalamazoo—The Dairy-men's Milk Co. has been incorporated to deal in milk and milk products, with an authorized capital stock of \$2,000, of which amount \$1,000 has been subscribed and \$500 paid in in cash.

Camden—Chas. E. McKinley, who has recently conducted the McKinley hardware store, which has been established for over twenty years, will engage in the same business in Lorain, Ohio. His successor is Jay Abbee.

Wyandotte—A corporation has been formed under the style of the Plumerfelt-Nellis Co., to deal in groceries. The company has an authorized capital stock of \$25,000, of which amount \$13,000 has been subscribed and \$5,000 paid in in property.

Butternut—A new bank has been opened here under the style of the Bank of Butternut. F. A. Phelps, of Sand Lake, is the proprietor and Elmer F. Barret is Cashier. A general banking business will be transacted in connection with a fire insurance agency.

Detroit—Henry T. Payette, who handles cigar dealers' supplies, has merged his business into a stock company under the style of the Payette-Reese Co., with an authorized capital stock of \$75,000 common and \$3,000 preferred, of which amount \$5,000 has been subscribed and paid in in cash.

Avoca—Buck & Smith have sold their stock of general merchandise to Frank Teal, formerly of the firm of Leonard & Teal, of Peck. Mr. Smith, who has had active management of the business, returns to Mayville, taking with him the stock of furniture and undertaking goods, which were reserved.

Kalamazoo—The produce and grain business formerly conducted by Morris Kent & Co. has been merged into a stock company under the style of the Morris Kent Co., with an authorized capital stock of \$10,000, all of which has been subscribed, \$3,132.54 being paid in in cash and \$6,867.46 in property.

Holland—The partnership existing between F. K. Colby and Wm. Wyhe, of Macatawa Park, has been dissolved, Mr. Colby selling all his interests in the bazaar and grocery business at Macatawa to Mr. Wyhe, who will continue to conduct the business during the life of the store lease, which still has five years to run. F. A. Wurzburg of Grand Rapids will take charge of the bazaar stock next year, and will add to it materially. Mr. Wyhe has been employed by Mr. Colby for many years, and last year had the entire management of the business.

Manufacturing Matters.

Pontiac—The Price Varnish Co. has increased its capital stock from \$20,000 to \$30,000.

Charlotte—The Dolson Automobile Co. has increased its capital stock from \$100,000 to \$300,000.

Jackson—The capital stock of the Osage Window Glass Co. has been increased from \$50,000 to \$100,000.

West Branch—The shingle mill operated by Tolfree & Bartholemew has shut down until February 1 next.

Bay City—W. D. Young & Co. have been placing a resaw in their sawmill and making some other improvements and repairs.

Detroit—The Hayes Manufacturing Co., which manufactures automobile parts here and at Lansing, has increased its capital stock from \$50,000 to \$100,000.

Ironia—The business formerly conducted by the Marvel Washing Machine Co. will be continued in the future under the new style of the Marvel Manufacturing Co.

Dunbar—The Girard Lumber Co. operates its large plant, which is equipped with two large bandsaws, one of them a twin bandsaw, a gang and edger, the year round.

Battle Creek—The Peptol Co. has been incorporated to manufacture proprietary foods, with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and \$10,000 paid in in cash.

Charles—The Sterling Cedar & Lumber Co. has been incorporated to deal in forest products. The company has authorized capital stock of \$100,000, all of which has been subscribed and paid in in cash.

Saginaw—Thomas Jackson & Co., the largest American manufacturers of doors for the English trade, are building an addition to their large plant 60x60 feet in size. This firm is doing a prosperous business.

Saginaw—A corporation has been formed under the style of the Strable Manufacturing Co. to manufacture forest products. The authorized capital stock of the company is \$50,000, all of which has been subscribed and paid in in cash.

Jackson—Lockwood Bros., who manufacture electric appliances and automobile and bicycle parts, have merged their business into a stock company under the style of the Lockwood-Ash Motor Co. with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed, \$1,091.82 being paid in in cash and \$1,585.68 in property.

Kalamazoo—The Marhoff Reel Co. has been incorporated to manufacture fishing tackle. The new company has an authorized capital stock of \$10,000, all of which has been subscribed, \$1,250 being paid in in cash and \$5,000 in property.

West Sumpter—A corporation has been formed to manufacture creamery butter under the style of the West Sumpter Creamery Co. This company has an authorized capital stock of \$4,500, all of which has been subscribed and paid in in cash.

Metz—A corporation has been formed to engage in lumbering under the style of the Metz Manufacturing Co. The company has an authorized capital stock of \$5,000, of which amount \$2,000 has been subscribed and paid in in cash.

Detroit—A corporation has been formed under the style of the North Side Brass Works to manufacture metal goods. The company has an authorized capital stock of \$15,000, of which amount \$4,440 has been subscribed and paid in in property.

Manistee—A corporation has been formed to manufacture the Anderson wire fence under the style of the Nickel Plate Fence Co. The company has an authorized capital stock of \$15,000, of which amount \$11,100 has been subscribed, \$800 being paid in in cash and \$5,000 in property.

Grand Marais—R. F. Schneider has purchased from the Marais Lumber Co. the old Colwell shingle mill, tram and wharf. The property has a water frontage of 350 feet and the new owner has the privilege of purchasing 150 feet additional. It is likely that the shingle mill will be repaired and operated.

Ann Arbor—The Washtenaw Light & Power Co. has purchased the water rights of the Ypsilanti Paper Co. at Lowell, Washtenaw county, for the stated sum of \$100,000. The paper mill was burned last summer. The new plant will assist the Geddes plant in lighting Saline and furnishing other power.

Ontonagon—The Ontonagon Stave & Veneer Co. plans to resume operations at its plant shortly. H. M. Bell recently visited Minneapolis, where the company is assured a market for all the staves it can manufacture. As soon as sufficient logs can be obtained the plant will be placed in commission.

Saginaw—The Michigan Saw Co. has just manufactured two saws that tip the scales at 680 pounds, the largest, it is claimed, ever manufactured, each being seventy-four inches in diameter. They are of the best crucible steel and one-quarter of an inch thick. They were shipped to the Worden Lumber Co.

South Broadman—F. A. Wallman is rebuilding the handle factory and sawmill here which were recently destroyed by fire. He has bought two carloads of machinery for equipping the same, and hopes to be turning out canthook handles and lumber within sixty days. The broom handle machinery will not be started before next year.

Even the so-called white lies are more or less tainted.



OUT AROUND.

Grand Rapids Jobbers To Visit Their Customers.

The representatives of the wholesale trade of Grand Rapids will spend three days next week among their customers in the northwestern portion of the State. They will travel by special train composed of sleeping and dining cars, leaving Grand Rapids at 6:50 Wednesday morning and returning home Friday evening.

The itinerary arranged is as follows:

Wednesday.

Belding—8:05 a. m., 30 minutes.
Greenville—8:50 a. m., 30 minutes.
Howard City—9:40 a. m., 30 minutes.
Morley—10:20 a. m., 15 minutes.
Big Rapids—11:00 a. m., 50 minutes.
Reed City—12:15 p. m., 30 minutes.
Le Roy—1:07 p. m., 15 minutes.
Tustin—1:32 p. m., 15 minutes.
Cadillac—2:07 p. m., 50 minutes.
Manton—3:20 p. m., 20 minutes.
Kalkaska—4:25 p. m., 35 minutes.
Mancelona—5:22 p. m., 35 minutes.
Boyne Falls—6:37 p. m., 20 minutes.
Boyne City—7:15 p. m., 40 minutes.
Petoskey—Arrive 8:40 p. m.

Thursday.

Petoskey—Leave 8:30 a. m.
Charlevoix—8:55 a. m., 40 minutes.
Central Lake—10:00 a. m., 20 minutes.
Bellaire—10:32 a. m., 30 minutes.
Elk Rapids—12:00 p. m., 35 minutes.
Traverse City—1:35 p. m., 1 hour.
Copemish—4:00 p. m., 15 minutes.
Manistee—5:15 p. m.

Friday.

Ludington—Leave 8:30 a. m.
Baldwin—9:15 a. m., 30 minutes.
White Cloud—10:30 a. m., 25 minutes.
Newaygo—11:15 a. m., 25 minutes.
White Cloud—12:05 p. m.
Fremont—12:25 p. m.
Shelby—2:25 p. m.
Hart—3:15 p. m.
Muskegon—5:20 p. m.
Grand Rapids—6:30 p. m.

The Produce Market.

Apples—Business is brisk on about the following basis: Spys, \$2.50; Wagners, \$2.50; Baldwins, \$2.25; Greenings, \$2.25; Tallman Sweets, \$2.25; Kings, \$2.50.

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

Butter—The butter market is about unchanged. The receipts are as they should be for the season, and the demand is very good. Prices are higher than usual for the season, and no further advance is likely. A steady and unchanged market is looked for for the next week or two. Storage butter is firm also, and holders are asking nearly as much for it as for fresh. 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—Wisconsin command \$8.25 per bbl. Late Howes from Cape Cod have advanced to \$10. The increased price is due to cornering the crop, which is the largest ever recorded.

Eggs—Local dealers pay 24c per doz., case count, holding fresh candled at 26c and cold storage candled at 22c. New-laid eggs continue very scarce and sell immediately upon arrival. Grades below the best fresh are unchanged, including refrigerator eggs also. The market will probably continue firm during the coming week.

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

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

Lemons—Californias have declined 50c per box being now quotable at \$7@7.25. Messinas have declined to \$6@6.50.

Onions—Home grown, 65c per bu. Spanish, \$1.60 per 40 lb. crate.

Oranges—Floridas are steady at \$3.25 and Valencias range around \$6. Florida oranges are meeting with a good sale, although there are some complaints of their bitterness. They are of quite good color and appearance.

Parsley—30c per doz. bunches.

Pears—Kieffers are still in limited 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 35c per bu.

Poultry—The weather has been the cause of a temporary lull in shipments accompanied by a corresponding lull in business, but it is certain that the falling off in receipts means that the stock is accumulating in the country and that it will be poured into market soon. The market is dragging along, with light demand and lower prices. Hens are off 1½@2c a pound, roosters one cent and springs half a cent.

Squash—Hubbard, 1½c per lb.

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

White Pickling Onions—\$2.25 per bu.

The bankruptcy proceedings in the Andre case are still in statu quo. The fund now in the hands of the trustee in bankruptcy amounts to \$15,000. The claims thus far filed against the estate are about \$40,000, but the attorneys are undertaking to exclude the claims of the relatives on the ground that they are fraudulent. They are also trying to recover the money that was paid the creditors who attached at the time of the failure.

The Lubeck Automobile Co., which conducts its business at 148 North Ionia street, has increased its capital stock from \$15,000 to \$30,000.

The Grocery Market.

Sugar—Refined sugar is steady and will probably decline if the weakness in raw continues. The demand is fair.

Tea—New Japan teas are not freely offered and the demand is all the more pronounced and holders are proportionately firm in their views. Formosas, which promised to be rather weak, have shown signs of improvement, and are easily holding steady at quotations. The same may be said to apply to Pingsueys. Country greens are dull and weak at present prices.

Coffee—The heavy supply and the large receipts has given the market a weak undertone and placed it in a sagging condition. The demand is moderate only and the present market depression seems certain to continue until the surplus stock is worked out. Mild coffees are steady and unchanged, and so are Java and Mocha.

Canned Goods—It is currently reported that most of the tomatoes packed at the tail end of the season were off standard or seconds, and the offering of these in conjunction with some rejected stock on the spot at a shade under the market is a disturbing element in the situation. Advices from Baltimore say that the fall spinach pack is short owing to crop failure. The same advices say that the acreage is producing only 25 per cent. of the anticipated yield. A slightly better demand for spot red Alaska salmon from country buyers resulted in sales of approximately 1,000 cases. In other lines of canned goods no fresh features are presented. A feature of the canned goods market is the demand for strictly fancy corn, the supply of which, according to brokers, is unusually light for the season. So far as can be learned, Maine packers have nothing to offer and New York state packers are not seeking a market for such surplus as they may have after filling contracts. The demand for the standard grade has been a little better of late, but the market is unsettled by rather free offerings at low prices in the west, holders in this section being anxious to dispose of their large stocks before January 1, because of the fear of complications under the national pure food act, to which it is understood a considerable percentage of the stock can not conform.

Dried Fruits—Currants have advanced another ½c, owing to crop conditions on the other side. The present quotation in a large way is 8½c. Raisins are also higher. On the coast three-crown loose can not be bought below 5¼@5¾c, against an opening price of 3¾c. Fancy seeded are 7¼c against an opening of 5¼@5¾c. The cause of this continued strength is that the crop was not as large as was expected and the packers were squeezed through their advance sales. The condition of the apricot market may be learned from the fact that for choice Royals, delivered in the East, 16½c in a large way is asked. This is twice the normal price. This year's apricot

crop amounts to only about 10 per cent. of a crop. Evaporated apples are in good demand for export and under the influence of this fact the market has advanced a fraction during the past week. Prunes are still very high on spot, ruling on a 4@4½c basis by reason of local scarcity. The coast basis, however, is unchanged. Scarcity of box shooks and cars have made the market bare. The coast price for 40's is 3½c. Peaches are still very scarce and rule at high prices. The demand is light.

Fish—Cod, hake and haddock are comparatively scarce and the price on some grades has advanced ½c during the week. Mackerel is still very high and scarce. Shores are almost out of the market. Only a few fish are coming in and the fishing season is about over. Irish mackerel are firm at the recently-reported advance. Norway mackerel are very scarce and very high, prices showing further advances from day to day. Norway bloaters are particularly high, some sales having been made within the last few days at \$50. Salmon is steady and unchanged, demand light. Sardines are unchanged.

Syrup and Molasses—Sugar syrup is in light demand at unchanged prices. Molasses is in fair demand, but the supply of strictly pure goods is very small and the price very high.

The Grain Market.

Prices have strengthened all along the line, wheat having made a gain of practically 1c per bushel, with the demand for both wheat and flour showing some improvement. The visible supply for the week showed a decrease of 89,000 bushels, which puts the present visible at 37,036,000 bushels, as compared with 28,339,000 bushels for the same period last year; furthermore, the same week last year showed an increase of 1,125,000 bushels. Contry roads have been in bad condition for a week or ten days; this, together with the closing up of other fall work, has kept the farmers busy, hence the light movement of wheat.

Corn has also shown an improvement of about ¾c per bushel, with only a moderate movement of old stock. The visible showed an increase of 845,000 bushels for the week. New corn is beginning to come to market, considerable having already gone into cribs for storage. The new corn is not in condition yet for milling, although some is being used with the old for feeding. The crop is heavy and there will undoubtedly be a heavy movement the next month, with prices of the new ranging towards 40c per bushel.

Oats are steady, showing a gain of about ½c per bushel, with an increase in the visible of 102,000 bushels. The movement has been light and the demand is only fair.

Millfeeds are strong, the demand taking all the surplus at full prices. Bran is bringing \$20 and middlings \$22.50 per ton in quantity.

Ground corn and oat feeds have been quiet during the week, due largely to the change in the weather and the fact that new corn is beginning to take the place of other feeds.

L. Fred Peabody.

SHOE RETAILING.

It Requires Wisdom of an Extraordinary Quality.

Written for the Tradesman.

A shoe dealer's success—or that of any other merchant, for that matter—lies in the hands of his clerks. By very force of commercial circumstances the proprietor can not wait on all his customers his own self. If he could he might control, to a great extent, his business destiny. But he must select the very best material at his command and then trust to a kind Providence that matters will "come his way." Fatuous security, this, sometimes. But he can't do anything else.

The shoe proprietor and his help must have need of ten times the finesse required in any other branch of business. There's a something about the sale of foot-covering that is entirely separate from that of any other line of merchandise. It requires an infinite amount of patience, in the first place, plus an intimate knowledge of the subject in hand—or, rather, on foot. Human nature crops out more pronouncedly in the purchase of shoes than in the selection of any other line of apparel, and the shoe clerk must be an excellent judge of it. If he is not he might as well throw up the sponge in this sort of a situation, for he has missed his calling—he is out of his niche.

I don't really know which are the crankier shoe customers to wait on—women or men. They each require different tactics. Of the two I think the women require waiting on with a degree more of adroitness than do the men. We have not only to fit their feet properly but their vanity must be catered to also. If you are not nice about this your name is Mud or Dennis or anything else that spells Failure. You must not put on the compliments too thick and they, like the shoes, must not be too broad. You must know just what to say and just what not to say—and sometimes the latter is much more difficult of performance than the former.

Often a woman will exhibit the utmost reasonableness in her selection of her shoes; sometimes she displays the perverseness of the veriest spoiled child. If you are not acquainted with her queer ways from previous encounters you are all at sea until you begin to "catch on"—to use ancient slang. After she has once traded with you and you have studied her peculiarities—not to say idiosyncrasies—you have a better grip on Fate. Results then lie largely within yourself.

Of course, if a woman has made up her mind beforehand to be dissatisfied, Mephisto himself, with all his subtlety, would find it no easy task to change her mind. She will, out of her—I had almost said eternal cussedness, but we will simply name the quality of mind "changeableness"—she will, out of her "changeableness," drive you frantic in your efforts to combat her arguments. You may be dead sure, in such a case, that the lady or the girl is acting contrary just for the pure fun

of the thing; and yet you will not be able to answer her in kind, for then she will up and get huffy, and then your goose is cooked to a crisp. You simply have to "smile and smile and be a villain," that's all.

To a man you can say things that you can't say to a woman. If the unpleasantness gets too apparent you can come right out and tell him just exactly what you think of his cantankerousness. Can you pursue such a course with a woman? If you did think you she'd ever again give you the chance to open the door for her to enter your Shoe Emporium—or whatever other high-sounding name you give your establishment? Not much! You could say "Goodbye for aye" when she went out had you shown so little common sense.

In general, let me say this, from an old shoe dealer's viewpoint:

A woman buying shoes is like a frightened deer: she needs a big lot of coaxing. You must feed her the sort of tidbits she likes or it's all off with your chances of providing her with footgear. Taffy is as good as anything to begin on. Do not feed it in chunks—just nice little easily-assimilated morsels.

With men appeal to their preference for comfort—it's comfort vs. looks with them almost universally. Of course there are some dudish fellows who are willing to suffer almost any torture for the sake of presenting what they would call—if asked—a "swell appearance;" but the majority of men are not of a mind to go around with their feet pinched into two or three sizes too small. They can't stand quite so strenuous a time of it. Give them generous proportions for their pedals, good wearing quality, with a not-exorbitant price attached and they are completely satisfied with their selection.

As a proposition that has raked me in the shekels, I again admonish:

Study each particular one of your customers as if they were lessons in trigonometry. Master them—do not let them master you. This, coupled with, "Buy your goods right, and have an eye to your discounts," and you can't come far amiss of prosperity. Shoeman.

The selection of Oscar Straus as a member of Mr. Roosevelt's cabinet will give general satisfaction. It is doubtful whether any man in this country typifies more convincingly what one may become who is alive to his opportunities. From the day he entered Columbia Grammar School this Jew, possessing all the characteristic shrewdness of his people without their narrowness, has been a worker, a doer. He has run the gamut of service, and run it well. The position he occupies in the affairs of this country is influential and his record is clean. As head of the Department of Commerce and Labor we may expect of him a wise and thorough administration.

Every man is willing to patch up a quarrel—providing he is allowed to select the patch.

THE FRANK DOCTOR.

He Is the Kind That Can Be Trusted.

This physician's story of his idea of a successful physician is for you if you are about to choose a doctor.

If you have just brought your wife to a large city where you have lately settled in business perhaps you are. If you have married recently and settled in a little steam heated flat, and have helped her in picking out the dinner china, and in deciding whether the last wedding present money shall go for leather chairs or a really good rug, and if you have succeeded in getting a reasonable market man, and your wife has picked out the church with which she wants to affiliate, it may be up to you next to attach a family physician.

Whether the "family" part of it shall have the broad significance which includes not only professional conscientiousness, but personal friendliness, and to a certain extent an unmercenary attitude, depends upon your astuteness in doing it.

The young man who is not ordinary, if he has looked about him, may realize the matrimonial trend of the fast age in which he is setting out. The looking about will tell him that the bride of happy anticipations probably will go well down into the valley for the first if not for every protest she makes against race suicide. Or, that, barring this, their contributions to future citizenship will need to have their infant vitality propped up the first week or two by prompt doses from the brandy bottle. Or that the

life of the bread winner who gets caught in the pneumonia epidemic may flicker the wrong way during the crisis, just because the popular doctor with his time card of so many minutes to each case cannot concentrate. Or, that an endless gulf of financial difficulties is every day being plunged into by young couples who have a look of prosperity, because the doctor hasn't been over conscientious in putting them over in the class who pay the legitimate extra.

Right here is where the young man who has the choice to make, which may prove vital, needs a "line" on doctors in general. The man who has here expressed his idea of what a doctor should be is one who stands the highest professionally. "It is expected of the successful physician," he says, "and the expectation is becoming a demand, that he should concentrate all that is best in him, and all that he can acquire, to the one purpose of lessening human suffering."

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and prolonging human life. In so far as he accomplishes this he is successful but to whatever extent he is turned aside from this plain, uncompromising duty, whether by money, society, inertia or procrastination to that extent he is a failure.

The habit of the physician as to study is one which, according to this doctor, observing and prospective patrons are not unwisely concerned. "That a man should be studious," he says, "goes without question, but it is possible that he may be too studious. Ideas, like food, should be assimilated, but overindulgence will result in physical or intellectual dyspepsia."

Besides the fact that from a moral, domestic and social standpoint the physician should have the same obligations that every good citizen recognizes, the fact that the wise man will consider these particularly important in a doctor is emphasized. He also arraigns the routine man, who is perhaps the most common degenerate in city practice from the best type of doctor.

"Where there is so much of seeming routine," says this physician, "and where there is constant and mechanical repetition in the round of daily duties, there is a tendency to become careless and to lose the personal equation, which is such an important factor in the relation of physician to patient."

"The 'physician's physician' also shows what are the correct ethics in the sick room, about which those who employ doctors are apt to have hazy theories and vaguely defined prejudices. "The physician should be absolutely honest with his patients. The physician who keeps to himself his opinion of the nature and tendency of any given disease is wrong. It has its origin often in the inability of the physician to define the conditions clearly. When he does the right thing here he asks for further time. Do not misjudge him if he declares his inability to decide upon a question, so that he gives the patient, or responsible friends of the patient, the result of his investigations. The physical or mental conditions of a patient never will be made worse by a frank statement, no matter what the statement is. There is no reason to be afraid of this course in the young physician. It is the surest and the only way, and if he is deliberately logical and painstaking he may abide the result of his decision. If he is not dogmatic he is much more to be trusted than the dogmatic kind, who assumes to know it all

"Suppose he does say, 'I do not know, but I will try to find out.' If he loses the case from this it is the patient and not the physician who is the loser. Or, again, he may have to tell his patient, 'You have a serious disease. It is right you should know it. I will help you all I can, and if you wish I will call in counsel.' This is not a matter to distrust him for, but it is a question of integrity and personal obligation. It cannot be avoided except by a cowardly attempt at concealment under the cloak of professional reticence.

"On the other hand, distrust the

doctor who runs about and takes everybody into his confidence about his cases. The calling of the true physician is almost as sacred as that of the confessor. Even the courts protect him against revealing 'privileged' communications. To him every communication of a patient should have the guard of special privilege, except to those who have the right to know. Even if it is only a toe that he has cut off from somebody, wild horses would not drag it out of him if he is the right kind. In general, the Dr. Golightly kind who has a large following of personal friends and acquaintances which he goes after as patients is the kind of successful man to avoid. He is the man who criticises the work of older physicians in a quaint way and tells of his own success in similar cases. He is a good fellow, fond of society and late hours anywhere but in his office. He gains the title of 'Doc,' and pretty soon he is going to fail in an emergency and lose caste and get shabby in mind, body and apparel.

"It is not expected that he should be a money maker, although he may be none the worse for that, or that he should have wide influence or be a social leader, although these may be attained in exceptional cases.

"But the practitioner who looks at the patient through the medium of the almighty dollar is unworthy of the calling. He has lost the ability to receive the highest reward that can come to any one, the satisfaction of doing that for which he can never be paid. Not that the successful physician should not be a good business man and should collect promptly and demand a fair return for his services, but woe unto him if commercialism ever ruins the obligation peculiarly his to those who are proudly as well as abjectly helpless. It is often said that he needs a special tact for his work, and tact has been defined in the case of the physician particularly as putting yourself in the other man's place."

Frank Lawson Todd.

Milk Preservation.

The following description of a new method of preserving milk is printed in a German scientific paper: The cow is milked into a sterilized pail, in the bottom of which is a small amount of peroxide of hydrogen. The pail is covered and set aside for from six to eight hours. After this it is heated to 52 degrees centigrade (about 125 degrees Fahrenheit). Then a special ferment called hemase, prepared from the blood of cattle, is added. This after two hours is said to destroy all of the hydrogen peroxide, and the milk is then ready for use.

The inventors believe the process is superior to pasteurization, and say the milk will last twenty-one days without losing its flavor. Consumers in this country will be content to wait for the results of German experiments before endorsing the treatment. The bacilli might be killed and the thing that killed them might be destroyed, but how about the milk in whose midst the operations were performed? The scheme looks repellent rather than attractive.

Prepare for the Hot Soda Season.

Now is the time when the enterprising druggist should install a hot soda apparatus and prepare to provide for the creature comforts of those who come into his store suffering from exposure to the cold winds. The biting blasts of winter are not here yet, but day by day the air is growing colder and keener, and, instead of being invigorating, it will soon send an unpleasant chill along the supersensitive spinal column. Nothing could be more attractive on a cold, raw day than the hot water urn merrily singing away. It gives an air of comfort and good cheer to the store, and patronage for hot soda is almost sure to follow.

The hot soda apparatus is an especially good addition where the store is near a transfer station or on a corner where crowds wait for the cars. The store itself may be cosy as a place of shelter from the winds when the street car schedule has gone awry, but it will be infinitely more inviting if there is the possibility of a cup of hot broth, chocolate or bouillon. The profits in hot soda alone are sufficiently large to warrant the druggist in serving it, but in many instances it will serve as a medium through which to make other sales. The day has gone by when the soda fountain should be put out of commission with a departure of the warm days, and even in the more sparsely settled districts it is possible to build up a hot soda trade which richly compensates the pharmacist for his trouble and expense. About

October your summer campaign will be drawing to a close and it is time to get up your first hot soda folder.

The Drug Market.

Opium—Is firm but unchanged.
Morphine—Is steady.
Quinine—Is firm.
Norwegian Cod Liver Oil—Is very firm, and has been advanced in primary markets.
Glycerine—Is in a firm position on account of higher prices for the crude.
Oil Cassia—Is scarce and has advanced.
Oil Cloves—Has advanced on account of higher price for the spice.
Oil Lavender Flowers—Is in small supply and has advanced.
Oil Pennyroyal—On account of the small crop has been advanced.
Oil Sassafras—Has advanced on account of scarcity.
Ipecac Root—Is in small supply and has advanced.

Mutations.

The darkest shadows at times are lifted.
The clouds not always obscure the sun;
The hardest burden is sometimes shifted.
The hardest tolling is sometimes done.
The stream that flows from the distant fountain
Now through desert and now by lea,
Though wide the plain or steep the mountain,
Sooner or later must reach the sea.
The gales of winter that shake the forest
Give place in spring to the softer winds;
The wounded heart that has ached the sorest
In the changeful future its solace finds.
Did spring last ever, 'twould lose its sweetness;
If flowers bloomed always, we'd cast them by;
'Tis change that makes the world's completeness—
The sweetest laughter succeeds the sigh.

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

You can't keep

Mother's Oats

on your shelves very long

Because

your trade call for it.

That's why YOU ought to push it.

More money in it with our new

PROFIT SHARING PLAN

The Great Western Cereal Co.

CHICAGO



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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

Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

Wednesday, October 31, 1906

ENFORCE ALL THE LAWS.

A considerable commotion is now on over the Sunday theater proposition in this city, thus adding another to the thousands of campaigns that have been carried on in scores of American cities and usually to the advantage of the theatrical people. Indeed, there are but two large cities which are quoted as having triumphed in such contests—Indianapolis and Minneapolis.

The Tradesman has no desire to see the theaters of Grand Rapids open on Sundays. Were the performances at those theaters always wholesome and artistic it would have no great desire to see them closed on those days. As a matter of fact the performances are seldom elevating and usually either immoral or vulgar.

But that is not the question. It is, pure and simple, a question of the enforcement of the laws. There is a State law prohibiting the opening of theaters on Sundays. If the law is unconstitutional that fact should be ascertained at once. If the law does not conflict with the constitution then it should be enforced. If we are going to go that far why not go farther? Why not enforce the law leasing premises for vicious practices? Why not enforce the law as to saloons?

All three of these laws apply to evils much more dangerous to the general welfare than are the Sunday theaters. Why do not some of the clergymen who are so dreadfully agitated over the Sunday theaters protest to certain of their parishioners against their deliberate, conscious and reprehensible letting of certain of their properties to men and women who are notoriously a menace to law abiding and worthy citizens? Why do not some of the laymen who are so wrought up over this Sunday matter hold mass meetings and protest against the city itself for deliberate and seemingly willful disobedience of its own ordinances?

There is the smoke nuisance—an unhealthful, property destroying nuisance—which the law says must be abated. There is a city ordinance which prohibits the burning of leaves in the streets; yet the President of the Board of Fire and Police Commissioners has been a flagrant violator of this ordinance this fall and has

several times filled the homes and lungs of his neighbors with the disagreeable and nauseating aroma of burning refuse. This man evidently regards an automobile owner as a common criminal and boasts of the manner in which he has encouraged the automobile policemen to hound the men who happen to have means enough to own an auto and pay gasoline bills. He smacks his lips over his bottle of Sunday wine at his club, while he gloats over the thought of the poor devil of a saloon keeper—in the suburbs—who must keep closed tight on Sunday. From the windows of the Peninsular Club he looks out on two brick blocks, owned by wealthy widows, which are devoted to immoral purposes, greatly to the profit of the owners and much to the disgrace of the city. In his eyes the man who owns an automobile is an object of suspicion and persecution, but the people who burn leaves contrary to law, who conduct blind pigs on Sunday and who lease business blocks for immoral purposes are immune. Why enforce the Sunday theater law and the automobile law and ignore other laws equally as necessary for the protection of the morals of the people?

Four or five weeks ago the Common Council approved and adopted a committee report which said that portable boards should be provided upon which to post election notices. These boards were to be affixed during the necessary ten days preceding elections to the city's telegraph poles, and when the election had been held the boards were to be removed and stored for use, in regular order, as the elections come around.

Last Saturday was the day upon which, under the law, election notices were to be posted as specified. The city had failed to provide the boards and so the disfiguring of the city's telegraph poles is continued.

How, in the light of such failure to observe half a dozen laws, the Sunday theater opponents hope to win in their fight is beyond comprehension. Last Monday there was a heavy fall of very wet and disagreeable snow. Was the ordinance as to the cleaning of sidewalks enforced? Those who waded and soaked along over the walks, not only last Monday but on many days last winter and every winter during the past three years, know that no effort whatever is made to enforce the sidewalk cleaning ordinance outside of the chief business districts.

Go to. Either repeal the laws or enforce them if you hope to win in a special case where there is a very decided difference of opinion as to the merit of the regulation.

A London physician who has studied the sub-strata of social life the world over is of the opinion that the tramp is an example of reversion to type. He has the shambling walk of the anthropoid ape and also the facial expression. Morally, physically and mentally the hobo resembles the monkey more and more each generation. The handorgan business ought to thrive in the future America then.

THE IMBROGLIO WITH JAPAN.

That the Japanese are determined to push their claims for satisfaction for their wounded dignity in having their children excluded from the public schools for whites in San Francisco, and relegated to schools where Chinese children are taught, is plain enough.

Not content with making representations to the Government at Washington, as has heretofore always been the rule, the Japanese Ambassador to the United States has already entered the United States Courts at San Francisco, and has brought suit against the school board there. Already a temporary injunction has been obtained from Judge Morrow, commanding the school board to cease from excluding Japanese children from the white schools.

This shows how prompt the Japanese government is to claim and maintain its real or imagined rights against the American people. There is a deep-seated belief that there is something more behind this affair than the indignation of a nation, because the Japanese children in San Francisco were excluded from the white schools and sent to one expressly provided. There are those who believe that any excuse was wanted to pick a quarrel with the United States, so that the Philippines may be seized before any efficient defense can be made. The Japanese Navy is near at hand, while ours is many thousands of miles away.

The treaty of peace between Japan and Russia, made in the United States, contained an express provision that Manchuria, whether occupied by Japan or Russia, must be returned intact to China. Notwithstanding this solemn requirement of the treaty, having fought a successful war and obtained control of Manchuria, Japan now wants to remain in that region. Everything that could be done to solidify Japanese control over Manchuria has been done, and it was so flagrantly in violation of the terms of the treaty of Portsmouth that Secretary Root, by direction of the President, protested and demanded that Japan observe the solemn pledges made in treaty and in repeated notes to the United States. Responding to the protest, Japan gave formal assurances that it would withdraw from Manchuria and not hinder American trade.

As a matter of fact, information continues to come to the State Department showing that Japan's assurances, like those Russia gave, are of little value, and that American trade in the Northern Chinese province is practically destroyed.

A study of the diplomacy of Japan prior to the Russo-Japanese War, and again at Portsmouth, demonstrates that the people of the Far East are the shrewdest statesmen in the world. It was evident to the officials at Tokio that they could not fling into the face of the United States and other nations the declaration that they would not agree to "equality of treatment" of all nations in the Chinese territory they control.

It was necessary to place Japan in a position where it could deny the demands of the United States on the ground that the United States failed to accord that comity and protection to Japanese which the laws of all other nations grant. By adopting this attitude Japan showed the Korean people that their interests were being advanced by its defense of Japanese rights, while to the Chinese it brought some fresh proof of Japan's championship of the Oriental people as well as the low regard in which Americans hold them.

The Tokio authorities feel they have little to lose by a period of bad relations with this country. They want to dominate the Far Eastern market, and would like to displace American goods in other parts of the Celestial Empire, as they have done in Manchuria.

The possibility of war would induce their diet to grant increased appropriations for armament, and if war should come, the Japanese fleet, increased by two 19,000-ton battleships, which were launched a few days ago, and which have the power of the English Dreadnought, would be able, they feel, to take care of Japanese interests on the sea.

Such, at least, are the deductions made upon the situation in high legal and diplomatic circles. There is no question that a big Japanese fleet with an army sufficient for every purpose could suddenly pounce upon the Philippines and take possession before any considerable resistance could be made, and the entire theatre of the war would be in the Pacific Ocean, in easy reach of the Japanese resources.

The act of the Japanese Ambassador in bringing suit in the United States Court in California without intimating such an intention to the State Department at Washington is quite remarkable, and may be classed as impudent, if not impudent. Our "shirt sleeve" diplomacy may be successful in dealing with Europeans, but when it comes to Asiatics, there may be reason to question its efficacy.

It is not too much to say that there is a possibility of serious trouble with the Japanese, and the authorities at Washington seem willing to go to any lengths to pacify and placate the angry Orientals. England, which is an ally of Japan, appears to be uneasy as to the outcome, and apprehensions have been expressed in France of trouble for the United States, which would mean trouble for every European power that has colonies or dependencies in Asia. That there have been anxious expressions on the subject in London and Paris is all the more significant because European statesmen are better acquainted with Asiatic policy than are ours. The driving of Russia out of Eastern Asia has been accomplished. Why not drive out the United States?

It's so hard for some men to save money when single that they don't think it worth while after they marry.

It's a good thing for the average man that he has more sense than his appearance would seem to indicate.

THE NEW AGENT.

She Did Not Need Any Nerve Tonic.

If a symposium of all the thousands of symposiums of Success Philosophy were made, the result would be an almost universal agreement among the modern practical philosophers to the effect that certain stated qualities are necessary to the winning of success, and that without the possession of these a man hopelessly is shut off from the possibility of achieving distinction upon his own merits. It is certain that nothing original would transpire and that our good old friends, hard work, sobriety, industry, economy and perseverance would be first and most powerful among those present. None of the qualities naturally necessary to the successful prosecution of a career would be overlooked in such a symposium—save one. And that would be so totally overlooked that a certain percentage of this world's people might go on fooling themselves year after year, and failing, and not really understanding why they failed—if this story, the story of the agent at Broken Axe, were not told.

This would be a terrible state of affairs to be allowed to continue, for the number of people who do not understand why they fail is to the number of those who do as the sands of the seashore are to those in your grocer's sugar barrel.

It was Going & Co.'s agent who was at Broken Axe. Going & Co., despite their octopuslike grasp upon the business situation of the country, hardly had heard of Broken Axe and never had considered it as a possible point of distribution of their product until one day there came to the desk of the manager of the branch house department a letter, neatly typewritten, about the town in question. The letter read:

My Dear Sir—Do you know anything about Broken Axe? If you do, why don't you have an agent here? If you don't, why don't you look it up?

Assuming that you don't know anything about this town and surrounding country (for if you did you would surely have an agent here), and that you're a mighty busy man, I'm going to tell you a few things about it, and later on tell you why I do it.

A year ago Broken Axe had a hardware store, six saloons and a water tank. The water tank was for the use of the railroad, not the citizens. The hardware store kept guns and cartridges and skinning knives, the saloons kept whisky; and these things were about all the people who lived around needed at that writing. Nobody lived in Broken Axe then, and there was nothing but cattle and grass around, and it wasn't a shipping point.

Now there are ten grocery stores at Broken Axe, ten saloons, four drug stores, a creamery, a passenger depot and 3,000 people. But that is not half. There are over 10,000 people around here where the cattle and grass used to be, including four new towns which depend on Broken Axe for supplies. Everything and everybody is growing because we've struck oil! And everybody has a good appetite, and there isn't anybody in your line here yet.

My purpose in telling you all this is to get the job of being your agent at Broken Axe. I know that I can handle a carload of your stuff a week

to begin with, and that only will be a starter. I am running one of the two butcher shops here at present, and have had five years' experience in your line. Before coming West I worked in a Chicago office, so I have enough business experience. My references are the Bank of Broken Axe and as many business men here as you want. Hurry up and close with me or refuse, for I want to begin to handle the business here at once.

Yours truly,

S. T. Scott.

"That looks pretty good on paper," said the branch house manager. "Let's see where Broken Axe is. Oh, yes, right in the oil district, and on the main line. Two hundred miles from any other agent. Well, we'll find out if S. T. Scott is all right, then we'll try him with a small carload of cheap stuff."

Forthwith he sent three telegrams, to the bank and to two prominent citizens of Broken Axe. The content of these telegrams was: "Is S. T. Scott of your city reliable, and to what extent?" The answers were to the effect that S. T. Scott was "All right. Reliable for as much as S. T. Scott wants."

"H'm!" said the manager. "That's a funny way of putting it, but they are a wild bunch out there, especially when they strike oil." But promptly he wired to S. T. Scott, Broken Axe, Neb.:

"Wire your assortment for car today. Contract by mail."

S. T. Scott wired back what was wanted in the first car. The manager cut it down \$300, not because Scott's selection was not a good one, but because it was good policy to let a new agent feel the hand of the firm at the outset of his career. If this were not done the agent might imagine that he was an individual instead of simply a sensitive end to one of the myriad of antennae that cover the country for the advancement and profit of Going & Co., which, of course, would be bad for discipline.

The car was distributed in two days, at prices that made a total far above the average for such assortment, and the receipts promptly were returned, but the manager of the branch houses looked in vain for the return of the signed contract. The orders came for two cars in the second week, but there came no contract. The manager wired peremptorily for the same, and in the envelope containing the disposition of the second and third cars it came—unsigned. S. T. Scott actually dared to suggest that, in view of doubled business in two weeks, more favorable terms than those contained in the contract, which were formulated on a basis of one car a week, be made. When the manager had recovered from the shock he went hastily to work with pencil and paper, and after five minutes he saw that there was no just way in which the new agent's demand could be refused. So the favorable terms were granted and the contract remailed.

After this the agent at Broken Axe became a topic of interest for the entire branch house department. "The man who doesn't need any nerve tonic" was the fashion in which the wits of that section of the office be-

gan to refer to the new agent. But also they granted that "he made good." There was no way in which this could be denied, for within four months after the signing of the contract three cars each week were being shipped to Broken Axe and disposed of at excellent prices.

This fails to sound sensational on paper, but when it is understood that the normal trade for the district served should be something like one car and a half it will be understood that the agent was no common one. This was true in more than one sense, as will be seen later.

So sensationally effective were the efforts of the new agent that it was only a year when the manager had firmly decided that such a person was wasting time in the oil district of Nebraska, and was casting about for somebody to go out and take charge of the new agency, while the founder thereof came in to the general office to be given a territory where the activities and ability that had built up the Broken Axe trade so quickly would have a scope commensurate with its power. And while he was doing this there came another letter from the new agent, beginning:

"You will have to find a new agent here at Broken Axe, as I am going to be married."

This was the first paragraph, and the manager stopped reading long enough to wonder what the new agent's marriage had to do with the agency. The next line enlightened him:

"My husband, rather my husband to be, has struck oil in a way to make him quite rich. So I will have to resign."

Then followed a page of detail concerning the business, but the manager read no further.

"Great Scott!" he said. "So he's a woman! And in another month I'd have had him—her—in the house here. What a shame!"

He took the matter to Old Going.

"We're losing our agent at Broken Axe, the fellow who made good so well," he said. "It isn't a fellow, though; it's a woman, and she's going to be married. And I was just going to give him—her, I mean—a route out of the city—a big, heavy place! She doesn't know what she's losing. By heavens, she would have been right up—"

Old Going laughed quizzically at him. "She couldn't have got up to where she is now if she'd climb to the top of the whole place," he said. "Man, man, man! She couldn't win any real success in business—she was a woman, and she got a chance to marry. What chance had she to win in business?"

So you see that there is another quality besides the old and tried standbys necessary to success—that is, success in business. You must not be a woman, especially not a womanly woman.

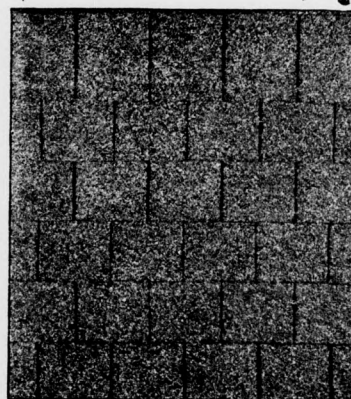
Allan Wilson.

Cochineal Coloring Matter.

Merry millions of little buglets support the vast cochineal industries. Where the tiny cochineal insect comes from is something of a mystery, but he does come wherever the nopal plant grows, and for a long time was thought to be a seed or a flowerlet of the plant. The living female insect is twice as large as the male, weighs one-tenth of a grain, and loses much weight in drying, so that 70,000 are needed to make one pound. During the rainy season many millions of the creatures are drowned or washed off the plants so that when the long dry summer comes there are but a few survivors on each plant. But these multiply so rapidly that before long the plants are covered. The last act of the female's life is to deposit a large number of eggs, on which her dead body rests, protecting them from the burning rays of the sun until the little ones emerge. In about six weeks after the beginning of the dry season comes the first harvest. The plantation laborers make the round of the nopalry and with a brush go over the entire plant, sweeping the creatures into a bag. They then are killed by immersion in hot water, by exposure to steam, or by drying in hot ovens. The hot water or steam makes them a dark reddish brown or black cochineal. The hot ovens make them a red gray hue or silver cochineal. The females outnumber the males by at least 200 to one, a fortunate fact for the planter, since the males are of no use to him whatever.

The world extends the glad hand to the lucky man, but all it hands the victim of tough luck is a little cold sympathy.

We Give a Ten Year Guarantee



Cost No More Than Wood Shingles

Reroco Granite Shingles

The only shingles on the market that are both

Durable and Fire Proof

H. M. Reynolds Roofing Co.
Grand Rapids, Mich.

WHERE THE TROUBLE LIES.

Find Out Before You Attempt a Cure.

Written for the Tradesman.

The clothier and the druggist walked down the street together and stopped at a cigar store. They waited at least five minutes before any one came forward to serve them. There was a card game of some kind on in a back room and the clerk was either playing or watching the game. The proprietor was not present.

The place did not look neat or thrifty. There was about it that indefinable atmosphere which told of inadequate receipts. The few customers who entered while the two merchants were there were not of a good class, and they seemed to be more interested in the back room than in the cigar case. The instant the clerk delivered the cigars to his customers and made change he dodged back into the rear room, leaving the salesroom unguarded. The clothier and the druggist walked for some distance down the street before either of them spoke, and then the druggist said:

"I thought so."

"So did I."

The men looked each other in the eye and smiled.

"I referred to the cigar dealer," said the druggist.

"So did I."

"I think we have found the pin."

"Come again, please."

"I think we have found out what's the matter with Charley."

"Yes, I suppose so, and I'm sorry. He's a good sort of fellow."

"Yes; he's all right as a companion, but I guess he's not built for business. The idea of hiring that sort of a clerk."

"The clerk would be all right if Charley insisted on his staying behind the counter where he belongs. It doesn't take long to ruin a good clerk."

"I don't believe in the card room annex for a cigar store, anyway," said the druggist. "Nine-tenths of the customers are no good. If they were they wouldn't be hanging about the card room of a cigar store. If Charley got all the money the fellows we saw there had he wouldn't get enough to pay for having them around."

"I'm sorry for more reasons than one that Charley is taking the course he is."

"Charley is like a lot of other new business men," said the druggist. "You see them nearly every day. They have a notion that as soon as they get into business they become gentlemen about town. They think that they are working up trade by going about the streets shaking hands and buying an occasional drink. They want to wear better clothes than they ever had before, and want to be seen at all the races and ball games. Such men last only a short time."

"In a good many cases the general public is astonished at the failure of one of these sooner business men. They had an idea that he was doing well because he seemed to know

everybody and to be popular. They did not know how few hours he put in at his place of business. They did not know how slack and slovenly his store looked. They did not know that he kept a class of customers hanging around him who would drive good trade away. In other words, they did not know where to locate the pin."

"I suppose," said the clothier, "that you are loaded for a lecture. Go ahead. I rather like your brand, and can endure it."

"I knew a young fellow last year," continued the druggist, "who inherited some money from his uncle and launched out in business. He chose the shoe field for his future operations. He opened up a fine store and hired a lot of clerks. Until the novelty wore off he remained at the store. He liked to have people come in and congratulate him on being a keen, level-headed business man—which he wasn't."

"He had his stock all paid for when he started in, and he had quite a good trade. He bought faster than he sold, and in no time had a lot of bills due in sixty and ninety days. Still he could have paid them all right if he had attended to his own business. After a time he began to ask for renewals at the bank, and to ask his friends for short-time endorsements. He came to me for one, and I accommodated him. I wanted to see him get along."

"But he didn't get along, and I wanted to learn why, being at that time quite a heavy endorser. In other words, I wanted to find the pin. It is often quite necessary to find the pin. You may take up a crying baby and feed it drugs and jounce it up and down, and show the wheels go round, and all that, but if there is a pin sticking into the tender flesh it is all of no use. You must find the pin. So in this case I set out to find the pin."

"I think I know the man," said the clothier.

"No; no one knows," was the reply.

"Then he didn't break?"

"Wait a moment. As I stated, I started out to find the pin. Well, I found it."

"Whisky?"

"Only moderately."

"Draw poker?"

"Moderately."

"Races and ball?"

"You might guess a week and not hit the pin, and yet we have been talking about it—or at least I have. No; the fellow just got tired of staying in his store. He took to the back room of a cigar store. Oh, there were other business men there, and they did not play a high game. As a rule they gambled only for cigars. They did not drink too much. They just spent their time. They just made it possible for cheap clerks to mismanage their business. They made up fishing parties. They went hunting in the fall. They patronized the ball games and the races. They did all the things that are talked about in the back room of a cheap cigar store."

"I think I know the bunch."

"There are only two of them in business now—the shoe man and the clothier."

The druggist hesitated a moment before going on.

"I was thinking of giving their names," he said, "but I think I had better not. Being interested in the shoe man, I found the pin and set out to extract it. I did not know but I would get my nose punched for butting in, but I did butt in good and plenty. You see the faults were such as I could talk about, the principal one being common old-fashioned laziness. I induced the shoe man to send a good friend to his store to take bearings. The report wasn't edifying, and he sent a new clerk there to watch things closely."

"Why didn't he go back himself if he was suspicious?"

"He wanted to know if it was a fact that his employees did not handle his business right when he was away. He found out. I don't care how good a man a clerk is, he will grow slack and often dishonest if left to himself. He found his clerks trusting their friends, which was against the rule of the store. He found that the cash did not come out right. He found that customers were not treated courteously. He found that people frequently asked for him when they entered and went off disgusted because he was not in. He found out that he was ruining a fine business just for the sake of sitting about a stinking room at the back of a cheap cigar store. He found out that he would be on the rocks in a year's time and cut it out."

"Our friend Charley," said the clothier, "does not appear to stay around his place of business, and yet he has a back room of his own."

"The notion is to get away," said the druggist. "All merchants do not go to the cigar stores to waste their time—when they do waste it. They go riding, and go to the fairs and political meetings. Anyway, they go away and leave their business in the care of incompetent clerks."

"And there are other pins," laughed the clothier.

"You can gamble on that," replied the druggist. "There are a lot of pins, and they keep business men howling, like a baby with a real pin in its little tummy. Often they themselves do not know where the pin is. After they are thrown out of business they usually manage to come to. The thing to do is to find the pin before it is too late. There is something wrong with a man when he can't succeed, having capital and ordinary common sense. When I see such cases I look for the pin."

"Are you going to extract this one?" asked the clothier.

"I am not," was the reply. "I think Charley has sense enough to find it for himself after he has tried all the remedies."

And he did. Alfred B. Tozer.

Food for thought is often supplied by one's inability to obtain enough of the other kind.

Of course, the man who thinks as highly of himself as you do of yourself is conceited.

Common Labor Scarce at Kalamazoo.

Kalamazoo, Oct. 30.—It is absolutely impossible to get together a dozen laboring men here. The Michigan Traction Co., which was ordered by the City Council last Monday night to begin work on Portage street, advertised for 100 laborers and has had six replies. Street, building and other work is at a standstill.

The Loose Leaf Ledger Co. will move into its new home next week. The company was organized a year ago. The capital stock, \$25,000, was increased to \$100,000 three months ago. A large factory building has been erected and machinery is now practically all in place. The capacity has been increased almost three-fourths.

The Michigan Central Railway Co. put a force of men at work this week on a large ice house in this city for the purpose of icing cars between Niles and Jackson. The new building will be 400x200 feet.

The Monarch Paper Co., which has postponed a number of times the date of beginning operation, this week decided to start the machinery on November 15.

Improvements being made by the Hill Foundry & Machine Co. are nearing completion. Two large buildings have been erected and the capacity of the plant will be doubled.

Foundations are in for the additions to the Michigan Buggy Co. It is the intention to have the buildings completed by January 1. The capacity of the plant will be doubled.

Weeding Out Union Trouble Makers.

Flint, Oct. 30.—Aside from the continued shortage of cars and the resultant filling up of local warehouses with manufactured goods for which there is a constant and insistent demand on the part of jobbers, the only feature of the industrial situation of the past week has been the closing down of the engine plant of the Buick Motor company Tuesday evening.

The reason given for the shut-down was a shortage of material, but while this may have had something to do with the unexpected action of the company, subsequent developments indicate that it was taken primarily for the purpose of weeding out an element of unionism that had found its way into the plant.

This view of the situation is supported by the fact that already a few of the men have been called in again, and it is understood to be the purpose of the company to gradually reopen the different departments of the plant, taking on from time to time such of the old employees as have not fallen into disfavor through their activity along union lines, and adding new men, until the working force has been restored to normal proportion.

The shut-down temporarily threw out of employment about 200 men, of whom probably not more than 75 per cent. remain in the city, the others having gone to Lansing and other places to accept positions.

Lazy men are always willing to work—other men.

Ye Olde Fashion Horehound Candy

"Double A" on Every Piece



Is good for young and good for old,
It stops the cough and cures the cold.

Made Only by **Putnam Factory National Candy Co.**
Grand Rapids, Michigan

TRAVEL IN GROOVES.

Taking Advantage of a Well-Known Tendency.

Written for the Tradesman.

The grocer sat at his desk chewing the end of a cigar as the drummer sat down his sample case.

"How's trade?"

The grocer frowned.

"Rotten," he said, sourly.

The salesman took out his cigar case.

"Smoke a good cigar and forget it," he said.

The grocer helped himself and leaned back in his chair.

"It does me good to have you drop in," he said. "There's a certain air of the present about you that drives off the blues. To listen to you one wouldn't think there was a past with bum doings in it, or a future with bank paper to meet."

"What's the use?"

"Look here," said the grocer, "I have to sit down and take stock now and then. I was doing so when you came in, and I find that I'm in debt to myself for a whole year's salary and no money to pay with."

"Your pay is in the trade you've built up during the year."

"I haven't increased my trade; in fact, it has fallen off."

"Then," said the salesman, "you need a cranial operation. Go to Battle Creek and be treated. Every man, woman and child who lives in Battle Creek a year has an operation. Huh! The first thing a fellow asks another is, 'Have you had your operation?'"

"Oh, I don't know about that," replied the grocer. "I've hustled, if that's what you mean, and I've proceeded along modern methods. I simply haven't sold the goods, and that is all there is to it."

"What do you mean by proceeding along modern methods?"

"I've put the latest thing in canned goods on my shelves, for one thing. Here in the city, you know, we have a lot of that trade. Then I've put in new brands of tea and coffee and spices. I handle better stuff than I ever did before, and yet it does not sell. I think the customers are the ones who need a cranial operation."

The salesman arose and glanced along the shelves.

"You have a good stock," he said.

"The best ever, but people never ask for it."

The salesman chuckled.

"How old are you?" he asked.

"Twenty-one and upwards," was the reply. "Are you getting one of those lecture notions in your head again?"

"If I didn't do a little friendly roasting when I go out to the city trade," said the salesman, "dealers wouldn't like to see me coming. I flatter myself I've saved many a merchant from going to the demnition bow-wows, not because I know such a heap, but because I learn a lot in traveling about the country. I'm now giving out the experience of five hundred years, if you figure up the different men I've consulted with."

"Well, preach!" said the grocer. "It's dull this morning, and I feel like

taking a nap, anyway. Go on and preach!"

"First," began the salesman, "you have a good stock."

"You said that before!"

"And the goods are new."

"That's what I said before."

"But they don't sell."

"I told you that."

"And I'll tell you why. The brands have not been cut long enough."

The grocer began to sit up and take notice.

"Now, if you can recall the course of your trade in canned goods, you will see that the goods you have sold are the old, well-known grades. Is that true?"

"It sure is, and when I didn't have the kind asked for the customer would not take any other, although I recommended it highly."

"Of course. The customer knew all about Snitzer's canned potatoes and he didn't want Dumdum's canned potatoes. See? If you didn't keep what he wanted he would go where they did. Now, my son, this is the text, and there's a lesson in it."

"I knew it! Go on with your preaching."

"It's all right to talk about preaching," said the salesman, "but if you want to sell things to the Great American Consumer you've got to tender him something with which he is perfectly familiar. This goes in everything—in dry goods and in literature, as well as groceries."

"New things seem to creep into the market, just the same."

"That's it. They creep in. If you have a new thing, advertise it. Get it in the minds of your customers. When you put a new thing in a man's hand you want to say, 'This is the famous brand that's been pushed so hard. Of course you have heard about this. Went with a rush from the start.' Then, perhaps, you make him believe he knows about it, whether he does or not."

"Won't pay for a pig in a poke, eh?"

"You bet he won't. You bump up against a publisher and ask him about books. He will tell you the same thing. The critics often declare that a certain author has struck a new lead. If he had, his manuscript would still be on his desk, with half a hundred statements from publishers to the effect that rejection by no means implies a lack of merit. There may be a little different setting of the figures in his book, but there are the same old passions, handled in the same old way."

"You can't invent a new passion," said the grocer.

"I've thought sometimes I could," said the salesman, "when I paused in my mad career to size up the dead monotony of things. Look at the stage. There's Lady Isabel in East Lynne. Women have been crying over her for fifty years, and naming their boys Lynne. You may bring out another weeping mother, but it takes about twenty years to get her enshrined in the hearts of the people. East Lynne always draws. You've got to have the name blown in the bottle if you beat it. Why? Because people are familiar with it. Mothers

tell their children about it, and grandmothers tell their grandchildren about it. It is advertised by the gossip of home. People are familiar with it. I sometimes think it might be a good idea to name a brand of tinned goods East Lynne."

"You've got the spirit strong this morning."

"Sure. Then there's Uncle Tom's Cabin—Little Eva and Uncle Tom. Year after year Eva dies and goes up in the arms of angels and Uncle Tom dies under the lash. Yet it draws. There are others just as good, but you can't make the people believe it."

"It's worth the price of an order to have you drop in," said the grocer.

"My son," replied the salesman, "that's what I'm here for: To cheer, and to sell goods. I've got the things that your customers are familiar with. Look at that list of tinned stuff! Its home is in the hearts of the people. When you find out what people want, sell it. People follow precedents. Half the streets in New York—that is, in the lower part of the city—were once cow paths. A cow walked there once, and another followed, day after day. Then it became a path and men walked there, and a wagon passed and it became a street. There you have Broadway and the Bowery, and Wall Street, and Maiden Lane and Pearl street. The human mind runs in grooves. The courts look more at what some other court has decided than at the merits of the case. Precedent is the whole thing. What one does, says, eats is good enough for all. You rip out that line of tinned goods until the makers advertise it good and plenty, until your customers begin to ask for it."

"I'll think about it. In the meantime you have the advertised goods for sale?"

"You've struck it, me son," replied the salesman. "Here you are. Don't be a missionary. Missionaries are often eaten alive. Follow precedent and supply the people with familiar things. Here you are!"

And if the salesman did not book a large order it was not because he had not earned one.

Alfred B. Tozer.

How To Avoid Being Oslerized.

These are the days of the young man in the strenuous work of the world, whether in the professions, in business, or in the vast army of the wage earners. Against this condition a multitude of voices have been raised in protest. The "Osler treatment"—although spoken in jest by the acknowledged king's jester in the medical profession of the United States—has been taken seriously for the reason that it was one of the first of the seemingly official expressions of a popular indignation at a condition.

Physically, considered in the light of modern normal conditions, a man does not attain his full growth of frame until somewhere between 25 and 30 years. It has been advanced as scientific observation that many men who have worn hats of a certain

fixed size to their 60th year, despite the thinness of hair, have been compelled to use a hat from one-eighth to one-quarter size larger because of a larger cranial development. Physically considered, even under the hard, exacting training of the ring fighter, that exponent of physical prowess is not considered "stale" until he has passed the line of 35.

But in the present state of civilization this physical measure of the man in the world's work does not compare with man's mental measure when his retirement is to be considered. When a man physically is not developed until he is close to 30, should he be a candidate for the human scrap heap at 40 or 45 years, or should the mind at 35 years be considered at its best, when so many of the world's frivolities and untried nonessentials have idle interest for it?

Ordinarily, a man's usefulness is gone only when he ceases to grow. The hardest proposition which the employer of men faces is to be found in that man who no longer is amenable to the laws of changed conditions. It is one of the evidences of mental age, whatever the years of the individual, when he becomes so fixed in his judgments, prejudices and fancies as no longer to be amenable to new methods.

As a possibility, may it be asked whether the forcing processes of the university can not be charged with the making of a man old at 40 or 45 years?

The "infant prodigy" notoriously fails to reach more than adult mediocrity, no matter in what field its specialty finds expression. Granting the exactness of the sciences and the shorter cuts to the mastery of them, it still is a question if somewhere in modern pedagogic methods there are not evils chargeable to the university's specializing which are tending to premature ripeness of the mental man.

The conditions under which a brain reaches its maturity are to be considered. The brain, like the body, is capable of only so much activity. For the young man to-day the incentives to overwork and overplay his brain are countless. Youth has its foibles, and long after its adolescence the attractions of frivolity, tending to shallowness of thought, are ever present. Is it a thing to be desired to ripen the brain in that period when animal spirits may be most likely an ever present, disputing force in his nature?

Medical science is pluming itself in no mean degree over the lengthening of the period of human life as shown in vital statistics.

When are you going to cease to grow?

This is a question to bring home to the man who at 35 years knows that in fifteen years more he is to be 50. Modern sanitation and the ever reminding laws of hygiene that are before him show the way to physical preservation. On the quality and the condition of his brain will depend the rest.

John A. Howland.

Holiday Goods

The Best Selling Line
and the Lowest Prices

Are Found at

Lyon Brothers

Chicago

Write For Our

Large Fall Catalogue

Showing Everything for the Holiday Trade
We Send It Free to Dealers on Application

Qualities Guaranteed and Prices Right

Albums	from \$1.90 to	\$54.00 per dozen	Magic Lanterns	from \$2.00 per doz. to..\$	3.75 each
Toilet Cases	from 3.75 per doz. to ..	9.50 each	Trumpets and Bugles	from .20 to	1.80 per dozen
Shaving Cases	from 3.75 to	30.00 per dozen	Rattles	from .21 to	2.00 per dozen
Collar and Cuff Boxes	from 1.90 to	34.00 per dozen	Tops	from .25 each to	1.90 per dozen
Fancy Work Boxes	from .75 to	24.00 per dozen	Tin Toys	from .30 to	3.75 per dozen
Necktie Boxes	from 2.00 to	9.00 per dozen	Toy Drums	from 1.90 to	8.50 per dozen
Glove & Handkerchief Bxs from	2.00 to	18.00 dozen sets	Toy Watches	from .80 per gross to	2.00 per dozen
Trinket Boxes	from .75 to	2.00 per dozen	Fur and Wood Animals	from .35 to	2.00 per dozen
Shell Novelties	from .33 to	8.00 per dozen	Voiced Bellows Toys	from .35 to	2.00 per dozen
Burnt Wood Supplies	from .42 per doz. to..	2.00 each	Clappers and Jumping Jacks from	.29 to	3.75 per dozen
Kid Body Dolls	from 1.75 to	21.00 per dozen	Iron Toys	from .35 to	18.00 per dozen
Dressed Dolls	from .30 to	48.00 per dozen	Iron Trains	from .70 to	8.50 per dozen
Christmas Ornaments	from .72 per gross to	.70 per dozen	Toy Banks	from .33 to	3.75 per dozen
Mechanical Automobiles	from 1.50 to	9.00 per dozen	Printing Presses	from .33 to	15.25 each
Mechanical Toys	from .75 to	9.00 per dozen	Doll Carriages	from 1.90 to	16.50 per dozen
Mechanical Trains on Tr'ks from	1.90 per doz. to ..	3.25 each	Sleighs	from 1.95 to	16.50 per dozen
Steam Engines	from 2.00 to	21.00 per dozen			

Also Card Games, Alphabet Blocks, Books, Perfumery, Cut Glass, Silver Plated Flatware and Hollowware, Gold and Silver Plated Novelties, Clocks, Musical Instruments, etc., and

More than 5,000 Items of First Quality Imported Chinaware



Lyon Brothers

Madison, Market and Monroe Streets

Chicago

Largest Wholesalers of General Merchandise in America
We Sell to Dealers Only

DRY GOODS

Weekly Market Review of the Principal Staples.

Gray Goods—Most lines show material advances, and the balance remain at value. The position of the bleacheries is much the same as heretofore. If anything, it is a trifle worse. Goods are coming forward, but they are on orders, and the chance of securing anything for the balance of the year, not now under order, is very slim indeed.

Bleached Goods—The movements in gray goods have been as active and excited this week as last. The attitude of the staple has perhaps more or less to do with the strength of the latter, although at the present time prices have dipped somewhat in raw cotton. The help situation, however, is by far the largest factor in the strength of these goods, and although comparative improvements are continually being made in this respect, it will continue so for a long time to come.

Prints—Have had a remarkably good week all round; some record sales have been made, and discounts are being continually shortened, which points significantly toward a material advance in prices in their respect, the present attitude being, to all intents and purposes, the same. Bleached goods are in an equally distressed position. Further advances have been made this week and more are to follow. Gingham and kindred fabrics are also among the goods that have been advanced and placed at value during the past week; in fact, all wash goods occupy a similar position. They have for some time been sold as far ahead as the mills will take orders.

Heavy goods are very scarce, and are sold far ahead into next year. Nearly all lines of the latter have been still further advanced, and in all probability will see an even further advance in the future.

Should anything happen to the cotton crop, it would be a real calamity, for in the present condition of affairs it would be impossible to form any conception whatever of the result that would be consequent.

Dress Goods—Have progressed very favorably this week. Further openings have been made in spring lines for 1907, and a very good business is reported. In one case, where a house opened its lines of fancy worsteds, a very satisfactory business has been done. Added zest has also been given to wool cloths by the appearance of cool weather, and a great many duplicate orders have been received. Any activity at all on fall stuff now naturally retards the showing of spring goods. The fall business will not be long in completion now, however, as many are fairly well sold at the present time. No complaints are made about the volume of heavy-weight business this year; in most instances it has been all that could be desired. As far as the spring trade is concerned, much of

the cutting-up and retail trades are yet to be heard from. Those houses that deal with wholesalers only consider themselves as reasonably well through with their next season's business. When the total demand for broadcloths has been fully accounted for, the knowledge of a very large business will be the result.

Underwear—The first show of cold weather has been the means of bringing out more of the business that has been holding off on one pretext or another. These buyers find it so hard to get goods that they are glad to place orders with the above understanding. On the other hand, there is a rumor to the effect that certain houses could easily handle a thousand cases more than have been their allotment. This would seem to be an excellent opportunity, as there is no lack of business, provided the house has the right stuff. Few orders can be taken for men's goods with any kind of a delivery promised. Ladies' goods, however, are known to be much easier. These latter could no doubt accommodate considerably more business in spite of the fact that many let it be understood that they were sold up. They are in a better position for next year, however. On the whole, goods are so well sold that there is practically nothing to be had. Buyers have been scouring the market for a number of weeks, picking up any available spots of a desirable nature, and are still pressing their claims upon the selling agents. But to quote one seller, "What is the use of taking these orders when you know that you can not fill them?" Any quantity of fairly large orders could be booked, were it possible to deliver the goods, but as it is not, they have to be refused. Some buyers now in the market are almost begging sellers to show their samples for the fall season of 1907. In many cases, however, these will not be ready before the first of December, and when the present chaotic state of affairs, so far as cotton is concerned, is considered, this is quite soon enough. There is little doubt that higher prices will prevail, no matter when the start is made.

Hosiery—While at first hands the business is very quiet with the jobbers and commission men, there seems to be no end to the enormous demand that has now been in full swing with them for a long time. The chief drawback is the scarcity of goods, of which buyers were warned earlier on in the season and of which they took little or no notice. However, since then they have realized what the retail business of the coming spring promises to be and have acted accordingly. The thing to which the buyer takes the least kindly is the fact that had he listened to advice offered him earlier, he would have saved considerable money, as prices are almost constantly hardening. It has long been impossible to operate in the leading staples, as most of them are now withdrawn. The lower grades seem to be responding quite freely, in lieu, perhaps, of better stuff. Men's half hose in black are very scarce, as are most goods that sell around 65c. There



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

Suspenders at all Prices

We call your special attention to our line of suspenders packed in one pair boxes for the holiday trade. This always proves to be a ready seller and profitable article to handle. Following are the prices we carry:

President 1-12 doz. boxes	\$4.25
Regular style fancy 1-12 doz. boxes	4.50
Regular style fancy 1-12 doz. boxes	2.25
Regular style fancy dozen boxes at per dozen	\$1.25 and 2.00
Extra heavy farmers' and workmen's brace at	\$2.25 and 4.50
Extra heavy police and firemen's brace at	\$2.25 and 4.25
Also boys' goods at 45c, 75c, 90c, \$1.15 and \$1.25 per dozen.	

Look us over.

GRAND RAPIDS DRY GOODS CO.
Exclusively Wholesale Grand Rapids, Mich.

has been a big demand for the latter. Gauzes in spring orderings are doing very well. Much enthusiasm has been created in favor of these. There is no doubt that they will be very popular. Some very good orders are reported. One of a thousand dozen was taken at \$1.85, which is considered a very good price. Laces at \$1.75 are being superseded by gauzes of the 280-needle variety, which indicates that it is a matter of quality rather than price which is guiding the purchaser. Just what proportion of the trade will be allotted to gauzes no one can tell; some are inclined to think that it may have been overestimated. However, this is hardly possible. Sellers are now beginning to be active for the fall season of 1907. Some wool goods houses were to start out this week and some more next. Buyers have been asking to see the goods for quite a time now. The leading houses making these goods will all be represented in the activity sooner or later, and the chances are that an effort will be made to get out at pretty nearly the same time.

Flour Salesman Lands a Difficult Customer.

It was an ordinary grocery store and meat market. Cars were clanging by out in front. Clerks were busy with customers inside. The thin faced proprietor was bustling everywhere in the spice scented air, giving perfunctory smiles to buyers and sharp glances and muttered words to the clerks.

In a lull in trade a neatly dressed young man entered and steered his way to the proprietor.

"Flour is my line, Mr. Berz," he said, handing a card to the grocer.

The instant he found the caller was not a customer Berz's answering smile changed swiftly to a look of irritation.

"You fellows bother the life out of us," he exclaimed peevishly. "You seem—"

"How is your stock on hand? Do you want to order some more?" the salesman asked quickly, respectfully insistent.

"I have all I want," Berz answered, scrappily; then, noticing a clerk standing and staring at him, he went on bullishly: "You fellows come in here bothering me for orders as if you thought I didn't have anything else to do."

And, without waiting for any reply he rudely turned his back on the flour salesman and hurried off to a customer who then entered.

"Good morning, Mr. Berz," the salesman called to the retreating form in an even voice.

Such a turndown for a man looking for orders is a facer that is not uncommon. All there is to do is to take it with a smile and go on plugging for other business. But for a young man this is hard to do. Either he stands on his dignity and hands back the rudeness the boors in trade hand him and squabbles away his chances of doing business or he meets the rudeness with courtesy and swallowing resentment at such shabby treatment he loses heart and tac-

kles the next man but half heartedly.

It is almost impossible for a young salesman to do otherwise. All during childhood his training has been such as to develop in him directness of method and confidence in the gift of what he asks for. As a child he has played his game with his cards face up. But in business this direct method of approaching people does not always strike ten. Playing for profit is different from playing for sympathetic response.

While a man can usually count on receiving a courteous response when he solicits business, the exceptions require ability of a new kind. A man must learn to conceal his hand. He must be an actor of high grade. He must learn to appear carefree when he is anxious, confident when he is doubting. This is where he learns the principle hidden like a diamond of human experience under the time worn words, "If at first you don't succeed, try, try again."

This principle is, "Change of method brings change of result."

If a man does not learn to change his methods for different circumstances he is Oslerized at the start of his business life instead of at 60.

In this same case of the self-controlled flour salesman and the nagging grocer there is another incident that deserves to be marked. A week later the salesman happened to be in Berz's vicinity about noon and he dropped in and found the butcher ready enough to talk about the way the Government meat inspection was affecting trade.

"Well, here you are again. Wanting to talk to me, I suppose," said Berz as peevishly as before.

The flour salesman nodded and went on talking to the butcher.

"You fellows bother the life out of me coming in for orders all the time,"

Berz went on with the same self-important idea buzzing in his head.

The flour salesman smiled pleasantly and went on talking to the butcher.

"It's my dinner time and I haven't time to talk to you now," said Berz.

"But I didn't come in to talk to you, Mr. Berz, so you needn't delay your dinner on my account," said the salesman concisely, and went on talking to the butcher.

Berz stood looking surprised for an instant. His self-importance was shocked.

"But—but don't you want to take an order for some flour," Berz said, in an injured tone of voice.

The flour salesman brought his talk with the butcher to a final sentence, when Berz broke in—

"I want five barrels of triple X."

"All right, Mr. Berz, I'll be glad to take your order," said the flour man, without, however, showing outwardly the satisfaction he felt at having wiped out the last week's defeat.

Will H. McQuigg.

BUY Mayer Shoes

And Watch
Your Business Grow

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

WANTED

Merchants to inspect our line of Storm Proof, Fur Lined, Duck, Corduroy and Leather Coats, Mackinaws, Kersey Pants, Flannel Shirts, Jersey Shirts and Lumbermen's Socks, and be convinced that we are showing one of the most complete lines on the market, and our prices are right.

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

SKREEMER

The \$4.00 Shoe for Men

Nothing Better Made. All Styles. All Leathers.

Carried in stock by

MICHIGAN SHOE CO., DETROIT

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.

OUT OF WORK.

Helpful Hints To the Man Seeking Employment.

Being out of work affects different classes of workers differently. The bank clerk usually knows, almost intuitively, where his services most likely would be in demand. The office clerk and salesman proceed at once to interview the manager of some rival house. The draftsman is handicapped by having no opportunity in his work to meet men who might be of service to him at such a time; but this advantage is offset by his technical knowledge of the kind of business houses most likely to need him. Of course, the wise worker in any line keeps himself informed to a certain extent as to conditions in his field of work; and if he is forced to remain idle for a few days "between jobs" never admits it, but conveys the impression he is overworked, and merely taking a much needed rest.

Still it is not every good worker, even among those who are no strangers to the sudden resignation, who rightly knows how to go about securing employment—that is, of the kind he wants.

There are several ways, good and bad, as pursued by the more or less initiated. The worst and laziest of these is the employment agency.

In the light of our almost universal education along the lines of strenuous hustle as a means to success, it is astonishing how many bright young men force from \$2 to \$5 upon some spellbinding employment agent, leaving his office with the hopeful remark: "Well, I'm going to leave myself in the hands of your people for something good," and off he goes to wait at home or at the park for a letter from the agency telling him to go to work at once for somebody at a nice fat figure. According to statistics he probably is waiting yet; for the best work of any of the agencies is to place 23 per cent. of the applicants registered with them. Some of them do not exceed 10 per cent. This really is the greatest objection to the employment agency.

The personal application, which may degenerate into the house to house canvass, comes logically next on the list.

To operate this method correctly requires a certain aggressiveness—a little nerve of the salesman's kind; for one trying to dispose of his services to a stranger is selling goods, and if he be timid and half hearted he is liable to be beaten down to an unsatisfactory price by the shrewd employer.

Still, to a man who knows his value and can tell it without bragging, and who knows the names of men who use his kind of talent, this is one of the best of methods. Draftsmen and technical men especially follow it, for their particular field is limited and they usually know who each other's employers are.

The method known as "pull," "drag," etc., etc., we will ignore. It merely is a system of getting some one else to make your application, do your talking, sell your goods. In this way it resembles the agency method.

We now have arrived by natural stages at the most widely known and used of all ways of getting work. This consists in the answering of "help wanted" advertisements in the daily and Sunday newspapers, and divides itself into two classes—personal calls where addresses are given and letters of application to "blind" box numbers.

The personal calls follow pretty closely the rules of canvassing with the exception that here is competition, owing to the fact that the advertisement you decide to answer in person may be read favorably by half a hundred of your contemporaries. The result often is in favor of a clean collar, brushed clothes, a shave and polished boots.

As to answering a blind advertisement, in spite of the aphorisms of our success writers, this, together with many other things which make for fortune, somewhat is a matter of luck. You have no guide to the individuality of the man you are addressing; the brevity of his advertisement may proclaim him a lover of the soul of wit, or it merely may indicate economy. Likewise a many lined, bellicose advertisement probably shows a fondness for description and adjective, but it is as likely to prove an inability to condense even where a person would be brief.

So best write the letter in your own best style, listing your virtues properly, with a modest but not small effect. End with a "Respectfully yours" if you want to; but don't start out by saying that while glancing through the paper this morning his advertisement for a book-keeper caught your eye and you write this letter with the hope that it will be considered as an application for the position. He knows all that. It is sufficient to say:

"Gentlemen: I am 28 years old and have had six years' experience as book-keeper, as follows: Two and one-half years with Jones & Co., etc.

Be brief. The choicest paths are trodden by the few. The acme of methods, the system followed by the connoisseur of job hunters, is the Situation Wanted advertisement.

When a storekeeper has goods to sell nowadays he advertises. Advertisement writing is a profession in itself, yet the writer of advertisements for retail merchants and commercial institutions generally has countless good examples of the art from which to receive suggestions, while the situation hunter, unversed in the art of using white space to advantage, has nothing to follow but the attempts of others no better informed in the matter.

And these little three line stories of the fortunes of work, what a lot of head scratching their composition requires! What virtues must be listed and years of experience described in a quarter inch of newspaper column! What almost indispensable words must be eliminated that three lines may not run into four for economy's sake!

This latter, however, is a fault, and a great one. Why is it that the same man who cheerfully will pay an em-

ployment agency perhaps \$5 parts so reluctantly with 40 cents at the newspaper office? The chances are five to one that he never hears from the agency again, while \$5, or \$2, judiciously expended in advertising is sure to bring offers—almost certain to open to him just the opportunity he is looking for.

There is a certain technical man of the writer's acquaintance who keeps a five or six line advertisement in the paper most of the time. He says it keeps him in touch with all the houses in his line. He has his finger on the pulse of the employment world.

But one can not say much in two or three lines of six words each. And the employer must be interested or the attempt is wasted. Also, here you are competing with employment agencies, a number of which carry false situation wanted advertisements continuously in order to hear of openings; and from practice and experiment they have attained to a proficiency in writing attractive affairs.

Not that it would be advisable to spend \$5 on a single advertisement; there is danger that a literary attempt of such proportions might be viewed with suspicion by the average employer. But the more space it occupies the more likely it is to be seen and read. Paul H. Woodruff.

The Philadelphia Press comments at some length on the prevalence of vice at county fairs and wonders why it is that the so-called attractions are generally scandalously immoral. Ever since the fair became known hundreds of years ago on the continent of Europe, this characteristic has been associated with it. The odium which the ignorant attach to the people of the stage is a reminiscence of the time when the actor was invariably a part of some fair. So its history is long and its cause is the same as that of all other evils, the love of money. When the public no longer desires such exhibitions they will no longer be given. The men who would make money by catering to any class soever will never die.

A 46% Increase

This is the sales record for Quaker Oats during September as compared with September a year ago. It is the greatest month in our history and October will show a still larger increase.

Quaker Oats

is the best known and fastest selling cereal package in the world. It is the most profitable cereal you can handle. It now sells everywhere. No matter where you are located you ought to push Quaker Oats.

The Best
Rolled Oats Made

The Quaker Oats Company

Successor to
The American Cereal Company
Address—Chicago, U. S. A.

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

Walter Baker & Co.'s
Chocolate
& Cocoa



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

46 Highest Awards in Europe and America.

Walter Baker & Co. Ltd.

Established 1780, DORCHESTER, MASS.

A GOOD INVESTMENT
THE CITIZENS TELEPHONE COMPANY

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

25,000 TELEPHONES

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

STOCK ON SALE

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

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

One Thousand Cases in Stock Ready for Shipment

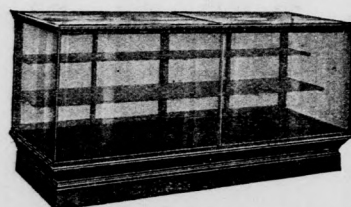
All Sizes—All Styles

Our fixtures excel in style, construction and finish. No other factory sells as many or can quote you as low prices—avail yourself of this chance to get your cases promptly.

Send for our catalogues.

Grand Rapids Show Case Company
Grand Rapids, Mich.

The Largest Show Case Plant in the World



Our new narrowtop rail "Crackerjack"
Case No. 42.

MONEY IN BANK.

Sensible Method of Ensuring Its Absolute Safety.

Do you ever worry about the safety of the money you have deposited in the bank? Do you realize that such a small sum as 43 cents per annum would insure against loss \$1,000 deposited in a national bank?

We approach so closely to making absolutely safe money deposited in banks and there is so much to be gained at such a comparatively small cost it seems reasonable to suppose that at no distant day the final steps will be taken and the safety of deposits made certain.

The moral effect of a bank failure, which goes far beyond the financial sufferer, is to be dreaded more than the actual financial loss. The commercial disasters, which usually follow in its wake, are caused more by delay in the depositors receiving what is due them than by ultimate loss, which, as a matter of fact, is extremely small. In order to counteract the moral effect of a bank failure it sometimes becomes advisable for the clearing house association of a city to go to the assistance of a crippled bank, or take over the assets and pay depositors of a failing one. In view of the facts would it not be good business to extend the above principle and the American Bankers' Association include all its members? This Association now has a membership of over 8,000, including the largest financial institutions in the country, all banks and trust companies in the United States being eligible to membership.

The annual report of the controller of the currency of December, 1905, shows the total loss to depositors in national banks since their establishment in 1863 to be less than \$33,500,000, or about 22.05 per cent. of the deposits at time of failure. The total annual deposits for the same period were in excess of \$78,000,000,000; hence the average annual net loss was less than 1-23 of 1 per cent. of the deposits. In other words, had there been an annual assessment of 43 cents per \$1,000 of deposits levied against the national banks and used as a guaranty fund, there would not have been a dollar of loss to a depositor in a national bank. It will be noticed that this covers the period from 1863 to 1905, including the panics of 1873 and 1893.

As previously suggested, the American Bankers' Association should act for its members, and by assessments create a guaranty fund with which to meet losses through failures. Certain requirements and restrictions unquestionably would be necessary for members. The Association should have its own corps of examiners, etc. Ways and means could be devised readily for the organization of a guaranty department, which would be upon the mutual plan.

We have seen that the average loss in national banks is less than 1-23 of 1 per cent. It is impossible to obtain complete data upon which to figure loss in state banks, trust companies, etc.; it would probably be safe to fix the rate of assessments to average

1-10 of 1 per cent. of the deposits, large banks much less, small banks more. The rate should be on a sliding scale, upon a basis of risk assumed, and in proportion of assets to liabilities. It would not be a difficult matter to properly fix the rate, which should be arranged to encourage large capitalization.

In the event of a bank's closing the guaranty fund would be available instantly and the depositors paid in full at once, the receiver returning money to fund as assets are realized upon, a discrepancy being taken care of by the reserve. Reflect as to the moral effect of deposits being paid on demand regardless of a bank's condition. Would it not tend to stop the hoarding of money and eliminate runs entirely?

It is possible that some of the large banks will urge that the guaranteeing of deposits will make the small banks as strong as they. It would make small banks as safe, so far as the depositor's principal is concerned, but security of principal is by no means all that is considered by one in selecting a bank. A large percentage of depositors view most banks as being upon a plane, as to security, and select their bank for divers reasons, the personal acquaintance, line of credit, etc. Others look wholly to security; and to this class the safety of their interest will cause them to discriminate and probably arrive at about the same conclusion as at present. Unquestionably the ratio of deposits would remain approximately as they now are.

Again, the failure of a small bank hurts the large ones. Would it not have been good business for banks generally to have made up a purse and paid off the depositors in the last two notable failures and pocketed whatever loss there might be? It is quite possible that the commercial interests would have helped gladly.

There are two classes of people with money, and they regard banks from different points of view. One deposits money in banks, the other does not. It is the class not depositing in banks which now commands attention. In this connection some statistics from the controller's report for 1905 will be of interest. On page 51 of the report the coin and other money in the United States is given at \$2,883,100,000. Of this amount \$295,200,000 is in the treasury as assets and \$987,800,000 in all reporting banks, including national, state, and private banks, and trust and loan companies, about 4 per cent of banking power not reporting. This leaves \$1,600,000,000 not in banks or treasury. Estimating \$7.50 per capita as necessary for transactions requiring cash and for circulation that does not return to banks each day, this would leave approximately \$1,000,000,000 of money unaccounted for. Distasteful as it may be, the fact remains that a large proportion of this vast amount of money is in hiding, either in safety deposit vaults, buried, or in the proverbial stocking.

The guaranty of deposits by the national government for national banks and by states for state

banks, trust companies, etc., is advocated by some, but a great many financiers believe that the government is already too extensively engaged in the banking business. This, together with postal savings banks and state owned savings banks, again being urged by the people and the daily press, would seem to indicate that the time is propitious to take up and settle this important matter.

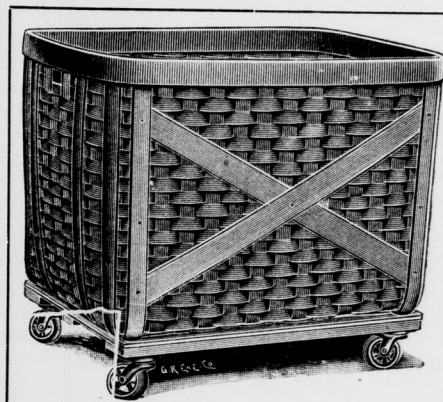
There is much which could be said on both sides of the question of postal savings banks and state owned

savings banks. As to affording absolute protection to the savings depositor there can be no doubt, but should not the commercial interests be protected as well as the savings? They so closely are allied that it is impossible to harm one without injuring the other. That there should be protection for both is obvious.

W. W. Newberry.

Don't think that because a man wears a large hat he is the head of the house.

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.

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.



Observations of a Gotham Egg Man.

There seems to be rather a blue atmosphere in some quarters of the storage egg market. A good many holders are dissatisfied at the comparative dullness of the wholesale markets for refrigerator goods, in view of the advancing season, and we note a good deal of pressure to sell which has a weakening effect upon the market. Holders of exceptionally fancy goods generally maintain a considerable show of confidence in the belief that the proportion of really fine refrigerators is smaller than usual, but owners of average good to prime lines are, in a good many cases, pushing pretty hard for sales.

It is quite probable however that, in spite of the very moderate movement in storage stock from first hands so far in October, the quantity actually moved from the refrigerators compares favorably with former seasons. In this section dealers seem to have carried a liberal quantity on their own account and these goods are naturally the first to go into consumption. We notice that Boston is reported to have reduced her storage holdings about 48,000 cases from the high point up to October 20, against a reduction of 36,000 cases to same date last year; and we have reliable information indicating that New York has also made a greater reduction in storage holdings this year—up to October 20—than last year in spite of the very liberal increase in receipts.

As dealers, one by one, get out of their own holdings of stored eggs and come on the wholesale market for their supplies we may expect a more active trading; but it must, at the same time, be remembered that the egg trade as a whole is effected by the high price of fresh gathered stock—upon which retail prices are largely based—and there would seem to be every reason for conservatism in the handling of the reserved goods.

The most unsatisfactory phase of the present situation is the apparent lack of a proper discrimination in the prices paid at interior points for current collections; there are thousands of cases of so-called fresh gathered eggs arriving here which have, apparently, been taken in by shippers at prices considerably above a parity with their value in the distributing markets. These consist of mixtures of fresh and country held eggs, containing a large proportion of stale,

shrunk, weak bodied stock which is not as good as a good grade of refrigerators. The need of "loss off" buying at country points is never so clearly demonstrated as at this season of year when the difference in actual value between full, fresh eggs and stale, weak bodied goods is so great.—N. Y. Produce Review.

Making Sulphur Matches.

The matches that are made on earth were first made possible by the discovery that if a warm solution of glue were taken at 44 degrees C. and both the phosphorus and oxidizing material were stirred in it the phosphorus melted and became separated into excessively small particles by the stirring while the oxidizing material dissolved. On tipping match heads with such a mixture when dry, the particles of phosphorus were surrounded entirely and protected by a thin film of glue, and it was not until friction upon a roughened surface in the striking of the match broke down the glue protection that the phosphorus and oxidizing material could act upon each other. The friction at the same time supplied the necessary heat to ignite the phosphorus, which then burned partly at the expense of the oxygen of the air and partly at the expense of the oxidizing material added to the match head mixture. As soon as this discovery was made improvements followed, and the match as it is to-day really is a beautiful application of scientific facts based upon the different points of ignition of the materials used for gaining the temperature necessary to ignite the various substances in which it is washed to have combustion. In the match head there is phosphorus with its ignition point of 60 degrees C., but it is quite clear that this is not the temperature at which the match head flames, as otherwise a box of matches left in the sun on a hot summer's day certainly would ignite; but it is the temperature of ignition after the protecting film of glue has been destroyed, so that on striking the match really this point of ignition is brought into play, while with the glue still intact the match head has to be brought to a temperature of 190 degrees C. before heat alone can cause ignition.

Many a city chap laughs when he hears of a farmer buying a gold brick—then he goes to the race track and hands over his money to the bookmaker.

An evil doer is one who believes in doing others before they attempt to do him.

The more money a man has in the bank the more interest he takes in life.

Redland Navel Oranges

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

THE VINKEMULDER COMPANY

41-16 Ottawa St.

GRAND RAPIDS, MICH.

Will Pay 23½c Per Dozen
for Fresh Eggs delivered Grand Rapids, for five days.

C. D. CRITTENDEN CO., Grand Rapids, Mich.
Both Phones 1300 3 N. Ionia St.

ESTABLISHED 1876

We Buy

White Beans,
Red Kidney Beans,
Peas, Potatoes, Onions,
Apples, Clover Seed.

We Sell All Kinds

Field Seeds,
Peas, Beans,
Apples,
Onions, Potatoes.

Send us your orders. If wishing to sell or buy, communicate with us.

MOSELEY BROS., WHOLESALE DEALERS AND SHIPPERS
Office and Warehouse Second Ave. and Railroad.

BOTH PHONES 1217

GRAND RAPIDS, MICH.

Why Not Sell Direct

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

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

NEW CHEESE

"Warner's Cheese"

BEST BY TEST

Manufactured and sold by

FRED M. WARNER, Farmington, Mich.

Butter, Eggs, Potatoes and Beans

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

R. HIRT, JR., DETROIT, MICH.

Egg Cases and Egg Case Fillers

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

L. J. SMITH & CO., Eaton Rapids, Mich.

Established 1883
WYKES-SCHROEDER CO.

MILLERS AND SHIPPERS OF

FEEDS

Write for Prices and Samples

GRAND RAPIDS, MICH.

Fine Feed

Corn Meal

Cracked Corn

STREET CAR FEED

Mill Feeds

Oil Meal

Sugar Beet Feed

MOLASSES FEED

GLUTEN MEAL

COTTON SEED MEAL

KILN DRIED MALT

LOCAL SHIPMENTS

STRAIGHT CARS

MIXED CARS

CONVINCING COPY.

The First Essential of Good Advertising.

Much has been written relative to the value of advertising, and there are few business men of to-day but are converts to some form of publicity. While the advantage that is to be gained from judicious and persistent use of newspaper space is a generally accepted fact, too little stress has been laid upon the virtue of having strong, powerfully arranged and convincingly written copy. The most important part of advertising is the advertisement itself—the text matter, the display, the typographical effect, the catchy illustrative idea—to be precise, a dozen little points that are the driving power that makes it productive. In the large city department stores with but few exceptions the advertising matter is written by experts trained for that purpose. As a general rule these men have no exact knowledge of the goods. In a store operating some thirty odd different departments, it is obviously out of the question that they should be intimately conversant with all these lines.

They have a general superficial idea, of course, but their write-ups, descriptions, price bargains, etc., are moulded from matter furnished by the buyers of the separate departments. It is in the far more important and general details of advertising lore that their knowledge must apply.

First is the value of proper display and typographical effect. "Typography" is the garment in which you clothe your business announcement, and you can make or mar your effect exactly as a poor fitting suit of clothes belittles the man.

A nicety of judgment in this particular is essential, and the advertising man must know how his effort is going to look before it reaches the press—not after. And then, the ever-important display. Oh, what crudities of effort and distortions of the subject this one matter often suffers. Many an inexperienced advertiser knits his brows and lays awake nights endeavoring to procure some devil-tailed octopus of speech or description that is as far from the story as Coney Island is from Palestine. Directness and brevity are the diamonds here, and if the advertiser will confine his efforts within the limits of these two words his copy has advanced at least one stage towards effectiveness.

There are many men, shrewd, able business getters, who have no more right to compose an advertisement than to commit a felony. True, they have knowledge of the English language, their grammar is passable, but when it comes to telling their short story pithily, with point, making every word count, the art is not theirs. And right here we have one of the making traits of a very successful advertisement writer, his ability to say much in little space—and say it well, breezily, with snap, carrying conviction and desire.

This is a heaven-born gift and no amount of training will develop this attribute if there is not a slumbering

powerful ability. Very few successful retailers are capable of writing the proper kind of an introduction to a weekly advertisement. A touch of lightness, a suggestion of the coming magnificence in fall styles, a subtle hint as to why you are enabled to undersell competition, all in a few sharp, incisive sentences.

Then following, the attraction for the coming day's or week's sale, well told and arranged harmoniously, both to the eye and brain—truly here is a test that is beyond the pen of the average merchant. And this brings us to the general illustrative effect, which must be pertinent to the goods advertised; as in the case of display lines, the abnormal is frequently indulged in to illustrate an idea.

The writer has seen many efforts along this line that would make angels weep, and rather than advancing the power of the advertisement, the result is to retard the entire effect. For example, a picture of a tin can tied to the tail of a running dog to illustrate "a great run on tinware." This might do well to advertise a dog show (if the can were left out), but how much more dignified and saner would be the picture of, say, a kitchen closet disclosing numerous articles of tinware hanging, with the housewife in the act of selecting one, the display to read, "A Sale of Kitchen Tinware."

I venture to state that the difference in sales from these two advertisements, both spaced alike, would be 500 per cent. in favor of the latter.

The immediate impression upon looking at the dog illustration is that the advertisement is for the purpose of advancing something in connection with that animal. But our advertisement has nothing in general with dogs, and the painful predicament in which we find this one is certainly not going to advance the sale of tinware, for there is no intelligent connection between the illustration and the goods to be sold.

In short, the illustrative feature of an advertisement should disclose at a glance the nature of the goods, regardless of display lines or text. There are, of course, variations and exceptions to the rule, but for the purposes of this article the retailer will not go far wrong if he practices this rule.

The points I have touched upon above are in the main the ones that produce the driving power of newspaper advertising, and it is in the proper observance of these essentials that the success of your advertising lies, Mr. Retailer.

If I were to offer any advice it would be in the nature of self-catharsis. Perhaps your newspaper advertising is not paying what you think it should—very well, but stick to it. You know that Rome was not built in a day, and it takes time to educate public opinion.

But first take yourself to task, and ask, "Is my copy right?" If you do not employ an advertisement writer, and anybody from yourself down to the store boy writes the copy—it is probably all wrong. Again you may consider it a trivial matter, and pro-

duce it in odd moments, strike it as it were with a few dead minutes' thinking—again, it is probably all wrong. And lastly, not infrequently, you throw it at the space solicitor, leaving it to his judgment to write up and arrange. He knows as much about it as Greek generally, but he will appear to know it all—anything to get space filled.

He will give you valuable space just about time and consideration enough to fill it with half the story told any way, arranged worse, and then you wonder why there is so little return for the money expended.

Candidly, there is no reason why any merchant should not have good business producing copy. True, he may not be able to write it himself, and therein he has much company—very few are capable.

But there are many able professional advertisement writers, who make a business of catering to the merchants in the smaller cities, and those whose business is such as not to warrant the employment of a regular advertising manager. The charges for producing such work are trivial when the cost of newspaper space is considered. Most trade papers have a department devoted to this purpose. As a convenience to the trade they conduct an advertising division that attends entirely to the writing of good copy for tradesmen who wish it, at a very slight expense.

And, in conclusion, there is one point I would dwell upon that is important, and in a general way overshadows all I have written. It is the

broad, open, convincing fact that the man who advertises properly, persistently and truthfully will reap the harvest of business as surely as the sun will set.

I have in mind many communities where business is good, the competition keen, but the advertising copy mighty poor. A properly conducted campaign in any line of strong, convincing copy persisted in would result in bagging a very considerable portion of the business. Analyze your section, and if you have reason to believe these conditions exist, go into the field aggressively with persistence and energy, and you will reap the reward. Walter S. Price.

Another Joe Jefferson Anecdote.

The late Joseph Jefferson was well known for his kindness of heart, a kindness which extended to the smallest of animals; but nothing annoyed him more than affectation in this regard.

Upon one occasion he was dining with an acquaintance, when a fly dropped into the other man's coffee. The man carefully fished it out, and called to a waiter.

"Here," he said, "take this poor little fellow—be very careful or you will hurt him—and put him out of doors."

Mr. Jefferson laid a restraining hand upon his shoulder.

"Why, how can you think of such a thing, my dear friend? Don't you see that it is raining? Suppose the poor little fellow should catch cold!"

Clover and Timothy

All orders filled promptly at market value.

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

FOOTE & JENKS' FLAVORING EXTRACTS

Pure Extract Vanilla and Genuine, Original Terpeneless Extract of Lemon

State and National Pure Food Standards.

Sold only in bottles bearing our address



Foote & Jenks
JACKSON, MICH.



You Don't Have to Worry

about your money—or the price you will get—when you ship your small lots of fancy fresh eggs to us.

Never mind how the market goes—if you can ship us fancy fresh stock—we can use them at pleasing prices—in our Candling Dept. We Want Your Business

L. O. SNEDECOR & SON, Egg Receivers, 36 Harrison St., New York
Established 1865. We honor sight drafts after exchange of references.

W. C. Rea

A. J. Witzig

REA & WITZIG

PRODUCE COMMISSION

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

We solicit consignments of Butter, Eggs, Cheese, Live and Dressed Poultry Beans and Potatoes. Correct and prompt returns.

REFERENCES

Marine National Bank, Commercial Agents, Express Companies; Trade Papers and Hundreds of Shippers

Established 1873



Keeping a Man in Good Humor With Himself.

During the last few years a number of popular magazines have taken a census of public opinion as to what qualities are most to be desired in a wife or a husband; what characteristics are most conducive to marital felicity. The field is a wide one, but the gleanings through all its length and breadth have been surprisingly similar, and the trait which has led the list as that most earnestly desired by men and women in the companion to be chosen for life, in joy and in sorrow, in weal and in woe, is that of sympathy.

In explanation of this it is to be said that the term is elastic and means different things to different people, almost anything, in fact, by way of concord, agreement and harmony of thought and purpose; so it is not strange that most people should desire it according to their lights. In a prize essay, published a year or two ago by a leading magazine, it was called "responsiveness," an inclusive quality which presupposes more by far than sympathy in its ordinary signification of peace and harmony, more than the compatibility of interests and aims which generally is considered sufficient for a successful co-partnership; in short, perfect rapport and understanding, each of each, which, indeed, must unite the twain as one flesh, a degree of affinity which rarely is found even among those who have loved and lived together for many years; almost never between two who, however deeply in love, have known each other but a short time.

Strong mutual attraction may exist upon brief acquaintance, similarity of tastes and feelings, which may be developed into perfect harmony of thought and action, but it never is safe to count upon such unison of spirit until it has been tested.

Nevertheless, sympathy, deep and strong, always should exist between man and wife, and unless the beginnings thereof are felt plainly and clearly manifested before marriage it is wise to call a halt, and, as the Scotch say, "bide a wee."

"Can two walk together except they be agreed?" The college professor who falls in love with the pretty face and careless gayety of a grade pupil who cares nothing whatever for books, the spoiled lily of fashion who is enamored of the animal beauty of her father's groom, can hope for nothing save misery and disappointment if that errant fancy lead to a mistaken marriage. Undoubtedly it is a great start in life to be born a gentleman or lady, and it is the height of reckless folly for either man or woman to throw away the advantage given by that start, when it comes to matrimony.

As already said "sympathy" is an elastic term and one which is susceptible of different interpretations.

Perhaps the meaning which it most frequently holds is that of admiration and approbation, not to say adulation and flattery. Sentimental Tommy, as the reader may remember, wanted praise, and his author pertinently remarks that "we all want praise, only we call it sympathy." Never were truer words spoken, not only of men, but of women; indeed, also of beasts; the craving is common to animals as well as to humanity; there is no creature more greedy of sympathy than a dog, and a horse is a close second. Every visitor to the zoo must have noticed how beasts and birds all like to be admired; neither is the love of approbation a bad thing in the educational scheme of the universe. However, that is "another story;" the remark here applies to man only.

It is not to be denied that women sometimes are vain, that they have been known to fish for compliments, that they long for "sympathy," and not infrequently pass by the eligible suitor who refuses to flatter them in favor of some valet who always is ready with his pretty speeches. But although woman may yearn for the praise of man quite as much as he for hers she never, except in the courting days, and not always then, is in a position to demand it, still less to exact it. For most men there is no special reason for praising a woman after she is safely bound by the marriage ceremony. But for the woman there always is an object in praising, flattering and cajoling the man. The woman who understands how to keep a man in a good humor with himself and with her always can wind him round her fingers by that gentle art of skilled adulation. It is a most important thing for the woman who wishes to win a man to remember that no man can stand being contradicted, criticised unfavorably, nor censured. The "sympathy" which a man delights in from a woman is a thorough belief in him, the confidence that he always is in the right; and the shocked disgust which he feels at plainly uttered criticism is enough to cool his ardor for almost any woman. A man may be altogether incapable of affording sympathy to the woman who is yearning for it, but he expects it from her at all times and seasons, served up with breakfast, lunch and dinner, highly seasoned, and piping hot. The woman who, as the saying is, "plays to win" never must fail to listen sympathetically (that is with breathless interest) when the man whom she desires to please talks about himself. She must listen brightly to detailed accounts of what "I did, I saw, I thought, I said," nor ever show a sign of weariness. The wise woman of the world never lets fall a word of sarcasm, or incredulity, or indifference. Any of these are fatal. She never allows herself to find a flaw in an eligible suitor. She knows better. So, also, in less degree, perhaps, with the wife. A wise one never fails to furnish a perennial supply of appreciation, of encouragement, of steadfast belief in her husband's wisdom, of approval of all that he says and does. This is what

the average man means by wifely sympathy. Neither is there any doubt that if there be anything in him, he is the better for it, that many a man has gone farther on the road to fortune than he otherwise would have done because of the woman who admired him and told him so without ceasing.

Dorothy Dix.

Up To Him.

It is said that Chairman Sherman, of the Republican Campaign Committee, was recently approached by a somewhat unimportant Ohio politician, who, although formerly a Republican, has of late years voted the State Democratic tickets.

It appeared from the man's conversation that he had seen the error of his way, and was now once more prepared to vote and work for the party which he had left. At the same time he hinted he would like a job at campaign headquarters.

"I'm sorry," Mr. Sherman is reported to have replied, "that I shall have to disappoint you. Glad to see you back; but in these days the wise prodigal brings along his own calf."

Facial Horticulture.

"A new milkman left our milk today," announced Dorothy.

"Did he have whiskers?" asked her mother, thinking, perhaps, it was the proprietor.

"No," said the 4-year-old; "he didn't have whiskers, but he had the roots."

Many a man gains the upper hand by using underhand methods.



Established
1872

Jennings' Extracts

Made
of the
Very Purest
Raw
Material
Possible to
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Sold at
Popular Prices
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Always Guaranteed to Meet
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We want competent
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Build Up Your Reputation On Butter

Stop digging butter out of a tub. Don't sell *somebody's* brand of butter when you can *sell your own* and at a greater profit and more satisfaction to your customers. Use the

Kuttowait Butter Cutter System

Display and Advertise Your Own Brand—They Do.

Detroit, Mich., May 26, 1906.

We are pleased to say that the cutter is most satisfactory, as it is a saving to us both in time and money. We are making all our own prints with it and sell them at the same price as those we formerly bought for a cent a pound more. We sell better butter, too, as we cut it directly from the solid tub, which gives it a better keeping quality.

THE STRAND COMPANY,
By Sidney R. Dixon.

The Kuttowait Guarantees You Against Loss Through
Carelessness or Waste. Let Us Prove It.

Kuttowait Butter Cutter Company
68-70 North Jefferson St. Chicago, Illinois

Difference Between the Bond and the Free.

The long disputed right of a husband to open his wife's mail is to be decided by the courts of Iowa. A woman in that State whose husband took it upon himself to censor her mail has had him indicted by the grand jury for embezzling a letter which he not only read but destroyed without letting her see it. The man admits the charges, but claims he did it for the best interest of the family, and will base his defense on that ground.

To people with a nice sense of propriety, the right of a wife to own her own letters doesn't seem to admit of any more question than her right to the individual proprietorship of her toothbrush. There are things so essentially individual they must belong to one exclusively, or not at all, and the unopened letter is in that category. A woman may share it afterwards with the family or the whole world, but she has the inalienable right of receiving her letter with unbroken seal, and skimming the cream off of her correspondence first. It may be a part of what Mrs. Humphrey Ward describes as the imperishable child in us, but everyone will admit that a letter that somebody else has opened and read has lost its chief charm.

It is impossible to imagine on what theory any husband ever came to imagine himself possessed of the right to open his wife's letters. It is an outrage on her dignity as a woman and an insult to her liberty as an individual, and she does well to resent it. Nor can he defend himself by taking the high moral ground that he does it for her best interest. If she is the kind of woman who is fit to be a decent man's wife, she is amply able to decide on the merits of her correspondence, and he knows it. It is nothing on his part but common, vulgar curiosity, and one is always glad when he meets with the proverbial fate of the eavesdropper and reads some unpleasant criticism of himself.

There is also this to be said: Every letter a woman receives, almost, is an affair of honor. One's family and one's intimate friends pour out their hearts on paper. Confidences are made, secrets revealed that assuredly the writer never intended to be scanned by a masculine eye and subjected to masculine criticism. The man who opens his wife's letters violates this confidence, and the least that his wife can do in common honesty is to warn her correspondents that she is not permitted to receive her mail until it has been censored.

The question of a young girl's correspondence is quite another matter. She lacks the experience and judgment and knowledge of the world that her mother possesses, and any woman who lets a young daughter launch out into a reckless correspondence with a young man of whom she knows nothing, and who does not supervise the letters the girl writes, is criminally careless. Still, even in that case, a girl has a right to her own letters. She has the privilege of

opening them first and her confidence should be tactfully won, not forced. The letter that a girl cannot show her mother is not the proper one for her to receive or write.

Inasmuch as most women either tell their husbands the contents of their letters, or read them aloud, it may seem a small matter which one opens them, but it is the little things, like the convict's garb, that mark the difference between the bond and the free. It is the refusal to recognize that marriage does not mean the breaking down of one's individual liberty and privacy that makes so much domestic discord. When we learn to treat our husbands and wives with the same courtesy and consideration we show strangers, we shall have solved the matrimonial problem.

Cora Stowell.

Lost Her Presence of Mind.

An amusing anecdote was told by a young matron the other day apropos of absent-minded persons. She had been married only a short time and was giving a luncheon to some of her mother's friends. She was particularly anxious to have everything go off well, that her reputation as a housekeeper might be established. The little menu was made out after much consultation with the new French cook. She had trimmed the table with her own hands and all was in charming readiness, when at the eleventh hour an old school friend arrived from out of town and asked if she could stay for luncheon. It was most inconvenient, but the warm-hearted bride welcomed her.

"Stay, by all means, dear Amy," she said. "But there is one condition. Please do not take any chaudroids. There was not enough chicken and the cook has only just told me. These French people are so economical. But, after all, if you and I both say 'No' to them, they are sure to go around. Don't forget, dear."

Amy promised faithfully and went upstairs to prepare for the party. The guests arrived promptly and the luncheon began with an excellent melon for each. The hostess, having been warned against too much food, especially as there was to be bridge afterward, had cut out all the extras and limited her dishes to the melons, a cheese souffle and the chaudroids. The last she refused when they came her way and trembled at the small amount on the dish. There was not even any extra aspic jelly, but she reflected with relief that there would be just enough when Amy refused. Then, to her horror, she saw her absent-minded friend not only take one, but two, upon her plate. The waitress had not sufficient presence of mind to halve the remainder, so two women went without any. "And I am sure," added the narrator, in conclusion, "that they all went home hungry. Why, I blush even now when I think of that luncheon."

J. L. Meeker, dealer in general merchandise and produce, Nutwood, Ohio: "I could not get along without the Tradesman. It is the best publication of its class that I have ever seen."

Mrs. Craigie's Address.

An amusing story of the late Mrs. Craigie, the novelist, was told the other day at the Author's Club, in New York.

"When Mrs. Craigie was in America last year," said an editor, "she was invited to make an address at a certain meeting. She accepted the invitation, but her name, through some oversight, was put far down on the programme, and, worse than that, the chairman, a rather stupid person, introduced before her some speakers who were not on the programme at all. In short, it was close on to 11 o'clock when the chairman, with a pleasant smile, bowed and said:

"Mrs. Craigie, the eminent author of 'Some Emotions and a Moral,' will now give us her address."

Mrs. Craigie rose and said calmly: "My address is No. 56 Lancaster Gate, Hyde Park, W. London, and I now wish you all good night, for I am far from home."

Pity the Grocer.

Here is the substance of a notice placed so that every one can see it in a certain New York grocery store: "Disasters that occurred to three of our delinquent customers:

"One said, 'I'll call to-morrow if I live.' He's dead!

"Another said, 'I'll see you soon.' He's blind!

"Yet another said, 'I'll pay you Saturday or go to hell.' He's gone!

"It makes a man inclined almost to forego credit altogether."

Saves Oil, Time, Labor, Money

By using a

Bowser Self Measuring Oil Outfit

Full particulars free. Ask for Catalogue "M"

S. F. Bowser & Co.

Ft. Wayne, Ind.

The National Cream Separator

It extracts all the cream from the milk. It runs lighter and handles more milk in a given time than other separators. It will pay for itself in one year and will last a lifetime. Costs almost nothing for repairs. You will find it one of the best sellers you could carry in stock. Write to us about it to-day.

Hastings Industrial Company

General Sales Agents

Chicago, Ill.

Here's a Test Worth Trying

When she asks you, Mr. Grocer, for just "coffee," give her a can of Dwinell-Wright Co.'s "White House." She'll learn mighty quick, and in a couple of times she will, of her own accord, ask for "White House." It's a dead sure thing, and the responsibility is shifted from your shoulders on to hers. See? * * * * *

SYMONS BROS. & CO.

Saginaw, Mich.





How One Department Will Help Another.

There are a great many clothiers who treat their haberdashery department more as a side line than as a source of profit. It is with them something in the nature of a necessary evil, one to be put up with because other clothiers have the same department in connection with their business.

It will be found in these cases that the shop is not departmentized. There is a woeful lack of system through the whole establishment. These clothiers can not tell whether their haberdashery departments are paying them a profit or losing them money every year. They depend upon their clothing to pay the profits of the business and let it go at that.

In the first place, they should understand that the haberdashery department can be made to pay, and pay handsomely. Properly managed it will not only render direct profits, but pay much larger in indirect dividends.

For instance, a man goes into a strange shop and asks for a cravat. The clerk (he is called a salesman often through courtesy) politely asks for further particulars. He wants to know the particular shade, the exact width and, moreover, the price the customer wishes to pay. Such a clerk does not help the haberdashery department, nor does he make customers for that particular shop. Perhaps the customer purchases—he most always does, for a man does not care to enter any shop and go out without making a purchase. But that is the final transaction. When he wants a suit or overcoat he goes elsewhere. Is there any wonder, then, that the clothier sometimes thinks the haberdashery department a losing game?

To build up a weak department the merchant must begin at the root of the evil. If he has been running his haberdashery section in a half-hearted manner he must go into the deal with an inflexible determination to win out. The commercial world has no place for failures these days and gives but scant notice to mediocrity.

The clerks must be educated. If a few more of them would read trade journals a little more closely they would find much to interest them therein. However, the merchant should see to it that his staff is efficient. There are many ways in which this can be accomplished. The merchant may understand the business and by systematic coaching improve the salesmanship of those already on his staff. He can at least put a little ginger into them and start them on the higher track. If this can not be done the best method to employ is to secure some one who can take charge of the whole department and who should be given full power to branch out in all direc-

tions as long as they are for the betterment of the department.

Next comes the stock. A sick department will contain a great deal of dead and diseased stock. These "has-beens" should be got rid of at any cost. A clearance sale may help. What can not be disposed of with credit should be sent to the auction room or burned up.

When there has been a thorough overhauling of the stock, it will be in order to purchase goods to replace the stock disposed of. This should be of the best possible the clothier's business will stand for. Considerable care must be exercised in getting a stock suitable for his regular trade. If his trade calls for the popular-priced goods, they must be stocked, but at the same time the next best grade in most articles should also be stocked.

Salesmen should then be instructed to try and sell the better grades. This should be accomplished by suggestion and not by undue pushing. Better grades should be shown first and their good points properly brought out. If the customer desires a cheaper grade he will say so plainly, or indicate the fact in some way or another. The salesmen should use sufficient tact in doing this so as not to drive away customers who are accustomed to wearing the popular-priced articles. A careful canvass of the situation after a fair trial will show surprising results. The sales will creep upward in a surprising way, sometimes even being doubled or trebled in a short time. An analysis of the sales will also show that more better stuff is being sold than was at first thought possible. The increase in sales will only be partly due to the higher grade of goods sold, for nine times out of ten the sales of the better grades will help the sales of the better lines at popular prices.

This result in sales alone will satisfy the clothier, or will add enthusiasm sufficient to make him try the same methods in any other department he may have in connection with his clothing. It will also serve to place the clothing department on a higher plane.

The clothier will also find that there is an increase in clothing sales. Men who have hitherto passed him by because they judged his whole establishment from his enterprise in the haberdashery department, considering his clothing on a par with his stock of haberdashery, will become his warmest friends and patrons.

It is a truism that one department will help another, but it is often forgotten that one department may hurt another. A poor haberdashery department will as surely hurt the clothing end of the business as much as a good department would benefit it. Indeed, the haberdashery section is incalculably valuable because it brings more visitors.—A. E. Edgar in Haberdasher.

According to the eternal fitness of things the father of twins should be doubly thankful—but somehow he is not.

Brave in Adversity.

On his 68th birthday Andrew Carnegie told this story:

"I like to see men cheerful in misfortune. I used to know a young painter who was so poor he could not afford to dress warmly enough in the winter time.

"I met him one coldish day in Pittsburg. He had on a summer suit of blue serge, and the wind molded the suit to his limbs until the cloth hung as if wet.

"I never wear an overcoat," he said.

"Never?" said I.

"No, never," he repeated, laughing bravely.

"But what do you do in very cold weather?" I asked.

"I run," he answered."

Town Built Too Soon.

There is in Connaught, Ireland, a remarkable curiosity, which gives an example of official oversight. When the great famine of 1847 was upon the land the government of the day conceived the idea of opening a line of navigation from Galway to Ballina, by way of Lough Corrib and Lough Mask, so as to avoid the dangers of the Western coast. From Cong a canal was actually made to Lough Mask as part of the general scheme. The work gave a great deal of employment and so far the canal served the purpose. But when it was completed it was found the canal would not hold water. The fact that the rock of the district is of a very porous character had been overlooked.



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"

KNOCKING.

Its Practice Reprehensible in Any Store.

Written for the Tradesman.

You wouldn't think that clerks would be so asleep to the best interests of the store where they earn their bread and butter that they would turn the place into a "knocking" establishment; and yet there is just this reprehensible practice going on in more than one place of business.

I have a special one in mind where you would get a very decided impression of

" * * * * sweet bells jangled,
Harsh and out of tune."

Every clerk there seems to "have it in" for all the rest of the force, the proprietor thrown in. Whether they have an antipathy just for each other or whether their innate qualities are such that they would grind on other people like two pieces of rough sand paper, no matter who they were, I have no means of knowing. At any rate the atmosphere there is one of continual discord. You can feel it in look, tone and manner. The clerks seem all the while angry at each other and at the world in general. There appears to be a unanimity of design to set each other on edge—and that is the only community of purpose that an outsider is able to discern. Instead of co-operation there is only pulling apart. It's a wonder that the store hasn't gone under long before now and it can only be a question of time as to its overthrow.

Another store comes before my mental vision where all seems as harmonious as affairs in a happy family; where the clerks seem to vie with each other as to which can be the most agreeable, and where the proprietor stands in the relation of a kind, indulgent father to his employees. They look at the old gentleman always with deference and pure affection shining in their eyes. They would no more say an impudent word to him or a disrespectful one behind his back than would a devout Catholic to or of his Father Confessor. To be sure, this store keeps the greatest variety of goods of any in the town, but that can not account entirely for its great popularity. It's the feeling of bonhomie, the very minute the lackey swings the postal, that brings you back to that store again and again and again.

In another city I sometimes have occasion to do a little trading at the biggest store there. And it is a very big store. It covers a whole quarter of a block and overflows in the upper stories into the building next to it. It is beautifully lighted on Saturday nights and in the daytime there is no cause for complaint that one can not see goods. The counters are far apart so that there would be plenty of room to get about even on Bargain Day. But customers do not flock to that store even on that Day so dear to the feminine heart. On the contrary, they fight shy of the place at all times. For all that the goods carried are for all classes

of people—from those who must count every penny to those who throw away the dollars—there seems to be a sort of hoodoo about the place. I never hear a good word spoken for a single one of the clerks. It seems to be the consensus of opinion to let the store alone because the clerks are so disobliging. I've heard rich and poor and medium-rich all talk the same about them, so that it can't be that a distinction in service is made as to class. One young lady in an office remarked:

"Of all stores I hate to enter, deliver me from having any dealings with that firm. You never get a kind look tossed your way, let alone civil word. Every clerk—no matter what department I go to—seems actually to 'have it in for' the public. They act as if insulted that they have to wait on you. I've had it happen like this: When I went up to a counter two young women clerks stood talking eagerly together about parties and beaux. The girl who belonged to that section stood facing me. The other was braced against the counter in an I-don't-care attitude. As I approached their vicinity and came to a standstill in front of them the one facing me shot me a cold stare, at the same time pressing the arm of her vis-à-vis. From the fact that they kept right on talking I judged that the nudge was a signal that they would ignore me. Finally, patience ceased to be a virtue with me and I interrupted them with:

"Young ladies, I'm very sorry to have to interrupt your interesting conversation, but I shall miss an appointment if I may not be waited on here within fifteen minutes."

"It was 'Greek meet Greek' with us. It is very seldom that I take matters in my own hands like that. I could have stood it for a reasonable length of time, and especially if there had been no nudge to disregard my presence; but that capped the climax and put a touch of sarcasm in my ultimatum.

"The face of the girl whose business was polite service from behind that particular counter was a study. She turned as crimson as an American Beauty rose and flung herself with the question:

"'Whadje want?'"

"I stated my needs.

"'Don't keep um!' (Mad.)"

"'Have you so-and-so?'"

"'Don't keep that nuther!' (More mad.)"

"I gave up them, said, 'Thank you for waiting on me—so sorry to have bothered you—I promise you never to do so again,' and turned on my heel.

"Others talked with have had much the same experience at that department, and so I don't regret the drubbing I administered. I went there with the kindest of feelings in my heart, and left with animosity towards the whole kit of them."

That store loses every day by precisely such tactics as the one recounted. Many and many a similar tale has come to my ears. If such failures in duty are persisted in, and

if these remiss employes are not superseded by others who know their duty and live up to it, the conduct can have but one ending: bankruptcy. Jennie Alcott.

It is not the upward gaze of ambition that makes men dizzy; it is the looking down on those who can not climb.

There are a good many noughts in the sum total of the world's inhabitants.

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Mattoon Gas Light Co.
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MICHIGAN TRUST BLDG.

Sell

Your Customers

YEAST
FOAM

It is a Little Thing,

But Pays You

A Big Profit

SUPPLY AND DEMAND.

Mutual Relation of the Employer and Employee.

In modern manufacturing, economy is the dominant note. The days before the advent of steam and electricity were days of small volume of business and large profits; but to-day the reverse of this condition obtains, and we find that, as a rule, the ever increasing volume of business has been accompanied by an ever-decreasing percentage of profits. Competition has reduced the margin of profits to a point where the cost of production must be kept at the minimum by every contrivance the manufacturer may invent.

Labor in its last analysis is a commodity, just as much as cotton, and is subject to the unalterable law of demand and supply; and the manufacturers who, in these days of keen competition, would keep their factories in successful operation, paying to the shareholders a just interest on their investments and at the same time furnishing thousands of workers with the means of earning a livelihood, can pay only the market price for necessary commodities, whether cotton or labor. At the beginning of the last century the workingman and his employer were to all intents associated in business; the terms of the partnership may have been unequal, but the relationship between them was practically that which exists in any partnership. With the advent of the factory system came a change—the employer became essentially a buyer, the workingman a seller of labor.

Now, while labor is a commodity, like cotton, coal, oil, reeds, harnesses or any items entering into the cost of production, there is added to it the human element, and from this springs the problem. In our age labor is not only the necessity of the poor but is the ideal of the rich. A man may sell cotton at a loss and say, "Never mind; to-morrow market conditions will change and my loss may return to me as a profit." He may sell coal at a loss and look confidently to the future to reimburse him—these things are mere material possessions; but when he sells his labor, that is quite another thing, for his labor is his own life. That is what manufacturers buy and the multitude of workingmen sell—parts of the lives of men.

How shall we overcome the conflict between labor and capital? There is but one way and that way lies in the recognition of the common humanity of the man who sells and the man who buys labor.

"Here also," says Carl Hilty, a Swiss thinker, "is the reason why factory labor and, in short, all mechanical occupation in which one does but a part of the work give meager satisfaction, and why an artisan who completes his work, or an agricultural laborer, is, as a rule, much more contented than factory operatives, among whom the social discontent of the modern world first uttered itself. The factory workman sees little of the outcome of his work. It is the machine that works, and he is a part of it. He contributes to the making

of one little wheel, but he never makes a whole clock, which might be to him his work of art and an achievement worthy of a man."

I recognize the truth which underlies this view; I recognize the esthetic value of hand-made things; but I insist that indiscriminate condemnation of machinery is the child of an immature imagination.

The machine is merely the man multiplied many times, and to it attaches a special dignity because it increases the power of the man to accomplish results. Let me illustrate what I mean from the industry with which I am most familiar. The art of making cloth is essentially the same in the great mills in Fall River to-day as it was centuries ago, when the first textile fabric was woven. Then the raw material was carded—that is to say, it was cleaned and the fibers laid in a uniform direction by means of a comb in the hand of the carder—thus the father of Columbus carded wool; to-day huge engines perform the work of the comb, but the carding engine is operated, as was the comb in the old days, by the human hand, only the power of that hand is multiplied many thousand times. In the old days a single spinning wheel kept one woman employed from daylight to dark, producing less yarn than the doffers now take in an hour from any one of the thousand spindles tended by one worker; and in weaving, the power loom merely reproduces the identical movements of the hands which wove the first textile fabric before recorded history began. The great steam engine which operates the machinery in the factory is perhaps the best illustration of this idea. A double engine of the triple expansion Corliss type indicated at 3,000 horsepower is capable of producing the power required to raise 99,000,000 pounds to the

height of 1 foot in one minute. How many laborers, think you, would be necessary to accomplish this tremendous task? And the machine itself is the perfection of mechanical skill; in it is the perfect adaption of means to the end; it is the visible expression of intellectual as well as physical power, for by its means the irresistible forces of nature are controlled and directed by the will of man.

One step farther. The word machine in its first meaning is a contrivance—a means; in its broadest meaning it is any organization by which a desired effect is produced. Thus the whole factory is itself one great machine which the manager operates, as the weaver operates his loom; and just as the weaver must understand his machine in all its parts—the gears, the pulleys, the shafts, the cams—so must the manager understand his men, who are the gears, the pulleys, the shafts, the cams, of his greater machine.

To return, however, to the main thought of our discussion. As we walk through the factories and observe the operatives standing by their machines, we are liable to confuse the man with the machine, to fail to make the distinction between labor and the laborer, between the commodity and the man who sells the commodity.

"I have worked on the same machine for twenty years," said an old slasher-tender one day, "until I have come to know the machine—and the machine to know me." The statement is very suggestive and the workingman who made it had the imagination of a poet. "I have come to know the machine—and the machine to know me." In a sense the man does become a part of the machine he operates, and the more he becomes a part of it the more effective will be his day's work. He becomes a part

of the machine in that his intelligence animates it, in that he makes himself the master of his instrument.

The man who had the imagination to make the statement just quoted was not brutalized by twenty years of labor operating machinery. I know this man in his own home life, and I believe that in his daily life he deserves, as few of us do, the name of Christian gentleman; and his wife, although day in and day out for many years she has tended eight looms in a Fall River cotton mill, deserves, as few women I have had the honor to know, the rare title of lady.

Let us take this man and this woman as types of the brutalized working people, and in their home seek further light concerning the problem. The husband came to this country from Lancashire in early manhood, being then by trade, as he is now, a slasher-tender. The wife came to America in childhood, attended the public schools until by law she was permitted to work, when she became an eight-loom weaver. After their marriage and their wedding journey from the church to their tenement, they returned to their work, and in the ten or twelve years following saved enough from their wages to buy a comfortable home, costing perhaps \$3,000, and had in the savings banks a balance sufficient to make it seem to them that the wife might with prudence leave her looms in the noisy weave-room and devote her time to her home and the two daughters, for whom she had the ambition that they might receive the education which would remove them beyond the walls of a factory. Her life of comparative ease was brief, for within two years another child was born, and, after a time, fearing that the added expense of bringing up the newcomer endangered the fulfillment of her am-

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bition to educate her daughters, she returned to the factory and remained there until she had made her vision a reality.

This is but one of many similar instances which have come under my personal observation. I am not familiar enough with the man with the hoe to venture an opinion, but as regards the man who operates the machine, I can not believe that he stands bowed by the weight of centuries or that the influence of the machine in itself is brutalizing. There is much in the modern factory system that is brutalizing, and reforms are necessary. These reforms can come only when the man who buys labor learns that he who sells labor is a human being like himself, and when the employee comes to the realization that his master is not a monster whose one thought is to grind the workingman under his feet. Laws may be enacted—should be enacted; but before they can avail greatly a better social understanding must exist between the man who buys and the man who sells labor.

We have said that labor is a commodity, just as any other necessity which enters into the cost of production is a commodity; but there is added to it the human element, and this makes the buying of it the most difficult task which confronts the manufacturer. The manager of a cotton mill buys cotton and it is true that nobody is interested except himself and the broker who sells it; he buys coal, and nobody cares about the terms of the trade except himself and the dealer who sells it; but when he buys labor, not only does his trade mean much to him, much to the few hundred individuals with whom he makes his bargain, but it means much to the whole army of the dinner pail, which daily answers to the roll call in all the factories throughout the land.

Let it now be our purpose to inquire more specifically into the problem and see how, outside any appeal to law, a better understanding may be brought about between the man who buys and the man who sells labor. To this end we may take a concrete example. There exists to my own knowledge one factory which, for half a century, has exemplified in its management the ideal for which I am contending. It is a small concern, employing at most not more than 300 hands. The superintendent knows each of his men personally; he talks with them about the things nearest to them, the little happenings in their home life, which are to them as dear as are the joys and sorrows which lighten or make dark his own fire-side. In event of an accident to any of them, the doctor's bills are paid and their places held for them until their recovery. In the fifty years of this corporation's history it has been called upon to defend in the courts but one tort case, and that brought by a miserable fellow with an illustrious criminal record, who tempted Providence to crown it by perjuring himself to obtain a few dollars from those who for twenty years had befriended him. In the fifty years of the his-

tory of this corporation there has occurred but one strike, brought about by walking delegates who knew nothing of the conditions which obtained there; and that strike lasted but seven days, when the men returned in a body under the conditions which had previously existed.

The method here employed may be called Utopian, but the results prove it to be practical. At the same time the two incidents cited illustrate the difficulties which the manufacturer encounters in establishing a better social understanding with the workingman. The man who sells labor, as a rule, misunderstands his employer quite as often as the manufacturer misunderstands him. He fails to realize that his employer is a human being, endowed with an immortal soul, who has the welfare of his employees at heart; he fears the Greeks bearing gifts, and can not understand that the man who buys labor may act from an altruistic motive. He often assumes the same attitude toward his employer which he fancies that his employer holds toward him, and he makes the meanest, the most selfish motives the basis of his trade. In my personal experience, the man who is most thoroughly hated by his employees is the man who has the physical, mental and spiritual welfare of his workingmen most at heart.

I can imagine some will say that, granting all I have claimed for the corporation referred to, nevertheless it employs but a handful of men, and when we attempt to apply the same methods in a great corporation, employing thousands, we face a different problem. Here neither the manager, the superintendent nor the overseers can know personally each man in his employ. This is indeed true; but the manager can claim from all the men in his employ the same loyalty, the same devotion, which the great general commands from his troops. There is in Fall River a man who employs as many thousand operatives as the corporation we have referred to employs hundreds; yet with him the same conditions obtain, and the explanation is the one I have suggested—this man possesses the essential qualities of a great general.

If the factory be a small one, giving work to a hundred men, the manager may know each one personally; but if it be a large one, so that such personal acquaintance is impracticable, he may know them as a general knows his army—he may inspire them, if he be a great man, with his own spirit. But, says the doubtful one, this offscouring of the world, these men akin only to brutes, will not respond to leadership. Said Emerson, "What a force was coiled up in the skull of Napoleon! Of the 60,000 men making his army at Eylau, it seems some 30,000 were thieves and burglars. The men whom in peaceful communities we hold with iron at their legs, in prisons, under the muskets of sentinels, this man dealt with hand to hand, dragged them to their duty, and won his victories by their bayonets." Do you believe, after the victory, those 30,000 men thought as thieves and burg-

lars or needed to be held in irons? And again, bowed as low by the weight of centuries as the pessimist would have us believe these men to be, still are they men, capable of infinite development, animated with the mighty impulse which compels the race to rise from worst to better, from better to best.

The relation of the man of business to the thousands in his employ is in a measure comparable with the relation which existed in another time between the feudal lord and his retainers. The retainers served their master in the great game of war; to-day the workingman serves his master in the great game of business. But with this difference—loyalty was the ideal of service in the one; in hatred does the other serve. To accomplish the highest results in the commercial regime, loyalty must be engendered in the soul of the operative. This can not be accomplished in a day; it must be the result of slow but certain growth based on a recognition of the common humanity of the man who buys and the man who sells labor. The feudal lord and his retainers understood one another because they fought in the same cause, faced side by side the same physical peril, used the same weapons. At the end of the battle master and man sought the gift of sleep in the same camp. They were comrades. It is not so to-day. The master fights for power, the man for his daily bread; the master fights with his mind, the man with his body; one sleeps in restless misery in his man-

sion, the other sleeps in discontent in his tenement.

Thus far we have approached our subject from a comprehensive point of view, treating it, I fear, in a manner more academic than practical. Let us now take a purely practical standpoint and look at some of the facts concerning a great strike in the textile world, which for five months prostrated an industry representing a capitalization of \$50,000,000, condemned to idleness 27,000 operatives, and filled with misery and discontent a city of 120,000 persons.

down in wages of 12½ per cent. At their wits' end in an attempt to operate the factories without a loss of profit in competition with Southern mills, which then enjoyed a temporary advantage in cheapness of labor, then, as now unorganized. It is due to the secretaries of the textile unions to say that they opposed a strike, as the conditions pointed to certain victory for the manufacturers. In the excitement of the moment hatred, resentment, prejudice prevailed, and the unions voted to quit work unless the old schedule of wages was restored. The condition was impossible, the manufacturers justly made no concession, and the long strike ensued.

A suggestive fact should here be noted—the labor leaders opposed the strike, the sentiment of the majority of workers was against resistance, for but 2,500 out of 27,000 operatives voted at the meetings of the unions; yet a handful of enthusiasts, self-willed, unmindful of the common

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welfare, brought about by their votes a calamity from the evil results of which, after nearly two years, neither the corporations nor the operatives have recovered.

The question may rightly be asked, How did it happen, when the strike did not meet with the approval of the labor leaders and was unpopular with the mass of the workers, that it endured through so many months of bitter hardship? Why did men and women whose better judgment rebelled against an unavailing strike accept its conditions and make no concerted effort to terminate it? There are many reasons, but the main motive, I believe, was an unreasoning loyalty to the unions as embodying the ideal of the rights of the workingman. The authorities at Washington may declare what we deem an unrighteous war; but when the drum beats and the call comes for volunteers we are ready to offer our lives in the service of our country—the individual sacrifices himself to the common cause. The strike was declared by a small majority of votes cast by 2,500 men and women assembled at the meetings of the unions; yet 27,000 acquiesced in the result.

This fact illustrates the power of the unions both for good and evil, and enforces the value of that ideal of loyalty to which I have alluded. The power of labor unions rests in the loyalty not only of the members, but of all working people, to the ideal which underlies the unions—the dignity of labor—the sacredness of the day's work. The fact that every workingman may not realize that he is loyal to an ideal does not alter the fact—he is loyal, and his loyalty underlies his every act. This loyalty gives a power to the unions which can not be computed in terms of the commercial world; it is the motive, however, animating a force which the commercial world must recognize and direct with judgment.

The power of unions is unlimited and may be used to the physical, mental and moral advancement of the workingman, or it may be directed to his destruction; it may serve the advancement of mankind, or it may retard the increasing purpose of the ages. The need of labor unions, as the need of a nation, is for intelligent leadership. The power is there—who shall direct it? Steam existed countless ages before Watts, electricity before Marconi flashed his first message through miles of unresisting space; yet ages of men and women watched the steam pouring from countless teapots, and rubbed amber for an evening's amusement, before the master came to make these forces the willing servants of mankind.

Allow me to intrude myself to the extent of presenting my personal impressions of the great strike in question, first explaining my individual relation to the employers and employees. In a small way I am directly an employer of labor—the machine shops to which I give my daily attention employ, perhaps, 200 hands; the cotton factories in the management of which I am indirectly associated, several

thousand. From a purely commercial standpoint, then, my bias should have been toward the welfare of the manufacturers. For fifteen years, however, I have been associated with St. John's parish, composed of Lancashire working people and their American children. My association with them has been as intimate as my association with the manufacturers; perhaps more intimate, because the less highly organized the social development, the greater the possibility of intimate relations. I have had the honor of officiating as best man at a wedding of an employee, of serving, in the absence of a clergyman, at the burial of a workingman's child, of holding the hand of a laborer in his last hour of life; and if I have any message relating to the labor problem, it is this—the values of life are relative, and be the man born to wealth or poverty, his instincts and emotions are the same.

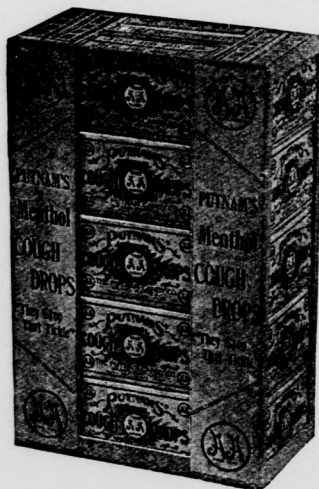
The great strike was declared; labor faced capital in open battle; market conditions proclaimed that the cause of labor was lost; capital would suffer greatly, but in the end would be victorious, because in this instance its cause was just. Twenty-seven thousand men and women were out on a strike; this number included the people of all nations—English and French, Irish, Portuguese, Italians, Poles and Jews; men and women whom the smug and comfortable term the offscouring of Europe. You might have expected a demonstration of force from this army; but when at daylight the engines turned over in the deserted factories, and the few workers, either without loyalty to an ideal or possessed with keener vision than their fellows, answered the summons of the bells, beyond a few broken windows there were no evidences of violence. Later in the day the streets of the city presented no unusual sights, except that they were more crowded, as on a holiday. Men and women who, under normal conditions, would have been standing by their machines, increasing the wealth of a nation, stood gazing into shop windows enjoying a leisure unknown for years. Here and there little groups gathered about one more earnest than his fellows, who harangued a listless audience concerning the rights of man. At nightfall the crowd dispersed and a stranger could have found no evidences that a great battle was being waged in the city.

In a few days mass meetings were held in the theatre, at which speeches were made by men conspicuous in the labor movement, urging the workers to be true to the cause—but still no violence. The workers were self contained, confident of victory. Only once was there an occurrence suggesting public disorder. This happened after weeks of resistance, when the hardships of the battle had become well nigh unendurable. At the close of a mass meeting a weaver, braver than his fellows, spoke the truth, his motive being the common good. He had the intelligence to understand the situation, the vision to see that the existing conditions pointed to certain defeat for the labor

cause; he had the courage of his convictions and he spoke his mind. In a moment the meeting was in an uproar and a mob followed the man of convictions through the main street. The man was rescued by the police and the crowd dispersed. The next day he returned to his looms and a few followed him. To-day his name is a name of reproach in the City of the Dinner Pail, but his sincere service to the cause of labor will live always.

While the workers were holding mass meetings striving by every ingenuity to maintain a lost cause, the representatives of capital were immersed in the endeavor to start the factories to supplant in a thousand homes want with plenty, despair with hope. They fancied the workingman

to be their enemy, they fought selfishly as did their opponents; but in this instance they fought in the cause of right. Physical suffering was the lot of the laborer—cold, hunger, pain. Mental stress was the lot of the manufacturer—the determination to achieve, regardless of bodily comforts, the terror of defeated hope, defeated ambition. Recognition of one fundamental fact would have relieved in a moment all this bodily suffering and mental stress—the fact that whatever conditions benefit capital must benefit labor as well, and that any measure which, adopted, would be of lasting benefit to the one must of necessity be of permanent advantage to the other. The forces of labor and the forces of capital waged a fierce battle, yet their interests



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were identical. Each side suffered hardships, springing from a common cause; the battle fought by capital, rightly analyzed, was not against labor, but against market conditions, and the battle of labor was against the same conditions. If, instead of contending with one another, these two forces had united in the common cause, untold suffering might have been avoided.

In the end a conference was arranged to be held at the State House, the Governor of the Commonwealth acting within certain limits as arbitrator. The Governor was a manufacturer and a large employer of labor, who, in spite of the fact, was elected to his high office by the enthusiastic support of the labor vote. He had previously shown in his relation to his employees an ideal spirit of fair play. He could not know personally each man and woman in his employ, but his the spirit of a great general animating his army, and they were ready with their enthusiasm, when the opportunity came, to place him in a position of influence and opportunity. They had for him that loyalty which should exist on the part of all working people toward their employers, and he inspired their loyalty only because his humane attitude toward them compelled their devotion.

The conference was held in the State House and the strike was ended. The solution was a simple matter. The margin between the cost of the amount of cotton required to make a cut of cloth and the market price of the same cut of cloth under the old schedule of wages was to be taken as a basis, and wages in the future were to be computed on that basis; a 4 per cent. advance, representing the margin then existing, was to be made at once, and wages were to vary weekly with the fluctuations of the market. No plan could be devised of greater advantage to the man who bought and the man who sold labor; each would share alike in the advance or depression of market conditions. A few days after the conference smoke again poured from the factory chimneys, the whirr of the spindles and the ceaseless clatter of shuttles were again joyful sounds within the factory walls; at the bell hour the Army of the Dinner Pail again responded to roll call—the long strike was ended.—Johnathan Thayer Lincoln in Atlantic Monthly.

An ancient villager, during a serious illness, refused to see a doctor, relying instead upon a certain quack medicine. The minister urged upon the man's wife that his conduct was almost equivalent to suicide. "Yes, sir," replied the wife; "I know it; and many a time I have prayed against it in the church service." "I don't quite follow you," remarked the clergyman; "are you talking about the prayers for the sick?" "Oh, no, sir; I mean when we say in the litany, 'From all false doctoring, good Lord, deliver us.'"

When a man borrows trouble he puts up his peace of mind as collateral.

Always Travel With the Top Notchers.

"Mix with people that can do you good," is the homely but helpful advice given to young men by one of the most powerful politicians in the United States. "Spend your time with men older and wiser than yourself," says a Chicago lawyer who stands pretty close to the head of his profession. "Don't waste your time on little things or little men," says a merchant who had been asked to give some of his rules for the attainment of success in the business world.

There is in this short symposium of opinions of experts a great lesson for the young worker. The records of any business house will show that some of the young employees have taken such lessons to heart. Those records also show that the youngsters have had promotion in consequence.

George W. Perkins, one of the partners of J. Pierpont Morgan, once sold insurance policies in Chicago. He had no money and little business. Nobody did anything for him, so he resolved to do for himself. Instead of spending his time among his fellow agents he cultivated managers of insurance offices. At first they regarded him as an interloper, but he cared little for that. He simply pushed his way in, got to know their ideas and methods, studied them, improved on them when he could, and finally became a manager of a big office himself.

No man ever got ahead by wasting his time with people who did not know as much as he did himself. The wise struggler in the race does not hang back with the slower runners, but does his best to travel with the top notchers.

The Chicago lawyer who gives the advice about associating with older men has followed that advice himself. He came to Chicago from a small country town. He knew no one here. His first associates outside of the office into which he went were law clerks and clerks in other lines. He soon found that he knew as much law as any of the other law clerks, and that what the clerks who were not law clerks knew could not help him much. So, without being in the least a snob, he drew away from them, made acquaintances among practicing lawyers who were older than he, and gradually formed friends who were older, wiser, and in a better position to extend help to him than were any of those with whom he was thrown in contact upon first coming to Chicago.

Older men at first may resent the efforts of their juniors to force their way into their councils, but the junior who couples with this pluck and finesse or tact always can clear the way for himself.

There is no great, successful man to-day who advanced a step along the road by giving his leisure hours to roisterers or to those men who could not help him. Of course he can derive benefit from the performance of the labor to which he is giving himself, and more of it he can get from books; but there still remains a great deal that can be learned from other men. Not from the

men, surely, who do not know it, but from the men that do.

And, as it almost always is true that the real expert is approachable and kindly, it almost always is possible to learn at the fountain head, to go to the men that really know, and, knowing, are willing to impart their learning to the beginner.

John Weaver.

Beyond the Pale.

A friend of James Whitcomb Riley tells of an occasion when the humorist, who is, as a rule, extremely averse to social functions, was induced to attend a "literary" dinner in Indianapolis given in honor of a novelist of that city.

Riley had been told to take in to dinner the sister of his host, an excellent woman, although anything but "literary."

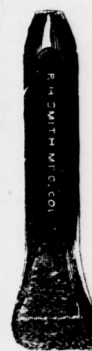
The conversation touching upon the beauties of Chaucer, about whom a certain set of the city was then cultivating a fad, a spirited discussion ensued during which the bewildered sister caught from time to time only the name "Chaucer."

At last she whispered to Riley: "Who is this Mr. Chaucer they're talking about so much? Is he very popular in society?"

"Madam," solemnly responded Riley, "that man did something that forever shuts him out of society!"

"Heavens!" exclaimed the worthy dame; "and what was that?"

"He died several hundred years ago," said Riley.



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KEEP THE CUSTOMER.

Don't Drive Him Away by Useless Insult.

Written for the Tradesman.

Glenn Hoyt came down from the North to annex himself to his old job in the city. He had been having the time of his life, fishing and hunting and sleeping in a tent on the pine-bowered edge of a lake which was full of fish and too cold even in August to swim in. He had worn his old clothes all summer and now looked like a Mr. Dusty Rhodes just in from a summer tour of the corn belt. But he looked hearty and well, and that is the main thing.

Glenn is book-keeper at a great manufacturing plant, and the men he works with are fastidious in the matter of dress, so he thought he'd look about town and buy a hand-me-down suit before going to his room to dress for the office. He had learned the lesson that it is well to buy a good thing, even in ready-made goods, so he walked out to the department where the suits range from \$25 to \$40 each. He knew one or two of the clerks by sight, but none recognized him in his camping outfit.

The clerk who waited on Glenn is tall and pale of face. He has long, slim hands which look uncanny as he passes them over the suits he is trying to sell. He has a long, thin face, and is bald at the top of his forehead. At the first glance one gets the impression that he has a high forehead, but there is a difference between a high forehead and a lack of hair. This clerk is shy of hair and not long on forehead.

Glenn looked over the \$30 suits the clerk dragged out of the pile, but found something wrong with every one. He is particular about his clothes, and wants to have them just right. One suit which fitted him was not of the right color. Another which was of the right color and size was carelessly made. He was not finicky. He knew just what he wanted and wanted the clerk to keep on hunting until he found it, which was what the boss fed the clerk for doing.

Presently the clerk began to get tired. It was not because he wanted to get away to a more profitable customer, for there were no waiting ones in his department. Once rid of the customer, by sale or otherwise, he could lean against the stacks of clothing and gossip with the clerk next to him. Glenn saw what was the matter and tried to hasten matters, but it was of no use. He couldn't find what he wanted.

"I think I'll have to go up another notch," he said, after a time. "I don't seem to find what I want here."

The clerk hauled out a \$40 suit, looking as if he was doing it under protest. It was no go. The suits were all right, but Glenn had been used to having his clothing made to order, and he had notions about things which did not jibe with the ready-to-wear goods shown. At last he gave it up and turned away. Then the clerk thought he'd get even with him for the amount of work he had

caused. He called to a clerk halfway across the store:

"Say, Charley, show this fellow some of your cheap suits—about \$9."

It was a direct insult, intended as such, and Glenn realized the fact. He had not found the suits shown him too expensive. He had not suited himself, that was all. He was angry enough to waste a little of his summer outing muscle on the clerk, but he turned toward the elevator instead. The clerk grinned. Glenn is getting about four dollars where the clerk gets one, and he protested against being set down as a cheap skate by such a person, but he was not equal to making a row there in the store.

As Glenn turned toward the elevator the manager stepped out from behind a stack of clothing. The manager and Glenn were old friends. They had hunted and fished together and slept on pine boughs together in the still forest of the North.

"Wait," said the manager, taking Glenn by the hand. "I heard what that clerk said to you, and I don't want you to leave the place thinking that we allow our employees to insult customers in that way."

"He's a fresh chap, all right," said Glenn, "but it's not worth making a fuss about. I didn't find what I wanted, and I suppose he is annoyed at not making a sale."

"Getting annoyed is not one of his duties here," replied the manager. "You came in here in your camp outfit, and he thought you some laborer who wanted to put on dog by pretending to want to buy an expensive ready-made suit. Come back here a moment."

"Mr. Howell," said the manager to the clerk, "why did you ask Charley to show this gentleman his \$9 suits?"

"Oh, I thought he wanted something about that price," was the cool reply.

The clerk looked at Glenn as if he would like to knock him through the floor for being the cause of a call-down from the manager.

"He didn't ask for \$9 suits, did he?"

"No, but he wouldn't buy the others."

"Then the call to Charley was a premeditated insult?"

"Oh, no."

"I want it understood," said the manager, "that every customer is to receive courteous treatment here. Mr. Hoyt looks like \$9 suits now, but his salary is double that which you were receiving here. How do I know that you have not insulted every customer who has not bought goods of you?"

"If they don't buy, what good are they?" asked the clerk, looking angrily at Glenn, who wanted to get out of the storm center, and was pulling at the manager's sleeve.

"There is always a future," was the reply. "If a man does not buy today he may come back to-morrow, or next week, or next year if he is treated right. A man like you ought to be working in a stove mill somewhere. You are too fresh. You amble down to the cashier and get pay for two days—not because you have earned it, but because I agreed that you should have so much per day as

long as you remained in the employ of the firm."

"I didn't know the tramp was a friend of yours," sneered the clerk.

"That does not matter," said the manager. "I should take the course I am taking now if Glenn was really a tramp and wanted a \$6 suit. If you ever get another job in a clothing house show the goods you are asked for and don't cut in with your lip when sales don't go fast enough."

The clerk hastened away, and the manager turned to his friend.

"There is too much of this going on," he said. "When a clerk becomes annoyed at a customer he can't quarrel with him. He can only say sarcastic things—things meant to rankle in the brain of the other. He doesn't know the customer's pedigree or his social status, so he can't twit on facts. He therefore falls back on the old plan of calling him cheap. You take a mean clerk who gets six dollars a week and he will talk about a man being cheap because he doesn't buy what the clerk wants him to buy. You can't say a thing to a man that will longer be remembered. Call a man cheap, and you make of him an enemy for life. A man so treated in a store not only stays out of it forever, but he plugs against it among his friends."

"You are right there," said Glenn, "and the quicker clerks of that kind are gotten rid of the better it is for the firm. I know a fellow who works in a grocery department for \$7 a week. He is one of the kind who try to make a customer feel cheap."

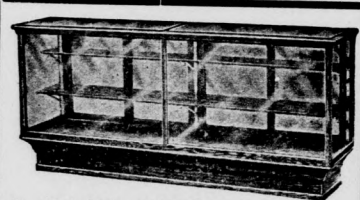
Mica Axle Grease

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

Hand Separator Oil

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

Standard Oil Co.
Grand Rapids, Mich.



A CASE WITH A CONSCIENCE

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

GRAND RAPIDS FIXTURES CO.
136 S. Ionia St. Grand Rapids, Mich.
NEW YORK OFFICE, 724 Broadway
BOSTON OFFICE, 125 Summer St.
Washington Ave.

A HIGH MARK

That is what we are aiming at, both in number of subscribers and efficiency of service.

Over 107,000 Subscribers in Michigan, Including 35,000 Farmers

High-class Service

Moderate Rates

Fair Treatment

Call Contract Department, Main 330, and a solicitor will call on you.

The Michigan State Telephone Company

C. E. WILDE, District Manager, Grand Rapids, Mich.



Why It Sells

Because, in the manufacture of Crescent Wheat Flakes, we retain all the nutritive parts of the wheat.

Because it is more palatable than others. Because the package is a large one, and filled.

Because it sells at 3 for 25c and gives you 25 per cent. profit, when sold at 10c it pays you 50 per cent. profit.

Because its quality is guaranteed.

\$2.50 per case.

\$2.40 in 5 case lots, freight allowed.

For Sale by all Jobbers

Manufactured by

LAKE ODESSA MALTED CEREAL CO., LTD., Lake Odessa, Mich.

He will sit in his hall bed room nights with the door open, for you can't get a room with heat for \$1 a week, and talk about 'cheap skates.' He will hunt about the city to find a place where he can get a breakfast for five cents and sit at a sloppy counter and talk about the nuisance of waiting on cheap customers.

"One day I was up in his department on business and heard him insult a customer. I asked why he didn't get the goods the woman wanted. His reply was that she was too particular and too slow, and that he could make more money for the firm by waiting on some one else. Now, what do you think of that? And that fool was drawing money for injuring the store."

"I've heard clerks say that before—make more money by waiting on some one else. Look at the foolishness of it. The firm can hire more clerks if the customers come too fast or are too slow in buying. It is to the interest of the house to have every person properly waited on. The firm can hire more clerks, but it can not get more customers in the place of the ones turned away by insult. That is what we advertise for—to get people into the store. We don't want them insulted after they get here, do we? I'm glad there are only a few clerks of this kind in the world. As a rule clerks do their best to make friends as well as to sell goods. Now, come on over here and I'll introduce you to a clerk who will sell you a suit of clothes."

And he did—which shows the difference between salesmen.

Alfred B. Tozer.

Lincoln's Horse Trade.

When Abraham Lincoln was a lawyer in Illinois he and a judge got to bantering one another about trading horses, and it was agreed that the next morning at 9 o'clock they should make a trade, the horses to be unseen up to that hour, and no backing out under a forfeiture of \$25. At the hour appointed the judge came up, leading the sorriest looking specimen of a horse ever seen in those parts. In a few minute Lincoln was seen approaching, with a wooden sawhorse on his shoulder. Great were the shouts and the laughter of the crowd, and both were greatly increased when Mr. Lincoln, on surveying the judge's animal, set down his horse and exclaimed, "Well, Judge, this is the first time I ever got the worst of it in a horse trade."

The idea that snakes are useless creatures and should be exterminated wherever found will have to pass away, as in Australia they are now being systematically reared for the sake of their skins, which have a considerable commercial value in London, Paris and New York. Snake skin is the fashionable material for slippers, belts, bags, purses, card cases, jewel boxes, dressing table accessories, etc. Rabbit trappers supplement their means considerably by catching young snakes and extracting the poisonous fangs. The blacks are also expert snake catchers. To them the snake is an agreeable article of diet.

Retail Credit the Cheapest Thing Above Ground.

One night last week I ran up against a credit man for one of the Philadelphia department stores. He's a very capable fellow. He told me he had been up against all sorts of credit propositions for twenty-five years and knew the game pretty well.

"The cheapest thing above ground to-day is credit," he said, "and when a merchant loses money by bad debts it's his own fault ninety-nine times out of a hundred."

"Why should a merchant lend out goods without some sort of security?" he persisted. "Suppose you're in business and have a stock of goods. They're all paid for: you've put out your good money to get them. I come to you to buy and I ask you to trust me for a month. Do you ask for security that I will pay you at the end of the month? Not once in a blue moon do you! You let me have the goods usually without the slightest question. At the end of the month I may pay you and I may not. It may turn out that I'm living on my face and haven't got a cent you can touch. You storm and you threaten and I simply give you the merry ha-ha."

"Some of the department stores are getting the right idea," he continued. "I know one department store (Wanamaker's) that won't give credit to anybody who doesn't own real estate security, unless they'll get a surety who does own it. In that way the store is absolutely protected against almost anything that can come up."

"What sort of merchant do you look on as the easiest mark in the credit line?" I asked. I knew what the answer would be, all right.

"The grocer," he said, and he didn't hesitate about it a minute.

"Why?" I asked, though I knew.

"Well," he said, "look here. You let a man move into a new neighborhood and the first thing he must do is hunt up a grocer. He goes to the grocer a perfect stranger. The grocer never saw him before; he may be a confirmed thief just out of jail for all he knows, yet what does he do? Does he say, 'Why certainly, my dear sir, I'll be glad to sell you goods, but I don't know you and it's only fair that I should have some sort of security unless you intend to pay cash?' Does he say that? Once in ten thousand times. In all the other cases he forms a hasty judgment from the man's appearance, or the woman's, as the case may be. If they're likely-looking people—look honest, in other words, as many a crook does—the goods go out without the slightest question. Often the grocer will even laugh aside a man's attempt to give him reference. 'Oh, that's all right, sir,' he'll say, knowing no more whether he's going to get his money than he knows what day he's going to die."

My personal experience says all this is true. I know a young fellow who makes a good income, but is such a good spender that he's broke nearly all the time. Ask him to pay cash for anything and he'd drop

dead. So his income for week's ahead is always mortgaged up to its limit by bills contracted.

This fellow, and there are thousands like him, lives on credit. If credit was suddenly withdrawn such people would find themselves in the bankruptcy court in twenty-four hours.

Well, what I started to say was that when this young blood goes out to get credit from a new merchant he invariably togs himself out in the best clothes he owns. Not by accident, but by deliberate intention for the effect it produces. I tell you, fellows, clothes not only make the man, but they make the good customer. You look as if you had money in your clothes, and even if you really haven't, the world's good things are yours. That's as sure as preaching.

I've always been badly handicapped in this respect. While I'm real stylish, I have been informed at times by my wife—when the waves ran high—that I more closely resembled a bartender than anything else. I've never been able to get credit without making a clean show-down, and it's been darned inconvenient. I ain't one of those people who want to be taken at their true worth. What I want is to be "colored, coated or powdered, so as to appear better or of greater value" than I really am. That's the way the pure food law has it, and it suits me exactly.—Stroller in Grocery World.

A Special Sale

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

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

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

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

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

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

B. H. Comstock, Sales Specialist

933 Mich. Trust Bldg.

GRAND RAPIDS, MICHIGAN

Make Me Prove It

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

E. B. Longwell

53 River St.

Chicago

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



JUDSON GROCER CO., Grand Rapids, Mich.
Wholesale Distributors

Hart Canned Goods

These are really something very fine in way of Canned Goods. Not the kind usually sold in groceries but something just as nice as you can put up yourself. Every can full—not of water but solid and delicious food. Every can guaranteed.

Pure Apple Cider Vinegar

Absolutely Pure

Made From Apples

Not Artificially Colored

Guaranteed to meet the requirements of the food laws of Michigan, Indiana, Ohio and other states

Sold through the Wholesale Grocery Trade

Williams Bros. Co., Manufacturers

Detroit, Michigan

INSOLENCE.

It Does Not Pay When Dealing with Customers.

Written for the Tradesman.

The public is very sensitive, and it behooves business men who have dealings with said public to treat the buyer with respectful attention. In thinking on this line I am reminded of an incident that occurred some years ago in a thriving village not forty miles from the Valley City:

Hoyt Irving was one of the principal merchants of the town. That is not, for obvious reasons, his real name, but it will serve my purpose even better than his proper cognomen.

Irving had begun life as a carpenter. He was a thrifty sort and had laid by a tidy wage against his wedding day. He married, settled in the village and opened a store.

His wife was a genteel sort, and was, of course, better pleased with being a merchant's wife than the spouse of an ordinary mechanic. She was given to some small extravagancies, yet not outrageously so. Irving was pleased to see his pretty better-half decked out in the best of gowns and hats, and rather encouraged her in it.

From the start the young merchant seemed to prosper. He was his own clerk and book-keeper at the outset. As his business grew it became necessary to hire some help. In time he employed two and sometimes three clerks. Like his wife, Hoyt Irving, as he prospered, felt his oats, and he began to dress the part as well as live the life of a prosperous man.

From the first Irving had the trade of the workingmen. He came from the ranks, was one of them and everybody liked genial Hoyt. Giles Randy got into the merchant's good graces and won the place of delivery boy. Evenings Randy helped in the store. He was a smart lad, in a way, and seemed to take with everybody. The delivery boy being a motherless lad, his employer had great sympathy for him. As time wore on Irving became village President—in fact, held several responsible places in the public gift, and began to be strongly talked of for the Legislature.

The delivery boy made friends with almost everybody, although he carried his head a trifle high for his position. He smoked cigarettes and talked about "our store" with the dignity of a Marshall Field.

At times Randy would demur at some things in his line of duty. He did not like to keep late hours in his work, but seemed anxious to get behind the counter and meet the public there rather than at kitchen doors in the village.

"I wasn't cut out for a common delivery boss," he told one of the neighbor lads. "I'm up in all the store work and my place is behind the counter."

"Well, you'll maybe get there some day, Giles, if you do the square thing by Mr. Irving," returned the other.

"One can't do that very well. Hoyt

don't care a rap for me. He's got politics on the brain and lets things slide at the store. Say, Tim, I'll tell you something—on the side."

"Yes," said Tim.

"The boss was in to Red Mike's all last evening while his wife was leadin' the W. C. T. U. up to the Methodist church! Now wouldn't that jar ye?"

Tim expressed his astonishment and wondered what Mr. Hoyt Irving could be doing at Red Mike's gambling hole, and be President of the village at that.

"His time is out, you see. He got left in the last election and so he does not care. He's gamblin', that's what he's adoin'," and Randy went on his way chuckling.

One day, late, Mrs. Blankit, one of Irving's best customers, called her little son to her and told him to go to the store for a list of needed groceries.

"I don't like to go so late, Mamma," said the little chap. "I know Giles won't deliver 'em to-night."

"Why, yes, he will, my dear. That's what he is there for. It may be late, but I must have the groceries to use early in the morning. Go right along, there's a dear." She gave her laddie the pocketbook, opened the door and the boy went on his way.

It was almost dark when he arrived at the store. The clerks had gone to dinner. Giles Randy was alone behind the counter. He frowned when he saw Porter Blankit's kid walk in. That chap never came to the store unless he wanted something.

"Hello, Jacky boy!" saluted the delivery boy. "What ye doin' out this time o' day?"

"To buy something, of course."

The little fellow told off his various wants. Mr. Randy scuffed about, looking sour while he began doing up the groceries. This done the boy paid for the lot.

"Mamma wants them sure to-night," said the lad as he shoved dad's wallet into his knickerbockers and started to leave the store.

"Well," growled Randy, tossing his head, "tell your ma she won't get 'em. Why didn't ye wait until midnight? Think I'm goin' to run the streets at all times o' night luggin' goods for folks that's too blamed lazy to send in in the daytime? My business is here evenings and not deliverin' goods."

The speaker failed to impress his importance on the small customer. Instead, little Jack Blankit was on the verge of tears. He had told his mother how it would be. The delivery boy was always toplofty when he had a chance. Jack was somewhat timid and a very sensitive boy. The father was too busy to attend to the purchasing himself and poor little Jack had to suffer.

"All right," finally uttered Jack. "Gimme back the money—I'll go to another store."

"Oh, no, you won't," said Randy quickly. "I'll fetch the things up, but I don't like these late orders all the same."

The goods were delivered an hour

later, but that was the last chance the Irving store had at the pocketbook of thrifty Porter Blankit.

"Pa, I don't want to trade with that store any more," said little Jack, when he told of his reception because of being a late customer.

"Well, by George, you don't have to," declared the father. "Mary, there are others, and I won't have our boy subjected to insult."

"But," objected the wife, "Mr. Irving did not know; he would not like it if he did. We have paid him hundreds of dollars—"

"I know, but he won't get another dollar. As I said, there are others, and my money goes where the proprietor keeps gentlemen clerks and not young rowdies like Giles Randy."

And so Hoyt Irving lost a good

customer all through the fault of an insolent delivery boy. Irving afterward failed, but that is another story.

J. M. M.

Cigarette smoking has been absolutely forbidden to the cadets at West Point and the midshipmen at Annapolis, because an investigation of the subject by the army and navy authorities has convinced them that the smoking of cigarettes, while not absolutely injurious in some cases, is likely to be so in many other cases. Such a regulation will be beneficial if respected by the young men. The cigarette habit is one that many would be rid of if sufficient pressure were brought to bear, and a Government regulation may do the trick.

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 Re-
quired 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

BUYING ADVERTISING.

Memoranda Made in the School of Practical Experience.

No factor is so necessary to building up credit as truth, and nothing in the second place is so valuable as keeping your agreements. It's comparatively easy to start credit. The art is to keep it.

The young business man makes a mistake who pays spot cash for everything he buys. Later on, when he asks for credit, people suspect something is wrong.

Establish a credit, whether you need it or not. Be reasonably slow in paying bills, but positively be sure you do pay them. Never let a creditor ask you twice for money. When you get a blunt letter asking for settlement go to the creditor face to face, set a date when you will make a payment, and keep your word. Do not set a specific amount unless you are sure. Tell the man, "On such a day I will pay you all I can spare," and on that day do it.

Suppose a man owes you \$100 and you ask him for it, and he says, "Here is \$10 on account, and on next Thursday I will make you another payment." You don't get angry or sue him.

It is the man who makes a promise and breaks it and makes another and breaks it that creditors are displeased with. If you owe more than your present cash balance can liquidate make a pro rata payment. Write a good letter, saying nothing would please you more than to pay the bill in full, but this small payment on account you ask will be accepted as an evidence of good faith.

Keep in touch personally with your creditors as far as possible. Talk to them of your hopes and plans. Always tell the truth. Have your account as a moral risk, rather than a Dun or Bradstreet risk.

Don't get angry when asked for money. Admit you are slow, but tell your creditor you have a good memory and good health and some day your purchases will be much bigger and those who helped you by their confidence will be remembered when the time for asking credit has passed.

An honest, frank, heart to heart talk is most invaluable. The credit man of a house keeps the truthful debtor in his mind and takes a distinct interest in his struggle for success.

It often happens that the small bank or the small manufacturer is the best place for the young man to seek credit. He gets in closer touch with the individual creditor. The big bank is cold blooded. It insists on security or collateral. Your account is only an incident in its business and the cashier is short and blunt with you.

Choose the small bank when you are small. Keep the bank informed as to your business.

Never let a note go unpaid. Keep busy. Avoid bad associates. You can not play the races or give wine dinners and keep up strong confidence with your creditors.

To obtain credit you must prove

yourself worthy of it. With good credit you have a wonderful avenue to success. Preserve your credit. Do not get angry at solicitations for payments. Go to your man face to face and pay something, no matter how little—pay something.

Every time a creditor gets out of sorts go to him and pay him something. He'll quiet down.

Don't be afraid to express to your creditor your thankfulness to him for his indulgence and assure him of your appreciation.

And when you are caught up stick to those who stick by you. During your struggle let your creditors know you are going to stick to those who treat you right.

Credit is based on confidence in the individual rather than on his bank account. Don't get into nasty disputes over accounts or claims. Give and take, be fair, be square. Keep your temper. Stoop to conquer. Cut out all thoughts of revenge.

When a house doesn't treat you right, curb your temper and as soon as you can get in touch with some other house do so and then tell them frankly why you changed.

Credit is a subsidy and it stands the honest, hustling business man in good stead. Many a successful business man to-day started with a capital only of ability and hard work and a borrowed capital of credit.

The use or abuse of credit determines whether a man rises or falls. Keep your record clean, and if you fail your past will stand you in good stead. If you have been mean and proved yourself unworthy of credit you will have to move to another part of the country and start over again.

Remember these two points particularly: Keep in close personal touch with your creditor and always show your good intentions by paying something on account if you can not pay all. Never break a promise. Make a promise definitely as to date but indefinitely as to amount of payment, and be there on the date promised.

Advertising is a thing that makes your trade increase. Everything that the merchant does is an advertisement, and the advertisement is good or bad according to the way he does things.

Reputation is advertising. Honesty is advertising. Politeness is advertising. Letter writing is advertising. Catalogues and circulars are advertising. Arguments in newspapers—so-called advertisements—are advertising.

If the inventor of a typewriter planned and built a typewriter in his barn without letting any one know about it, if he kept absolutely quiet about what he was doing, the typewriter never would be known. If the inventor of the typewriter looked for intrinsic merit to sell his goods he would find many months and many years would elapse before his business developed into profitable proportions.

If you have a good thing you must tell about it; that is advertising.

Professional men hold up their hands in horror at advertising. They

have a code of ethics which they say forbids their advertising. They mean paid advertising, for it is a rare spectacle to find a lawyer who will not give an interview to a reporter. The doctor gladly avails himself of the opportunity to read a paper before the medical society. This is advertising.

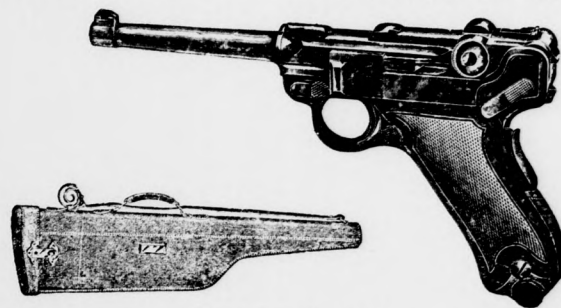
Professional men belong to prom-

inent clubs, take part in public affairs, speak before people, work on committees, and take part in anything that will bring them before a lot of people. This is advertising.

Advertising is essential to a business. Not one kind of advertising alone, but all kinds.

William C. Hunter.

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.



Now Is the Time for Better Goods.

This is the time when wise merchants are grading up, are seeking to handle better goods, to cater to a better class of trade, to earn larger profits, and to acquire a business that is more congenial. Conditions not only warrant it, but they command it. The nation is prospering, wealth is increasing, wages are rising and the popular demand is for more goods and better goods, more attractive stores, more prompt service and all the little details that go towards making shopping pleasant and profitable. The wise merchant reads the signs of the times, prepares himself to meet new conditions, and when they come he is ready to take advantage of them. Human endeavor has this year won its richest rewards since it began its struggle to "replenish the earth, and to subdue it," and enterprising dealers in all branches of industry and commerce have opened new ways, and are preparing to advance to even better times. Storekeepers all over the country are feeling the upward and onward movement, and are sharing in it.

Unparalleled prosperity marks this country for 1906. The crops are bountiful, the wealth and earnings of the people are large, and the representative industries are flourishing. Demagogues are abroad, it is true, but that the country is at its flood-tide of prosperity is shown by reports from various authorities.

A new record for the average circulation was reached September 1, according to the United States Treasury Department. On that date the total circulation of the country amounted to \$2,766,913,299, and the estimated population amounted to 84,987,000 persons, which gives an average circulation of \$32.59, the largest in the history of the country. Labor is better paid, according to the United States Bureau of Labor. In 1905 the average weekly payroll of the country was 8 per cent. greater than the average weekly payroll of the country in 1904, and the average weekly wage per person was 1.06 per cent. greater than in 1904.

These figures are full of life and meaning to the retailers of the nation, and reports from industries indicate that the year 1906 will go down as the most splendid chapter in industrial history.

These figures are full of life and meaning to the retailers of the country. They mean that there are more people with more money to spend in the country to-day than there ever were before, and the retailer ought to sell more goods at better prices than ever before. The fact that the population is the largest in the history of the country increases the demand for all kinds of goods, and it also increases the producing power of the country. The increased wealth of the country shows that the people as a whole are profiting as they bal-

ance the law of supply and demand. The average circulation of \$32.59, the largest in the history of the country, means that the average man, woman and child that comes into your store has more money in his, or her, purse than he or she ever had in his or her purse before.

The increasing education and intelligence of the people cause them to seek better goods, and as they now have the money to pay for them they are willing to buy them. Herein comes the opportunity for the retailer as a teacher. He must educate his customers to buy better goods. He must help to establish new standards for dress in his community. He must induce his customers to pay \$4 for their hats, instead of \$3. \$1.50 for their gloves instead of \$1, 25 cents for their stockings instead of 15 cents per pair, or two pairs for a quarter. He must induce his customers to put on clean collars daily, instead of making one collar last a week, and must induce them to buy several neckties, so that they may make frequent changes of neckwear instead of buying one necktie and wearing it seven days in a week, until it looks like a section from a worn rug.

This is the retailer's work, the part he plays in the great drama of advancing civilization. Clothes make the man, and men make civilization. Every time a retailer induces a customer to wear more comfortable and better looking clothes than he has formerly worn, he helps to turn the wheels of civilization. Put a man in rags and he will act as a tramp. Dress him up and he will hustle and be successful.

Incidentally, let it not be forgotten that the teacher is worthy of his reward, even as the laborer is worthy of his hire. Larger prices should mean a larger percentage of profit for the retailer.

Enterprising men are reducing theory to practice to-day, and many retailers are winning increased profits as a fair share of the increasing wealth and prosperity of the country. For example:

A while ago a shoe salesman endeavored to get a certain retailer to put in a line of \$5 shoes.

"Don't want them," answered the retailer. "My people don't call for them."

"But suppose you sell them to your customers just as I am trying to sell them to you," answered the salesman.

"Oh, but you are paid for selling me goods," responded the retailer.

"And aren't you paid for selling goods to your customers?" asked the salesman. "Look at our \$5 proposition a minute. You sell this shoe for \$5, and you make on it \$1.75. You sell a \$3.50 shoe, and you make only \$1. By selling \$5 shoes instead of \$3.50 shoes you increase your profits 75 cents per pair. Isn't it worth while to have the courage to try to increase your profits 75 cents a pair?"

The retailer admitted that it was, and ordered a few \$5 goods, and he is rapidly increasing his sales of \$5 shoes this year.

A certain town once was known as a 29-cent town among salesmen. It



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 distributors 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 numbers, 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.

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.

The Sign of Good Business

In nearly every town in the Middle West you'll find this sign and wherever you find it you'll find a live wide awake fellow with about all the business that he can comfortably handle—and you'll find that he sells two-thirds of his come-again customers

Hard-Pan Shoes

But one dealer in a town can get them. If your town isn't taken care of, get busy, fire a postal right away for a sample case. The opportunity is yours today—tomorrow may be too late.

Our Name on the Strap of Every Pair

Herold-Bertsch Shoe Co.

Makers of Shoes
GRAND RAPIDS, MICH.

wasn't worth 30 cents, according to the salesman who named it. He said he got sick of seeing marked-down signs in stores of the town. Salesmen found the place a poor one for business, for retailers always complained that business was scarce, and that the people went to the neighboring large city to buy their best goods.

But in the course of time two enterprising young men of the town thought its stores had been "on the bum," as salesmen expressed it, long enough, and they arranged to open a first-class haberdasher's store. They got in a stock of stylish goods and novelties, and they did not hesitate to put good prices onto their goods. They got a reputation as arbiters of fashion for the town, and people stopped going to the neighboring large cities for their stylish goods, and some persons even took pride in advertising the store as the town's emporium of fashion, and it flourished. And it is worth while to relate that the 20-cent signs began to disappear from other stores, and the storekeepers began to handle better goods for more money.

While this store was originally started as a men's store, yet women so frequently visited it, and asked for gloves and small wares, and asked the proprietors to put in lines of stylish goods for women, gloves, belts, waists, collars, and other furnishings, that they were compelled to do so.

It is the little daily acts of the storekeeper and his clerks that are building up business to-day and that are keeping the wheels of civilization moving. Every time the clerk says: "Here is something better," he is doing something towards bringing about better times. Every time he says, after making a sale, "Let me show you something very nice," he is helping to promote prosperity. Every time the merchant improves his store, puts in a line of better goods, or shows up in his window something unusually fine, that appeals to the people, he is promoting happiness.

These effects are undoubtedly well known. But the particular point of this article is that now is the time to be unusually strenuous in pushing the better things, for this, according to reports, from many authorities, is a year of wonderful progress and prosperity for the nation, and the people have money with which to buy better goods of the merchants.—Fred A. Gannon in Boot and Shoe Recorder.

A Jewish farmer seems almost an anomaly in this country. We associate the Hebrew with the city invariably, and yet there was a time when they tilled the soil and herded sheep rather than changed money and sold as merchants. And now as a part of the movement to break up the great ghettos of our cities, the Agricultural Aid Society is urging the Jews to return to the soil. There is no reason why they should not be successful; they are not afraid of work and their natural shrewdness ought to enable them to live a far healthier, nobler and more independent life than they now do.

Two Essentials in Work of Shoe Clerk.

There is something disagreeable and largely disgusting to a customer to observe a clerk taking down each box of shoes and wiping the coating of dust from the cover before he opens it and brings forth the shoes. Somehow a body feels that he may be looking at shoes that are a couple of years or more old, although he may feel sure they are new stock by the looks of them. The dust on the cover gives them an air of age that is not altogether pleasant to contemplate, to say nothing of the matter of dirt in itself.

A good many clerks are not at all embarrassed by having to leave finger marks on each cover they handle—they take it as a matter of course in the handling of shoe stock—but every clerk knows it is a condition of stock that ought not to exist and ought not to be permitted. And every clerk knows that he can prevent it if he attends to his stock-keeping as he should. Carelessness and the inclination to leave the work for some one else to do is the cause of it all.

A shoe stock that is kept in good condition can be made really attractive, although the only front it presents is a front of box ends and labels. The natural inclination of everyone who shows shoes is to grab the boxes by the protruding edge of the covers in order to pull them from the shelves. If the box sticks a bit an extra yank will fetch it and very often will tear the cover at the turned corners. Glance along a stock of shoes and note the number of covers that are thus torn and you will notice something not at all pleasant to the eye. It is not a bit more difficult and is infinitely safer to take both hands and pull at the opposite sides of the box at once. There is nothing to tear and the box will surely come.

Don't reach so far for the stock that you are compelled to either tear the boxes or fetch down several more than you are after and thus confuse the stock. Get a ladder and climb a step or two. It won't take you nearly as long as to reach and have to put back in place a lot of tumbled stock. Then, too, be careful about daubing your dirty fingers on the fronts of the boxes. You don't have to drag a hand across the face of a white box and leave a series of five streaks to mark the course, nor is there a requirement that you shall leave thumb and finger marks for future identification.

Get your goods together where they belong, even although it requires the shifting of the whole stock. Not long ago I saw a new lot of shoes placed on the shelves of a store in such a manner that I am willing to wager more than one sale will be lost because of it. At one end of the shelving of considerable length was a vacant space, and that space was filled with the new stock. The room was insufficient for the whole lot and the balance was placed almost at the other end of the shelving, where another space was made in the quickest possible man-



Notice That Full Vamp

That's How All

Mayer

Custom Made Shoes Are Made=== With Full Vamps

Makes no difference what kind or at what price it is sold, or whether it's an "Honorbilt," "Western Lady," "Martha Washington," "Work Shoe" or "School Shoe"—it's all the same—they all have Full Vamps. * * * * *

That's One Point Where Mayer Shoes Are Different

Other factories use the canvas tip—it saves money for them. Makes it possible to sell a little cheaper or get a better profit; but you can't afford to let a few cents' difference in cost stand in the way of supplying your trade with the very best wearing shoes obtainable. Mayer Custom Made Shoes with FULL VAMPS give satisfaction. Make us prove it. Don't wait—tell us you want to see the line—a post card will do.

F. Mayer Boot & Shoe Co.
Milwaukee, Wis.

ner. The chances are that a size not found in one place will be overlooked in the other place because of the separation, yet my suggestion that such might be the case was met with a denial on the part of the clerk who declared that he was always there and would keep the fact in mind for the benefit of others.

Where goods are thus handled and placed at one time the chances are they will be likewise placed at another time, and that inside of six months the stocks will be so jumbled and misplaced that no man in the store can be sure that he has or has not a certain size in a certain line to show to a prospective customer. To be sure, there will be a time for the calling together of the scattered tribes of shoes, but such calling is awkward and difficult enough in the most carefully kept stock without running the risk of having to do it through mere carelessness or laziness in placing the stock as it arrives. Good stock-keeping is more than half the selling of shoes when there is a rush or the trade is very heavy and customers have to be waited upon with all possible speed. The man who knows where the goods are and can almost lay his hands on them is the man who will sell the most and sell that most the easiest.

Don't be finicky about the kinds of shoes you like to handle and show. The clerk who allows himself to have preferences will find himself in difficult positions many times, and he will be unable to sell the amount of stock he ought to sell. On the other

hand, you can't do a better thing for yourself and the store than to take particular interest in those lines and styles that are generally shunned and disliked by most clerks. The bane of shoe selling is children's shoes. Not one shoe handler in fifty fails to shudder when somebody comes in and wants a pair of shoes for a youngster anywhere from six months to five years old. Seemingly the thing wanted is the thing that is never in stock. And everyone in the store wants to run when children's shoes are mentioned by a customer.

Instead of taking precedent for a guide or allowing yourself to become too surely overcome by this dislike, just try the other thing and make yourself conversant with the children's shoe stock. Make it a point to keep the stock in as good shape as possible and as completely sized up as you can. You will be surprised at the amount of goods you can sell as a result. If you can please the mother with a pair of shoes for the youngster you are on the high road to success toward selling the whole family shoes. The mother has run up against so many disagreeable features in attempting to get shoes for the baby that she is indeed grateful and pleased when she finds a clerk who tumbles readily to her wants and who can produce something without either derogatory remarks or unpleasant manners. To get something close to what she asks for, even although you haven't the exact thing, will be far more pleasing and agreeable than to be told that she

can not get it and that children's shoes are the meanest shoes in the store to handle and fit.

Good shoe selling, like all goods selling, has got to be done in the manner that will please the customers best. If you can please a customer and cause her to return because you have been more considerate and painstaking than other clerks at other stores, or than other clerks in your own store, you are doing a good thing for yourself and for the store. To be able to overcome disagreeable inclinations in yourself will go a long ways toward the successful selling of all sorts of goods. If there are features of shoe selling that you don't like proceed to overcome those dislikes and compel yourself to know as much about them as about anything else in shoe selling.

The man who comes in to buy a pair of brogans to-day may come in to-morrow to buy a pair of patent leathers, so don't think his appearance at the door indicates the one or the other because of late purchases. You fool yourselves sometimes because you jump at conclusions regarding the prospective purchases of customers. Because a customer bought one thing yesterday there is no reason to think she will buy the same character of goods to-day. You can't judge inclinations by past conduct in buying shoes.

If you attempt to dodge a customer because you think she is going to call for something cheap or because the last time you waited upon her

there developed some disagreeable feature, it is up to you to break yourself of such habit. The clerk who dodges and attempts to pick closely will always find himself much the loser at the end of the season, and the habit will get firm enough hold on him that he will become not only disagreeable but increasingly a poorer clerk in every way.

Keep your stock well; wait upon customers in the best possible manner. Whatsoever you do, do it as it should be done, and you are safe.—Shoe and Leather Gazette.

Busy Times for Holland Factories.

Holland, Oct. 30—The Holland Sugar Co. is going along smoothly with its sugar-making campaign, and there has not been a hitch of any kind since the machinery started. The company has enough beets to keep the plant running over three months.

The H. J. Heinz Co. is nearly swamped with apples which it is converting into apple butter and vinegar. The new vinegar plant is practically completed, the machinery now being installed. The company is now employing a force of 125 men and seventy-five girls.

The Chas. P. Limbert Furniture Co., which moved here last spring, has already found it necessary to build an addition 136x146.

The Holland Veneering Co. is almost doubling the capacity of its factory building.

A lengthy brief delights the attorney.

There Are All Kinds of Leather Tops



on the market, BUT ONLY ONE BEACON FALLS. They've got to be seen to be appreciated. THE RUBBER has the MALTESE CROSS



on it. THAT MEANS IT'S THE BEST; and THE TOP is cut from our special CHROME CALF, pliable and waterproof.

We carry them in stock in 8, 10 and 16s. Better let us send you a sample dozen FREIGHT PAID.

Beacon Falls Rubber Shoe Co.

Not in a Trust

236 Monroe St., Chicago

Discuss Plans To Advertise Monroe.

Monroe, Oct. 30—A large and enthusiastic gathering of Monroe's hustling business men met at the Merchants and Manufacturers' club room to devise ways and means to advertise Monroe's unusual advantages, both as a manufacturing center and a city of beautiful homes.

Situated as Monroe is on the River Raisin and Lake Erie, in the midst of a magnificently fertile country, with five railroads and an electric line running through it, with good schools, gas and water systems, and an elaborate system of electric lighting, which the city owns, mile of brick pavements and cement walks, a civic improvement society, the achievements of which the city is justly proud, and with a mayor and council keenly alive to the city's interests, the future of Monroe is assured.

It has had a phenomenal growth in the past few years. The business men of Monroe, however, are too much alive to be satisfied with a normal expansion, hence this meeting. There is considerable talk of organizing a board of trade.

The Weis Manufacturing Co., which manufactures office supplies, etc., is building two additions to its plant. One is to be 100x20 and the other 50x30. This will give considerable additional stock room. The company is overwhelmed with orders, and it is very probable that some additional changes will be made shortly in order to handle the ever increasing business.

The Standard Fish Co. last week shipped 5,000 live carp to New York City in its own car specially made for that purpose. Shipments will be made every week hereafter until spring, since the experiment has proven a decided success. It does away with packing the fish in crates.

The Ilgenfritz & Sons Co. is doing a rushing business in filling the fall nursery orders. This will be the best season the company has ever had at this time of year.

Different Kinds of Socialism.

Evansville, Ind., Oct. 26—In your last number, dated October 24, there appeared an article entitled "The Indian a Socialist." True as it may seem by reading it, the Indian is and always has been a "dividing up" socialist. What's the matter with capitalism and the trusts? Capitalism and the trusts are socialistic, too, if you wish to judge them by the "dividing up" system. If you have a few dollars, a little lot of corn or wheat, or a little home, some land, or if you are a laborer, or if you have advertising space for sale—in other words, it matters not what you have or what you do—you must divide up with the trusts. This is the kind of socialism you seem to favor. As for myself, I am another kind of a socialist, one who belongs to the Socialist Party of America, and we all are trying hard to stop this dividing up which you seem to think is socialism with the Indian. You do not seem to understand just what the socialists of this country really want.

Remember, the socialist wants to stop all this dividing up that is now

going on all over this country and try to keep a little of the things they help to produce.

Let us try to understand just what socialism means before we divide everything we have with capitalism and the trusts. Edward Miller, Jr.

What Rest Is.

This active age disregards old rules bearing on the amount of work which a normal man can accomplish. The excuse is that moderns are wiser than ancients, that they know that rest is not cessation but change of occupation. In two distinct quarters a voice of protest has been raised against this new definition of rest. Doctors Acland and Lewis have presented to the British Association the results of a study in the nature of fatigue, and Prof. Fere, an alienist, of Paris, publishes nearly the same view.

These physicians, two English and one French, agree that fatigue is the result of a toxic or poisonous element in the blood, and that the only way in which its further accumulation can be stopped is by sleep. The phenomenon of increased activity as a result of stimulants is followed by a worse condition than before. Physical exercise is not a substitute for sleep. The improved condition of the body due to exercise may make the brain better able to resist fatigue, but it does not take the place of necessary rest.

In cases where the patient finds relief in a new line of activity the reason is that the limit of endurance has not been reached and the body is not yet ready for rest. Enforced rest, in Prof. Fere's opinion, is as bad as overwork. There must be work enough to induce a healthy feeling of fatigue and then there must be rest, but there should be neither rest without work nor work without rest if mind and body are to remain in a sound condition. The toxic bodies produced by the exhaustion of one set of nerve centers affect others, so that fatigue is diffused through the body, and yet it is possible for a person to be partially exhausted but not in a condition where all parts of the system require rest.

Individual differences are so great as to make it impossible to formulate invariable rules. The most that can be hoped from this new pronouncement of the French and English physicians is that it may encourage those who need rest to secure it if possible, regardless of the well meaning insistence of others upon physical exercise or new activity as a substitute for sleep. One man's brain work may be so specialized that he needs to tire other portions of his brain or his muscles before he can rest, while another man doing the same kind of work may find his whole body poisoned by fatigue. The first needs change, the second needs release. Each must find out the law of his body and obey it.

Some people act the fool intentionally, while others who have no histrionic ability whatever attain similar results.

Never judge a man by the opinion he has of himself.

Real Hard Pan Shoes



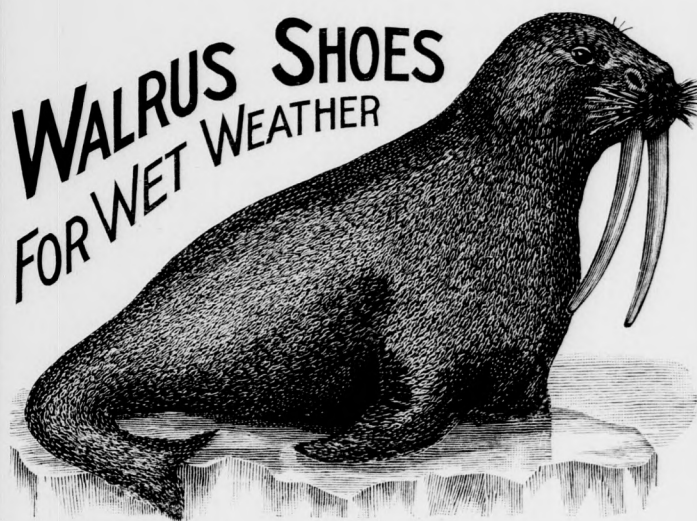
This shoe originated in this factory over twenty-five years ago to fill a demand for every day footwear to stand unusual hard wear.

As a business getter and trade holder dealers find it about the best thing they ever sold. All good things are imitated, so is this shoe. But Hard Pan wear and Hard Pan quality are found only in the real shoe of this name with our trade mark stamped on the sole.

Rindge, Kalmbach, Logie & Co., Ltd.
Grand Rapids, Mich.

Ask for

WALRUS SHOES
FOR WET WEATHER



We have them in 6, 8, 10 and 12 inches.

Write for prices.

Hirth-Krause Co.

Shoe Manufacturers

Grand Rapids, Mich.

MYSTERIOUS THIEF.

The Capture of the Scourge of the County.

Looking back at it now it all seems too good to be true, too good to ever have happened. But I have clippings from the paper of our town at hand to prove that it is all true, and besides, there is May, whose memory in such matters is infallible. Left to myself, I would hardly have the faith to put down as an actual occurrence that which I am about to relate, but with such positive proof to aid me I have the courage to do so.

The newspaper clippings which I refer to tell, in the first place, of a mysterious thief of desperate character who roamed the countryside wherein we lived and stole from the homes of farmers and other people such valuables as had been left where a reckless man of strong arm and nimble foot could reach them, and who was making himself a scourge of the county. Secondly, they tell of said mysterious thief's thrilling capture by a brave citizen; thirdly, of the brave citizen's proposed nomination for the office of sheriff of the county because of said thrilling capture; and, lastly, they tell of the brave citizen's vigorous and original refusal to entertain any such proposition.

The thief was a notorious ex-convict; the brave citizen who effected his thrilling capture and afterwards was pressed with a nomination for a shrievalty because of it, subsequently refusing such honor, was—myself. I have the papers at hand, and May to prompt me, so I dare to tell what I here write.

We had heard of the mysterious thief for weeks. Far from over on the other side of the county the wind wafted to our ears stories of a bandit of desperate courage and unfaltering skill, who came quietly in the night, stayed but a moment, and went on his way incumbered with the valuables of the place visited. Thieves were not common in our little part of the country. It was a quiet, easy going region, where people ran more to Free Methodism and great girths than to crime and suppleness. We had once been visited by tramps, but they had stolen nothing but our watchdog, so we were little excited by the thieves. Not that we were excited over rumors of the thief. No; it was our neighbors who were excited. Unused to the notion of crime, they grew apprehensive and locked their sheds and loaded their shotguns as rumors came their way. But, as for us, why, we had lived in the city, so what was there in the talk of one single felon to alarm us?

So we laughed complacently at the fright of our neighbors. Experience had made us calloused, not fearless. What was a terror to the others was to us a mere incident. Besides, we both agreed that the mysterious thief would turn out to be nothing more terrible than a lot of bad boys.

It was while the county was thus alarmed and while we were in this complacent state of mind that the

first act of this affair—I am at a loss for a word with which properly to name it—opened. One night the chickens in our poultry house set up a most ambitious sort of cackling and squawling, as if a small animal might be amongst them causing havoc. Once before had we heard such a noise, and once before had I gotten up to investigate, with the result that I shot a sheep; but, nevertheless, I again essayed the role of rescuer of the imperiled fowl. It was this way: May said, "Get up and see what's happening to my chickens." By this it will be seen that the chickens belonged to May, and that there was nothing for me to do but obey. I took my revolver and went.

Going straight to the poultry house I found nothing out of order there. The chickens had quieted now, and no animal of any size whatever was visible. I investigated carefully with a lantern, locked the door, and turned away. As I did so I happened to glance in the direction of a small pile of lumber nearby, and saw at one side a dark object which to my quick glance resembled nothing so much as a large black dog lying stretched out alongside the timber. And just then my lantern went out. While it was not an oppressively dark night, it was impossible for me to see without the aid of the lantern. But I was certain that whatever the thing by the lumber was, it should be investigated, so partly through vexation at the lantern for going out at such an inopportune moment, and partly for want of a better missile, I tossed the lantern directly at the center of the dark spot.

Just what happened next only a combined phonograph-biograph could hope to reproduce, but intermingled with other things were man sized curse words, so I knew at once the nature of the beast I had disturbed. It was a man. My lantern had hit him on the head.

There was a tangle of arms, legs and lantern, a sound of shuffling feet, breaking glass, and swearing, then the tangle vanished and in its place was the man. He seemed provoked. He rushed at me like a stage villain, and I stood still, helpless before him as a true stage hero is in the first act.

As a matter of fact I was so astounded at these developments that I was deprived of all power of speech and motion. I could only stand and stare. Then I saw the man as he came for me. Instead of quickly thrusting my revolver at him and ordering him to stop and be shot, forgetting for the moment that I was armed, I threw my hands up into boxing position, left hand forward, right hand back. The revolver went off! My heart grew big and weak in my breast, for the man before me dropped as does a steer when patted on the forehead by the butcher's hammer.

The world stopped still, and with it my breath for a whole minute. A great numbness seized upon me and I grew cold. A chill ran down the back of my head, down my spine, and into my shoes, where it took up permanent abode. I had killed a

man! I had snuffed out an immortal creation, sent into eternity a responsible soul, and all that sort of thing. There he lay before me, prone and huddled upon the dark ground, a moment before erect and full of life; now still and dead. It is an awful thing to kill a man; it spoils the appetite for weeks afterward.

Then my dead man spoke: "Don't shoot again," he pleaded. He stood upright and stretched his hands toward the sky. "Don't shoot my other ear off. I surrender."

I wanted to fall on that man's neck and thank him for not being dead. Never before in all my life had I been so glad to hear the voice of man. I wanted to shake hands with him, call him brother, and generally show him and the rest of the world how good I felt at the discovery that I was not the slayer of my kind. I wanted to dance and sing for joy. Then, like a flash, there came over me the memory of the tales concerning the mysterious thief. Putting two and two together I realized I had captured the local Bad Man.

I felt altogether different then. I grew warm and happy. May and the hired man had by this time reached me. To May I said, "Get a light;" to the hired man I said, "Get two strong ropes or straps." There was a new note in my voice; they obeyed without question or hesitation.

"What is it?" asked May when she returned. "Nothing," I said, "only I've captured the thief who's been making so much trouble around here. I shot his ear off."

"You what?"

"Shot his ear off," I repeated casually. "Here," to the hired man, "tie his legs and arms. Don't drop those hands," I warned the thief, "or I'll shoot off your other ear."

"Don't," said he, trying to stretch his arms out of his sleeves, "I'm bleeding to death now."

The hired man did a satisfactory piece of tying and, carrying the prisoner, deposited him like a sack of grain on the floor of our woodshed.

"I g-g-g-guess that will h-h-h-hold you for awhile," he volunteered to the robber. "W-w-w-what shall we d-d-d-do with him?"

I stepped up and examined the fellow's left ear. A quarter of an inch of the top of it was shot away and the man was bleeding copiously. We bound up his wound, then held a council of war. Of course the thing to do was to put the fellow in the hands of the sheriff with as little delay as was possible. It was nearly daybreak by this time, so we decided to stay up, sending the hired man to town after the sheriff as soon as it was light. May prepared a meal and we made a merry time of it. Only I could not help feeling the chills run up and down my back as I contemplated what would have happened had that accidentally discharged bullet gone two inches to the left of where it really did go.

Of course, I said nothing about the accidental discharge of the revolver. MMy handling of firearms is a sore point with May and I did not wish to increase her apprehension by giving

out the impression that I was careless. I simply let them deduce. I didn't want to kill him, even although my own life was in danger; hence the ear wound. May said that I was a hero and the hired man grunted that my night's work was "all r-r-r-right," so I knew I had performed a deed that was big in the sight of all men. But I did not hope for or expect what followed:

The hired man returned with the sheriff at a little after 7. This was not all. Five men had come with the sheriff to be among the first on the scene of the great event. For great event it soon turned out to be. In fact, so great did it become that had I foreseen one-half of the fame it was to bring to me and my revolver I most assuredly would have turned tail and run.

The sheriff instantly identified my victim as the much wanted thief. He congratulated me effusively, first on my courage, and second on my ability as a marksman. He insisted that I go through the whole affair for his edification, which I proceeded to do, without any vanity or boasting on my part. He paced the distance between the robber and myself at the time my shot was fired and found it to be fifteen paces.

"And you nicked him right in the ear, and he was running at you, too," he said. "By glory, sir, you're a shot! Where did you learn to shoot?"

I had not dreamed of such a turn of events. My revolver shooting is a subject upon which I exhibit the most becoming modesty, for good and sufficient reasons. I tried to pass the sheriff's remark concerning it, but he insisted upon my answering. I told him that I did not pretend to be much of a shot.

"No," he said, "this doesn't look like it!"

It was useless to try to escape him. He would make me out a crack shot and a hero, so I accepted his praise and that of the five with the appreciation which is the mark of all true heroes, said that what I had done was a mere nothing, that it was only the pulling of a revolver trigger, and that any of them would have done the same thing under the same circumstances.

"Tried to do it, you mean, old man," said they, and patted me on the back. Even the prisoner conspired to make me a marvel with the revolver. "I knew when to give in," he said. "I know when I'm up against sudden death as well as the next fellow."

I will not say that all this was unpleasant to me. No; I am quite human. At the same time I grew a little apprehensive lest they insist that I give an exhibition of fancy revolver shooting, such as hitting dimes tossed into the air or something like that. But they didn't. The prisoner's ear was before them, so they had sufficient proof of my skill. When they went away I felt better. This, I decided, would be the close of the incident, and I was glad of it.

Little did I know of that community. Little did I know what the scene of a thrilling midnight fight

with a bandit held for the somnolent residents of that region. But I was not left in ignorance long.

We sat down to a meal and quiet after the exciting night and morning, and told each other how we disliked to have anybody disturb us, now that we were accustomed to the truly simple life. We had hardly given words to the idea when we heard the voice of a boy in the road before our house. "Here's the place," said the voice. "Eyah, this is it. C'm on!" Then we heard our front fence squeak as four tired, dusty urchins vaulted into our yard.

The sheriff had spread the news in town, and the boys were the advance guard of an army of curiosity driven people, coming to view the place and the hero.

The army followed closely upon the heels of the youngsters and by noon our yard was crowded by an open mouthed mob that wandered around promiscuously and regarded the spot and myself with a most embarrassing kind of awe. One of the five men who accompanied the sheriff on his visit had returned and this personage, who happened to be the local auctioneer, elected himself the impresario of the occasion, pointing out and explaining to the crowd the important points in the night's occurrences. This man had, of course, seen the nick in the thief's ear, so he spoke with undisputed authority. The crowd followed him back and forth and hung on his words as if he were a barker at a county fair.

Then the good people would come up to the house, trying to get a glimpse of my heroic countenance, and some of them even went so far as to ask for a glimpse of the revolver that did the work. Others, of female persuasion, asked May if she trimmed her own hats. I am quite certain that they were all offended because we failed to ask them in for the noonday meal. But we didn't, and so they went away.

In the afternoon arrived a new contingent bent upon the same kind of sightseeing. First came the omnipresent boys, then two young men on bicycles, then a young swain and his sweetheart in a buggy, two old men afoot and chewing tobacco with toothless jaws, several buggies, one family carriage, more buggies, more buggies. The impresario of the morning was back again, and again he basked in the sunshine of his own eloquence. Again the crowd stood about open mouthed, and again they beset the house in their efforts to see and talk with me. Listening carefully, I discovered now that I had once upon a time been a Western scout, that later I had enlisted in Roosevelt's Rough Riders, and that now I had settled down here to enjoy peace after a most adventurous career.

By 3 o'clock in the afternoon I learned that I had a basketful of medals for bravery and skill at arms stored away in the house and that generally speaking I was a hero of no mean sort. Just what I might have been by dark I dread to contemplate; but a diversion occurred which saved me from further hon-

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. 12	4	1 1/2	10	100
129	4	1 1/2	10	2 90
128	4	1 1/2	9	2 90
126	4	1 1/2	8	2 90
135	4 1/4	1 1/2	6	2 90
154	4 1/4	1 1/2	5	2 95
200	3	1 1/2	4	3 80
208	3	1	10	2 50
236	3 1/4	1 1/2	8	2 50
265	3 1/4	1 1/2	6	2 50
264	3 1/4	1 1/2	5	2 70
264	3 1/4	1 1/2	4	2 70
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., 5 c., 4 c.	4 1/2 c.			
BB, 8 1/2 c., 7 1/2 c., 6 1/2 c., 5 1/2 c.	6 c.			
BBB, 8 1/2 c., 7 1/2 c., 6 1/2 c., 5 1/2 c.	6 1/2 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.	75			
Corrugated, per doz.	1 25			
Adjustable	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 Raps	70			
GALVANIZED IRON.				
Nos. 16 to 20; 22 and 24; 25 and 26; 27, 28	17			
List 12 13 14 15 16 17	17			
Discount, 70.				
GAUGES.				
Stanley Rule and Level Co.'s	60 & 10			
GLASS				
Single Strength, by box	90			
Double Strength, by box	90			
By the light	90			
HAMMERS				
Maydole & Co.'s new list	33 1/2			
Yerkes & Plumb's	dis. 33 1/2			
Mason's Solid Cast Steel	30c list 70			
HINGES.				
Gate, Clark's 1, 2, 3	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 80 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
Castors, 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	45
10 to 16 advance	5
8 advance	20
6 advance	30
4 advance	30
3 advance	45
2 advance	70
Fine 3 advance	50
Casing 10 advance	15
Casing 8 advance	25
Casing 6 advance	35
Finish 10 advance	25
Finish 8 advance	35
Finish 6 advance	45
Barrel 1/2 advance	85
RIVETS.	
Iron and tinned	50
Copper Rivets and Burs	45
ROOFING PLATES.	
14x20 IC, Charcoal, Dean	7 50
14x20 IX, Charcoal, Dean	9 00
14x20 IC, Charcoal, Allaway	15 00
14x20 IX, Charcoal, Allaway Grade	7 50
14x20 IC, 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 40
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	
1/2 @ 1/2	21
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, ball, per doz.	85
1 gal. fireproof, ball per doz.	1 16

Jugs

1/2 gal. per doz.	56
1/4 gal. per doz.	42
1 to 5 gal., per gal.	7

SEALING WAX

5 lbs. in package, per lb.	2
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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 Carton Chimneys

Each chimney in corrugated tube

No. 0, Crimp top	1 70
No. 1, Crimp top	1 75
No. 2, Crimp top	2 75

Fine Flint Glass in Cartons

No. 0, Crimp top	3 00
No. 1, Crimp top	3 25
No. 2, Crimp top	4 10

Lead Flint Glass in Cartons

No. 0, Crimp top	3 30
No. 1, Crimp top	4 00
No. 2, Crimp top	5 00

Pearl Top in Cartons

No. 1, wrapped and labeled	4 60
No. 2, wrapped and labeled	5 30

Rochester in Cartons

No. 2 Fine Flint, 10 in. (85c doz.)	4 60
No. 2 Fine Flint, 12 in. (\$1.35 doz.)	7 50
No. 2 Lead Flint, 10 in. (95c doz.)	5 50
No. 2 Lead Flint, 12 in. (\$1.65 doz.)	8 75

Electric in Cartons

No. 2 Lime (75c doz.)	4 20
No. 2 Fine Flint, (85c doz.)	4 60
No. 2 Lead Flint, (95c doz.)	5 50

LaBastie

No. 1, Sun Plain Top, (\$1 doz.)	5 70
No. 2, Sun Plain Top, (\$1.25 doz.)	6 90

OIL CANS

1 gal. tin cans with spout, per doz.	1 20
1 gal. galv. iron with spout, per doz.	1 40
2 gal. galv. iron with spout, per doz.	2 25
3 gal. galv. iron with spout, per doz.	3 25
5 gal. galv. iron with spout, per doz.	4 10
3 gal. galv. iron with faucet, per doz.	3 85
5 gal. galv. iron with faucet, per doz.	4 50
5 gal. Tilting cans	7 00
5 gal. galv. iron Nacetas	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 54

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.	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 1/2 in. wide, per gross or roll.	38
No. 2 1 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 Trademark, Superior, Economic or Universal grades. Where 1,000 books are ordered at a time customers receive specially printed cover without extra charge.

Coupon Pass Books

Can be made to represent any denomination from \$10 down.

50 books	1 50
100 books	2 50
500 books	11 50
1000 books	20 00

CREDIT CHECKS

500, any one denomination	2 00
1000, any one denomination	3 00
5000, any one denomination	5 00

ors. A spirited team of black horses drawing a shiny carriage dashed up and into our yard came a big, heavy man wearing good clothes and a smile which stamped him at once as a professional politician. The crowd turned at once from the impresario and bestowed its undivided attention on the new arrival.

"Congressman Binder," they said with bated breath. "Yes, that's him. Here, Bobby, come here; that's Congressman Binder. Don't forget when you grow up that you saw him when you was a little boy." Then the Congressman shook hands and, from force of habit, I suppose, made a little speech. But it was not the crowd he had come to see; it was I.

He came in, paid a short and pleasant call and went away. Unsuspecting man from the wily city that I was, I foresaw nothing of what was to follow. But three days later, after the local papers had bruited my fame to all the county, the Congressman returned and I saw the why-for of his call. He wanted me to try for the Republican shrievalty nomination of our county.

"It's a sure thing," he said, "if you will only start right in with us now and let us use your name. We could not lose, because you're the hero of the county, don't you see. We'd knock this rat that belongs to the other crowd into a cocked hat at the primaries; and to be nominated on the Republican ticket here means to be elected. Now we'll start—"

I held up my hand and stopped him. "We will start nothing," I said

warily. "Let me tell you something: I am a poor, over-worked ordinary citizen who has fled from the great city which lies to the south of this county in order to escape the turmoil and fuss incident to city existence. I have lived all my life in the midst of crowds, and have had my hands full of the starting of things, until crowds and things have palled upon me and I have fled from them to this spot in hope of peace and comfort. In short, I am here to seek the simple life. I thank you for your offer, but I must decline."

This was only the beginning. "The boys" and the Congressman continued to come, and I continued to refuse. I grew white and haggard. I began to dread the sound of wheels in the road before our house, lest it presage the coming of another delegation to insist that I seek the nomination for county sheriff. It got so that I began to hide out in the barn when I heard the wheels stop, leaving May to turn away with gentle words those who would thrust honor upon me. Once or twice, perhaps, I weakened for a moment and considered surrendering to the pleas of my fellow citizens; but in each instance the circumstances of my heroics came up before me and I sternly put the temptation behind me. No sheriff's office for me. I wanted only peace and quiet.

At last I became desperate. The oily self-assurance of the Congressman irritated me beyond expression. His smile was always the same when he greeted me, always the expres-

sion on his face said, "Oh, you'll give in in the end, see if you don't." I could stand it no longer.

One afternoon, while we sat together on our veranda, I jumped into the air, gave vent to what I thought must have been the official yell of the Rough Riders, and drew my revolver, which, for the occasion, reposed in my pocket.

"Wow!" I roared. "Where is he? Lead me to him and I'll shoot his eyes out!" And I waved the revolver ubiquitously and rolled my eyes frantically.

There was a railing two feet high all around our veranda, but it never stopped the Congressman for a second. He took it like a fat cow taking a fence. He landed on all fours and his silk hat flew far to one side. "Wow!" said I. "There he is, there he is!" I tried my best to froth at the mouth as a madman should. Twenty yards was the distance from where the Congressman landed to where his buggy stood. Afterwards we went over the ground carefully and found only three places where he had touched the ground in covering that distance. And the pace that his horse set down the road would have done credit to any trotter in the world.

I sent the hired man to town with the Congressman's hat that evening. When he returned he said: "I l-l-l-l left it at t-t-t-the hotel for him. H-h-h-he wasn't there. He t-t-t-took the afternoon train to th-th-th-the city." Then he groaned because he could laugh no more.

"Well, that's an end to that, I hope," said May. "There was nothing like this in the city, was there?"

"No," I replied, "the city was nothing like this. People in the city never experience the—the—things one meets in the Simple Life."

Then, when I thought over the last few days, I added thoughtfully, "Poor devils!"

Lee MacQuoddy.

A Lemon Instead.

"Do you know," a pretty bride of three months said to a friend the other day, "I think all these jokes about young wives having so much trouble with butchers and grocers, and being cheated, and all that, is just too foolish."

"Then I presume you are getting on all right with yours, dear?" her friend enquired.

"Why, of course, I am! Anybody would if they would just deal at a reliable place," the young wife declared. "Now, there is my grocer," she continued, "he is just as obliging and thoughtful as can be. The other day I ordered a dozen oranges, and when they came I found there were but eleven in the bag, so when I went to the store again I told him so."

"Why, yes, ma'am," he said, "I know there were. I had put in a dozen, but I noticed that one of them was spoiled, and of course I wouldn't send you any but the best goods, so I took it out."

"Now, don't you think that was nice in him to be so thoughtful and honest?" she concluded.

"A NEW IDEA"

Using Croton Oil in a Cough Medicine

Extract From Bulletin No. 20

Minnesota Dairy and Food Commission

ANALYSES

Kennedy's Honey and Tar—Contains a small percentage of alcohol. Low grade sugar syrup added to produce desired body. Sample also contains CHLOROFORM, SALICYLIC ACID, CODEINE, CROTON OIL, peppermint and sassafras.

Bee's Honey and Tar—Sugar syrup used to give consistency of thick molasses. Sample also contains CHLOROFORM, SALICYLIC ACID, MORPHINE, CROTON OIL and peppermint.

DeWitt's Kodol Dyspepsia Cure—Alcohol 18.10 per cent. Low grade sugar syrup added to give desired consistency. Sample contains SALICYLIC ACID and STRYCHNINE.

Kennedy's Laxative Honey and Tar is manufactured by E. C. DeWitt & Co., Chicago.

Bee's Laxative Honey and Tar is manufactured by the Pineule Medicine Co., Chicago, a concern that is owned by E. C. DeWitt & Co.

After loading the trade to a stand-still with their "One Minute" cough cure, which is now apparently one of the deadest preparations of the kind on the market, they abandoned the "One Minute" to its fate, leaving the dealers loaded to the guards.

It is also apparent that Kennedy's Laxative Honey and Tar was put out with the idea of trading upon the name and reputation of the genuine **Foley's Honey and Tar**. This advertisement is published as a warning to the trade not to dispense the above preparations when the genuine Foley's Honey and Tar is asked for.

We are willing to concede that the idea of putting Croton Oil as a laxative in a cough remedy is original with them and we hope you will give them all the credit they deserve for this "new idea."

Foley & Company, 92-94-96 Ohio Street, Chicago, Illinois.



Special Features of the Grocery and Produce Trade.
Special Correspondence.

New York, Oct. 27.—So far as the actual spot demand for coffee is concerned almost every jobber reported a very quiet market all the week, and the movement is growing smaller with every day. Of course, this can not continue a great while, and is probably owing to the usual lull that seems to settle down on business generally just before election. No appreciable change has taken place in quotations, Rio No. 7 still remaining at 7½@8c, the former being the official quotation. The combined stock of Rio and Santos coffees is now almost exactly a million bags greater than a year ago at primary points, or 2,748,000 bags. In store here, in Baltimore and in New Orleans, and afloat for the above ports to Oct. 25, there are 3,760,037 bags, against 4,525,813 bags at the same time last year. Mild grades are steady, but the call has been of moderate proportions and buyers seem to be in a "waiting" mood. Good Cucutas, 9½c, and Bogotas, 11½c. There are no changes to record in East India sorts, which are holding their own in every regard.

Generally speaking, the tea market is in excellent shape. The demand is all that could be looked for and the statistical position is certainly in favor of the seller. Congous, especially, are scarce and quotations are firmly adhered to. Ceylon and India teas are progressing in a most favorable manner.

The demand for refined sugar is of limited volume and not a bit of new business is to be recorded; the little doing is simply in the way of withdrawals under previous contracts. No change has taken place in quotations, which are seemingly well sustained.

The demand for rice is sufficiently active to keep this market closely sold up, and, indeed, forward shipments are reported all taken care of. Quotations are very firm and in some cases more than the "prevailing rate" has been obtained.

With the near approach of holidays a better demand has sprung up for spices and jobbers report a good week's business all around at full rates. There is an especially active call for ginger and prices show some advance — African, 6½@7c; Cochins, 6¼@8½c; Japans, 5¼@6c.

There is an active demand for molasses for prompt delivery and quotations are well sustained. In the future it seems evident that "molasses will be molasses," as the pure food law, it is said, will knock out almost entirely the open-kettle product, and centrifugals will be in limited supply. We will all have to fall back on sorghum, and, by the way, why can't this product be made more "popular" than at present?

There is little, if anything, of in-

terest to be recorded in canned goods. Tomatoes are very well sustained, with the general New York rate 95c for No. 3 standard Maryland. It is said that recently considerable call has existed for No. 2, which is "substituted" for No. 3 as a 10 cent grade. This size is usually held at 77½c. Desirable corn is well sustained and stocks are limited. There is a good deal of pressure brought to work off all stock by Jan. 1 that will not meet the pure food law test and, of course, "any old price" will do for such goods. Peas are sought, and worth easily \$1.

Butter is still well sustained and extra Western creamery is worth 27c. The supply seems to be rather freer, but there is little, if any, going into storage. This is not quite the case with under grades, which are in ample supply and being "stored" because sellers are too determined to get full figures. Firsts, 24@26c; seconds, 22@23c; held stock, 23@26c; Western factory, 17@20c; renovated, 21@22c.

Cheese shows little change so far as supply and demand are concerned. The quality of a good deal of the stock arriving is not very good, and such will not, of course, fetch full rates. Best creamery, 13¼c.

The supply of "moderate" eggs is becoming too large for comfort. Holders want 22@23c, while buyers can not see over 20@21c. The result is the goods are going into storage. But best Western will fetch 25½@26c readily, with perhaps 22@24c a fair quotation for seconds.

Prosperous Reports from Michigan's Metropolis.

Detroit, Oct. 30.—The Detroit Trolley Wheel & Electric Equipment Co. is enjoying a busy season. An order for 100 \$400 Paragon automobiles for the Detroit Automobile Manufacturing Co. is just being completed, together with the initial cars of a new \$850 pattern called the Marvel. Both types are fitted with the special Pfister three-speed transmission. The gears are so arranged as to be controlled by a single lever and change from any speed directly to any other without passing through the third. In the regular trolley wheel line negotiations are on for a big contract with the Japanese government for its publicly owned trolley lines. Samples were shipped several months ago, and are undergoing a rigid test. The business is transacted through the New York agents.

An example of the boom in the brass manufacturing business is the prosperity of the Lavigne Manufacturing Co., organized nine months ago to handle force feed automobile oilers and other inventions of J. P. Lavigne. The business started with nothing but the patents, which were contested by Mr. Lavigne's former employer, the Detroit Lubricator Co. The concern is unable to keep up with orders in its factory on Larned street east, where a force of eighty men is employed, working overtime three nights a week, and will move as soon as possible to a new factory at Commonwealth avenue and the railroad, where 250 men

will be employed in two shifts. The new buildings at present under construction consist of a machine shop 50x150 feet and two stories, and a foundry 40x70 feet. Early in the spring the machine shop is to be increased to three stories and a three-story building 180x45 feet is to be added, while the foundry will be widened one-half. All this space will be utilized for the manufacture of goods for which contracts have been secured. Orders are on the books for \$275,000 worth of goods, principally motor oilers, which are ordered for 45 per cent. of the automobiles now being manufactured in the country, involving an output of 110 a day. On gas engine oilers invented by Mr. Lavigne, one contract calls for 14,000, with a promise of \$60,000 worth next year. Other specialties are a quick-opening hot water valve and carburetor. Most of the machinery used in the factory is automatic, built from original designs by the head of the firm. Mr. Lavigne has taken out 145 patents on his own inventions, ranging from sewing machine parts to automobiles. Most of the sewing machine attachments for embroidery work now in use are of his design. He now is at work on an invention that will reduce the price of automobiles by cutting out transmission.

HATS

At Wholesale

For Ladies, Misses and Children
Corl, Knott & Co., Ltd.
20, 22, 24, 26 N. Div. St., Grand Rapids.

Blankets Robes Fur Coats

Now is the time to see
that your stock is complete.

Send for our new illustrated list.

Prompt Shipments

Brown & Sehler Co.
Grand Rapids, Mich.
WHOLESALE ONLY

The Sun Never Sets

Where the

Brilliant Lamp Burns

And No Other Light
HALF SO GOOD OR CHEAP

It's Economy to Use Them—A Saving of

50 TO 75 PER CENT.

Over Any Other Artificial Light, which is Demonstrated by the Many Thousands in Use for the Last Nine Years All Over the World.

Write for M. T. Catalog, it tells all about them and Our Systems.

BRILLIANT GAS LAMP CO.

42 STATE ST.

CHICAGO, ILL.



ASSETS OVER \$7,000,000

When You Have a Bank Account

You will be prepared to grasp opportunity as well as meet adversity. A dollar will open an account in our Savings Department and if you only deposit a dollar or so each pay day with interest at 3 per cent., compounded semi-annually, you will soon have a snug sum to your credit.

Old National Bank

FIFTY YEARS AT 1 CANAL STREET.



Michigan Knights of the Grip.
President, H. C. Klockseim, Lansing.
Secretary, Frank L. Day, Jackson; Treasurer, John B. Kelley, Detroit.

United Commercial Travelers of Michigan
Grand Counselor, W. D. Watkins, Kalamazoo; Grand Secretary, W. F. Tracy, Flint.

Grand Rapids Council No. 131, U. C. T.
Senior Counselor, Thomas E. Dryden;
Secretary and Treasurer, O. F. Jackson.

How To Interest a Number of Prospects Simultaneously.

Special tactics are to be used when a salesman puts his proposition up to a number of men in each case instead of to an individual buyer.

It sometimes happens that a salesman who is an expert in selling to the individual customer feels himself at a disadvantage when he has to show his product and explain his proposition to the firm collectively. When he is called upon for the first time to sell to the firm collectively, or to sell to a school board or to a municipal committee—or any body of men, in fact, upon whose unanimous decision regarding his product the sale depends—he is likely to feel handicapped and think that the difficulties of an ordinary sale are multiplied in his case. The number of objections which he would meet from the individual prospect are, he fancies, multiplied by exactly the number of men there are in the little coterie which he addresses.

If he tries to labor with each individual, gaining first the consent of Brown, then that of Smith, then that of Robinson—he multiplies his own effort needlessly and wastes time.

There is a method by which a firm can be sold collectively as easily and expeditiously as an individual. It requires the salesman to be a diplomat.

Suppose that the thing to be sold is some uncommonly expensive article; that the salesman, A, wishes his prospects, Black, Brown, Smith & Co., to buy 20,000 specialties for general distribution among their trade.

He investigates to find out if this sort of a deal is outside of the province of the regular buyer. If it is, the members of the firm themselves will have to be won over—he must address them collectively.

But first it is the salesman's duty to learn something of the personality of each of these men by cautious enquiry to discover which particular member will be most easily enthused with his proposition; which member is likely to prove the most conservative (as a general rule he will find that this man is the elder both in years and experience), and whether the other members of the firm incline more to the support of the enterprising member or the conservative one.

Having located the member of the firm who is most open-minded, he should make a preliminary canvass of that man, arousing his interest and enthusiasm to as great a degree as he can. This is not in the hope of securing the enterprising member's

signature and then forcing his associates to back it up with theirs—but it is for the sake of winning a strong ally to his cause.

When the meeting of all members is finally arranged the enterprising member whom the salesman has won for an ally—we will call him Smith for the purpose of this illustration—thinks (if the salesman has handled him properly) that he personally has discovered a good thing for the company's purposes. He will feel some gratification in revealing his superior knowledge of the proposition to the other members of the firm, and this belief in his own business perspicuity will be strengthened by the salesman's frequent appeals to him for corroboration of different points in the selling talk. If the salesman in delivering an argument before the men assembled turns to Mr. Smith and appeals to him in this wise: "Is this not true in your experience, Mr. Smith?" he can almost invariably count upon getting an affirmative answer. He can also rely upon Smith to anticipate some of the best points in his selling talk and to make their introduction so simple and natural that the tacitly defensive attitude of Messrs. Brown and Black becomes less formidable.

For instance, if three or four striking reasons why that company should purchase his product have been launched by A and corroborated by Smith, the latter may chime in with, "And there is a question of durability, you know. You remember what we paid out last year for keeping billboards in repair—now, this specialty is practically indestructible. I have seen other specimens that have been exposed to the weather for five years, during which time not a penny has been spent on them for repairs—they are as fresh and new as they were when they were first put in commission." This gives the salesman a capital lead.

If the salesman has no unconscious ally in one member of the firm, such as Mr. Smith is described as being in the foregoing hypothesis, he must proceed with his reasons in regular order, assuming that each man who listens to him is favorably inclined. He should make the most of a chance assent on the part of any of his hearers, dilating upon it until the man who has uttered a casual "Yes, I suppose you're right," seems to have made some downright positive and original statement favoring the deal.

But in either case, whether he has an ally in the enterprising member of the firm or not, the salesman must watch the faces before him constantly for indications of the slightest change of attitude, either favorable or unfavorable to his chance of a sale. He must make it a point not to address one or two of the individuals present to the comparative exclusion of the other or others.

He must have the appearance of deferring equally to each member present and of giving an equally careful answer to the questions or objections of each. But in doing this he must be a good economist, not allowing questions that are senseless

or wide of the mark to usurp the time which should be given to the straight selling talk.

As a case in point Brown may chip in with some objection which is trivial, irrelevant and easily disposed of. This may suggest to Black a more reasonable objection, in answering which the salesman has an opportunity to throw a flood of light upon his proposition, explaining technicalities, modus operandi, etc.

He would be a bad economist if, for the sake of flattering Brown, he gave a long-winded, non-essential discourse in disposing of the question, leaving his auditors less time and patience with which to follow his answer to Black. There are two courses open to him in framing his answer to Brown.

If the enquiry or objection has been preposterous, he can often turn it off with a quip, good-naturedly, and with seeming innocence, showing it to be ridiculous. Or he can please Brown with the seriousness with which he pretends to receive it, answering the objection simply and easily, but with a manner which credits Brown with a degree of acumen in propounding it.

For example, A has made good progress with the selling talk when Brown breaks in with this objection, "Your goods may be well enough, but I don't see any use in our spending the money for them. We have only one competitor in this town, and as he never does any advertising anyway, we are not afraid of his getting ahead of us on this particular proposition. We could easily come to an agreement with him, promising not to use your specialties if he did not, and in this way both firms would save money."

A may answer (if his man will stand being rallied), "My dear sir, you are on the right track. Why don't you go a step farther and agree with your competitor that neither house shall keep its doors open for business longer than an hour each day? Each of you would fare just as badly as the other—think of the saving in lights, clerk hire, etc."

Or, adopting the other course, A may take pains to show Brown that he can hardly expect to increase his business by such a compromise with an antiquated competitor.

At any rate, let him dispose of Brown's question briefly and proceed with his selling talk, getting back on the main track of synthetic reasoning.

A moment later, let us say, he will encounter a sensible objection from Black.

In answering this objection he addresses Mr. Brown just as frequently as Mr. Black, allowing it to be understood that Brown had as much to do with originating the objection as Black had. This saves Brown the pique that an outsider in such a discussion usually feels, flatters the intelligence of his judgment, and at the same time turns the argument into the channel by which Black's assent is most quickly obtainable.

The man who sells collectively should do the talking, and it should not be all of the simply declarative

variety. He should ask questions of his auditors—questions that call for an affirmative answer.

The body of men to whom he is talking hear themselves concurring first in one proposition, then another, which he advances, and this fact gives them the impression that he is voicing their own preconceived opinions, as well as laying the foundation for new opinions.

He should ask each a question in turn, being sure, however, that the question will not start a controversy. Often it is a good plan, after having made the enquiry, to pass right on to the next man and to the next and next, giving none of them a chance to do more than nod and murmur an assent.

It is most important that the selling talk shall not slump into petty discussion, but shall proceed logically, with gathering animation on both sides, to the closing point.

The running fire of questions which the salesman intersperses in his selling talk serves a double purpose.

First, it discourages the impression that he is doing all the talking. Second, it gives each auditor the idea that all the others have acquiesced in what the salesman has advanced. If a salesman has managed cleverly these questions have brought forth no negative replies, and each man present, not having heard a negative reply, is inclined to feel that somehow they all have been answered affirmatively.

A salesman should keep his auditors busy examining his samples, and it is a capital plan to see that each man has a sample of a different sort in his hands. If he likes it and makes some pleased comment about it, such comment will excite the curiosity of the others in the little coterie, and they will want to see it and compare it with the one which they have handled. This impulse to comparison is a most favorable indication. It shows that interest and curiosity have been fairly aroused.

A salesman, while he has need of acute sensibilities in order to know what line of argument, what tone of voice, what look and gesture of his are producing the best effect, should at the same time be practically impervious to hints. He can afford upon occasion to be set down for a thick-skinned individual.

A salesman whom I knew entered the office of a great manufactory shortly after the employees were dis-

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

missed and found the President and Secretary of the company engaged in conversation with two strangers. Evidently something momentous was under discussion. It was the only time the salesman could see the President of the company without making that town on his return trip and going a night's ride out of his way to do so.

He walked boldly into the private office—introduced his business without preliminaries.

"Come around to-morrow," said the President; "you see I am busy now."

The salesman said that he could not call on the morrow, but requested the attention of the President without delay. He asked only a few minutes.

While making his request he was placing some particularly gorgeous samples around the room with a highly decorative effect.

"Take those down," thundered the President.

"I am going to intrude but a moment, and I am sure you will not consider it an intrusion when you have examined my goods and will know what they will do for you," the salesman replied suavely.

One of the strangers laughed. The President decided to take the situation good-humoredly.

"Well, I will look at those infernal things, if you want me to, for the space of three minutes," he said, "but I promise you I won't buy. I have my opinion of your cheek."

The men glanced at the samples cursorily, and the Secretary, perhaps to curry the favor of the chief, indulged in a few witticisms at the expense of the samples without really reflecting on their serious merit. That was a cue for the entire party to start mildly guying the salesman.

He showed no consciousness of it. He had converted himself into a pachyderm for this occasion, but he started a brief, vigorous and logical selling talk that very quickly silenced the humor of the others.

He had secured attention by the manner of his entrance, and in a moment he had the company deeply interested and respectful. The President himself was absorbed in the study of a particularly attractive sample and growled a question or two about it.

At the end of twenty minutes he said: "Well, well, these samples are worth looking at all right. Come around to-morrow and talk business."

"Impossible," said the salesman, firmly. "I must convince you now, Mr. Blank, or I hardly think I shall be able to do so at all. I know you are busy—I apologize for having used so much of your time. Don't let me waste any more of it. Let's come to a conclusion right away."

And the President, by the very force of suggestion signed for an experimental order on the dotted line that seemed to find its way directly under his hand at the opportune moment.

Selling to a body of men is much the same as selling to an individual.

The difficulty to be overcome is not in the multiplicity of objections

but in keeping each man's attention riveted to the matter in hand and making each feel that the balance of power necessary for the successful issue of the sale lies with him.—C. A. Marshall in Salesmanship.

Mileage Books To Be Reduced in Price.

The hopes which have been raised among the traveling men and traveling public generally have been dashed to the ground by the announcement of Passenger Traffic Manager Ford, which was sent out under date of Oct. 24, as follows:

The announcement is hereby confirmed that, taking effect on November 1, 1906, the local passenger fares over the Pennsylvania Lines west of Pittsburg, in Pennsylvania, West Virginia and Indiana, will be reduced to a basis of two and one-half cents per mile. Upon the same date the present interstate passenger fares for through tickets between points in Indiana, Ohio, West Virginia and Pennsylvania will also be reduced, practically, to the sums of the new local fares in and through those states.

In view of the above very considerable reductions in local and through passenger fares, it is deemed advisable that further reductions should not be made at the present time, and, therefore, the notice heretofore given regarding good for bearer mileage tickets at two cents per mile is withdrawn, and such tickets will not be placed on sale until further notice.

This means that the \$20 flat book which was announced by the Erie on its entire system, on the Pennsylvania lines west of Pittsburg and on the New York Central lines west of Buffalo, has been indefinitely postponed. The railroads feel the necessity of making some concession to the clamor of the traveling public and will, therefore, reduce the price of the iniquitous C. P. A. book from \$30 to \$25, with a rebate of \$5 instead of \$10 as heretofore. At a meeting of the Central Passenger Association, held in Chicago yesterday, it was decided to put this change into effect on Dec. 1, so that on and after that date C. P. A. books can be purchased for \$25 instead of \$30.

This will naturally necessitate a similar change in the Michigan book and, in all probability, a meeting of the passenger agents of the various Michigan roads will be held in the course of a few days, at which time the Michigan book will be reduced from \$30 to \$25, with a rebate of \$5 instead of \$9.75 as heretofore. This eliminates the little item of 25c which the railroads have been filching from the pockets of the traveling men and for which they are heartily ashamed. Even the railroad men themselves admit that the 25c item was a mistake on their part and that their action in thus discriminating against the Michigan book at the behest of the Central Passenger Association should not have been taken.

Now if the Michigan roads will bring pressure to bear on the Central Passenger Association to permit them to make the Michigan book good into Buffalo, Toledo and Chicago, the book will not be such a bad book after all, although it is not what the traveling public is entitled to and not what it will have ultimately.

The obstacle in the way of this concession is the Central Passenger Association, which is using every effort to make the Michigan book unpopular, with a view to showing that there is not a general clamor for a book good on the trains. This feature has been so long enjoyed by

Michigan travelers that they will never give it up, in the opinion of the Tradesman, and as soon as the railroads come to this conclusion and make the Michigan book good into the three markets named or, better yet, make the C. P. A. book good on the trains, the better it will be for all concerned.

Movements of Michigan Gideons.

The New York State Gideon officers for the ensuing year are Blinn Yates, President (Mr. Yates was our former National Vice-President, address Buffalo, N. Y.); Edwin B. Calkins, of Elmira, Vice-President; William D. Camp, Buffalo, Secretary-Treasurer, and Henry D. Guthrie, Palmyra, Chaplain.

Massachusetts State officers for the ensuing year are George W. Perrin, President, Long Meadow; E. E. Buck, First Vice-President, Worcester; C. H. Kline, Second Vice-President, Fitchburg; L. B. Strout, Secretary-Treasurer, Lynn, and N. W. Dennett, Chaplain, Boston. Forty Gideons were present—glorious meeting.

Indiana State officers for the ensuing year are John A. Fisher, President, Evansville; James A. Martin, First Vice-President, Elkhart; John Van Zant, Second Vice-President, Indianapolis; F. O. Dolfinger, Secretary-Treasurer, Evansville, and M. E. White, Chaplain, Indianapolis. Good attendance—splendid interest.

Charles M. Smith, National President, returned from Chicago the first of this week, where he met with the National Cabinet. He expects to attend the Gideon rally and camp fire Sunday, Nov. 4, at 3 p. m., at the residence of Aaron B. Gates, Detroit, 387 Harrison avenue, and the Gideon service at 7 o'clock in the evening at Grand River avenue Baptist church, where the Gideons of the city, State and all other Christian traveling men will meet.

D. Bennett, of Detroit Camp, was at Vassar last Friday, smiling on his customers.

L. H. Richardson was at Bad Axe last week representing the Moore Plow & Implement Co., of Greenville. He is President of Flint Camp, which is the camp which has its torch lighted and burning, with a good supply of oil.

L. R. Russell, 219 North Madison street, Bay City, manufactures and sells mattresses, covering territory within a radius of one hundred miles from the city. He is an active Methodist, and this would indicate that he has the right kind of spring and reaction in his product. Mr. Russell as a Gideon studies "The Word," and will tell you something like this: The gospel is the power of God unto salvation. It does many other things, incidentally, but salvation is the master stroke. Whether or not we enter into this salvation depends on our attitude toward Christ. The gospel is the power of God unto salvation "to every one that believeth." By faith we clasp hands with the only-begotten Son of God in His mighty redemption. For it is the one thing on earth that brings heaven near and makes life sweet.

It is the arm of the Father, reached down out of heaven to pluck us out of danger, and place us within reach of blessings unutterable and full of glory.

Samuel P. Todd, 1302 Garfield avenue, Bay City, covers nearly the entire State of Michigan, representing Alma College.

W. E. Ormsby, 1223 Washington avenue, Bay City, sells burial insurance at nominal prices.

John F. Umphrey, 301 Jennie street, Bay City, was at East Tawas selling monuments last week.

E. B. Braddock, 303 Cass avenue, Bay City, represents the H. W. Jenison branch North.

E. D. Meder, 509 West Midland street, West Bay City, is collector for the City Coal Mining Co.

A. O. Blodgett is collector for the Bay City Tribune and travels north of Bay City.

Edwin W. Brown, 414 North Farra-gut street, Bay City, has been in Mississippi the past six months. He came home the 19th and returned the 21st.

Walter S. Cousins, 1000 Broadway, Bay City, represents the Wilson-Clark Oil Co. in Saginaw and Bay City.

C. E. Walker, Bay City, was in Chicago recently fixing up his samples. He represents Reid, Murdock & Co. in Saginaw and Bay City.

W. T. Bellamy, 406 Birney street, Bay City, has been in Des Moines, Iowa, the past sixty days, representing the Proctor & Gamble Soap Co., which recently bought the Jackson Soap Co. Mr. Bellamy expects to return January 1.

Butter, Eggs, Poultry and Beans at Buffalo.

Buffalo, Oct. 31—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, 10@11c; fowls, 10c; ducks, 12½@13c; old cox, 8c.

Dressed Poultry—Fowls, iced, 11@12c; Chickens, 12@13c; 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. Mixed and Red, 35@40c.

St. Ignace—Charles A. Wood has been operating a camp forty miles from St. Ignace, on the shore north of the straits, peeling bark from 5,000,000 feet of hemlock logs which he put in for F. T. Woodworth & Co., of Bay City, and is now engaged in cutting 4,000,000 feet of pine for Selig Solomon, of AuSable, and 5,000,000 feet for L. Jensen, located north of Lupton and Rose City. This timber is taken from the tree and manufactured at a large portable mill on the ground, all ready to ship out by rail.

It's the easiest thing in the world to convince yourself that you are just a little better than your neighbor.

You'll never become a millionaire on the money you make in your mind.



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. Shiley, 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.

Points on Advertising a Neighborhood Drug Store.

The first question that is asked, an important one, is, does it pay? I say, yes. A very emphatic yes. How do you know your advertising pays? is the next question. This may be answered in a great many ways, the grand total of which is an increase in business; not merely for one day, week or even a month. If our answer was made upon a basis of such a short time the skeptic would say, and perhaps truthfully, that local or other specific conditions were entirely or partially responsible. But let me now state plain facts gathered from my own experience.

For about twelve years I had been satisfied with a "hit and miss" method of advertising. That is, having no general plans, I would first get out one thing and then, at an indefinite future time follow it with something else. This allowed sufficient time to elapse between issues to lose the good effect that a continual pounding away would have brought about. During these years I was doing what I thought a fairly good business. There was not enough increase in the volume. I wanted more and began to look about for a remedy.

At about this time I became a subscriber to a "System of Advertising for Retail Druggists," and immediately saw my opportunity. This system proved to be a business tonic. My use of it brought about a material increase, slowly at first, but with each new effort the cumulative effect became more and more apparent, as if a powerful stimulant had been injected into the very heart of the business. Thus it was that I began to formulate plans of advertising with a definite end in view.

My first plan was to publish a store paper each month and distribute it from house to house. In this manner my first issue, about two thousand, were sent out. This has been followed each month by a like number and at the same time of the month. As I keep a detailed account of my business it takes but a glance to show the conditions as they are at any time, comparisons being made daily, weekly or monthly as desired, and at the end of the year a recapitulation of the entire period is made.

During the first two months there was but slight increase. The third was better, and from then on the results have been most satisfactory. Thus the summary at the end of the first year of continual perseverance showed a great improvement in every department, this "Eureka," the store paper, being the cause, as I used only an occasional folder to push some particular seasonable article and fans which were given at the soda fountain during the heated season.

My paper had brought such good returns that at the beginning of the second year I added a two-page insert of the size of the paper. I was ambitious to attain greater results, the old maxim, "nothing succeeds like success" being applicable in my case.

I have found that a series of counter slips greatly increases the sales of our own specialties. These were made of a size suitable to be inserted in packages that leave the store. An instance comes to my mind of a child, who came into the store and asked for one of the largely advertised cough remedies. It was neatly wrapped and within was placed a slip extolling the many good qualities of Minor's Cough Elixir. On the way home the child dropped the bottle; it broke, but coming back she presented the smeared slip and said, "Mama wants a bottle of that medicine." Of course this is an exceptional case but well serves to illustrate the fact that opportunity is only waiting for us to grasp it.

The neighborhood druggist must depend upon the same people for his business. He may reach out and get some business but the greater part must come from the immediate vicinity of his store. Cultivate their acquaintance, so that when they come into the store you can call them by name, at the same time making them feel that you are glad to see them. Show new goods that have recently been received; they may not know that you have such things; often it will be just what they want.

For instance, at one time I bought a quantity of pipes and sold them for 25 cents each, a good investment for smokers. We talked pipes to our gentlemen patrons with the result that in less than a month we had sold over a gross of them. It did not end at that, for we had made a reputation for pipes and the sales are steady at this time. Have a display rack holding about two dozen on the show case and a sign just over it which reads, "Pipes—real good ones—25c." This does the business.

One of the best means that I have ever used to produce direct and immediate results was a voting scheme, detailed outlines of which were distributed to the school children at the four schools in this vicinity, instructing them to call at the store and get tickets. The children distributed these tickets to their friends. The friends then called at the store and, making a purchase, voted for the child who gave the ticket. There were prizes for the boys and girls who received the most votes. The first 10,000 vote tickets were distributed in lots of from ten to twenty-

five during the first evening that the advertising was out. While the campaign was on 2,500 more tickets were used. I do not believe that there was a person living within six or eight blocks of my store who was not urged by some youngster to make a purchase at Keyes' drug store. This plan was used during December and the prizes awarded on Christmas Day. It was such a success that I used the same plan a few years later with equally good results.

What I consider the best and most successful all around business bringing proposition was our Souvenir Mayday of this year, the plans of which were started in March. The details were worked out and the necessary printing arrangements made a month in advance. There were three separate and distinct sets of printed matter distributed, in all 10,000 pieces. The first set was a slip about four by six inches, on which was printed the following, "Sumfin Doin'" Saturday, May 12th. Keep your eye open, Keyes. These were sent out a week before the date, followed two days later by another lot which explained a few of the details of the plan. Then, two days before the sale the final set was distributed setting forth in full the whole plan. This was a four-page folder, seven by ten inches. During this week the souvenirs were displayed in the windows and attracted much attention. They were suited to all customers, ladies, gentlemen, and the children were kept in mind. On making a small purchase the ladies were presented with a piece of china (not Haviland), the gentlemen with a set of collar buttons, the girls with bouncing balls, and the boys with a bat and ball. There were special sales on perfumes, candy and stationery. Offers were made on our own preparations, such as a can of tooth powder free with a jar of cold cream. In addition to these we gave away free 500 surprise bags, these were ten pound bags, appropriately printed, and contained samples of toilet preparations, some of our own, but mostly those that were sent by manufacturers especially for the occasion. These made a hit, and since then have been the result of considerable business.

There were free cigars for the gentlemen; a special brand that we have a nice trade on, and want more.

Free soda for the ladies, which they seemed to enjoy with a relish, judging from the way they kept the fountain busy.

When this day finally came we were particularly fortunate, for it was a most beautiful one, and we saw the result of our efforts; it was a revelation. When the doors were opened in the morning there were people waiting to get in; from that time until about 10 p. m. the crowd continued. It was so large that we could handle them only with the greatest difficulty, and that with ten of us working like beavers.

Although I had worked hard and long to make the day a successful one I felt more than compensated with the result; it was the greatest day's business that I had ever had,

in fact, the good resulting therefrom is continually apparent. This only goes to show what can be accomplished by going after business in the right way.

I have used many of the most common forms with success, such as stimulating sales in toilet articles by giving samples to my customers, and at the same time mentioning some of the good qualities of the preparation in question, with a request that it be given a trial. And beginning the use of classified mailing lists, for instance, the telephone users are kept informed of the fact that our messengers are continually at their service. During New Year's week we send out by messenger in addressed envelopes artistic calendars; these I believe to be beneficial must be of more than ordinary beauty and value. Store signs, concise and full of meaning, are kept displayed about the room. These we obtain from a sign writer or make them ourselves by means of a rubber stamp.

I find window displays a great help in bringing various articles before the people; particularly is this so when goods are displayed that are being advertised at the same time in other ways.

This means of drawing trade into the store I do not think is utilized to the extent that it should be by the majority of druggists.

I have watched the sales made during a great many displays; have one in mind now; it was of candy, one kind, Maple Walnuts; it was shown for one week, and was made in the spring time, just when the sap was flowing and the maple season was on in full force.

There was the top secured from a maple tree, shown in one corner of the window; this was tapped, and hung on the spile was a small tin pail. In another part of the window was arranged a fireplace made of brick, on this rested the pan for the evaporation of the sap. To simulate fire the front of the fireplace was covered with red tissue paper, back of which an electric flashlight was placed. The entire floor of the window was covered with moss.

Jars containing maple syrup, sugar, chocolate and walnuts were shown, and near by a sign reading, "Made from these good things."

Scattered about were enough of the boxes of Maple Walnuts to leave the maple camp the principal feature.

At the back of the window was a sign reading, "Delicious Maple Walnuts, 10c a box."

The sales during the week were particularly pleasing, and since that time I have enjoyed a steady call for this confection.

In conclusion, will say that I firmly believe that the average neighborhood druggist can increase his business by any of these methods, and many others. Keep continually pounding along the line. Never let up. The result will be most pleasant.

Minor E. Keyes.

There is one advantage possessed by the man at the bottom over the man at the top; he doesn't have so far to fall.

WHOLESALE DRUG PRICE CURRENT

Advanced—
Advanced—Citric Acid, Oil Peppermint, Camphor.

Acidum		Copaiba		Scilla Co		Liquor Arsen et		Rubia Tinctorum		Vanilla	
Aceticum	6@ 8	Cubebae	1 15@ 1 25	Tollutan	@ 50	Hydrarg Iod	@ 25	Saccharum La's	22@ 25	Zinci Sulph	9 00@ 7@ 8
Benzoinum, Ger	70@ 75	Evechthitos	1 35@ 1 40	Prunus virg	@ 50	Liq Potass Arsinit	10@ 12	Salacin	40@ 45	Oils	
Boric	@ 17	Erigeron	1 00@ 1 10	Tinctures		Magnesia, Sulph bbl	@ 15	Sanguis Drac's	40@ 50	Whale, winter	bbl. gal.
Carbolicum	26@ 29	Gaultheria	2 25@ 2 35	Anconitum Nap'sR	60	Mannia, S F	45@ 50	Sapo, W	12@ 14	Lard, extra	70@ 70
Citricum	52@ 55	Geranium	oz 50@ 50	Anconitum Nap'sF	50	Menthol	3 40@ 3 50	Sapo, M	10@ 12	Lard, No. 1	60@ 65
Hydrochlor	3@ 5	Gossypit Sem gal	50@ 60	Aloes	@ 50	Morphia, S P & W2	35@ 40	Sapo, G	10@ 12	Linseed, pure raw	38@ 41
Nitroceum	8@ 10	Hedeoma	3 00@ 3 10	Aloes & Myrrh	50	Morphia, S N Y Q2	35@ 40	Seidlitz Mixture	20@ 22	Linseed, boiled	38@ 42
Oxaleum	10@ 12	Junipera	40@ 41 20	Asafoetida	50	Morphia, Mal.	2 35@ 2 60	Sinapis	@ 18	Neat's-foot, w str	65@ 70
Phosphorium, dil.	@ 15	Lavandula	90@ 90	Atropa Belladonna	50	Moschus Canton.	@ 40	Sinapis, opt	@ 30	Spts. Turpentine	Market
Salicylicum	42@ 45	Limons	1 35@ 1 40	Benzoin Cortex	50	Myristica, No. 1	26@ 30	Snuff, Maccaboy,	@ 51	Paints	
Sulphuricum	1 1/2@ 5	Mentha Piper	3 50@ 3 60	Benzoin Co	50	Nux Vomica po 15	@ 10	DeVos	@ 51	Red Venetian	1 1/2@ 2 @ 3
Tannicum	75@ 85	Mentha Verid	5 00@ 5 50	Barosma	50	Os Sepia	25@ 28	Soda, Boras	9@ 11	Ochre, yel Mars	1 1/2@ 2 @ 4
Tartaricum	35@ 40	Morrhuae gal	1 25@ 1 50	Benzoin	50	Pepsin Saac, H &	@ 100	Soda, Boras, po	9@ 11	Ochre, yel Ber	1 1/2@ 2 @ 3
Ammonia		Myrica	3 00@ 3 50	Cardamon	50	P D Co	@ 1 00	Soda et Pot's Tart	25@ 28	Putty, commer'l	2 1/2@ 2 3/4
Aqua, 15 deg	4@ 6	Olive	75@ 80	Cardamon Cr	50	Picis Liq N N 1/2	@ 2 00	Soda, Carb	1 1/2@ 2	Putty, strictly pr	2 1/2@ 2 3/4
Aqua, 20 deg	6@ 8	Picis Liquida	10@ 12	Catechu	50	Picis Liq qts	@ 1 00	Soda, Bi-Carb	3@ 5	Vermillion, Prime	
Carbonas	13@ 15	Picis Liquida gal	@ 35	Cinchona	50	Pil Hydrarg po 80	@ 2 00	Soda, Ash	3 1/2@ 4	American	13@ 15
Chloridum	12@ 14	Ricina	1 02@ 1 06	Cinchona Co	50	Piper Nigra po 22	@ 18	Soda, Sulphas	@ 2	Vermillion, Eng.	75@ 80
Aniline		Rosmarini	@ 21 00	Columbia	50	Piper Alba po 35	@ 30	Spts, Cologne	@ 2 60	Green, Paris	24 @ 30
Black	2 00@ 2 25	Rosae os	5 00@ 5 00	Cubebae	50	Pix Burgum	@ 30	Spts, Ether Co.	50@ 55	Lead, red	7 1/2@ 7 3/4
Brown	30@ 1 00	Succini	40@ 45	Cassia Acutifol	50	Plumbi Acet	12@ 15	Spts, Myrcia Dom	@ 2 00	Lead, white	7 1/2@ 7 3/4
Red	45@ 50	Sabina	90 @ 1 00	Cassia Acutifol Co	50	Pulvis Ip'c et Opil	1 30@ 1 50	Spts, Vinl Rect bbl	@ 2 00	Whiting, white S'n	@ 90
Yellow	2 50@ 3 00	Santal	2 25@ 2 50	Digitalis	50	Pyrethrum, bxs H	@ 75	Spts, VI' Rect 1/2 b	@ 2 00	Whiting, Gilde's	@ 95
Baccae		Sassafras	85@ 90	Ergot	50	& P D Co. doz	@ 75	Spts, VI' R't 5 gal	@ 2 00	White, Paris Am'r	@ 1 25
Cubebae	22@ 25	Sigilla	@ 65	Ferri Chloridum	50	Pyrethrum, pv	20@ 25	Strychnia, Cryst'l	1 05@ 1 25	Whit'g Paris Eng	cliff @ 1 40
Juniperus	8@ 10	Tigil	1 10@ 1 20	Gentian Co	50	Quassia	@ 20	Sulphur Subl	2 1/2@ 3	Universal Prep'd	1 10@ 1 20
Xanthoxylum	30@ 35	Thyme	40@ 50	Gentian Co	50	Quassia	@ 20	Sulphur, Roll	2 1/2@ 3 1/4	Varnishes	
Balsamum		Thyme, opt	@ 1 60	Gentian Co	50	Quina, S P & W	@ 17	Tamarinds	8@ 10	No. 1 Turp Coachl	10@ 1 20
Copaiba	45@ 50	Theobromas	15@ 20	Gentian Co	50	Quina, S Ger	@ 17	Theobromae	45@ 50	Extra Turp	1 60@ 1 70
Peru	@ 1 50	Potassium		Gentian Co	50	Quina, N. Y.	@ 17				
Terabin, Canada	60@ 65	Bi-Carb	15@ 18	Gentian Co	50						
Tollutan	35@ 40	Bichromate	13@ 15	Gentian Co	50						
Cortex		Bromide	25@ 30	Gentian Co	50						
Abies, Canadian	18	Carb	12@ 15	Gentian Co	50						
Cassia	20	Chlorate	12@ 14	Gentian Co	50						
Cinchona Flava	18	Cyanide	34@ 38	Gentian Co	50						
Buonymus atro.	60	Iodide	50@ 52	Gentian Co	50						
Myrica Cerifera	20	Potassa, Bitart pr	30@ 32	Gentian Co	50						
Prunus Virginl.	15	Potass Nitras opt	7@ 10	Gentian Co	50						
Quillaja, gr'd	12	Potass Nitras	6@ 8	Gentian Co	50						
Sassafras	25	Prussiate	23@ 26	Gentian Co	50						
Ulmus	36	Sulphate po	15@ 18	Gentian Co	50						
Extractum		Radix		Gentian Co	50						
Glycyrrhiza Gla.	24@ 30	Aconitum	20@ 25	Gentian Co	50						
Glycyrrhiza, po.	28@ 30	Althae	30@ 35	Gentian Co	50						
Haematox	11@ 12	Anchusa	10@ 12	Gentian Co	50						
Haematox, 1/2	13@ 14	Arum po	@ 25	Gentian Co	50						
Haematox, 1/4	14@ 15	Calamus	20@ 40	Gentian Co	50						
Haematox, 1/8	16@ 17	Gentiana po 15	12@ 15	Gentian Co	50						
Carbonate Precip.	17	Glycyrrhiza pv 15	16@ 18	Gentian Co	50						
Citrate and Quina	2 00	Hydrastis, Canada	1 90	Gentian Co	50						
Citrate Soluble	55	Hydrastis, Can. po	@ 2 00	Gentian Co	50						
Ferrocyanidum S	40	Hellebore, Alba.	12@ 15	Gentian Co	50						
Solut. Chloride	15	Inula, po	18@ 22	Gentian Co	50						
Sulphate, com'l	2	Ipecac, po	2 50@ 2 60	Gentian Co	50						
Sulphate, com'l, by	7	Iris plox	35@ 40	Gentian Co	50						
bbl. per cwt.	70	Jalapa, pr	25@ 30	Gentian Co	50						
Sulphate, pure	7	Maranta, 1/4	@ 35	Gentian Co	50						
Flora		Podophyllum po.	15@ 18	Gentian Co	50						
Arnica	15@ 18	Rhel	75@ 100	Gentian Co	50						
Anthemis	30@ 35	Rhel, cut	1 00@ 1 25	Gentian Co	50						
Matricaria	30@ 35	Rhel, pv	75@ 100	Gentian Co	50						
Folia		Spigella	1 45@ 1 50	Gentian Co	50						
Barosma	35@ 38	Sanguinaria, po 18	@ 15	Gentian Co	50						
Cassia Acutifol	15@ 20	Serpentaria	50@ 55	Gentian Co	50						
Tinnevelly	25@ 30	Senna	85@ 90	Gentian Co	50						
Cassia, Acutifol	25@ 30	Smilax, off's H.	@ 45	Gentian Co	50						
Salvia officinalis	18@ 20	Smilax, M	@ 25	Gentian Co	50						
1/4 and 1/2	18@ 20	Scilla po 45	20@ 25	Gentian Co	50						
Uva Ursi	8@ 10	Symplocarpus	@ 25	Gentian Co	50						
Gummi		Valeriana Eng	@ 25	Gentian Co	50						
Acacia, 1st pkd.	@ 65	Valeriana, Ger.	15@ 20	Gentian Co	50						
Acacia, 2nd pkd.	@ 45	Zingiber a	12@ 14	Gentian Co	50						
Acacia, 3rd pkd.	@ 35	Zingiber j	22@ 25	Gentian Co	50						
Acacia, sifted sts.	@ 28	Semen		Gentian Co	50						
Acacia, po.	45@ 65	Anisum po 20	@ 16	Gentian Co	50						
Aloe Barb	22@ 25	Apium (gravel's)	13@ 15	Gentian Co	50						
Aloe, Cape	@ 25	Bird, 1s	4@ 6	Gentian Co	50						
Aloe, Socotri	@ 45	Carui po 15	12@ 14	Gentian Co	50						
Ammoniac	55@ 60	Cardamon	70@ 90	Gentian Co	50						
Asafoetida	35@ 40	Coriandrum	12@ 14	Gentian Co	50						
Benzoinum	50@ 55	Cannabis Sativa	7@ 8	Gentian Co	50						
Catechu, 1s	@ 13	Cydonium	75@ 100	Gentian Co	50						
Catechu, 1/2	@ 14	Chenopodium	25@ 30	Gentian Co	50						
Catechu, 1/4	@ 16	Dipterix Odorate	80@ 100	Gentian Co	50						
Comphorae	1 12@ 1 21	Foeniculum	@ 18	Gentian Co	50						
Muphorbium	@ 40	Foenugreek, po.	7@ 9	Gentian Co	50						
Galbanum	@ 1 00	Lini	4@ 6	Gentian Co	50						
Gamboge	po. 1 35@ 1 45	Lini, grd. bbl. 2 1/2	3@ 6	Gentian Co	50						
Gualacum	po 35	Lobelia	75@ 80	Gentian Co	50						
Kino	po 45c	Pharlaris Cana'n	9@ 10	Gentian Co	50						
Mastic	@ 60	Rapa	5@ 6	Gentian Co	50						
Myrrh	po 50	Sinapis Alba	7@ 9	Gentian Co	50						
Shellac	30@ 35	Sinapis Nigra	9@ 10	Gentian Co	50						
Shellac, bleached	60@ 65	Spiritus		Gentian Co	50						
Tragacanth	70@ 1 00	Frumentum W D	2 00@ 2 50	Gentian Co	50						
Herba		Frumentum O T	1 25@ 1 50	Gentian Co	50						
Absinthium	4 50@ 4 60	Juniperis Co	1 75@ 2 00	Gentian Co	50						
Eupatorium oz pk	20	Saccharum N E	1 90@ 2 10	Gentian Co	50						
Lobelia	oz pk 25	Spt Vini Galli	1 75@ 2 00	Gentian Co	50						
Majorum	oz pk 28	Vini Oporto	1 25@ 2 00	Gentian Co	50						
Mentha Pip. oz pk	22	Vina Alba	1 25@ 2 00	Gentian Co	50						
Mentha Ver. oz pk	25	Sponges		Gentian Co	50						
Rue	oz pk 39	Florida Sheeps' wool	3 00@ 3 50	Gentian Co	50						
Tanacetum	oz pk 22	Nassau sheeps' wool	3 50@ 3 75	Gentian Co	50						
Thymus V. oz pk	25	Velvet extra sheeps'	wool, carriage.. @ 2 00	Gentian Co	50						
Magnesia		wool, carriage..	@ 2 00	Gentian Co	50						
Calcined, Pat	55@ 60	Extra yellow sheeps'	wool carriage.. @ 1 25	Gentian Co	50						
Carbonate, Pat.	18@ 20	wool carriage..	@ 1 25	Gentian Co	50						
Carbonate, K-M.	18@ 20	Grass sheeps' wool	@ 1 25	Gentian Co	50						
Carbonate	18@ 20	Hard, slate use.	@ 1 00	Gentian Co	50						
Oleum		Yellow Reef, for	slate use @ 1 40	Gentian Co	50						
Absinthium	4 90@ 5 00	Syrups		Gentian Co	50						
Amygdalae, Dulc.	50@ 60	Acacia	@ 50	Gentian Co	50						
Amygdalae, Ama	8 00@ 8 25	Aurant Cortex	@ 50	Gentian Co	50						
Anisi	1 75@ 1 80	Zingiber	@ 50	Gentian Co	50						
Aurant Cortex	2 75@ 2 85	Ipecac	@ 50	Gentian Co	50						
Bergamit	2 85@ 3 00	Ferri Iod	@ 50	Gentian Co	50						
Caliputi	85@ 90	Rhel Arom	@ 50	Gentian Co	50						
Carvophilli	1 40@ 1 50	Smilax Om's	50@ 60	Gentian Co	50						
Cedar	50@ 60	Sassa	@ 50	Gentian Co	50						
Chenopadi	3 75@ 4 00	Sassa	@ 50	Gentian Co	50						
Cinnamoni	1 50@ 1 60	Sassa	@ 50	Gentian Co	50						
Citronella	80@ 85	Sassa	@ 50	Gentian Co	50						
Sanctum Moe	80@ 85	Sassa	@ 50	Gentian Co	50						

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.

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

Index to Markets

By Columns

Col	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Ammonia	1																								
Axle Grease	1																								
Baked Beans	1																								
Bath Brick	1																								
Bluing	1																								
Brooms	1																								
Brushes	1																								
Butter Color	1																								
Candies	1																								
Canned Goods	1																								
Carbon Oils	1																								
Catsup	1																								
Cereals	1																								
Cheese	1																								
Chewing Gum	1																								
Chicory	1																								
Chocolate	1																								
Clothes Lines	1																								
Cocoa	1																								
Cocoa Shells	1																								
Coffee	1																								
Confections	1																								
Crackers	1																								
Cream Tartar	1																								
Dried Fruits	1																								
Farinaceous Goods	1																								
Fish and Oysters	1																								
Fishing Tackle	1																								
Flavoring Extracts	1																								
Fresh Meats	1																								
Gelatine	1																								
Grain Bags	1																								
Grains and Flour	1																								
Herbs	1																								
Hides and Pelts	1																								
Jelly	1																								
Licorice	1																								
Matches	1																								
Meat Extracts	1																								
Mince Meat	1																								
Molasses	1																								
Mustard	1																								
Nuts	1																								
Olives	1																								
Pipes	1																								
Pickles	1																								
Playing Cards	1																								
Potash	1																								
Provisions	1																								
Rice	1																								
Salad Dressing	1																								
Saleratus	1																								
Salt Soda	1																								
Salt	1																								
Salt Fish	1																								
Seeds	1																								
Shoe Blacking	1																								
Snuff	1																								
Soap	1																								
Soda	1																								
Soups	1																								
Spices	1																								
Starch	1																								
Syrups	1																								
Tea	1																								
Tobacco	1																								
Twine	1																								
Vinegar	1																								
Wicking	1																								
Woodenware	1																								
Wrapping Paper	1																								
Yeast Cake	1																								

1

ARCTIC AMMONIA

12 oz. ovals 2 doz. box...75

AXLE GREASE

Frazer's

1 lb. wood boxes, 4 dz. 3 00

1 lb. tin boxes, 3 doz. 2 35

3 1/2 lb. tin boxes, 2 dz. 4 25

10 lb. pails, per doz. 6 00

25 lb. pails, per doz. 7 20

25 lb. pails, per doz. 12 00

BAKED BEANS

Columbia Brand

1 lb. can, per doz. 90

2 lb. can, per doz. 1 40

3 lb. can, per doz. 1 80

BATH BRICK

American

English

BLUING

Arctic

6 oz. ovals 3 doz. box \$ 40

16 oz. round 2 doz. box 75

Sawyer's Pepper Box

No. 3, 3 doz. wood

boxes 4.00

No. 5, 3 doz. wood

boxes 7.00

BROOMS

No. 1 Carpet

No. 2 Carpet

No. 3 Carpet

No. 4 Carpet

Parlor Gem

Common Whisk

Fancy Whisk

Warehouse

BRUSHES

Solid Back 8 in.

Solid Back 11 in.

Pointed Ends

Stove

No. 3

No. 2

No. 1

Shoe

No. 8

No. 7

No. 6

No. 5

No. 4

No. 3

BUTTER COLOR

W. R. & Co.'s, 15c size 1 25

W. R. & Co.'s, 25c size 2 00

CANDLES

Electric Light, 8s.

Electric Light, 16s.

Paraffine, 6s

Paraffine, 12s

Wicking

CANNED GOODS

Apples

2 lb. Standards

Gallon

Blackberries

Standards gallons

Beans

Baked

Red Kidney

String

Wax

2

OYSTERS

Cove, 1 lb.

Cove, 2 lb.

Cove, 1 lb.

Plums

Peas

Marrowfat

Early June

Early June Sifted

Peaches

Pie

Yellow

Pineapple

Grated

Sliced

Pumpkin

Fair

Good

Fancy

Gallon

Raspberries

Russian Caviar

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 15 Senna Leaves 25 JELLY 5 lb. pails, per 1 85 15 lb. pails, per 4 00 30 lb. pails, per 7 00 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 26 Good 22 Half barrels 2c extra. MINCE MEAT Columbia, per case 2 75 MUSTARD Horse Radish, 1 dz. 1 75 Horse Radish, 2 dz. 3 50 OLIVES Bulk, 1 gal. kegs 1 65 Bulk, 2 gal. kegs 1 60 Bulk, 5 gal. kegs 1 55 Manzanilla, 3 oz. 90 Queen, pints 2 50 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 90 Stuffed, 8 oz. 1 45 Stuffed, 10 oz. 2 40 PIPES Clay, No. 216 1 70 Clay, T. D., full count 65 Cob, No. 3 85 PICKLES Medium Barrels, 1,200 count 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. 90 Steamboat 85 No. 15, Rival, assorted 1 20 No. 20, Rover enameled 60 No. 572, Special 1 75 No. 98 Golf satin finish 2 00 No. 808 Bicycle 2 00 No. 632 Tourist wrist 2 25 POTASH 48 cans in case Babbitt's 4 00 Penna Salt Co.'s 3 00 PROVISIONS Barreled Pork Mess Fat Black 18 00 Short Cut 17 50 Short Cut Clear 17 50 Bean 20 00 Pig 20 00 Brisket, clear 19 50 Clear Family 15 00 Dry Salt Meats S P Bellies 11 1/2 Bellies 12 1/2 Extra Shorts 9 Smoked Meats Hams, 12 lb. average 14 Hams, 14 lb. average 14 Hams, 16 lb. average 14 Hams, 18 lb. average 14 Skinned Hams 14 Ham, dried beef sets 14 1/2 Bacon, clear 14 California Hams 8 1/2 Picnic Boiled Ham 14 Boiled Ham 19 1/2 Berlin Ham, pressed 8 Mince Ham 9 Lard Compound 7 1/2 Pure 11 80 lb. tubs, advance 1 1/2 90 lb. tubs, advance 1 1/2 60 lb. tins, advance 1 1/2 20 lb. pails, advance 1 1/2 10 lb. pails, advance 1 1/2 5 lb. pails, advance 1 1/2 3 lb. pails, advance 1 1/2 Sausages Bologna 5 Liver 6 1/2 Frankfort 7 Pork 7 Veal 7 Tongue 7 Mondcheese 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 1/2 bbls. 3 25 1 bbl. 7 75 Tripe Kits, 15 lbs. 70 1/4 bbls., 40 lbs. 1 50 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 28 Beef, rounds, set 16 Beef middles, set 45 Sheep, per bundle 70 Uncolored Butterine Solid dairy 10 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 Potted ham, 1/4 45 Potted ham, 1/2 85 Deviled ham, 1/4 45 Deviled ham, 1/2 85 Potted tongue, 1/4 45 Potted tongue, 1/2 85 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 @ 7 Carolina, ex. fancy 6 @ 7 1/2 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 50 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 1/4 3 00 SAL SODA Granulated, bbls. 85 Granulated, 100lb. cs. 1 00 Lump, bbls. 80 Lump, 145lb. kegs 95 SALT Common Grades 100 3 lb. sacks 2 10 60 5 lb. sacks 2 00 28 10 1/2 lb. sacks 1 90 56 10 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 1/2 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 13 Trout No. 1, 100lbs. 7 50 No. 1, 40lbs. 3 25 No. 1, 10lbs. 90 No. 1, 8lbs. 75 Mackerel Mess, 100lbs. 13 50 Mess, 40lbs. 5 90 Mess, 10lbs. 1 65 Mess, 8 lbs. 1 40 No. 1, 100 lbs. 12 50 No. 1, 4 lbs. 5 50 No. 1, 10 lbs. 1 55 No. 1, 8 lbs. 1 28 Whitefish No. 1, No. 2 Fam 100lb. 9 75 4 50 50lb. 5 25 2 40 10lb. 1 12 60 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 9 Poppy 4 1/2 Rape 25 Cattle Bone 25 SHOE BLACKING Handy Box, large, 3 dz. 2 50 Handy Box, small 1 25 Bixby's Royal Polish 25 Miller's Crown Polish 25 SNUFF Scotch, in bladders 37 Maccabey, 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 10 Savon Imperial 3 10 White Russian 3 10 Dome, oval bars 3 00 Satinet, oval 2 15 Snowberry, 100 cakes. 4 00 Proctor & Gamble Co. Lenox 3 00 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 25 LAUTZ BROS. & CO. Acme, 70 bars 3 60 Acme, 30 bars 3 85 Acme, 25 bars 3 85 Acme, 100 cakes 3 15 Big Master, 100 bars 4 00 Marseilles, 100 cakes. 5 80 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-se. 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 Sona. Sapolio, gross lots 9 00 Sapolio, half gr lots 4 50 Sapolio, single boxes. 2 25 Sapolio, hand 2 25 Scourine 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. 25 Cloves, Amboyina 55 Cloves, Zanzibar 18 Mace 55 Nutmegs, 75-80 45 Nutmegs, 105-10 35 Nutmegs, 115-20 30 Pepper, Singapore, blk. 15 Pepper, Singap. white. 25 Pepper, shot 17 Pure Ground in Bulk Allspice 16 Cassia, Batavia 28 Cassia, Saigon 48 Cloves, Zanzibar 18 Ginger, African 18 Ginger, Cochon 18 Ginger, Jamaica 18 Mace 25 Mustard 18 Pepper, Singapore, blk. 17 Pepper, Singap. white. 28 Pepper, Cayenne 20 Sage 30 STARCH Common Gloss 1lb. packages 4 @ 5 3lb. packages 4 @ 1 1/2 6lb. packages 6 @ 1 1/2 40 and 50lb. boxes 3 1/2 @ 3 1/2 Barrels 3 Common Corn 20lb. packages 5 40lb. packages 4 @ 7 SYRUPS Corn Half Barrels 25 20lb. cans 1/2 dz. in case 1 80 10lb. cans 1/2 dz. in case 1 75 5lb. cans 2 dz. in case 1 80 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 @ 11 Siftings 20 @ 11 Fannings 15 @ 14 Gunpowder Moyune, medium 30 Moyune, choice 32 Moyune, fancy 40 Pingsuey, medium 30 Pingsuey, choice 30 Pingsuey, fancy 40 Young Hyson Choice 30 Fancy 36 Oolong Formosa, fancy 42 Amoy, medium 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 49 Protection 40 Sweet Burley 44 Tiger 40 Plug Red Cross 31 Palo 35 Hiawatha 41 Kylo 35 Battle Ax 37 American Eagle 32 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 1 1/2 oz. 44 Nobby Twist 55 Jolly Tar 39 Old Honesty 43 Toddy 34 J. T. 38 Piper Heidsiek 66 Honey Jack 80 Honey Dip Twist 40 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 52 Mill 32 Great Navy 36 Smoking Sweet Corn 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 Plover Boy, 1 1/2 oz. 39 Plover Boy, 2 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 38 Air Brake 36 Cant Hook 30 Country Club 32-34 Forex-XXXX 25 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 10 Market 40 Splint, large 30 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 Double Acme 2 75 Single Acme 2 25 Double Peerless 3 50 Single Peerless 2 75 Northern Queen 2 75 Double Duplex 3 00 Good Luck 2 75 Universal 2 65 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 11 in. Butter 75 13 in. Butter 1 15 15 in. Butter 2 00 17 in. Butter 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 c't. 13 Wax Butter, full count 20 Wax Butter, rolls 15 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Jumbo Whitefish @ 16 No. 1 Whitefish @ 14 Trout @ 14 Halibut @ 10 Ciscos or Herring @ 8 Bluefish @ 10 1/2 Live Lobster @ 25 Boiled Lobster @ 30 Cod @ 12 Haddock @ Pickrel @ 8 Pike @ 8 Perch, dressed @ 11 Smoked, White @ 15 Red Snapper @ Col. River Salmon @ 16 Mackerel @ 16 HIDES AND PELTS Hides Green No. 1 11 1/2 Green No. 2 10 1/2 Cured No. 1 13 Cured No. 2 12 Calfskins, green, No. 1 13 Calfskins, green No. 2 11 1/2 Calfskins, cured No. 1 14 Calfskins, cured No. 2 12 1/2 Steer Hides, 60lb. over 13 Pelts Old Wool 30 Lambs 60 @ 85 Shearlings 40 @ 75 Tallow No. 1 @ 4 1/2 No. 2 @ 3 1/2 Wool Unwashed, med. 23 @ 25 Unwashed, fine 20 CONFECTIONS Stick Candy Pails Standard 7 1/2 Standard H H 7 1/2 Standard Twist 8 Jumbo, 32 lb. Cases Extra H H 10 1/2 Boston Cream 10 Olde Time Sugar stick 80 lb. case 13 Mixed Candy Grocers 6 Competition 6 1/2 Special 7 1/2 Conserve 8 Royal 8 1/2 Rubber 10 Broken 7 1/2 Cut Loaf 8 1/2 Leader 8 Kindergarten 10 Bon Ton Cream 9 French Cream 9 1/2 Star 13 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 Eclipse Chocolates 13 Eureka Chocolates 13 Quintette Chocolates 8 1/2 Champion Gum Drops 9 Moss Drops 9 Lemon Sours 10 Imperial 11 Ital. Cream Opera 12 Ital. Cream Bon Bons 11 Golden Waffles 12 Old Fashioned Mollax es Kisses, 10lb. box 1 20 Fancy-in 5lb. Boxes Lemon Sours 55 Old Fashioned Hore hound drops 10 Peppermint Drops 50 Chocolate Drops 60 H. M. Choc. Drops .85 H. M. Choc. Lt. and Dark No. 12 1 00 Bitter Sweets, ass'd. 1 15 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 Cr'ms. 80 @ 90 Cream Buttons 65 String Rock 60 Wintergreen Berries .60 Old Time Assorted 2 75 Buster Brown Goodies 3 50 Up-to-date Assrt. 3 75 Ten Strike No. 1 6 54 Ten Strike No. 2 6 00 Ten Strike, Summer as- sortment 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 5 per box 60 Azulikit 100s 3 00 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS-Whole Almonds, Tarragona .17 Almonds, Avica Almonds, California sft. shell Brazilis 15 @ 17 Filberts @ 13 Cal. No. 1 Walnuts, soft shelled @ 16 Table nuts, fancy @ 14 Pecans, Med. @ 14 Pecans, ex. large. @ 16 Pecans, Jumbos @ 17 Hickory Nuts per bu. Ohio new Cocoanuts @ 5 Chestnuts, New York State, per bu. Shelled Spanish Peanuts 8 @ 8 1/2 Peanut Halves @ 56 Walnut Halves @ 38 Filbert Meats @ 25 Alicante Almonds @ 38 Jordan Almonds @ 41 Peanuts Fancy, H. P. Suns. @ 5 1/2 Fancy, H. P. Suns, Roasted @ 7 Choice, H. P. Jumbo @ 7 Choice, H. P. Jumbo Roasted @ 8 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



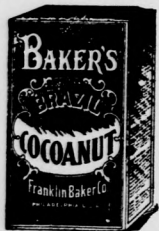
G J Johnson Cigar Co.'s bd.
Less than 50033
500 or more32
1,000 or more31

Worden Grocer Co. brand
Ben Hur

Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritinos35
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 3/4
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

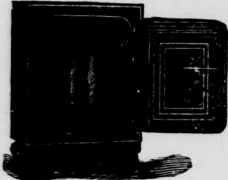
Cotton Lines
No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

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

Your Holiday Profits

Holiday profits are fancy. But they are not all they might be if you pay too much for your holiday goods.

Nor are your holiday profits as big as you might have made them if you buy where breaks begin before you know what to re-order.

It may be possible for you to get some prices lower than ours. The only way to be certain on that point, however, is to compare.

We ought to be lower. We buy holiday goods for THREE houses and sell them by an inexpensive catalogue. Anyway, it's easy to tell for we print our net prices in plain figures.

But even comparison is not necessary to be absolutely sure about our superior ability to fill re-orders.

Because we sell by catalogue and can mail them all over the country in less time than a man might require in a single town, we can safely continue to offer our immense holiday stocks COMPLETE long after other lines are hopelessly broken.

Our Santa Claus catalogue proves our unique ability to maintain the big line complete to a date impossibly late for others. With it make your own price comparisons uninfluenced, right in your own store.

Write now for catalogue No. J592—the Santa Claus edition.

Butler Brothers

Wholesalers of General Merchandise

NEW YORK CHICAGO
ST. LOUIS (And MINNEAPOLIS)
Early in 1907

Sample Houses:

BALTIMORE DALLAS ST. PAUL

Made by

Tradesman Company

Grand Rapids, Mich.

San Francisco, California, Crowd.

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

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



Monopolize Your Business in Your City

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

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

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

ADAM GOLDMAN, Pres. and Gen'l Mgr.

New York and St. Louis

Consolidated Salvage Company

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

Eastern Branch:

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

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.

For Sale—Stock of boots and shoes in the beautiful city of Redlands, southern California. Population 7,000. Best schools in the state. Delightful climate. Good location, cheap rent. Satisfactory reasons. Stock and fixtures invoice about \$2,000. Established five years. Address O. K. Shoe Store, 333 Orange St., Redlands, Calif. 250

Onward sliding furniture shoe, patented August 7, 1906. Sell in every home and hotels. Can not wear holes in carpets nor mar finest floors. All casters do. Big profits. Write for special offer. Fair Mfg. Co., 2-5th St., Racine, Wis. 251

480 acres of the very best dairy land in the great Bread and Butter state, Minnesota, in Otter Tail county. All in one tract; can be sold in quarter sections. Price on whole tract, \$37 per acre; if sold separate, \$39 per acre. Cash payment per quarter, \$1,500; balance to suit purchaser at 6 per cent. The National Agency, Fergus Falls, Minn. 252

For Sale—Stock of general merchandise of staple goods, store and dwelling combined. 6 acres land. Postoffice in connection. Good farming country, on P. M. Railroad. Terms cash. Address No. 255, care Michigan Tradesman. 255

Wanted—Good second-hand safe, fire proof. Must be 15 in. deep. Answer quick. Young Bros. Hay Co., Lansing, Mich. 254

For Sale—The oldest, most up-to-date furniture, carpet and stove stores in Western Massachusetts. Owner has been twenty-two years in the business and wants to retire. Lowest rent in the city. Stock about \$10,000. Address Burns, the House Furnisher, Pittsfield, Mass. 258

For Sale, exchange or rent until sold. \$4,000 steam laundry; good location. Sheldon & Co., Angola, Ind. 257

Wanted—To buy for cash, good stock general merchandise. Must be in good location. J. B. Anderson, 1112 E. Ravenswood Park, Ravenswood, Ill. 256

A \$2 dry powder fire extinguisher given free to any merchant who sends \$2 for 1,000 circulars printed to order, 6x9 size, postpaid. Cornet Specialty Co., Lancaster, Pa. 255

For Sale—No. 1 sawmill in operation every day, 18,000 capacity, with planing mill in connection. Well equipped with machinery, 8 lots 66x120 feet, in best section in Michigan. Address B. G. Freeman, Shepherd, Mich. 245

Retail Store Decorations—Garlands, wreaths, fancy bells, show cards, changeable signs, gold leaf sign letters. Special discount. Catalogue free. K. Johnston Mfg. Co., Quincy, Ill. 244

For Sale—A \$2,000 hardware stock. Hustling town. Extra good chance for merchant tinner. Address "Hardware," care Michigan Tradesman. 246

Will sell at a great bargain, if sold soon, my stock of drugs, etc., in good brick store. Good location. Account, age and poor health. G. C. Beebe, Bay City, Mich. 248

Wanted—Hardware stock in exchange for southeastern Kansas land. Sharp and Cochran, Cassoday, Kan. 247

Stock Purchase Proposals Wanted—A New York corporation, manufacturing a standard article with an enviable reputation, desires to sell treasury stock for the sole purpose of increasing its working capital and not for the purchase either of property, patent right or interests of owners. Proposals for the purchase of \$35,000 of treasury stock will be received on the understanding that no proportion of such amount will be allotted or payment for same received, until the full amount has been subscribed for. Address Chas. E. Boyer, President, 90 Water St., New York. 249

For Sale—General store in hustling town. Best location. Good reasons for selling. Must be sold at once. Stock invoices about \$1,000. Address No. 259, care Michigan Tradesman. 259

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—Tinner's tools, good condition, must sell, going out of business; price no object. Address Dunham & Son, Hudson, Mich. 220

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

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

Drug store wanted in good Michigan town or city. Have buyers with the cash. Send full particulars first letter. The National Drug Exchange, Detroit, Mich. 229

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

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

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

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

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. 198

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—\$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—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

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

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, Stoepe & Co., Detroit, Mich. 170

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—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

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

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

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 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

Wanted—Situation by experienced grocery clerk. Can furnish best of references. Address No. 243, care Tradesman. 243

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

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.



IT'S A MONEY MAKER

every time, but you will never know it if you never try it. Catalog tells all.

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

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

Sawyer's CRYSTAL Blue.



For the Laundry.

DOUBLE STRENGTH.

Sold in Sifting Top Boxes.

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

It goes twice as far as other Blues.

Sawyer Crystal Blue Co.

67 Broad Street,
BOSTON - MASS.

JAPAN'S SENSITIVENESS.

The great success which the Japanese achieved in their war with Russia has evidently given them an unduly exaggerated opinion of their importance, and the heartiness with which Western nations have welcomed them to the full enjoyment of the privileges appertaining to countries of the highest civilization has created in the minds of the masses in Japan a supersensitiveness which is apt to eventually breed trouble. While Japanese public men are no doubt aware that race prejudice is too strong a feeling for laws to overcome or governments to entirely eradicate, the Japanese masses appear not to be aware of that very common characteristic of human nature.

It now appears that even the Japanese government, wise as it undoubtedly is in most respects, has been somewhat led astray by the popular clamor at home. The killing of a few Japanese poachers in the Behring Sea, while resisting arrest, has seemingly created the impression, not that the Japanese were wrongly treated in being refused the right to take seals or even in being arrested, but the Tokio government claims that the American officers went too far in firing on the Japanese sailors. Such a contention is oversensitiveness. The acknowledged right to prevent poachers from trespassing on the seal herds undoubtedly carries with it the right to forcibly arrest or to fire upon where arrest is resisted. Secretary Root has acted wisely in deciding to make a demand upon Japan for the surrender to the United States of the seal poachers who escaped from the scene of their depredations and sought refuge in their own country. This action should bring home to the Japanese the fact that the action of the Japanese poachers was really an armed invasion of the United States territory.

Another evidence of the growing sensitiveness of the Japanese is the diplomatic protest which Japan has lodged with the Federal Government against the exclusion of Japanese children from the public schools at San Francisco. It must have been known to the Japanese government that this exhibition of prejudice was confined to a single city in the United States, and was a relic of the anti-Chinese feeling prevailing on the Pacific coast, a feeling which reacts naturally upon all Orientals. Elsewhere in this country Japanese are treated with every courtesy, provided they conduct themselves like other people. It is not easily apparent just what the Federal Government can do in the premises. Public schools are supported by the states and municipalities and are under state or local control, and there does not appear to be any law by which San Francisco can be compelled by the Federal Government to change its school regulations. Even were it in the power of the Federal Government to insist upon Japanese children being received in the public schools on perfect equality with other children, there is no law which can compel parents and guardians to send their

children to the same schools. The Government is in duty bound to accord Japanese full rights under the treaty existing with that country, but no government can be compelled to eradicate race or social prejudices from a community, nor can it properly be held responsible for the existence of such conditions.

It would be decidedly unfortunate were the long existing friendly relations between this country and Japan to be disturbed by what must properly be regarded as trivial incidents entirely local in character and in no way symptomatic of the national feeling towards the Japanese.

Live Items from a Live Town.

Lansing, Oct. 30—J. D. Derby, President of the Mapes Clothing Co., died last week. Mr. Derby came here from Chicago a few years ago and established the business. D. J. Derby, a son, and Wm. Bennett, will continue the business as its managers.

B. F. Simons, Sr., President of the Simons Dry Goods Co., and for thirty-six years in the dry goods business, died suddenly at his home here Saturday evening. His sons, B. F., Jr., and Howard, will continue the business.

Geo. W. Freeman, engaged in the grocery business at 110 Butler street, North, is disposing of his interests here and will locate in California.

Trager Bros. have sold their retail meat business at 509 Michigan avenue, East, to M. C. Bowdish, and will devote their entire time to the shoe trade.

The Lansing Gas Light and Fuel Co. has laid the foundations for another gas holder, to be located at North Lansing.

Owing to the scarcity of men in Lansing who are willing to work at common labor, the Michigan Power Co. has been compelled to import twenty workmen from Detroit at from \$2 to \$2.50 per day and \$5 for man and team. This is the highest wages ever offered for common labor in the city.

Coal dealers are experiencing trouble in procuring cars to move that product and, consequently, a scarcity is noticed.

Frank L. Dodge has commenced suit for \$40,000 against the Lansing and Suburban Traction Co. for services as Secretary and attorney from 1897 to 1904. The company claims that the services were never contemplated in their contract and were never rendered.

The establishment of five factories in the city, each of them important, is on the eve of accomplishment. Three of these are outside concerns and two of local origin, and the preliminary work of placing them among the good institutions of the city is almost complete. The names of the concerns are not yet ready to be given out.

The Y. M. C. A. building, now in course of construction, will have one more story added than was originally contemplated, making it a four-story structure.

Geo. A. Toolan.

Few people overtax their intellects in behalf of others.

Port Huron Chamber of Commerce After Factories.

Port Huron, Oct. 30—At the last meeting of the Chamber of Commerce President Sperry reported substantial progress of manufacturing industries in this city during the past year. He said that industries previously established here were now employing 175 more hands than a year ago, while new industries started or located here during the year were employing 150 persons. He thought the manufacturing and commercial interests of Port Huron were very promising.

A report was made to the effect that the Wat Engine Co. would like assistance to establish itself permanently in this city. President Sperry said he did not see how it would be possible for the Chamber of Commerce or the committee representing the citizens' industrial fund to supply the company with capital. The industrial fund is subscribed for the purpose of bringing new industries and capital to Port Huron, and Mr. Sperry thought it could not be diverted to investments in the capital stock of the industries now located here.

Letters were read from the managers of a steel tubing company now located at Toledo who are seeking a new location for their business. They require a main building 65x300 feet in size and two smaller buildings. It was estimated that \$25,000 would be necessary in the way of bonus to bring the business here. The number of men employed by the company at the present time is sixty, and the pay roll amounts to \$500 a week.

It was stated incidentally that a new automobile manufactory would like to locate in this city. To secure it it would be necessary for the citizens to invest something like \$50,000 in its capital stock.

A letter was also read from a resort hotel proprietor or promoter who has had some idea of erecting a new hotel on the lake shore north of this place. No bonus was asked.

The Secretary reported a total nominal membership of the Chamber of Commerce of between 140 and 150. Of this number from seventy-five to ninety have paid their dues for the present year. Most of those who have not paid, the Secretary thought, would send in their money if sufficiently urged.

An adjournment was taken without definite action upon any subject presented.

Consolidation of Wholesale Grocery Houses.

Detroit, Oct. 30—One of the largest grocery deals ever made in Michigan was closed this week by the merger of the old and well known wholesale grocery house of Phelps, Brace & Co., and the Smart & Fox Co., of Saginaw and Bay City. The business of Phelps, Brace & Co. was established in 1836 and is the oldest grocery house, as well as one of the oldest mercantile institutions in Michigan.

W. H. Brace will retire. He has been associated in the business for fifty-three years and feels that he has

earned a much needed rest.

The Smart & Fox Co., Inc., while younger in years, has an enviable reputation and is one of the largest and most successful jobbing houses in the Saginaw Valley. It has a large wholesale grocery house and a large wholesale drug house in Saginaw and a flourishing branch in Bay City.

James S. Smart, formerly President of the Michigan Wholesale Grocers' Association, and well known to the trade in Michigan, will assume the management of the house here, which will be conducted under the style of the Phelps-Brace Co., at the same location. With him will be associated Charles B. Phelps and practically all of the members of the present organization.

The new combination will have ample capital and with four large houses will have a buying and a distributing capacity unsurpassed by any grocery concern in the State.

The new merger will go into effect December 1, and Detroit is to be congratulated on being the headquarters of so important a combination.

Niles—Citizens of this place are negotiating with the Kawneer Manufacturing Co., of St. Louis, Mo., with a view to locating that firm in this city. At a mass meeting the Business Men's Association raised \$4,500 to be applied to the erection of a factory building to be used by this concern. The company agrees to give \$1,500 towards the expense of the building and to pay \$10,000 a year in wages for five years, at the end of which period a deed of the property will be given them.

BUSINESS CHANCES.

For Sale—Bazaar store in best town in Northern Michigan. Reason for selling, other business. Address Bazaar, Lock Box 280, Boyne City, Mich. 268

\$1 Special, postpaid, guaranteed All the all-write fountain pen writes right off, never wears out, hard rubber, 14 Kt. gold, Iridium point, no better. Order today. New York Supply Co., 213 W. 125th St., New York. 267

For Sale—Well improved 800 acre farm in Hand Co., South Dakota, bargain at \$20 per acre, also 320 acres nice rich prairie land at \$14.50. Easy terms. J. P. Morrill, 407 Globe Bldg., Minneapolis, Minn. 265

For Sale—Dry goods stock of \$15,000; all new goods; best town in state; 150 factories with a yearly pay-roll of \$4,000,000. Box 78, Kalamazoo, Mich. 265

For Sale—Thirty Palmenberg's nickel-plated over-counter display fixtures with adjustable rods; value \$5 each; will sell at half price. Seaver Bros., 5208 Third Ave., Brooklyn, N. Y. 264

If you want a good piece of Nebraska land that will raise fine wheat and corn, or three crops alfalfa annually, for only \$10 an acre, address F. H. Orcutt, Council Bluffs, Iowa. 262

We want a first-class man to sell our ingrain carpets in Michigan and Ohio. If you are familiar with these lines, please write us. Goods shipped from Philadelphia. F. H. Orcutt & Son, Council Bluffs, Iowa. 263

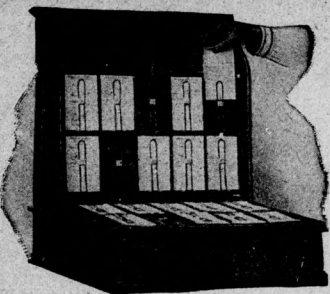
Ferrets—Thoroughly trained for hunting rabbits and rats. \$2.50 each. C. P. Millar, South Haven, Mich. 260

Handsome, very thin model men's watch, gold filled case guaranteed twenty years. Manufacturer's price \$6.85, sells for \$10 to \$12. Beautiful solid gold, full jeweled lady's watch, same price. The best Christmas side line possible to handle. Send for illustrations at once. Enormous demand for these articles during December. Hunt & McCree, Brokers, 150 Nassau St., New York. 269

For Sale or Exchange—Fine residence, in Grand Rapids, 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

HELP WANTED.

Wanted—Registered or registered assistant pharmacist. Good steady position for right party. References required. Address C. E. Van Avery, Kalamazoo, Mich. 261



Why Do They Buy More Registers?

If YOU bought a machine and it failed to do the work, YOU would NOT BUY MORE of the same kind!

John A. Ross, of Northampton, Mass., purchased for his stores as follows:

May 25, 1904, ONE—150 Account McCaskey Register
Nov. 17, 1904, ONE—440 Account McCaskey Register
Nov. 17, 1904, TWO—210 Account McCaskey Register
May 16, 1905, ONE—420 Account McCaskey Register
Oct. 12, 1906, ONE—760 Account McCaskey Register

Cole Bros. of Kalkaska, Mich., have purchased for their different stores as follows:

Jan. 19, 1906, ONE—420 Account McCaskey Register
March 21, 1906, ONE—240 Account McCaskey Register
March 30, 1906, ONE—140 Account McCaskey Register
June 19, 1906, ONE—160 Account McCaskey Register
Aug. 18, 1906, ONE—760 Account McCaskey Register

Naturally, these people **tested** the McCASKEY SYSTEM thoroughly before supplying ALL THEIR STORES.

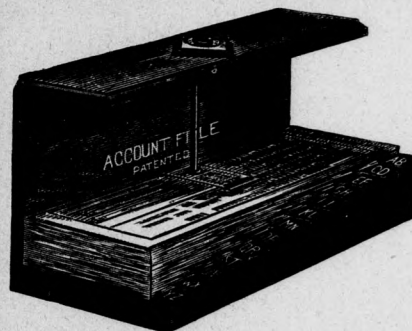
The McCASKEY ACCOUNT Register handles your accounts with only ONE WRITING. Are you interested? Our catalog is FREE.

THE McCASKEY REGISTER CO.
Alliance, Ohio

Mrs. of the Famous Multiplex Duplicating Sales Pads,
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.

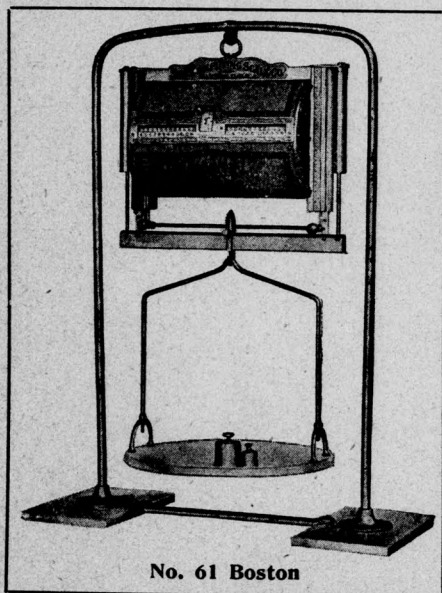
Charge goods, when purchased, directly on file, then your customer's

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.....

The Computing Scale Company.
MANUFACTURERS
DAYTON, OHIO.

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

We Have Abolished All Package Charges On Our Entire Lines of

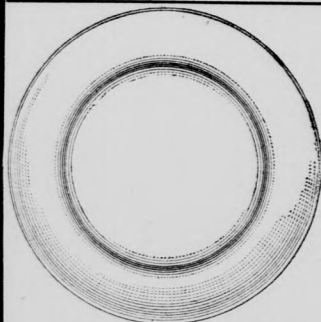
Crockery, China, Glassware, Lamps, Lamp Sundries, Etc.,

and any goods bought of us hereafter will be shipped without extra charge for package and cartage except English Crockery in original crates and factory shipments.

Note the Low Prices Quoted Below

Homer Laughlin's Best White Ironstone China Shipped From Grand Rapids

Absolutely the very best Ironstone China or White Granite ware obtainable and not to be confused with the common ware with which the market is flooded. Warranted "Run of the Kiln firsts" and warranted not to craze.



Large St. Denis Teas

Unhandled	doz	\$0 67
Handled	doz	72
Cups only, unhandled	doz	34
Cups only, handled	doz	42

Extra St. Denis Coffees

Unhandled	doz	80
Handled	doz	84
Cups only, unhandled	doz	40
Cups only, handled	doz	48

Bakers and Scallops

3 inch actual size 5 1/2 in.	70
4 inch, actual size 6 in.	70
5 inch, actual size 7 in.	80
6 inch, actual size 8 in.	1 00
7 inch, actual size 9 in.	1 20
8 inch, actual size 9 3/4 in.	1 80
9 inch, actual size 10 1/2 in.	2 40
10 inch, actual size 11 1/2 in.	3 00

Bowls

No. 36 St. Denis, 1 pint.	67
No. 30, St. Denis, 1 1/2 pints.	80
No. 24 St. Denis, 2 pints.	1 00
No. 36 Oyster bowls, 1 pint.	67
No. 30 Oyster bowls, 1 1/2 pint.	80
No. 24 Oyster bowls, 2 pints.	1 00
No. 36 Oyster Nappies	63
No. 30 Oyster Nappies	75

Dishes or Platters

3 inch, actual size 6 5/8 in.	60
4 inch, actual size 7 1/2 in.	60
5 inch, actual size 8 3/4 in.	65
6 inch, actual size 9 3/4 in.	70
7 inch, actual size 10 1/2 in.	80
8 inch, actual size 11 1/2 in.	1 00
9 inch, actual size 12 1/2 in.	1 20
10 inch, actual size 13 1/2 in.	1 80
11 inch, actual size 14 1/2 in.	2 40
12 inch, actual size 15 1/4 in.	3 00
13 inch, actual size 16 3/4 in.	3 60
14 inch, actual size 17 3/4 in.	4 20
16 inch, actual size 20 in.	6 60



Plates, Etc.

5 inch, (Pie) actual size 7 in.	\$0 45
6 inch, (Tea) actual size 8 in.	55
7 inch (Breakfast) actual size 9 in.	65
8 inch (Dinner) actual size 10 in.	75
7 inch deep or soup act. size 9 in.	65
4 inch Sauce dishes size 4 7/8 in.	30
4 inch Ice Cream dishes size 4 1/2 in.	27
Individual Butters	20

Cable Pitchers, Etc.

No. 42, holds 1 pint.	86
No. 36, holds 1 1/2 pints.	1 00
No. 30, holds 2 1/2 pints.	1 20
No. 24, holds 4 pints.	1 80
No. 12, holds 5 1/2 pints.	2 40
No. 6, holds 7 3/4 pints.	3 60
No. 4, holds 9 pints.	5 40
No. 24 Bell boy, holds 4 pints.	1 80
No. 6, Rocaille Ice jug, 7 3/4 pints	6 00

Ewers and Basins

No. 9 Cable	doz prs.	\$8 60
Mouth Ewers and Basins, cable..	4 30	

Chambers

No. 12 Covered, 7 1/4 in.	doz.	3 60
No. 9 Covered, 8 3/4 in.	doz.	4 80
No. 12 Open, 7 1/4 in.	doz.	2 40
No. 9 Open, 8 3/4 in.	doz.	3 20

Bed Pans

No. 1 French, large size.	7 50
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Cuspidors

No. 3 Open and unhandled.	1 10
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Combinets

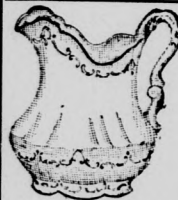
Combinets with cover and bail.	10 00
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Soap Dishes

Soap Slabs	60
Soaps, hanging	1 90
Fast drainer soap	1 25

Homer Laughlin's Best White Semi-Porcelain Shipped From Grand Rapids

Guaranteed to be absolutely the very best quality of semi-porcelain made and warranted "Run of the Kiln Firsts." Light of weight, of a pure white color. Splendidly glazed and warranted not to craze.



Bakers

3 inch, actual size 6 in.	doz.	\$0 76
6 inch, actual size 8 in.	doz.	1 08
7 inch, actual size 9 in.	doz.	1 30
8 inch, actual size 10 in.	doz.	1 95

Bowls

No. 36 Bowls, 1 pint.	72
No. 30 Bowls, 1 1/2 pint.	87
No. 36 Oyster 1 pint.	72
No. 30 Oyster 1 1/2 pint.	87
5 inch covered butter and dr.	3 90
Individual Butters	22
Bone Dishes	65

Covered Dishes

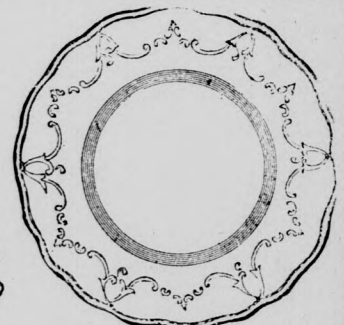
7 inch covered dishes	4 55
8 inch covered dishes	5 21
7 inch Casserole	5 21
8 inch Casserole	5 85

Dishes or Platters

3 inch, actual size 7 in.	65
6 inch, actual size 9 1/4 in.	76
7 inch, actual size 10 1/4 in.	87
8 inch, actual size 11 1/4 in.	1 08
10 inch, actual size 13 1/4 in.	1 95
12 inch, actual size 15 1/4 in.	3 24
14 inch, actual size 18 1/4 in.	4 54
16 inch, actual size 19 1/4 in.	7 13

Fruit Saucers

4 inch Fruits, actual size 5 in.	33
5 inch Fruits, actual size 5 1/2 in.	37
Oatmeals, actual size 5 3/4 in.	54
Pickle Dishes, Fancy	1 33



Pitchers or Jugs

No. 48, size 5 ounces.	doz.	\$0 94
No. 42, size 1 1/4 pint.	doz.	94
No. 36, size 1 3/4 pint.	doz.	1 08
No. 30, size 2 1/4 pint.	doz.	1 30
No. 24, size 4 pint.	doz.	1 52
No. 12, size 5 1/2 pint.	doz.	2 60
No. 6, size 7 3/4 pint.	doz.	3 89

Round Scallops or Nappies

6 inch, actual size 6 1/2 in.	1 08
7 inch, actual size 7 1/2 in.	1 30
8 inch, actual size 8 1/4 in.	1 95
9 inch, actual size 9 in.	2 60

Plates

4 inch (B and B) actual size 6 1/2 in.	38
5 inch (Pie) actual size 7 3/8 in.	49
6 inch (Tea) actual size 8 1/4 in.	60
7 inch (Breakfast) actual size 9 1/4 in.	71
8 inch (Dinner) actual size 10 in.	81
7 inch deep, actual size 9 in.	71
5 1/2 in Coupe Soup, actual size 6 3/4 in.	60
6 1/2 in Coupe Soup, actual size 7 1/2 in.	71
Sauce Boats	1 73
Sauce Tureen complete with stand and ladle	6 48
Oyster Tureen, 9 inches	8 67
Sugar Bowls, 30c. covered.	2 16

Cups and Saucers

12 Cups and 12 Saucers in one dozen.	
Coffees, handled	1 01
Teas, handled (Colonial)	87
Teas, handled (Ovide)	87
Teas, handled (Am. Beauty)	87

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