



New Home of the GENUINE Toasted Corn Flakes

The Largest Cereal Factory In The World

Fire destroyed our main factory July 4th, last.

It was seemingly a disastrous way of celebrating a grand day.

But a little thing like a big fire could not seriously hinder so great a success as the genuine Toasted Corn Flakes.

It was annoying at the time. We were behind on orders—there was no let-up to the demand. So we were compelled to crowd our two remaining mills to the limit. We were forced to find temporary quarters to make good as far as possible the shortage which the destroyed factory had caused. But the final outcome of the fire will overcome any inconvenience that it may have caused the public, the trade or ourselves.

Our immense new fire-proof factory is now being pushed to the most speedy conclusion. Over 150 workmen are rushing the work all possible.

This factory will be the largest and best equipped of its kind in the world. New machinery and every convenience to facilitate the manufacture and handling of this delicious food will be installed.

Unless the demand is simply unprecedented—unheard of—we will in a very short time be able to catch up on orders and supply all calls.

If you are having any trouble in getting your regular allotment of the genuine Toasted Corn Flakes, please be patient just a little longer. Don't be misled into stocking up on an imitation. And remember that a concern that urges you to put in a substitute under such circumstances is not entitled to any consideration from fair-minded members of the grocery trade.

TOASTED CORN FLAKE CO., Battle Creek, Mich.

Every Cake



of FLEISCHMANN'S
YELLOW LABEL 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 Av.

DO IT NOW

Investigate the

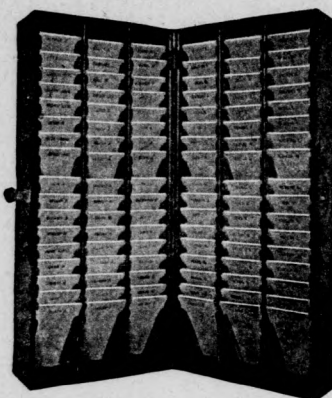
Kirkwood Short Credit System of Accounts

It earns you 325 per cent. on your investment. We will prove it previous to purchase. It prevents forgotten charges. It makes disputed accounts impossible. It assists in making collections. It saves labor in book-keeping. It systematizes credits. It establishes confidence between you and your customer. One writing does it all. For full particulars write or call on

A. H. Morrill & Co.

105 Ottawa St., Grand Rapids, Michigan

Bell Phone 87 Citizens Phone 5087



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

Pure Cider Vinegar

There will be a great demand for

PURE CIDER VINEGAR

this season on account of the Pure Food law. We guarantee our vinegar to be absolutely pure, made from apples and free from all artificial coloring. Our vinegar meets the requirements of the Pure Food laws of every State in the Union.

Sold Through the Wholesale Grocery Trade

The Williams Bros. Co., Manufacturers

Picklers and Preservers

Detroit, Michigan

Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

SNOW BOY WASHING
POWDER.

GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

Twenty-Fifth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 2, 1907

Number 1254

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.

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.

3½ Per Cent.

Paid on Certificates of Deposit

Banking By Mail

Resources Exceed 3 Million Dollars

Duplicate Typewritten Letters

250.....\$2.00	1,000.....\$3.00
500..... 2.50	2,000..... 5.00

Grand Rapids Typewriting & Addr. Co.

A. E. Howell, Mgr.

23-25 So. Division St. Grand Rapids, Mich.

GRAND RAPIDS FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

Commercial Credit Co., Ltd.

Credit Advances and Collections

MICHIGAN OFFICES

Murray Building, Grand Rapids

Majestic Building, Detroit

FIRE AND BURGLAR PROOF

SAFES

Grand Rapids Safe Co.

Tradesman Building

SPECIAL FEATURES.

- Page.
2. Window Trimming.
4. Around the State.
5. Grand Rapids Gossip.
6. Michigan Fruit.
8. Editorial.
10. Men of Mark.
12. The Retailer Hit.
15. New York Market.
16. Good Talking.
18. Clothing.
20. Big Catches.
22. Is Not a Candidate.
24. If Refused Admittance.
28. Selling Goods.
30. Woman's World.
32. Shoes.
34. Dry Goods.
36. Hardware.
38. Watered Butter.
40. Commercial Travelers.
42. Drugs.

BACTERIOLOGICAL RULES.

It is a very frigid day when the bacteriologists, the analytic chemists and the doctors fail to come to the front with some new and dreadful thing or condition with which to frighten the multitude, and now the State Health Board of Pennsylvania has issued its mandate to all railroad companies operating in the Keystone commonwealth.

Hereafter all top sheets in all berths in every sleeping car in that State must be long enough so that they will not only tuck in securely at the foot, but so that they may fold over at the head a distance of two feet. Moreover, no sleeping car porter may, legally, ply his nefarious dust-brush and open palm in the aisle between the bunks. The reason?

In the first place, the blankets on each berth, especially the ends of those blankets, are liable to become infested with terrible bacilli, disease germs and all sorts of contagion. Being used by different persons each night, unless the sheets are long enough to serve as shields against those blankets, we are liable to infection. This rule also applies to the obsequious varlet who, with a lick-and-a-jab, brushes all those microscopic organisms right and left into the faces, laps, apparel, grips, gloves and gaiters of the travelers along either side of the aisle and then has the assurance to seek tips for the service.

Just now neither railway companies nor palace car companies are in especial favor with the general public, but that fact does not obliterate the well-equipped, thoroughly-organized and strictly-conducted system in use by the sleeping car organizations in the effort to maintain absolute cleanliness in their cars, including disinfection by superheated steam—the surest process known—cleansing by means of compressed air, by scrubbing, rubbing, digging, and so on, and so on. If science and common sense, together with strict direction of effort, can accomplish absolute freedom from bacteria, the sleeping car companies obtain that result every time a car ends its run and before another run is begun.

The provision ordered as to the porter is all right, so far as the State Health Board is concerned, but the car companies might wisely issue orders and enforce them if they would, which would result in great good to the company and deserved courtesy to the public. The superciliousness of the average porter and his impudent insistence as to tips are public nuisances and might be abated.

The cleanliness maintained as to the fixtures and other equipment (barring the porters) of sleeping cars is, so far as possible, observed as to chair cars and ordinary day coaches on nearly all railroads—on all save the very small and unimportant routes—as is the case, also, with all first-class passenger traffic steamboats. And this isn't so much a matter of bacteria and freedom from infection as it is one of good business practice. It is good economy and the very best kind of advertising for these common carriers to maintain absolutely clean and wholesome service.

However, it pleases the medical, the chemists and the bacteriologists to pat themselves on the back in the light of such conditions and it works no injury to those who are unafraid. Therefore, let the good work go on and, possibly, in time the porters will become infected with a true and correct appreciation of the duties they are to perform and the source to which they must look for their reward.

RAILWAY REGULATIONS.

It would seem that the average railway magnate would feel just a trifle chagrined as he recalls the fact that during the past year he fought in every manner and by all means at his command against the enactment of the 2 cent railway passenger rate law.

Thus far in all the states whose Legislatures enacted such a law the measure has proved to be a benefit to the railways in those states—a fact which disproves all the tabulated comparative statements, all the claims and all the arguments of those who fought the legislation.

By the terms of these laws, wherever enacted, the giving of passes indiscriminately has been wisely and very generally abolished, and this fact, together with the fact that as the cost of traveling has been reduced one-third the volume of passenger traffic has enlarged, has increased the aggregate of receipts on account of passenger traffic above what it was before the laws were enacted.

So far as concerns Michigan our 2 cent law has just gone into effect and official results as to its influence upon passenger traffic in our own State will not be known, perhaps, be-

fore the beginning of the new year.

However, it is entirely safe to predict that none of the dire disasters prophesied by those who opposed the efforts of the Grand Rapids Board of Trade at Lansing last winter and spring will materialize. The awful reduction in the salaries and wages of railway employees will not ensue because of the 2 cent rate, and in all probability, because of the increased business and income of the railways, they will be forced to make additions to their equipment far beyond what were contemplated before the 2 cent contention began.

Indeed, it is quite among the possibilities that the 2 cent fare law and the new State Railroad Commission law—another measure in which the Grand Rapids Board of Trade was chiefly instrumental in developing to victory—will so improve the general business of serving the public as common carriers that extensions of railways already in operation and the building of new lines will follow. The railways, instead of being placed where they believed it an imperative necessity to control the one Railroad Commissioner, as of old, are now protected by a Commission of three men. The present Railroad Commission has authority and power back of it, and if the public or individuals, if municipalities or corporations make demands or lay charges which are against the interests of the railways, the railways may appeal to the Commission with absolute certainty of receiving a fair and unbiased hearing, and if their appeal is sustained they will receive a just and fair decision.

On the other hand, the public—municipalities, commercial and industrial organizations and individuals—may appeal to the same Commission with the assurance that they will have fair and just hearings, fair and just decisions. It is a court for both sides, with impartial justice and equity as its basic reason for existence. Common carriers, shippers and travelers are, in the eyes of this court, absolute entities on a basis of perfect equality.

For example: For more than a year efforts, individual and collective, were made to prevail on Railway Commissioner Atwood to decide and adjust a situation at the Mill Creek Junction, without success. The situation exists and the present Railway Commission has the authority and power to cause its adjustment fairly and promptly, and the railways will be given equal opportunity with business interests in Grand Rapids, Mill Creek and other stations north and northwest of our city to show the proper manner for its arrangement. What that process of harmonizing will result in no one now knows except that it will be a correct and honest decision.



Story of a Windowman's Earliest Working Efforts.

The other day I was talking with a man who dresses merchants' show windows to get his board and clothing and something besides and among other things he remarked:

"Yes, I enjoy my work or I wouldn't be in the business. I am not there primarily for my health, but if I didn't like the employment I couldn't stand it as a bread-and-butter proposition. A man's heart has to be in whatever he undertakes else he can not be at his best; he is working at a tension, is under a mental strain.

"Ever since I was a little shaver I had a hankering to be fussing around in store windows. I was knee high to a grasshopper when I was put to work in a store. That was on Saturdays and before and after school hours the rest of the week. I got 50 cents for what I did, and I tell you many a man nowadays doesn't work the livelong week harder than the time I put in there. It was no sinecure, that position I occupied in a country store. Lift, lift, lift and tug, tug, until sometimes it just seemed as if my arms would drop out of their sockets. And, too, we had not half the conveniences to do with that storekeepers have now. Why, a store will almost keep itself, with all the fixin's we have to lessen work.

"As I said, I always wanted to be puttering in store windows when a kid. My old employer wasn't tall on innovations. What was good enough for his father and 'gran'pere' before him was plenty good enough for him. He made no serious objection to my essays with the windows, however, providing I didn't neglect what I was paid 50 cents per for doing. So many a half hour I got up earlier or stayed later than usual trying my level best to get our store front out of the deep rut into which it had fallen.

"Mention rut, did I? It wasn't anything but ruts! When I hired out to my first employer I could scarcely remember when I had seen those windows so free from cobwebs and dust that you could discover what was behind them.

"I changed all that. First thing they knew, the villagers were surprised to be able to penetrate with their gaze the thick incrustations from natural causes when no care is taken of anything.

"I made a fence all around the sides and back of one of the windows. I had no nice lattice such as they can buy now at any woodworking place. I made my fence of upright bolts of 'factory' and turkey red calico! I alternated them, standing them in place as evenly as I possibly could. I put two stout wires across the middle of their backs to steady the bolts. I had previously covered the floor neatly with some of the two kinds of cloth, making the white match on to the white

bolts in the background and the red on to the red. All around the top, like a 'tight board fence,' I placed bolts of figured green calico—a small leaf design. On the floor, in the center, I stood a roll of fine cotton batting, and on the white 'factory' stripes I evenly laid bunches of scissors, thread, needles, ball cotton, etc., all the tools and material needed to quilt or tie an old-fashioned comforter.

To the middle top bolt of the green calico I attached a card saying:

Here's your chance
Ladies
To
Get
Everything
For
a
Nice
Comforter.

"Looking back over the years intervening, those first efforts of mine seem crude enough, but, say! they 'brought down the house,' just the same. The old man I worked for declared, at the end of a couple of weeks (he made me leave that window alone for a fortnight), that he'd 'sold more comfort timber in those two weeks than he had for a year before.'

"'Twasn't because he hadn't had the 'timber,' for he had, but he was always too busy or too lazy or too something-or-other to bring it properly before the comforter-making village and country fry.

"And so it went with a lot of other goods. What I attempted was not the least bit difficult of accomplishment; I used simply the homely available. But I insisted on keeping the window spaces clean, and I changed the displays—if you could dignify my poor trimmings as such—as often as my boss would allow. But, however poor they were, I got everybody to talking for miles around about our windows; and, to this day, when I go back to my childhood home on my annual visit to my old father and mother, I occasionally hear comments on that 'comfort timber' window of my youth.

"And when I look at the luxurious exhibits of silk and satin 'throws' and the almost-as-pretty ones of silkoline and sateen, built in high steps or other shaped piles of downy loveliness, my mind reverts to the time I spent with those ugly backwoods substantial of my boyhood.

"Ah, well, perhaps things were just as well then as now, when people were not pampered with the elegancies that make life so hard to live."

This window trimmer quoted knows something about everything that's going as to modern window ways of pulling the strings of purchasing people's pocketbooks, so that not only the coppers but the gold pieces will drop out and, what's better, stay out. He gets up some wonderfully effective dressings, and originality and neatness are his servants.

* * *

Embroideries and laces are still in popular esteem and bid fair to con-

tinue so for a good share of the winter. These are combined with all sorts of goods; even linen trimmings on silk are frequently seen. Grand Rapids dry goods and department store windows are all showing some rare and costly patterns of these beloveds of luxury-loving women.

Here is what a first-class authority had recently to say on the subject:

"Advance buying in embroideries is very heavy and the outlook is excellent. Prices, as is well known, are high, but so are all other lines. For fall a number of new effects have been brought out, many of which are very beautiful. Lacy patterns are strongly in evidence. These, as a rule, show the lacy effect in conjunction with some heavy work. Appenzall is much seen and will be one of the favorite forms of the season. English embroidery, or eyelet work, is very prominent, especially in the wider goods. This has now become one of the staple items in the line and appears to be gaining strength. The lacy designs include a variety of types. The net forms are much in evidence, particularly the filet. Aside from these there is a call for divers other classes. 'Baby Irish' is quite a factor. Venise is much seen. Tarare embroidery is much used with fine fall fabrics; in fact, the great majority of styles are of a combination description. Braid effects are distinctly observable in embroidery, principally soutache forms. As high-class favorites these promise well, but it is not likely that they will achieve much success beyond this. Bands are coming along well and are expected to cut quite a figure in the situation, many of the stores exhibiting in their show fronts extremely handsome samples. Wide flouncings have developed great strength, and as the season advances are expected to become in even greater demand. All-overs are another item highly thought of and have sold freely. The conditions abroad are practically unchanged. A sizable amount of business is on hand and the majority of manufacturers have all the work they can look after for some time, although it is quite reasonable to expect that ere long the congestion that has characterized St. Gall for considerable back will be relieved to quite an extent, as new machines are constantly being added. Although the supply of weavers is as limited as ever, it is obvious that an operative can turn out a greater quantity of goods on a machine than he could make by hand."

A Wise Answer.

Dr. MacNamara, of London, who is investigating the care and education of the poorer children of that city, recently was questioning a class of small girls on the daily course of the sun in the heavens.

"But suppose," said he, "I told you that on a certain day I saw the sun rise in the west what would you say?"

"Please sir," replied a little girl, "I should say you must have got up rather late!"

Five Thousand Dollars Secures a Factory.

Adrian, Oct. 1—After negotiations that have lasted since last December, the Adrian Business Men's Association has succeeded in landing another important industry for this place. The concern is the Wing & Parsons Manufacturing Co., of Chicago, and the decision to move to this city was arrived at this week after the officers of the company came to Adrian and looked over the city.

Two propositions confronted the business men in bringing the factory here, one to loan the company \$15,000 until after it gets under headway here and the other to give the company a bonus of \$5,000. The bonus was finally decided upon and accepted by the company, which promises to move and be in operation by February 1 of next year.

The company manufactures hardware specialties, but on account of the lack of room in its Chicago site has confined its operations to the making of iron toys. The factory at the present time employs 100 men and its output is a carload of toys a day. It gives work to twelve foundries in Chicago and in coming to this city it expects to erect its own foundry and to increase its force of employes to 200 the second year. The factory will locate in the plant formerly occupied by the Continental Screen Door Co. When the plant moves here only the foremen and heads of departments will be brought, which means that many local workmen will be given employment.

Largest Machine Shop in the State.

Battle Creek, Oct. 1—The largest machine shop in Michigan is now claimed by the Duplex Printing Press Co. Approximately its dimensions are 600x200 feet, requiring for its operation 500 men. This big shop is the newest addition to the Duplex and is complete in every way. The company will hereafter turn out even the bolts and screws used in its manufacture of presses. Through recent purchases the Duplex has a quarter mile of frontage on the Grand Trunk and Michigan Central railroads. A new foundry will be built, allowing further additions where the present foundry stands. The manufacture of the new rotary press, which is destined to revolutionize metropolitan printing, is largely responsible for the improvements.

Deed Executed To New Factory.

Monroe, Oct. 1—The Common Council, which recently granted the United States Coin Register Co. three acres of land and a bonus of \$5,000, has now executed a deed to the company. The company was placed under a \$2,000 bond to have the plant in operation inside of six months. The new concern expects to be in running order by January 1.

The Monroe Packing & Canning Co. began active work last week. Tomatoes are coming in rather slowly this year, but those delivered are of an exceptionally good quality.

Important Notice to the Trade

Under the Federal Pure Food and Drugs Act of June 30, 1906, coal tar colors were not in terms prohibited from use in food products. So far as our experience, experiments and chemical tests can determine, we are convinced that our Improved Butter Color of which the coloring basis is a coal tar product, when used in the quantities designated and for the purposes intended, is neither injurious nor deleterious to health.

However, under the Federal Food Inspection Decision No. 76, issued recently, it is ruled that "the use in food for any purpose of any mineral dye or any coal tar dye, except those coal tar dyes hereinafter listed, will be grounds for prosecution." None of the seven shades of coal tar dyes mentioned, which under this ruling, and pending further investigation, are allowable for use in food products, can be employed in the manufacture of Butter Coloring, for the reason that the orange or yellow shades, which would be the only shades that could possibly be used, are not soluble in fats or oils. Therefore it would be impossible to put out a coal tar butter color with any of the shades which are at present allowed for use by the Federal Decision.

In a number of States, since the passage of the Federal Pure Food and Drugs Act of June 30, 1906, under conditions largely theoretical, laws have been passed or rulings made prohibiting, and in other States there has been, and is, a great deal of agitation concerning, the use of coal tar colors in food products. Under these conditions, and after a careful consideration of the matter, we have decided to offer to our trade in the United States only one brand of Butter Color, namely, our **Dandelion Brand Butter Color (Purely Vegetable)**, which is without question harmless, and is guaranteed by us as meeting the requirements of all State and Federal Pure Food Laws, and as not being deleterious or injurious to health.

OUR DANDELION BRAND BUTTER COLOR PURELY VEGETABLE IS NOT AN EXPERIMENT

No. 2002. Guaranteed under
the Food and Drugs Act, June 30, 1906.

**WELLS &
RICHARDSON CO.'S
DANDELION
BRAND
Butter Color**



MANUFACTURED BY
Wells & Richardson Co.
Burlington, Vermont, U. S. A.

Purely Vegetable

Price 25 cents

STYLE OF PACKAGE ADOPTED JAN. 2, 1907.

THIS IS A
REPRODUC-
TION OF THE
DESIGN AND
READING
MATTER
OF FRONT
PANEL OF
CARTONS
AND GALLON
CANS
CONTAINING
OUR
DANDELION
BRAND
BUTTER
COLOR
PURELY
VEGETABLE

but has been used by many successful buttermakers for years. It is prepared from the finest quality Annatto Seed, combined with pure Vegetable Oil. The Dandelion Trade Mark, showing the picture of a dandelion plant and flower, has appeared on our butter color preparations for over 25 years as a guarantee of their purity. This Trade Mark, which has appeared on our various brands of butter color in the past, we will continue to use on our **Dandelion Brand Butter Color (Purely Vegetable.)**

You will find it on every package, whether it be

The Small Size (four ounce), retailing at 25 cts.

The Medium Size (ten ounce), retailing at 50 cts.

**The Large Size (twenty-four ounce), retailing at \$1.00
Or the Gallon Can**

We print herewith a fac-simile of the front of our carton containing the small size (four ounce), which retails at 25c. This same design and reading matter (with the exception of the price line), appears upon the front of the cartons of the medium size (ten ounce), retailing at 50c, and of the large size (twenty-four ounce) retailing at \$1.00, and also upon the front of the gallon cans. You will always find it printed on a yellow background in black ink, surrounded with a red border.

OUR EXCHANGE OFFER

Dealers should look over their stock carefully, and if they find any Butter Color of our manufacture bearing different reading matter or designs on the front of the cartons, or on the front of gallon cans, from that shown herewith, they should write us stating the quantity of each size which they may have on hand, and we will advise them fully regarding our exchange proposition.

WELLS & RICHARDSON CO.

= =

Burlington, Vermont



Movements of Merchants.

Greenville—Kingsbury & Bannen have opened a meat market.

Clio—A. F. Robey, of Pontiac, will engage in the produce business at this place.

Ithaca—R. Maloney is succeeded in the bakery business by C. W. Dicken, of North Star.

Jackson—Bert Sampliner, clothing dealer at Bay City, will open a branch store at this place.

Richland—Geo. M. Evers is succeeded in the grain elevator business by Edward W. Stevens.

Elmdale—M. L. Hooper is succeeded in the elevator business by H. M. Wilber, of Olean, N. Y.

Bellaire—Flanigan Bros. will continue the business formerly conducted by the Bellaire Produce Co.

Muskegon—Reams & Mitcheson will continue the meat business formerly conducted by Leffring & Sons.

Ypsilanti—J. A. Root, formerly of Hillsdale, has moved to this city and will engage in the grocery business.

Otsego—J. I. Snow will continue the grocery business formerly conducted by J. I. Snow & Son, Merle Snow retiring.

Bellaire—The I. X. L. Produce Co. of Charlevoix has leased the plant of the Bellaire Co-operative Creamery Co. for one year.

Pontiac—Beattie & McCallum, hardware dealers, have dissolved partnership, Wm. W. Beattie continuing the business.

Owosso—R. Raatz has purchased a half interest in the L. O. Underwood meat market and will take active charge of the business.

Elmira—D. H. Meeker has sold his drug stock to Frank Holden, of Brown City, who will continue the business at the same location.

Owosso—Fred J. Miller has purchased a grocery store at the corner of Sixteenth and Kirby streets, Detroit, and will go there at once.

Traverse City—W. J. Hobbs has taken possession of the Palmer meat market and has secured the services of Edward Brudy as butcher and sausage-maker.

Boyne City—Anthony Joslyn has sold his interest in the grocery stock of Joslyn & Tuttle to his partner, who will continue the business under the style of Joseph Tuttle.

Saginaw—The Roeser Drug Co. has been incorporated, with an authorized capital stock of \$3,000, of which amount \$2,000 has been subscribed and paid in in property.

Coldwater—Francis Flandermeyer will continue the shoe business formerly conducted by H. H. Flandermeyer, having been appointed special administrator of his father's estate.

East Jordan—Samuel Hayden has sold his grocery stock and meat market to John Hanson and R. F. Steffes, who will continue the business under the style of Hanson & Steffes.

Boon—C. C. Daugherty, late County Treasurer of Wexford county, has

purchased Mr. Olson's interest in the general stock of Losie & Olson. The new firm will be known as Losie & Daugherty.

Mancelona—F. W. Clugg has purchased a new stock of dry goods, clothing and shoes to replace the stock destroyed by fire a few weeks ago. The rebuilding and repainting of the interior of his store are completed.

Union City—Leo S. Parsons has been appointed receiver of the Rupright & Lipe dry goods stock, the store having remained closed for six weeks. The stock inventoried \$6,000 and the liabilities are nearly double this amount.

Lansing—Frank Wall has resigned his position in the sales department with R. M. Owen & Co. and has purchased an interest in the Never Miss Spark Plug Co. He will take an active interest in the management of the business.

Lake Odessa—O. A. Lapo, hardware dealer, has purchased the building and lot occupied by S. R. Braden & Son's shoe store. He will begin soon to build a long addition at the rear and plans to take possession soon after January 1.

Detroit—The Adolph Enggass Jewelry Co. has merged its business into a stock company under the same name. The corporation has an authorized capital stock of \$10,000, all of which has been subscribed and \$5,000 paid in in property.

Port Huron—Maxwell Gray and Norman Gray have purchased the shoe stock of W. H. Appenzeller and will continue the business under the name of Gray & Son. Mr. Appenzeller will probably remove to Seattle at some time in the future.

Ann Arbor—The grocers and butchers have combined and have built a large central delivery station. It is on the co-operative plan, and as there are about forty concerns of this kind in the city it will be a busy place. The system was put in operation Monday.

Jackson—Dwight I. Oliver, purchaser of the White laundry, will form a stock company, to be known as the White Laundry Co., and Thomas Troman and Geo. Gates, associated with the business for many years with Mr. Oliver, will be the stockholders in the new corporation.

Rockford—Chas. Bromley has sold his grocery stock to Thomas A. Welch, formerly engaged in trade at Belding, who will continue the business at the same location. Mr. Bromley will take the management of the general store of the Turtle Lake Lumber Co., at Winchester, Wisconsin.

East Jordan—Dr. F. C. Warne has sold a half interest in his drug stock to F. B. Gannet, who will assume the active management of the business. Mr. Gannet was formerly engaged in the drug business at Interlochen, but for some years past has been employed as prescription clerk for V. Roussin, the Cadillac druggist.

Niles—Wm. Stroup and Wm. Cantrell, who recently formed a partnership for the purpose of going into the milling business under the firm name of Cantrell & Stroup, have secured a five-year lease of the Volant

mill, which was recently sold by the Niles Milling Co. to Charles A. Chapin, along with the water power.

Big Rapids—R. N. Thompson, whose health has been bad for months and compelled to quit traveling, will in a few days enter the employ of the Darrah Milling Co. as buyer of grain. Mr. Thompson put in the summer vacation at Weidman and working and almost living out doors recovered in part from his illness.

Big Rapids—The Hanchett Swage works, which deals in mill and factory supplies and machinery, has merged its business into a stock company under the same style. The authorized capital stock of the corporation is \$150,000, of which amount \$92,000 has been subscribed, \$2,317.59 being paid in in cash and \$89,772.41 in property.

Manton—J. Whitney Hubbell will open his store building, just vacated by George Brooks, with a line of general merchandise about the middle of October. Mr. Hubbell and W. J. Walker, his salesman, have been absent for a week, purchasing the stock. Mr. Hubbell was engaged in the meat market business here for several years, but for the past few years has given his attention to farming.

Kalamazoo—Ernest Wise will open a hardware and sporting goods store in the new block going up between Washington and Stockbridge avenues on Portage street within the next three or four weeks. Mr. Wise was for years employed in the retail department of the Edwards & Chamberlain Co., of this city. Several years ago he took a position with Morly Brothers, of Saginaw, with whom he has been since.

Manufacturing Matters.

Berrien Springs—A new grist mill has been opened by J. B. Dumont.

Battle Creek—The Toasted Corn Flake Co. has increased its capital stock from \$225,000 to \$1,000,000.

Detroit—The capital stock of the Newton & Haggerty Ladder Co. has been increased from \$20,000 to \$50,000.

Bellaire—The grist mill here is being overhauled preparatory to E. J. Kauffman's re-engaging in the hay and grain business.

Muskegon—The capital stock of the Continental Motor Manufacturing Co. has been increased from 125,000 to \$225,000.

Niles—The National Rawhide & Belting Co. has changed its name to the National Leather Manufacturing Co.

Vernon—Walter S. Pratt and Floyd A. Derham, of Durand, have purchased the Vernon Milling Co. mill, which was formerly operated by B. H. Chadwick and James Fraser. Operations will be begun at the mill at once.

Alma—The Alma Grain & Lumber Co. are erecting a two story addition to the elevator at their mill, which is to be 24x70 ground dimensions. The frame work of the structure will be of wood but covered with asphaltum, making it fire proof.

Detroit—The Excelsior Manufacturing Co. has been incorporated to

manufacture machinery, wood wool, bed spring frames and furniture material, with an authorized capital of \$10,000, all of which has been subscribed, \$5,710 being paid in in cash.

Detroit—The Union Wire Fence Loom Co. has been incorporated to manufacture looms for the production of wire fence. The company has an authorized capital stock of \$300,000, all of which has been subscribed, \$35,000 being paid in in cash and \$265,000 in property.

Detroit—The jewelry manufacturing business formerly conducted under the name of W. E. Weyhing Bros. & Co. has been merged into a stock company, with an authorized capital stock of \$20,000, of which amount \$12,000 has been subscribed and paid in in cash.

Grand Ledge—The business formerly conducted by the Vanator Edge Tool Works, Ltd., has been merged into a stock company under the style of the Vanator Cutlery Co., with an authorized capital stock of \$25,000, of which amount \$13,400 has been subscribed, \$179.56 being paid in in cash and \$13,220.44 in property.

Detroit—A corporation has been formed under the style of the Detroit Concrete Machinery Co., which will manufacture machinery for concrete construction work. The authorized capital stock of the company is \$15,000, all of which has been subscribed, \$500 being paid in in cash and \$14,500 in property.

Gladwin—The Church Cooperage Co. has sold its heading mill machinery, also 50,000 feet of lumber, to the H. M. Loud's Sons Co., of Au Sable. The plant is being removed to Au Sable and will be utilized by the purchasers in manufacturing into merchantable products the slabs and other refuse at the company's large sawmill.

Battle Creek—The Big Four Printing Ink Co. has bought the three-story brick building near the Malta Vita plant, erected during the boom for the manufacture of malt, and which was never occupied, a "For Sale" sign having decorated its front now for about four years. A considerable addition is to be made to the building, which the company intends to occupy, beginning about Dec. 1.

Cadillac—Herman Allen, who recently dismantled his shingle mill here to give room to the Cadillac Boat Club, after a run of twenty years, will locate at Ozark, in the Upper Peninsula. He will erect a mill there. His first orders comprise a cut of 60,000,000 shingles, 500,000 railroad ties and 500,000 feet of lumber. This work will require from two to three years. The plant will begin operations in December.

Flint—The new plant of the W. F. Stewart Co., located in the Oak Park factory district, has begun operations, although not all the machinery and stock have yet been transferred from the old No. 1 and No. 2 plants. The old buildings have been landmarks here for years and are of frame construction. The new factory is four stories, of white sandstone brick and pronounced a model. The cost of it, together with the equipment, is placed close to \$100,000.



The Grocery Market.

Sugar—Raws have been quoted slightly stronger in Europe, the market there being still sensitive to growing crop conditions. Refined sugar is unchanged also, and there will probably be no change unless raws show some radical movement. The demand for refined sugar has fallen off somewhat.

Tea—The week has brought no change in prices in any grade. There seems to be almost a total absence of speculation, all sales being for actual current wants. This puts the market on a basis where traders know what they are doing, and is more satisfactory to everybody.

Coffee—Manipulation of the market tends towards the strong side and there is a large element among the speculators who insist that coffee must go higher. Reports from Brazil, which is usually the key to the situation, are very conflicting. The average man guesses that coffee will remain about where it is, with the possibility of a small advance.

Canned Goods—During the past ten days tomatoes have been ripening very fast in Michigan and the canners have been "swamped" with deliveries of the raw product. The frost Monday night of this week and Wednesday night of last week injured tomatoes on low ground to some extent, but those grown on high ground were not seriously injured. Among jobbers' buyers there is some difference of opinion as to the future of tomatoes. Some think that the lowest point has been reached; others think that there is a possibility that the market may ease off a little. Corn packers regard the future with confidence. The improvement within the last three or four months has been very marked and many of them believe that the top of the rise has not yet been reached. Some big blocks of corn are owned in the Northwest and the price the retailer pays for corn will depend more or less upon the views the holders of these big blocks take. New York packers say that most of the fancy lines packed by them will be in short supply. Everything you want in the canned vegetable list is on the rise. All kinds of gallon goods will be in short supply and very high. The past week has added considerable strength to the situation in all small fruits. Everything in the list has an upward tendency. New York packers of fancy lines are having trouble getting goods to fill contracts and have anything left for future operations. California canned fruits are decidedly strong. Comparatively few packers are quoting prices. Most of them report stocks broken. All gallon canned fruits will be in short supply and high during the coming winter. Jobbers are puzzled to know where to turn for cheap table fruit. Canned peaches are going up fast and gallon apples, usually a reasonable staple, are bounding

upward rapidly. Opening prices on new pack cove oysters made this week are 5c per dozen higher than a year ago. Everything points to high priced oysters during the coming year. In salmon, most packers report that they are sold up on red Alaska. The price of one-pound talls has advanced 10c per dozen since the opening. Sockeyes are extremely short, packers not having secured sufficient to fill orders. It now develops that packers of Columbia River fancy grades will only make about 50 per cent. delivery. Supplies of fancy Columbia River salmon and also Sockeye for immediate delivery are running very low. The market is decidedly strong.

Dried Fruits—Currants are scarce and the market is firm on that account. Abroad the market is stronger for crop reasons. No new California raisins are here yet, but some new imported Valencias have arrived and sold readily at 7 3/4c in a large way. Later the price advanced to 8c. For later shipment prices are quoted as low as 7c. Valencias are going to be an important factor in the raisin market this year. The California raisin situation is unchanged, present prices being about 1c above the opening. Apples are firm and in fair demand. Apricots are unchanged and quiet. Spot prunes are very unsettled. Some are offering a little below the market, while some holders are asking more than the market. The market undertone, however, is strong. Old prunes are now obtainable at about 1c per pound below the price of new. The demand for prunes is light. Peaches are unchanged, but the trade is uneasy over the position of the fruit and the demand is light. Prices are still maintained.

Syrups and Molasses—Both are without change. Glucose rules at unchanged prices. Compound syrup has taken a small impetus since the advent of cooler weather, and the demand at this writing is very fair. Prices are unchanged.

Cereals—The price of raw material which can be made into good quality rolled oats is very high. Jobbers everywhere are having difficulty getting enough oats to fill orders. Prices will remain unusually high for some time.

Cheese—The make is considerably smaller than usual and prices are ruling from 10 to 15 per cent. higher than normal on all grades. The consumptive and speculative demand are very good, and the market is firm at present prices. No change is looked for during the coming week.

Pickles—Reports of poor crop and short pack are affecting the pickle market. Everything indicates that very high prices will rule during the coming year. Advances have taken place during the past two weeks and it is probable that more advances in some of the list will follow.

Fish—Cod, hake and haddock have not yet begun their usual fall demand, but will soon if the cool weather continues. All varieties of mackerel are high and scarce. Nothing whatever is offered in new Irish fish. Some old are offered at \$16 in a large way, this being the price which last week would

obtain new fat fish. New fat Norways are now offered, but the supply is very light and the price \$6 to \$7 per barrel above last year's opening. The present quotation is \$19 to \$20 for Norway 4s, \$23 to \$24 for 3s, and \$30 for 2s. No 1s are offered. Even at these high prices everything available is eagerly snapped up. Sardines are unchanged, both foreign and domestic. On both the market is firm. Salmon is quiet and steady to firm.

Provisions—Pickled meats have about settled down to the present basis. Stocks are reasonably satisfactory and the demand is seasonable. No change in price is looked for during the next few days. Pure lard is firm at an advance of 1/4c while compound lard shows an advance of 1/8c. The advance in pure lard is due entirely to increased demand, while the advance in compound is due to the short supply of raw material as well as a better demand. Barrel pork, dried beef and canned meats are firm at unchanged prices and in seasonable demand.

The Produce Market.

Apples—The market is strong and active on the basis of \$2.50@3 per bbl. for fall varieties.

Butter—The market is very firm at another 1c advance. There is an active demand for all grades for consumption. The make of butter is below normal for the season and, with a good demand, the market will continue healthy. At present prices fancy butter can be withdrawn from storage, and while that lasts there will probably be no radical change. Creamery is held at 30c for tubs and 31c for prints. Dairy grades command 25c for No. 1 and 21c for packing stock.

Cabbage—50c per doz. for home grown.

Cantaloupes—Osage, 75c per crate.

Cauliflower—\$1 per doz.

Celery—18c per bunch.

Cocoanuts—\$4 per bag of 90.

Cucumbers—15c per doz. for hot house.

Eggs—Owing to the scarcity of fresh the market has advanced 1c per doz. during the past week. There is a very good consumptive demand, both for fancy fresh and fancy storage. The market is in a very healthy condition, and no special change seems in sight for the next few days. Dealers pay 20c for case count, holding candled at 22c.

Egg Plant—\$1 per doz.

Grapes—The crop is large, the size unusual, but the quality is inferior, owing to the lack of sunshine and warm weather. Wordens and Niagaras command 20c per 8 lb. basket; Delawares fetch 15c per 4 lb. basket; Concord range around 75c per 1/2 bu. basket.

Onions—Red and yellow Globe (home grown) command 75c per bu. Spanish are in moderate demand at \$1.25 per crate.

Oranges—Late Valencias command \$5.75@6.25 per box. There will not be much of interest in connection with the trade until the new Floridas begin to arrive, and later the new California navels. The outlook for the Florida crop is very good.

Parsley—20c per doz. bunches.

Parsnips—80c per bu.

Peaches—Elbertas, \$2.75@3.25; Late Crawford, \$3@3.50; Chicagos, \$2@2.25; Kalamazoo, \$2.25@2.50. The crop has been larger than was anticipated. The fruit has averaged large in size and firm in appearance, but the quality has been below par, due to the same cause which has affected the grape crop.

Pears—Flemish Beauties and Duchess range from \$1.75@2 per bu.

Peppers—Green command 60c per bu. Red fetch \$1.50 per bu.

Pickling Onions—\$2 per bu. for white and \$1.50 per bu. for yellow.

Potatoes—Local dealers pay 45c per bu., holding at 50c. The outlook for Michigan potatoes is considered good.

Beets—50c per bu.

Carrots—40c per bu.

Cranberries—Early Blacks from Cape Cod command \$7.50 per bu.

Crabapples—\$1@1.25 per bu. for Transcendents and Hyslips.

Green Corn—10@12c per doz.

Green Onions—15c for Silver Skins.

Honey—16@17c per lb. for white clover and 12@14c for dark.

Lemons—Californias and Messinas are steady at about \$4@4.50 per box.

Lettuce—75c per bu. for head and 50c per bu. for leaf.

Poultry—Local dealers pay 9c for live hens and 11c for dressed; 8c for live ducks and 10c for dressed; 14c for live turkeys and 16@20c for dressed; live broilers, 9 1/2c. Receipts are heavy, but not equal to the consumptive demands of the market, which is exceptionally heavy at this time. No dressed poultry should be shipped into Grand Rapids until the weather is cooler.

Radishes—12c per doz. bunches for long and 10c for round.

Squash—1c per lb. for Hubbard.

Tomatoes—50c for green and 60c for ripe.

Turnips—40c per bu.

Sweet Potatoes—\$2.50 per bbl. for Virginias and \$3.50 per bbl. for Jerseys.

Veal—Dealers pay 7@8c for poor and thin; 9@10c for fair to good; 10@10 1/2c for good white kidney from 90 lbs. up.

Watermelons—Sales are mostly in barrel lots, \$1.50 being the ruling price for 8, 9 or 10 melons.

John A. Wagner, for twenty years engaged in general trade at Eastmanville, but for the past five years employed behind the counter at Foster, Stevens & Co., and Dirk Sluyter, who has been employed in the retail department of the same house for the past six years, have formed a copartnership under the style of Wagner & Sluyter and purchased the hardware stock of Mrs. A. A. Tyler, 641 South Division street.

Three Rivers—A corporation has been formed under the style of the Three Rivers Milling Co. to deal in grains, grain products, coal, salt, lime, etc., with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in property.

Ralph W. Clapp has opened a grocery store at Saugatuck. The Judson Grocer Co. furnished the stock.

MICHIGAN FRUIT.

It Will Continue To Maintain Its Prominence.*

Michigan is one of the three or four greatest fruit producing states in the Union. In one respect it leads all others—in the variety of its fruit products. Other states excel in the production of a few fruits, but Michigan ranks near the top in the production of every important fruit. In Michigan every Northern fruit finds a home; we live in the greatest all-around fruit state on this continent.

Statistics and the deductions made from them lead up to the second part of my subject—the future of Michigan as a fruit growing state. The records show that during the past ten years Michigan has fallen seriously behind in the production of several fruits, notably of its most important fruit, the apple. Moreover, the disastrous freeze of October 10, 1906, wrought great havoc in our orchards. Professor Taft, who has investigated the extent of the injury very thoroughly, estimates that the October freeze killed or ruined five million fruit trees in Michigan, of which one million were nursery trees. Doubtless several millions more had their usefulness seriously impaired and their lives shortened, and we shall see them fail from year to year. Probably a great many trees which had been enfeebled by neglect were killed by the freeze and would not have died had they received proper care, but in any case October 10, 1906, must be recorded as a Black Friday in the horticultural history of this State. Added to this discouragement is the large loss from the San Jose scale, which has been exacting more and more tribute every year. Frankly stated, the situation is this: In the last few years we have fallen off seriously in the production of several important fruits, especially the apple. A large percentage of our peach trees have been killed. Sufficient new orchards are not being planted to meet the losses of bearing trees from age, neglect or injury. As a consequence we are taking a lower rank as a fruit producing state. In view of these discouraging circumstances what shall be said of the outlook for fruit growing in Michigan?

I wish to go on record as predicting that within ten years Michigan fruit growing will have not only regained its leadership but will also have greatly increased its prestige. This prediction does not spring from merely loyalty, but from a recognition of three propositions which were laid down by Hon. Robert D. Graham in an address before the State Horticultural Society several years ago. He said that Michigan will always be a leader in commercial fruit growing and especially in peach growing.

1. Because we have fewer crop failures than any other state.

2. Because we can raise fruit that can not be beaten and is seldom equaled in quality.

3. Because we occupy a strategic location, both as regards markets and as regards the season at which our fruit reaches the markets.

*Address before Grand River Valley Horticultural Society by S. W. Fletcher, Professor of Horticulture at M. A. C.

Briefly discussing these three points it would seem to be an inopportune time at present to dwell upon the first—our few crop failures from freezes and frosts. Yet it is a fact that Michigan, especially the Fruit Belt, has had remarkable immunity. The records show that the peach crop is surer in Michigan than in any other state. In twenty-five years there have not been more than two or three complete failures. No other state can point to such a record. From time to time we have had bad winters, which inflicted more or less damage, some of them being nearly or as serious as the freeze of last fall. We read with sympathy of the two or three very severe winters between 1850 and 1855, "which," says T. T. Lyon in the Michigan State Horticultural Society report for 1878, "inflicted severe injury upon many apple orchards and nearly ruined the peach interests of the State. The winter of 1872 and 1873 nearly ruined the peach orchards around Grand Rapids and along the Grand River to Grand Haven, compelling the extensive planting of small fruits to take the place of the tree fruits which were killed. In more recent years the severe winters of 1885-6, 1898-9 and 1903-4 will long be remembered, although the actual damage caused was far less than that of the recent unique fall freeze. This looks like a long record of losses, yet the fact is that Michigan has suffered much less from winter injury in the seventy-five years of her commercial fruit growing than any of the other leading fruit states. Michigan's lake climate is her greatest pomological asset, and in spite of a common belief our climate is not changing appreciably.

The second great advantage that Michigan has over other fruit states is the superior quality of her fruit. There is no need of bragging about this. The fact is generally admitted that the farther north a fruit can be grown successfully the richer its flavor and the more brilliant its color. We do not claim that Michigan can "beat the world" on quality, but we do know that well-grown Michigan fruit will never be out-sold in any market where color and flavor are esteemed.

The third advantage is that of location. No state has easier access to larger or better markets and our local markets are becoming more and more appreciative of home-grown fruit. Furthermore, and more important still, our northern location gives us a season that is not duplicated elsewhere. Southern peaches go into the market in hot weather, when the risk of decay in transportation is great. Michigan peaches capture the market in the cool of September and early October, when nearly everything else is out of the way. The same is true of Michigan strawberries, plums, cherries and several other fruits. I think we should emphasize more emphatically this pre-eminent advantage of Michigan as a fruit growing state—that its northernmost location gives it the high colors and rich flavors of a Northern climate and places its fruit in the market after the fruit of most other states has gone, which usually results in larger returns.

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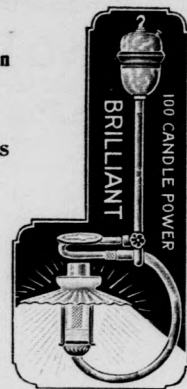


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These three reasons convince me that Michigan will continue to maintain its prominence in commercial fruit growing, in spite of temporary setbacks like the one which we are just experiencing. We can not deny that there is a decline in Michigan fruit growing at the present time, but we are assured that the reaction which is coming will carry the State farther ahead than ever before, because the pomological prosperity of this State is founded upon such enduring advantages as the three that have been mentioned. Every agricultural industry has its ups and downs, and the horticulture of our State has been at both ends of the ladder several times. After the severe winter of 1885-6 the State Horticultural Society meeting at Hillsdale, on February 22 to 24, 1887, was treated to a gloomy discussion of "Reasons for Decline of Orchard in Southern Michigan," the conclusions being that an unkind climate, the increase in pests and unsuitable varieties had brought Michigan fruit growing to its low state. Yet the period of greatest fruit tree planting in Michigan was shortly after this.

Recall, also, the devastation of peach yellows made in the southern part of the Fruit Belt. In 1874 Berrien county had 6,000 acres of peaches; ten years later it had but 503 acres. The yellows made a clean sweep, inflicting far greater proportionate loss than did the recent freeze. Yet Berrien county had 13,276 acres of bearing peach trees in 1903. This shows the recuperative power of the Michigan fruit industry. It never has and never will be downed by reverses.

The present despondency will disappear. There will be a new era of commercial fruit growing which will be in excess of any that the State has known, because it will be based on better methods of culture, better methods of fighting pests and better organization of growers to market their produce. In answer to the question, "What is the future of fruit growing in Michigan?" I say, "Never brighter."

Two New Industries in One Week.

Port Huron, Oct. 1—This city is still adding more industries to its already long list, two more factories having been secured this week, when David Irwin, of Yale, opened a cabinet and upholstering plant at South Park.

The old canning factory is again a scene of activity, a company of business men of this city having opened a seed packing plant. The factory is located in the midst of the best farming land in the country and already many large shipments of seeds have been made to the West.

The Fead Knitting mills will soon be running at full capacity and with the large extensions to its plant, which will be completed in two weeks, it will gain about 20 per cent.

The work of installing the machinery in the new power house of the Grand Trunk Railway is now completed and the first fire will be placed in the boilers to-day. This new plant will employ a number of men and bring a neat sum in wages to this city weekly.

How the Motorcycle Makes Good.

When you see a motorcycle eating up space at a lively gait, do you classify it as a cross between a run-about and a bicycle, or do you give it credit for being the thoroughbred that paved the way for the motor car? As a matter of fact the motorcycle was really the pioneer machine. Hardly had the bicycle taken its present form before efforts were made in this country and abroad to adapt to it some form of power-making machinery, the beginning along this line being various clockwork attachments that look very ridiculous to-day, but upon which their designers built extravagant hopes.

With the advent of the internal combustion engine, the problem was solved. European manufacturers quickly saw the possibilities offered, and motorcycles were in successful operation while the builders of motor cars were still working out the elemental questions underlying automobile manufacturing.

The foregoing must not be construed to mean that vast improvements have not been made to the motorcycle during the years that it has been on the market, but it is true that correct basic principles were more quickly reached in motorcycle designing than was the case with car building. The improvements have been along practical lines, such as the development of multi-cylinder machines, the rapid perfection of the essential parts of the motors, and the introduction of cushion forks and frames.

If America were not the original home of the motorcycle, it is none the less true that American designers have greatly improved upon the first foreign models, and American motorcycles are demanded from every corner of the civilized world.

At first regarded as a costly toy, the motorcycle has created for itself a sphere in which it is supreme. Hampered for several years because it was classed by some as a freak bicycle and by others as a freak automobile, it has proved itself a vehicle with an identity of its own, having great speed, with extreme durability and dependability. Always under good control, it is now used extensively for pleasure, for sport, for countless forms of commercial work, and has been adopted the country over as the best instrument for curbing the arrogant motor car, and requiring its driver to observe the municipal speed regulations.

The marked renewal of interest in cycling during the last two or three years has been accompanied by a greatly increased demand for motorcycles. Perhaps the connection is more apparent than real, but it is certainly true that as more bicycles are to be seen everywhere so also is the number of motorcycles increasing at an extremely rapid rate.

Doubtless one reason for the interest in motorcycles is to be found in the manner in which these machines are utilized for sporting purposes. Racing events in which motorcycles play a part always attract great interest, and long-distance riding, endurance contests, and like trials at-

tract large crowds and bring competitors together from all over the country. Thirteen States were represented in the endurance run, preceding the annual meeting of the Federation of American Motorcyclists, which was held at Providence in August.

An interesting feature of this meet was the gasoline economy test. With one pint of fuel the winner in the single cylinder class made 25 miles 3,090 feet, and in the multi-cylinder class 15 miles 925 feet.

Everything in Proportion.

For many weeks the irritable merchant had been riveted to his bed by typhoid fever. Now he was convalescing. He clamored for something to eat, declaring that he was starving.

"To-morrow you may have something to eat," promised the doctor. The merchant realized that there would be a restraint to his appetite, yet he saw in a vision a modest steaming meal placed at his bedside. "Here is your dinner," said the nurse next day, as she gave the glowering patient a spoonful of tapioca pudding, "and the doctor emphasizes that everything else you do must be in the same proportion."

Two hours later the nurse heard a frantic call from the bedchamber.

"Nurse," breathed the man, heavily, "I want to do some reading; bring me a postage stamp."

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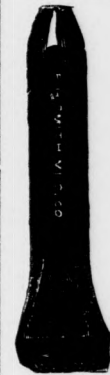


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References: Phoenix National Bank, Home Savings Bank.



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E. A. STOWE, Editor.

Wednesday, October 2, 1907

NEED OF CO-OPERATION.

In a recent issue of the Evening Press there was published a calm, rational and timely editorial suggestion that the Salvation Army, inasmuch as it is asking the people of Grand Rapids to donate \$5,000 with which to purchase and equip a lodging house, should, in fairness, submit a report to the public as to its receipts and expenditures in this city.

The Salvation Army is an international organization, with branches all over the world, which is constructed and conducted along lines almost identical with the organization and control of the military departments of the greater nations, so that, in the very nature of things, the full details of all of its resources, all of its operations, all of its achievements and all of its disbursements are known only at headquarters. For example, those officials of the Salvation Army stationed in Grand Rapids report only to the Detroit headquarters of the Michigan Department and, in turn, that Department reports to the next higher headquarters until, at last, the final facts, through all their ramifications, are solely in the possession of the General Headquarters.

It is entirely fair and reasonable that those people who contribute in any manner whatsoever toward the support of the Salvation Army should know, at least in a general way, what becomes of their offerings and whether or not a major portion of the benefits thus bestowed are distributed in our own city. This does not apply solely to the Salvation Army or to the Volunteers of America. It should be a general rule, and the only manner in which such a rule can be enforced is through organized and united action by the general public of Grand Rapids and all other cities.

There are two long-existing and glaring faults in the general public's estimate of the alms-giving problem. One is that individual knowledge and individual effort are all that are necessary to enable a person to bestow alms intelligently and well, and the other is that when organized effort is found desirable each separate association must necessarily rely only upon its own information and results in its own exclusive bailiwick. If these theories were

correct there would be no Salvation Army and no one of the hundreds of other extensive bodies with their various systems for prosecuting charitable and benevolent campaigns.

It is well that there are municipal ordinances everywhere which, when enforced, exercise more or less of surveillance over the multitudinous methods for obtaining help of the charitably inclined. It is a natural and desirable consequence that nationalities, social and industrial organizations, religious denominations, and so on, should have their benevolent institutions, and it is perfectly right that each one of these departments of effort should, to the very best of its ability, take care of its very own before looking outside of its territory for opportunities to do good.

Deny it as we may, gregariousness is a good word for us human beings to bear in mind, because whether we do or not, we are under its influence more or less all the time. We are dependent upon each other continuously, without realizing the fact always, and it is because of our desire to assemble in groups that co-operation becomes necessary. We contribute to every cause that reaches us through the society, club or other organization of which we are members and perhaps to no other; many of us do this having full knowledge that it is quite as easy for a pretender to deceive an individual organization as it is to deceive an individual person.

We do not co-operate in any sense unless forced to do so by the laws imposing taxes in our eleemosynary efforts. At a conservative estimate there are upward of fifty separate organizations, large and small, in this city, to which seekers after assistance apply more or less. Probably a large majority of these applicants deserve to be helped, but it is equally certain that every committee, every society, every association, club and corporation is frequently deceived into bestowing charity where it is undeserved. This latter danger could be minimized through co-operation and that this is a fact is being demonstrated daily in all of the larger cities where their Associated Charities and their Charity Organization Societies are in successful operation.

Misdirected charity is made possible through lack of thorough investigation, undiscovered misrepresentations, incomplete records and a general lack of such information as can be obtained and made readily available only through co-operation. With systematic impartial unity of effort we can wipe out the bother from professional mendicants, we can smoke out the swindlers and pretenders and by the same token we can rest easy in the assurance that whatever we give is given to worthy individuals and deserving institutions.

Many a man who is laying up treasure in heaven at the rate of a nickel a week is planning to take eternity spending his store.

People who are hunting persecution seldom are worthy of its polishing.

No man ever created anything greater than himself.

THE SONGS IN SCHOOL.

Years ago one sentence in a popular declamation which was frequently heard delivered with more or less oratorical effect and eloquence said: "Let me make the songs of a nation and I care not who makes her laws." That long ago became a famous saying and there is a lot of sense in it. The songs they sing really seem to come closer to the people than their appreciation of the statutes. It is in this connection that importance attaches to what Supt. Cooley proposes to do for the public schools of Chicago. Singing in the schools is an interesting and indeed important feature. At his instance a book is being prepared which has only American melodies and American patriotic songs. Every piece between the two covers is American, distinctively so, and all the others, however catchy or attractive, are excluded. It is said that there is no other book of just this sort now in use or available.

Through patriotic songs in the schools much of loyalty can be taught to the children. They learn the words and music and become familiar with them, absorbing their meaning and significance. There are a few of the patriotic songs which find their way into most of singing books, such, for instance, as "America," and yet it is related that at the National Educational Association at Los Angeles the management distributed the words of "America" throughout the audience before the teachers were asked to sing it. Every school teacher ought to have all the verses of that hymn by heart and every scholar should be taught them. How many are there who can repeat even the first verse of "The Star Spangled Banner?" That is a pretty hard tune for youngsters to sing, but there are plenty of fine patriotic songs and there are plenty of songs that are distinctively and characteristically American which the public school children should be taught. In this way two excellent purposes will be accomplished at the same time. There is more than ever need for teaching patriotism in the schools because so many of foreign birth or ancestry who have not inherited Americanism but who have adopted it and who must be enabled to absorb it are in the schools.

CAR DEMURRAGE.

Probably the hardest nut yet remaining to be cracked in the great game of transportation is what is known as the demurrage feature. Like all of the essentials that have developed there are two sides to the matter and each side has its disciples, each has forceful arguments to offer.

Looked at off hand, it does seem peculiar that while the railways are permitted to make and collect a charge for cars in the possession of a shipper or a consignee a longer time than the limit specified in railway regulations, the shippers or consignees can not collect a cent of demurrage from the railways for failure to deliver cars within a specified time.

Yet the railways have some very good reasons why they should not be held on demurrage. It is a noto-

rious fact of long standing that thousands of cars are daily in use as warehouses by consignees or shippers. That is one of the strong showings in favor of demurrage for the railways; and the most unique argument against requiring railways to pay demurrage is that with such a regulation in force the railways would have a ready-made loop-hole at their command through which they might evade the law prohibiting the giving of rebates. That is to say, the railways might frequently and easily find it "to their interests" to pay, to some corporation or individual whose business they especially covet, demurrage charges because of "failure to deliver cars."

The newest phase of this question is furnished by a Southern Pennsylvania coal carrying corporation—the Huntington & Broadtop Railroad Co., which, beginning the first of October, makes a charge of \$2.50 a car on all loaded cars going to points on the New York, New Haven & Hartford Railroad.

In turn, the mining shippers using those cars have notified consignees at New Haven Railroad points that they will make a charge of 10 cents a ton on coal to reimburse them for the charge made by the Huntington & Broadtop Company. And so, finally, local dealers along the New Haven system will be forced to charge up 10 cents a ton to consumers.

All of this hullabaloo as to the cost of coal in New England is caused by the fact that the New York, New Haven & Hartford Railway Co. withdrew from the American Railway Association on the ground of the increased car demurrage charge, that company's withdrawal from the American Association going into effect last Tuesday.

And so we have it again that the dear public is required to foot the bill and it may be that this new plan which transfers the burden to the consumer will, if adopted by other railways and if applied to other commodities, prove the initial step toward a final, a general and a successful effort at settling fairly and equitably the demurrage problem.

When the merits of the 2 cent bill were being discussed in the Legislature last winter, the versatile attorneys of the P. M. Railroad vehemently asserted that a flat 2 cent fare would not only impair the standing of the P. M. system, but would prevent its running any excursions, giving the people the benefit of cheap fares on special occasions. The 2 cent law went into effect last Saturday. Immediately following the Pere Marquette announced that it would run an excursion to Chicago on Saturday of this week at \$3 for the round trip. As the distance from Grand Rapids to Chicago is 178 miles, it will be noted that the rate thus voluntarily announced by the Pere Marquette is less than one cent a mile, which naturally leads to the conclusion that the attorneys who presented their cause so eloquently on the occasion above referred to were evidently talking through their hats.

PRESIDENTIAL POSSIBILITIES.

The work of President-making is rarely ever subjected to a long interruption in the United States. It was perhaps never more active so long in advance of the quadrennial election than it is now. Interest in the result has been increased by certain exceptional conditions in the general political situation. It is commonly believed that Mr. Roosevelt will be the Republican candidate if he can be induced to accept a nomination to succeed himself notwithstanding his avowed purpose to retire at the end of his present term. There are two considerations at least that might be supposed to have great weight in his deliberations on that subject. He has said that he regards his present term as his second, and he has committed himself to the support of Secretary Taft's candidacy. Even with an assured majority behind him, a sense of accumulated authority of the rule against a third term, never yet violated in the history of this country, might well give him pause. He will not be the first President to whom the opportunity of refusing a third term, or a nomination to a third term, has been presented; but hitherto the prudent patriotism of our Chief Magistrates has been proof against the temptations of popularity. The fact that Mr. Roosevelt has given aid and countenance to Secretary Taft's candidacy carries with it the obligation of continued support. It will be remembered that Garfield was severely censured in certain quarters for accepting the nomination for the presidency at the National Republican Convention in 1880 because it was understood that he had accepted and assumed the responsibility of representing the claims of John Sherman, then Secretary of the Treasury in the Cabinet of President Hayes. It may be said, however, that he was relieved of his responsibility by the action of the Convention against his protest, and after it had become evident that Mr. Sherman could not in any event be nominated.

Mr. Roosevelt's obligation to Secretary Taft is of a somewhat different character. He has undertaken to support that aspirant's canvass for the nomination in advance of the assembling of the National Republican Convention, which will not occur at the earliest before next June. It is reported that he has already taken steps to deprive Governor Hughes of the support of New York's delegation in that body, and his friends certainly can not afford to admit that he has done so in his own interest. Secretary Taft himself seems to have set out on his journey to the Philippines with full assurance that his Chief would adhere to his declared intention not to become again a candidate for the Presidency.

It has never been reasonable to suppose that Mr. Roosevelt would announce himself, or permit anyone to announce him, as a candidate for a third term. What is to be apprehended is that a determined majority of the National Republican Convention may nominate him without regard to his clearly expressed purpose not to

accept the nomination, and that he may then enter the contest in the attitude of a public servant who bows to the will of the people, or of his Party, though his personal judgment and inclination have been overridden. With a due regard for the proprieties of his position, with an inevitable consciousness of the doubtful wisdom of such a departure from time-honored usage, no President of the United States would take the field as a candidate for third term except upon a plea of moral coercion. A very large and enthusiastic majority in the next National Republican Convention, refusing "to take no for an answer," might suffice, in Mr. Roosevelt's view, to confirm a plea of that sort in his behalf. His popularity with the masses of his Party can hardly be questioned, but he has many unfriendly critics among Republican leaders who can not be depended upon to support any man upon the ground that he is "Mr. Roosevelt's candidate."

The strength of the movement to make Governor Hughes the candidate of the Republican Party is due to the impression that while he will always be found the relentless foe of any form of corruption and oppression in business and in politics, he is by nature and by the influence of education opposed to all radical and revolutionary schemes of reform. A great many intelligent observers of the drift of political sentiment in this country have been alarmed by the readiness of an apparent majority of the people to accept Mr. Roosevelt's theory of the right of the Federal Government to assume undelegated powers whenever there is reason to doubt the adequacy of strictly constitutional remedies for any existing form of public evil. He has already departed far from the traditional foreign and domestic policies of his great predecessors in the Presidency, and he has declared an intention to go much further. He does not, indeed, propose to break up the trusts, the big corporations. He holds that they have become necessary to the efficient transaction of business; but he insists that they must be subjected to a system of supervision and regulation like that which has been established over the railways. Business all along the line is to be controlled by Federal commissions, and the Federal Government may be expected to prescribe, sooner or later, the wages of labor and the prices of merchantable commodities.

It may be argued that wherever competition has become impossible the Government must protect the people from extortion by regulating prices, but the people have implicit confidence in Mr. Roosevelt and are not willing to take their chances under any other Republican President. The representatives of "the solid interests" receive this verdict with manifest uneasiness, but it seems to them hardly worth while to jump out of the Republican frying pan into the Democratic fire.

The worst thing about work is that some men do too much and others not enough.

THE CLEVELAND CONTEST.

Altogether the most interesting municipal campaign this fall is that at Cleveland, where Congressman Burton has been drafted by the Republicans to run against Tom L. Johnson. The two candidates are personally very unlike, though both are men of marked ability. Mr. Burton is a scholar, statesman and polished gentleman, honest and upright, a man who has represented his district very creditably in Washington and a man against whom nothing can be said. His adversary, Mr. Johnson, is able, quick, coarse, cunning, industrious, of good executive ability, a hand-to-hand fighter and, what they call out there, a "shirt sleeve campaigner." More than that, he has a political machine that is said by those who know him to be a wonder. He knows the men who can be most useful to him in every ward of the city and has used them in three campaigns. He knows which want whisky, which want beer and which want soda water, if there are any of the latter. He smokes a pipe on the street because he thinks it makes him look like the common people, while riding around in his automobile. Burton is characterized as thin skinned and Johnson as thick skinned.

Against the personality of Candidate Burton there can be nothing fairly said. He is a splendid, able man, a better man than Mr. Johnson, which is not saying that he will be elected mayor of Cleveland. In the first place, Johnson has proven his prowess in two or three campaigns and beaten the best the Republicans could do, each time strengthening himself. He has built up a fine political machine with cogs in every ward and on almost every street, and it is well oiled and ready to run at a moment's notice. He is a good political organizer. He has made a great hue and hurrah over cheap fares on the street cars and to some extent has succeeded. On certain lines you can go a certain distance for three cents and on other lines it costs five to go no farther. What Mr. Johnson has done in this respect is an object lesson to the voters all the time, continually before their eyes and often in their pockets. Mr. Burton's platform declares in favor of seven tickets for 25 cents. He wants cheap car fares, too. The street car question

is the real issue in the campaign and the difference between the two is that between accomplishment and promise. Another handicap which Mr. Burton has is that he is regarded as a tail to the Taft kite. He was drafted into running for mayor against his will. It is thought that if Cleveland can be carried by the Republicans this fall it will be a great point gained for the state and national campaign. It is not helpful for any candidate to be considered any man's man, and while that designation does Mr. Burton a certain sort of injustice, the suggestion is inevitable.

The Legislature of the State of Washington passed a law last winter prohibiting the sale of cigarettes by any dealer, with a penalty of \$300 fine or not to exceed 180 days' imprisonment, or both for each offense. The law took effect on the first of September, and it is said that every dealer in the State has disposed of his stock. Dealers in Spokane sold their remaining stock at bargain counter rates the night of August 31, and what was left at midnight, when the "lid" was clamped on, they gave away or destroyed in the streets, while jobbers sent their supplies to Oregon, Idaho and Montana. It is estimated that smokers in Spokane spent from \$450 to \$500 a day for cigarettes before the law went into effect, and while many probably will smoke pipes and cigars in the future, or quit the habit, it is declared that at least \$100,000 a year will be spent on the "sticks" outside the State, as the law does not prohibit any one from smoking them.

The Erie Railroad is equipping its locomotives with new whistles in compliance with an order made by the New Jersey Railroad Commission in regard to unnecessary noises. The new whistles are smaller than those formerly in use, but they make a more agreeable sound that can be heard a long distance. If some of the locomotives used in the railroad yards in this city which shriek and howl for a flagman to come in could be supplied with a more musical whistle, it would please many people who live within a mile of the tracks.

When faith sees the glory of character at the end of the way it does not need a fence to keep it in the road.

A TRADE BUILDER

H. M. R. Ready Prepared Roofing—the Granite Coated Kind—is a trade builder for the dealer in building materials. More durable than metal or shingles—lasts longer; looks better.

A MARK

TRADE

H.M.R.

MARK

OF MERIT

FOR THE BUILDING TRADE

Easily laid—fire, water and weather proof. Will not warp, shrink, nor leak. Most attractive roofing on the market. A staple seller. Write today for proof and prices. They are free.

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

MEN OF MARK.

T. G. Seemeyer, President Wayne Shoe Manufacturing Co.

From the American school of commerce have been graduated the best business men the world ever has known. This school is not confined to the limits of four walls nor does it prohibit any deviation from its courses. It is the greatest factor in the political and commercial affairs of the people of the United States; it takes the raw material and turns out a product at once the admiration and the despair of other countries of the world.

Certain fundamental principles must be observed by students who wish to do credit to themselves and to their alma mater. These principles are a willingness to learn, a retention of the knowledge imparted and a desire to master each of the various subjects included in the school's curriculum. While hundreds of thousands enter this school each year comparatively few progress beyond the primary grades; having learned one thing these students are content, and the great school is content, to have them do it again and again. Those who take the successive degrees and perfect their understanding of the knowledge imparted by the instructors in this great business college in turn take their places among the faculty and assist in developing others by increasing and perfecting the knowledge which is imparted to willing students.

It has not been long since the class motto was "Every man for himself." If the devil got the hindmost, why, that was a matter in which the devil and the hindmost were more vitally concerned than was anyone else.

One of the greatest problems considered has been that pertaining to the disposition of competitors. At one time it was thought the proper way to treat a competitor was with silent contempt or bitter reproaches. He was not regarded as a human being, but as a competitor, and being a competitor it not only was allowable but commendatory that he be robbed of every admirable quality. This practice of eliminating the competitor, or at the least casting reproach upon him, did not work out satisfactorily. It was perfectly proper for an operator to assure his customer that he would be robbed if he went anywhere else—that the competitor was a villain in whom no confidence should be placed—but at the same time and in the same way the competitor was bringing into question the character of the other, so the outcome may very neatly be summed up by paraphrasing the old admonition, trite but here well applicable, "Don't go to that villain to be robbed; come in here."

The school of business took up this problem and finally decided by a majority vote to change its methods. On the ground that it is a great deal better to compete with a gentleman than a scalawag it was finally decided that the competitors should be gentlemen, and forthwith they were.

It affords a great deal of pleasure to give an outline history of one

who began in the primary branch of this great college, who has taken the successive degrees modestly and honorably and now is enrolled as a member of the faculty of the shoe branch of the great American College of Commerce, Theodore G. Seemeyer, whose clean-cut, forceful countenance adorns this page. "Adorn" is used advisedly, because this picture represents a type of business man to whom the country is greatly indebted. Not alone has this class perfected its knowledge of how successfully to conduct a business, but, branching out, has taken up other problems, commercial in their character, it is true, but so closely related to political and social progress that the advancement of the latter interests are contingent upon the unqualifiedly correct solution of these questions.

at Fort Wayne, Sept. 3, 1865, both of his parents having been born in Germany. He was the third child in a family of four. He attended the public schools of Fort Wayne, being graduated from the High School in the Latin course. His first venture in the business world was in the wholesale shoe house of W. L. Carnahan. His first work was in the office and his next employment was as stock man. After twelve years of faithful service with this house he took an interest in the business and became director and assistant manager, the business in the meantime having been merged into a corporation under the style of the W. L. Carnahan Co. Three years after the incorporation of the company he disposed of his interest therein and, with several associates, established a business under the style of the Wayne Shoe Co.



Theodore G. Seemeyer

One further observation is pertinent before Mr. Seemeyer's career is recited. The business world to-day through its foremost representatives legislates on questions of vital concern to all. In no other branch of thought and effort are the principles of logic and equity so rigidly observed as in business legislation. While their activity affects selfish interests, so many people are considered that the outcome is in conformity with right and justice as those terms are understood and interpreted by the American people. The American school of commerce has branched out until to-day its principles and the ideas gained through intercourse and relations with others in the same and different lines of trade are reflected not only in this country but as well abroad.

Theodore G. Seemeyer was born

This business was originally a partnership, but it was incorporated in 1901 under the same style, when Mr. Seemeyer became President and Manager, which positions he has retained ever since. The corporation company was re-organized a few weeks ago under the style of the Wayne Shoe Manufacturing Co., with an authorized capital stock of \$150,000, of which \$100,000 has been subscribed and paid in. As soon as possible after the company was organized the building located at the corner of Pearl and Harrison streets was secured as a factory site and work was commenced on the installation of modern shoemaking machinery. By April the machinery had been installed, skilled employes from Eastern factories had been secured, and before the month had ended active operations had commenced in

what is now Fort Wayne's first shoe manufacturing enterprise. The building permits approximately 25,000 cubic feet of available factory space, which is now being utilized to its fullest extent. The different floors are heated by a steam plant and everything possible that can be done for the well being of the employes has been looked after. All the machinery is electrically operated, the power being furnished through five large electric motors, which were built by the local electric works. A patent blower device is also in operation which is connected with every machine from which dust or waste material arises. The blower collects all the small particles of dust and the large scraps of waste material, which are then transmitted through the big pipes to a concrete pit on the lower floor. The fine dust and the scrap waste are here separated and the former, which brings a fancy price on the market and is used for divers purposes, is then disposed of.

The house now employs twelve traveling salesmen, which number it expects to increase to fifteen, when all the available territory in Michigan, Indiana and Ohio will be covered regularly.

Mr. Seemeyer was married in 1896 to Miss Clara Arnold, of Bay City. They have two children, a boy and a girl, and reside in their own home at 918 Webster street.

Mr. Seemeyer is a member of the English Lutheran church of Fort Wayne, but has no fraternal relations or associations. He is essentially a home man and is seldom found away from his hearthstone during the evening.

Concentrate Upon the Sale on Hand.

It is a mighty good rule to never talk about a competitor. There is a little bit of logic which says: A wise man talks about the virtues of that which he has to sell, a vain man talks about himself and a fool talks about his competitor.

There is never a cent made by telling your customers what a competitor is doing. If they insist on telling you what he is doing, it is a good policy to listen to it all, and then when it comes time for you to express an opinion, merely pass the matter over as of little consequence and proceed to interest them in what you are selling.

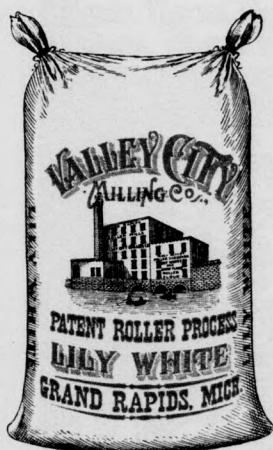
So long as you have the ear of the customer, you have the advantage over all competition, and it is your duty to proceed to fill that ear with the kind of information which will convince its owner that he must buy the identical thing which you have to sell, not only because it will exactly fill his needs, but because he wants to buy it of you, so you can get the benefit from his trading. That is the feeling everyone who sells goods should strive to create. It makes no difference what your competitor says, when you once create that feeling, and you can only succeed in accomplishing this object by concentrating your entire attention on the matter in hand, forgetting all about your competitor, and letting him take care of himself, while you land the order.

Another Big Gain

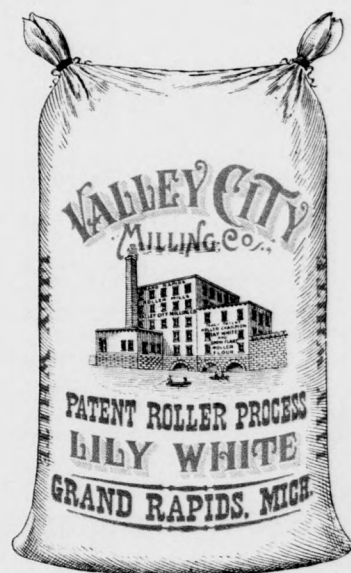
43% Increase

IN

Lily White Sales



City and State Sales
August, 1906



Sales August, 1907
43% Increase

We sold 43% more flour in Michigan in the month of August this year than we did during the corresponding month of last year.

That's going some.

And it means much.

It means more next month, more next year, and then some.

It means more sales for every dealer, easier sales, more profit.

It means that Lily White, "the flour the best cooks use," is all right, that the people like it, that they stay by it, that they tell their neighbors, that they are dropping other brands, that quality is what they want in flour and they will have it.

We have never taken a backward step. Always we have moved forward. We intend always to do so and we'd like to have every dealer go along with us.

We heartily invite YOU to join us.

Valley City Milling Co.
Grand Rapids, Michigan

THE RETAILER HIT.

How He Is Drawn Into the Battles of Others.

Written for the Tradesman.

"I think," said the retail grocer, leaning back against the counter and addressing himself to the wholesale man, "that I'll get a quiet place out in the country and raise hens for the remainder of my days."

"Eggs is eggs," laughed the other.

"At least," continued the retailer, "I won't be drawn into all the commercial battles of the day. Out there I can watch you fellows fight and not get mixed up in the game."

"We are only playing war," said the wholesale man. "We never really get down to hard knocks. We manage to keep on fairly good terms with the manufacturer, the jobber and the retailer."

"How long since?"

"Always."

"You say it well, but you know, and I know, that there is a ceaseless war on between the manufacturer and the jobber, and the wholesaler and the retailer. And always the retailer gets the worst of it. The bullets intended for others strike him, and when he tries hardest to keep out of the ruction, then is the time he goes in over his head."

"You must have been having unpleasant trade experiences lately."

"I am having them all the time. Not long ago I found some of my best customers dropping off. I set out to find the cause, and what do you think I discovered? Why, the manufacturer of certain goods was reaching over my head, and over your head, too, and selling to my trade. That is a nice deal, eh?"

"He was trying to cut out the jobber, I presume."

"But he was also cutting me out."

"What did you do?"

"I did nothing. It is every man's right to buy as cheaply as he can and sell for all he can get, but back of this is the principle of live and let live. I don't think that manufacturer will gain by his trickery, for there are a lot of us here who will never handle his goods again."

"But you must remember that you retailers cut out the jobber and the wholesaler occasionally."

"I never do."

"You may not belong to the combine, but there is one right here, just the same."

"What sort of a combine?"

"Why, retailers get up a pool and approach the manufacturer with the proposition to pay jobbers' rates. That cuts the jobber out, and it cuts me out."

"Still it is legitimate."

"But it is not live and let live."

"Of course not, but what are you going to do about it? The retailer has to stand in the front of every fight, for he is the man all the others are aiming at. There is the manufacturing retailer, and the manufacturing jobber, the promoter of special brands, and the man who advertises to the consumer without reference to anybody's rights but his own. All these people are after the retailer's business. After I get a trade built up and begin to think I can take life a little easier, along comes

one of these schemers and knocks me back into the rut again. Yes, I think a man might live an ideal life out on a hen farm."

"Well, you can't interfere with the operations of an open market and a free trade any more than you can make water run up hill without a pump. Wherever people have to buy, there you will find people trying to sell. The manufacturer and the retailer would like to eliminate the jobber from the business and divide between themselves the profit he makes,

but it can't be done. In fact, the jobber is a necessity. He places the goods on the market cheaper than the maker could do it, and he keeps many a retailer in business by the credit he gives."

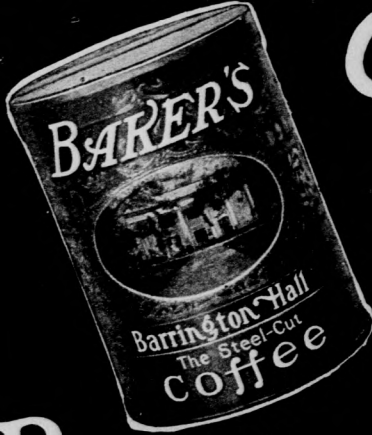
"I never received any credit that I did not pay well for."

"But others are kept in trade by a line of credit. Let us suppose, for a moment, that the retailer and the maker could get together and split the profit the jobber now makes. You would like that, eh? Well, let me

tell you how it would work. Of course the jobber is not going to lie down and be walked on. He has his money invested, and he has a liking for the grocery business. What does he do?"

"Sets up as a retailer, probably."

"That is exactly what he would do. He would have a cinch on about half the retailers in his territory by reason of credits extended. He would close these out as soon as he could do so legally and begin doing business with the consumer as a chain-store



COFFEE

*that you can
drink and enjoy
without fear
of injurious
effects—*

Barrington Hall

The Steel-Cut Coffee



CELLULOSE SKIN
REMOVED IN
PREPARING
A POUND
OF
BARRINGTON HALL

Barrington Hall is pure, high grade coffee prepared by our patented process—a common-sense method of treating the berry whereby the substances which contribute nothing to its flavor and healthfulness are removed, and the coffee flavor is preserved to a remarkable degree.

By our process all dust and the bitter cellulose skin, evidently placed by nature around the heart of the berry to protect it, are removed and thrown away; and when you buy a pound of Barrington Hall you get a pound of the best part of the coffee berry only.



STEEL-CUT,
UNIFORM
PARTICLES

STEEL CUT means that the coffee is cut, not ground, into fine, even particles. This cutting does not crush the little oil cells as does grinding and the rich aromatic oil (Food Product), which makes coffee flavor, is preserved. This explains why a pound of Barrington Hall will make 15 to 20 cups more of perfect full strength coffee than would the same coffee if ground in a coffee mill.

Test it in your home - at our expense

BAKER & COMPANY
Coffee Importers
250 N. 2nd Street
Minneapolis, Minn.
or
119 Hudson Street
New York, N. Y.

Please send me free sample can of Barrington Hall coffee and booklet "The Secret of Good Coffee." In consideration I give my grocer's name and name of magazine.

Grocer's Name _____

My Name & Address _____

Free Sample Can Coupon

CUT OFF OR COPY THIS COUPON AND MAIL TO NEAREST POINT

PRICE: 35c to 40c a pound according to locality. Sold in sealed tins only. If your grocer tries to sell you something "just as good" he has his own interest, not yours, in mind. Write us and we can tell you how and where to get Barrington Hall. If you accept an imitation, please do not judge our coffee by it.

Of the thousands who read the above advertisement in the magazines, everyone writing us for a sample can will be referred to the nearest grocer who has Barrington Hall for sale. If you have it in stock do not fail to send us your name.

READ OUR PROPOSITION TO THE TRADE

"Barrington Hall" is a success. It has been a success from the start, when our advertising was a small affair compared with the kind we are doing this season.

The above ad is one of a series that will be in the big magazines from now until next July.

Remember that users of high grade coffees are magazine readers.

If you wish to take advantage of this proposition to increase your trade on profitable, high grade coffee—special high grade coffee which does not conflict with your other line—send us your order today, giving your jobber's name. Don't wait until the coffee has been sold to some one else.

ADDRESS NEARER POINT

Baker & Co., 212 2nd St. No., Minneapolis, Minn.

Baker & Co., 116 Hudson St., New York, N. Y.

proprietor. Now, isn't it better for each man to stick to his own line and keep off the feet of the other fellow?"

"That is just what I advocate, but they don't do it. I have joined no combine to cut out the jobber and the wholesaler, but I find myself in competition with stores set up by both manufacturer and jobber. How much do you think it would cost to get a good start in the hen business?"

"You would find competition there, too."

"I suppose so, but the retailers and the commission men would not be trying to buy from the hens direct."

"There is only one way to settle all this," said the wholesaler, "and that is for every dealer to respect the rights of the others. What kind of a game is it when a manufacturer sells to a jobber with the full knowledge that the goods are to be sold again at a profit and then deliberately sells the retailer, who is the jobber's customer, at the same rate, thus cutting the throat of his best customer?"

"I never got goods in that way. I was never lucky enough to get in on the deals where there was a double profit. The other fellows get in, and I have to fight the competition their action produces."

"And so the jobber gets back at the retailer, just as you say, and there is a mix-up that should never exist. I am tired of this fighting."

"Come out on a hen farm with me."

"When you go out on a hen farm I'll take stock in the game."

"You will?"

"Yes, when you go out."

"You don't think I'll go?"

"Of course you won't go. You are nailed hard to the grocery business. You will stay in it as long as you live, and you will see these fights going on until the last day of your life. It is all foolishness, but they will continue."

"That is what I started to kick about, but you kick harder than I do."

"Oh, I don't like the conditions, but I am prepared to meet them. In time they will improve. For years the furniture retailers fought the same fight. Whenever there was a big order, a hotel or a municipal building to furnish, the customer went to the manufacturer. The samples left in the big exposition building were sold to the user, and the retail men lost thousands of dollars every year because of it. Finally the retailers got tired of playing second fiddle and formed an association. I guess they have it all fixed now."

"The retail grocers might do that."

"I have a notion that the matter will be taken up by the retail men's associations. It may have been discussed already, for all I know, but it is certain that no effective action has been taken."

"Someone may stir things up in time."

"It would be a good idea. I want to sell at wholesale. The retail trade is not to my liking, but if you fellows keep on buying of the manufacturers I shall have to open a few stores of my own. You cut out all makers and jobbers who sell to consumers, and you'll soon have things in shape."

"I'm not going to organize any National association. I'd rather buy a piece of land and study the habits of the meek and lowly hen."

"Well," said the wholesaler, "the time may come when all this competition among men whose interests are identical will cease."

"And in the meantime the poor retailer will have to stand the brunt of the fight—a fight in which he can have no benefit, and which may cost him his trade. Yes, I think I will send out after a hen book and look up breeds."

But he is still in the retail business, and a certain class of manufacturers are still selling to his customers.

Alfred B. Tozer.

Making Bakery Sales Attractive.

Here is a little story about how a Boston man learned to sell his milk, which is full of suggestiveness to bakers. It is worth reading:

A store in Boston deals exclusively in dairy products. The manager conceived the idea of starting a milk counter in one corner of the store for the purpose of serving to the thirsty passersby a goblet of milk, fresh from the cow, for 5 cents per glass.

So a young, wholesome-looking man was placed in charge of the milk counter and the proprietors waited for business. But business did not come. The milk counter was a failure. Its maintenance really represented a loss in money to the store. Fresh milk was coming in daily, but none was going out.

A member of the firm thought he saw light, so he advertised for a pretty girl to run the milk counter. She came—she came in bunches. There were several dozens of her. The firm member in whose hands had been placed the destiny of the milk counter was a good judge of beauty. From the total of fair applicants for the place he chose the fairest maid of all. She was a comely, buxom lass with brown hair, liquid brown eyes and a complexion which would make a ripe peach want to hide itself. The firm furnished her a tailor-made outfit and moved the milk counter over in front of a big plate glass window where all who passed might see her. There she stood in all the radiant beauty of the dairy maid of song and story. The little white cap and white apron and her sleeves reefed to the elbows gave a finishing touch to the picture.

Men who hadn't tasted milk since their nurse-bottle days gravitated toward that milk counter. Clerks who disliked fresh milk to such an extent that it choked them came up to that counter, laid down their nickels and took their medicine like sports. Business grew to such an extent that the dairy maid couldn't take care of it, and another pretty assistant was added to the milk counter.

Beauty may be only skin deep, but it sells the goods.—Montreal Pharmaceutical Journal.

It's nothing but a cackling kind of piety that can be made with a tailor's goose.

When it comes to understanding himself a man seldom overdoes it.

Jennings' Extracts

are the reliable kind—popular because of their high quality and reasonable price.

For 35 years they have been used by cooks and housewives in Michigan and the Middle West.

Jennings Terpeneless Extract of Lemon Jennings Extract of Vanilla

are always worth 100 cts. on the dollar in your stock.

Jennings Flavoring Extract Co.

C. W. Jennings, Mgr. Grand Rapids, Mich.

ESTABLISHED 1872



You'll Find the BEN-HUR Cigar A Live Wire

It makes perfect connections at once with the main trunk lines of trade, and always carries a high voltage of merit.

Its peculiar goodness, so exclusive to the Ben-Hur, insulates it safely from all low tension brands, so that once a dealer has a trade worked up he need never be alarmed that it will be short circuited any day by some cross wire which only carries a very small current of satisfaction.

Let your nearest jobber switch you on to a live trade bringer by sending you a trial order NOW.

GUSTAV A. MOEBS & CO., Makers

Detroit, Michigan

BEN-HUR CIGARS MADE ON HONOR
SOLD ON MERIT
WORDEN GROCER COMPANY
Wholesale Distributors for Western Michigan

An Excellent "Trade Stimulator" for Your Store.

To most people all shoe stores look alike, and this fact presents a serious problem to the enterprising dealer who is endeavoring to make his store stand out in the public mind as the leading shoe store of his city.

People have an idea that any one of several successful shoe stores can as satisfactorily supply their footwear wants as any other one of these several shoe stores. And in many cities this is a fact. How, then, can one of these firms win a greater patronage than another? Advertising affords one way to secure new customers, but sometimes the usual forms of advertising, newspapers, circulars and other forms of publicity, become, apparently, ineffective and other means must be sought.

In a Southern city recently an enterprising retail shoe and hat firm successfully gave a free river boat ride, which was attended by several hundred children, their parents and chaperons. The entire affair cost hardly \$40, and you may judge for yourself whether such an event, in which so many people enjoyably participated, was or was not worth the outlay. This boat ride, by the way, was only incidental to another advertising scheme, a popularity contest, about which we may tell you later.

When a dealer once gets the advertising fever, when it once gets "into the blood," when he sees positive returns coming from his efforts in publicity, whatever direction his efforts may take, no plan to increase his business is too difficult, and the arrangement of such an outing as a boat ride is quickly arranged for and the details of the event become more interesting as his plans are completed. As the day for the outing arrives his enthusiasm is contagious and other members of the firm, the salesmen, their uncles and their aunts, as well as those for whom the event is planned, are talking about the "great boat ride" which Blank & Company are going to give.

First of all, the afternoon of a day of the week that is usually a quiet one should be selected for the outing, probably Thursday or Friday. The boat should start about 2 o'clock and should return not later than 6, even earlier might be advisable at this season of the year in order to land the children before nightfall.

Invitations largely in excess of the number which you can accommodate can be safely mailed or sent the families whose children, or members, you wish to attend. In the case referred to they were sent to almost 1,000 children, all of whom had entered the popularity contest.

These invitations should request all those who desire to attend to come to the store of the firm giving the ride to procure the free tickets entitling them to passage on the boat, and only those with these tickets should be allowed on the boat.

These tickets should be issued from 12:30 to 1:30 before the hour of the excursion, and only during that time, as that brings the crowd to your store at one time, and as each person is decorated with a neat ribbon badge (which is the ticket giving them free passage), and all march

to the boat in a body, attention is drawn to them as they pass through the business section and all along the line of march. Another excellent idea is to provide each boy and girl with one of the small "chirpers," which can be secured from almost any general advertising novelty manufacturer.

During the hours of the excursion the store should be closed. This fact should be announced in the daily papers and a notice to that effect pasted on the door of the store when it is closed. All members of the firm, employees and their families should go with the crowd to help everybody have a good time, and, incidentally, enjoy the outing themselves.

If music, or a phonograph, could be secured for little expense, it might add to the interest of the occasion, but whatever else is done, a landing should be made after the middle of the afternoon, preferably near a good spring and free refreshments should be served. In watermelon time nothing can surpass that juicy fruit as a cheap but highly enjoyable refreshment.

The boat may be decorated at little cost, and, at least, a banner should be placed on either side of the boat giving the firm name and the occasion of the outing.

Some merchants may question the calling of such an affair by the name of "advertising," and they might suggest that the cost of it be charged to expense, but such indirect advertising is often decidedly more effective than yards of lengthy descriptions and commonplace claims that "Blank & Company are now showing the largest and most stylish selection of fine footwear ever brought to Smithville."

If your store is running along on a dead level, "break away," "get in the game," "do something quick," "get out of the rut," show your "nifty" footwear, but at the same time "blow" a little of your money, give your friends (your customers) a good time and you will find that it is like casting bread upon the waters, literally and figuratively, and that you will find the loaves floating back in a very short time.

If you don't like the idea of a boat ride and are fearful of having some accident happen, or if you don't happen to have a river convenient to your town, make it a trolley ride; but do something for somebody quick.

Selling shoes is a great sport if you only mix a little variety and novelty into it. There's no reason why you should be a leather head simply because you sell footwear.

Here is an idea that has been successfully carried out within the past few weeks and probably has been successfully carried out scores of times in years past, but it's a good idea, not patented, not expensive and one which the smallest dealer could use.

If you have thought of nothing better why not try it out?—Shoe Retailer.

The tallow dip man always has illuminated ideas on the responsibilities of an arc light.

Some people derive a lot of satisfaction from their dissatisfactions.



Our Salesmen Are Coming Your Way

They are carrying the strongest and most up-to-date line of Spring Samples we have ever sent out.

We can stock your shelves from baby shoes to boots with just the kind of quick-selling durable and stylish footwear you need in your business.

Not only will our salesmen show you new ideas and designs in our own make, but you will find in our general line attractive, good wearing and stylish shoe in every grade that will appeal to your business eye from every point of view.

Rindge, Kalmbach, Logie & Co., Ltd.
GRAND RAPIDS, MICH.

Everybody Wants The Best For His Money

That is why so many buy their Shoes and Rubbers from us

Michigan Agents



Not In Any Trust

Grand Rapids Shoe & Rubber Co.

28-30 South Ionia St.

Grand Rapids, Michigan

NEW YORK MARKET

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Sept. 28.—Of all grocery staples coffee is the only one that has had a lonesome week, and for this both the spot and the speculative market have been without an atom of animation. Buyers simply take enough to keep the machine running and are content to let "the other fellow" pay the expense of carrying supplies. At the close No. 7 is quoted at 6½c. In store and afloat there are 3,987,421 bags, against 3,463,551 last year. Mild grades—Central American and East Indian—have been in usual request and quotations show little, if any, fluctuation. Good Cutcuta, 9½c.

Sugar is without perceptible change. There is simply the usual demand that exists at this time of the year and nothing more. About all the business has been in withdrawals under previous contract and the rate still remains 4.70@4.80c, as to refiner.

Lower grades of teas have been in good request all the week and if quotations show no actual advance the general trend is to a higher level all around.

Supplies of rice are reported as comparatively light. The demand is good and the market as a rule is well cleaned up. Buyers are not looking for "bargain" lots as they know it would be a waste of time. Prime to choice domestic is worth 5½@6¼c.

Steady improvement is noted in the trade for molasses, and while most of the trade is in withdrawals on contract, there is yet a fair run of new business and holders are well satisfied. Quotations show no change, good to prime centrifugal being quoted at 22@35c. Syrups are in moderate request and unchanged.

In canned goods it is boom, boom, boom. Every blessed thing is scarce, in wonderfully good demand and at figures almost reminding one of war time. It is not so much the price that hinders trade as actual difficulty in finding the goods. Big lots of corn have changed hands and almost all available stock is now "well taken care of" and "dollar corn" is said to be not far away. Not a seller of New York State or of Maine corn can be found who is at all eager to let go at prevailing rates, if, indeed, they have any to sell. The festive tomato is being pressed in to fill the void caused by the scarcity of other articles and is again a very interesting factor notwithstanding the probably large output. Lucky it is for the consumer that the old reliable love apple is always with him. Offers of 82½c are looked upon with scorn, and 85@87½c or more is the talking figure. Peas sell well and are hard to find and quotations run from \$1.15 up to \$1.75, as to grade. Fruits are well held and gallon apples are worth \$3.50, although the market is not yet well established. Other goods are reported as extremely scarce and, as

before stated, it is not a question of price. Salmon seems to be in sympathy with the rest of the market and is hard to find in any important quantity.

Butter remains about unchanged either as to price or demand. Creamery specials, 29½c; extras, 29c; firsts, 27½@28½c; Western factory current made firsts, 23@23½c; low grades, 20@21c; process stock is doing well at a range of 23@26c, the latter for special.

Cheese is firm and the market is not overabundantly supplied, especially with top grades. Small sizes sell best and full cream New York is worth 14½c; large, 14@14¼c.

Top grades of eggs are steady at 24@25c for extra Western firsts; 19@22c for seconds. Refrigerator eggs are being freely offered and it is evident that sellers would like to clear off the big holdings by the end of the year. They range from 18@21½c, with perhaps 22c for choice lots.

Trout Famine Feared.

Massachusetts anglers are confronted with a serious situation as a result of the severe winter of 1906-'07 and the recent long continued drouth. Few persons realize how extensive has been the loss of fish life because of the drouth of the last summer, as confirmed by reports from various sections of the State. As a sample a letter received from a Berkshire sportsman graphically describes the situation. He says:

"Having been concerned in regard to the outcome of this dry season, I have made a trip of investigation, and find the greatest number of streams dry in Cheshire, Lanesboro and Richmond. The best brooks are without water; the only ones having any water are the streams running into the Housatonic River, and many of these are dry for miles near their heads. Our city engineers tried to obtain water for test purposes last week, and could find no running water in the four brooks on the Housac Mountain that are intended for an additional water supply for the city of Pittsfield. So, between the severity of last winter and the present dry season, our brooks are as effec-

tually cleaned out of trout as is possible.

Last year the Massachusetts Fish and Game Protective Association furnished clubs and individuals with forty thousand trout for October planting at the nominal price of \$10 a thousand. This year the Association is doing the same work on a larger scale, and is prepared to send out lots from 1,000 upward at the same price as last year, and pay the expense of transportation.

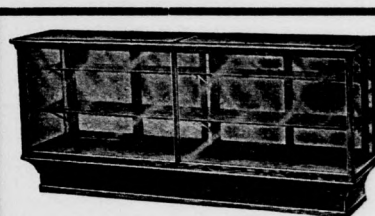
What Papa Said.

Tommy was stubborn, and his teacher was having a hard time explaining a small point in the geography lesson.

"Tommy," teacher began, "you can learn this if you make up your mind. It's not one bit smart to appear dull. I know," she continued coaxingly, "that you are just as bright as any boy in the class. Remember, Tommy, where there's a will there's a way."

"Aw," broke in Tommy, "I know all dat, I do. Me fadder's a lawyer, he is, an' I've heard him say it lots o' times."

SELL Mayer Shoes And Watch Your Business Grow



The Case with a Conscience

although better made than most, and the equal of any, is not the highest priced.

We claim our prices are right. You can easily judge for yourself by comparison.

We are willing to wait for your business until you realize we can do the best by you.

GRAND RAPIDS FIXTURES CO.
So. Ionia and Bartlett Sts. Grand Rapids, Mich.

"WHITE STAR" SHOES FOR MEN

Just the thing for fall and winter.

Lots of service and style. Retail at \$2.50.

Michigan Shoe Company, - Detroit, Mich.

President, Geo. J. Heinzelman Vice-President, Ulysses S. Silbar
Secretary and Treasurer, Frank VanDeven
Grand Rapids Paper Co.
Representatives of Manufacturers and
Wholesale Dealers in
PAPER BAGS, CORDAGE AND WOODEN WARE
20 Pearl St. Grand Rapids, Mich.
AGENTS FOR MUNISING FIBRE PAPERS



No. 812 H. B. Hard Pan

Made with horsehide bel-lows tongue, heavy outside back stay and full length inside horsehide stay. Channel Standard Screw fastened. Also made in Congress. Carried in stock.

Never Cry Over Spilled Milk Catch Another Cow

Like all other business propositions, the shoe business is a matter of dollars and cents in profits. When the complaints get too thick drop the shoe that's making the trouble and try a line of "H. B. HARD PANS" for the trade that you must give extra good values—the boy customers, the workmen and farmers, the class of trade that puts the heaviest strain on any shoe. Orders for delivery right now are receiving prompt attention. Let us put you on our list of strong, money making merchants who are selling the original H. B. Hard Pans.

Herold-Bertsch Shoe Co.

Grand Rapids, Mich.



GOOD TALKING.

Some Necessary Limitations Which Restrain Us.

Written for the Tradesman.

An eminent critic, in comparing Robert Browning with Shakespeare, gave it as his opinion that had the modern poet know how to cut off redundancies; could he have brought himself to omit much that merely obscured his meaning; had he possessed the fine artistic self-restraint of the older writer; had he been content to say just enough and not go on and say too much—then Browning would have been as great as Shakespeare.

Learn what not to say, and when not to talk. The really skillful conversationalist is known as much by his omissions, by what he refrains from uttering, as by anything that issues from his lips in speech.

In the short space of one article it is impossible to give a complete list of conversational Don'ts. Only a few of the most common violations of the laws of good taste can be touched upon. Many others will suggest themselves to the clever reader.

Avoid talking simply as a relief to your own feelings. We all know to our sorrow the person of excitable temperament and voluble tongue, who pins down his unwilling listener to hearing a seemingly endless account of whatever persons, or places, or circumstances are, for the time being, filling the often rather shallow measure of the speaker's mind. If this kind of talker is elated you will be taken to the full heights of his joy; if in grief you will not be let off until you have heard the very depths of his woe. This person always wants to do all the talking. That the things that so greatly concern him may be of no interest to his hearer never seems to occur to him. Talkers of this type often have shrill, high-pitched voices and speak not only too loud but too fast.

Say very little in regard to your physical ailments. Whatever pathological symptoms your body may manifest, don't make conversation about them. Of course reticence should not be carried to the extreme that one try to conceal a serious or mortal illness from one's own family and intimate friends. None of us want those who are nearest to us to suffer without our help and sympathy; but every one with a sense of the fitness of things is often annoyed by the all too common practice of giving detailed descriptions of bad feelings, aches, pains and sicknesses to mere acquaintances and even utter strangers.

The real invalid gets scant sympathy from doing this and is often laughed at behind his back. Certain terse epigrams express the attitude of the popular mind. "The door that creaks on its hinges never wears out." This is unfeeling, even heartless; but such proverbs would never have come into existence had there not been a deal of needless and unseemly complaining. The man who has learned that his toothache and soft corns are of interest only to himself has taken a draught of deep wisdom.

Another outrage against good taste is the habit some have of running on

about the small faults and failings of husband or wife, brothers, sisters, children or business associates. Women are, perhaps, more given to this than men. Especially do some married women never seem to be through telling of the imperfections they have discovered in their "wayward partners." Unfortunately, it is not women alone who are guilty of these conversational breaches of loyalty.

If the airing of small failings deserves reproof, what shall be said in condemnation of the thoughtless tongue that can not maintain silence in regard to the serious vices and defects in character of those who stand in the closest and most sacred relations? Leave the family skeleton in the closet. Do not bring it out and expose it to the curious gaze of the visitors in the parlor.

It is best not only to avoid reference to one's larger griefs, but also to refrain from speaking of all small annoyances, petty disappointments and trifling causes of vexation. Conversation serves a great purpose when it enables us to forget these for a little time. If they must be mentioned at all let it be briefly and in some whimsical or humorous fashion. Since "they all have troubles of their own," it can not benefit nor entertain your friends for you to go on mournfully about the bad weather, the rising cost of living, the inefficiency of clerks, or the carelessness of typewriter girls. If your acquaintances drop their worries and greet you with a smile meet them half way and drop yours.

The person of tact does not introduce topics upon which he alone is well informed. He does not express himself in ways that can not be readily understood, nor otherwise "fire over the heads" of his hearers. The condescending manner of speech, the "talking down" to the mental level of one's associates, is also in bad taste.

The introduction of unusual and high-sounding expressions, the "sin of grandiloquence or tall talking," is condemned as bad form. Some persons adopt an oratorical manner in common conversation. They seem always to be addressing others from some imaginary pulpit or platform. This is never pleasing and often arouses criticism and ridicule.

Make as little use as possible of hackneyed words and phrases. "Proposition" has been sadly overworked. "Up to" has become a weariness to the ear.

Don't be long-winded and tiresome. Don't take a lengthy discourse when "a few neat remarks" are all that is needed.

Avoid repetition. No matter how good a story may be, no one wants to hear it the second time.

Conversation should be kept off from subjects which for personal reasons may be painful to anyone present. Say nothing that will remind a cripple of his lameness or a hunchback of his deformity.

The use of profanity in conversation can not be too strongly condemned.

Vulgarity also deserves severest censure. The person who indulges in coarse witticisms and low, ob-

scene expressions, who is always ready to take a vulgar meaning from some thoughtless remark, when none was intended, such a person is a social nuisance and should be banished like a leper. Men are not the only offenders in this way. Some women of high standing, who would resent any intimation that they are lacking in refinement, are so addicted to telling foul stories that their presence in any gathering of ladies is something to be dreaded.

In the same sentence in which Ecclesiastes the Preacher affirms that there is a time to speak he also declares that there is a time to keep silent. It is impossible to lay down any hard and fast rules as to when speech is out of place; when any attempt at conversation will serve only to annoy and irritate; when the word spoken with the kindest intent will seem intrusive, if not actual sacrilege. The person who really desires never to trespass in this respect will gain an intuition that will serve as the best monitor.

In everyday life it is neither necessary nor desirable that talk be kept up unrelentingly. Of course during a formal call, or at a dinner party, conversation must not be allowed to lag. But suppose a friend is making you a visit of some length. Then let the guest entertain himself a part of the time and not be "talked at" incessantly. One must not expect that those about one in the family or in close business relations will always be sociable and responsive. When the mind is wrestling with some knotty problem the tongue must stop.

The man or the woman who is meeting people constantly in the course of the daily work is often "talked out" when night comes and needs to rest for a time from all conversation. This is not said to justify the bad practice of saving all one's brilliancy for outsiders; it is simply trying to make plain the fact that no one should be expected to talk, or to listen, when too weary to do so.

The husband should not be glum and silent all the time he spends in his own home. Certainly not. But still the tactful wife will try to arrange things so that her good man, when his daily toil is over, may have his quiet hour with his paper, free as possible from all annoying interruptions. Quillo.

The Suspicious Fate.

"To be unfair, to be prejudiced, to be suspicious, is always to judge wrongly," said Gov. Sheldon of Nebraska. "The suspicious man falls into error and makes a fool of himself."

"There was a very suspicious countryman who went to New York to see the sights. Coming to the Metropolitan Museum he was amazed to find that the admission to this splendid building cost nothing. He mounted the steps and entered.

"Your umbrella, sir," said a uniformed official, extending his hand.

"The countryman jerked back his umbrella, laughed scornfully, and turned on his heel.

"I knowed there was some cheat about it when ye got in free," he said."

Anecdotes of Richard Mansfield.

Perhaps the many bright things attributed to Mr. Mansfield's wit are rightly credited, perhaps not. They keep in circulation, nevertheless. There is, for instance, his reply to the promoters who came to him for capital to float "the greatest scheme since Colonel Seller's time." They painted their prospects in more colors than the rainbow, and their optimistic verbiage was more brilliant than an autumn sunset.

Mr. Mansfield listened, then asked, with delicious sang froid: "Do you know why the Lord said to Ananias, 'Stand forth?'" Upon receiving a negative reply, he said: "Well, I don't either, unless it was that you three could stand first, second and third."

On another occasion he was drilling a super to rush on and cry, "The enemy are upon us!" The poor dillard tried it again and again, but could not approach even remotely to the ideal of the actor. Finally Mansfield rushed on and gave the line in his own best style. "There," said he, "like that."

"Why, sir," said the timid "supe," "if I could do it like that I would not be getting only \$3 a week."

"What!" replied Mansfield, "do you get only \$3 a week? At that price, my boy, say it any d—d way you choose."

Mansfield hired a private secretary a few years ago, but was compelled to discharge him because he could not spell and was otherwise rather lame in the matter of education. When the young man had received the notice of his dismissal he went to the actor and asked for an explanation.

"The fact is," he was told, "your education is too meagre for the requirements of the position."

Greatly offended, the ex-secretary exclaimed: "Why, sir, my parents spent \$5,000 on my education."

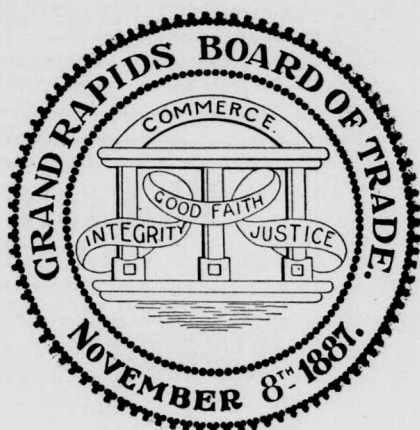
"Then, my dear boy," said the actor, "I would advise them to institute proceedings for the recovery of the money. They were swindled."

Lived Thirteen Years In a Bath.

Frederick Schlimme, a stonemason, died recently in the public hospital at Brunswick, Germany, having lived for nearly thirteen years in water.

In November, 1894, Schlimme, who was then twenty years old, fell from a tree, injuring his spine seriously—practically his backbone was broken and his spinal cord crushed. In consequence of these injuries the lower portion of his body was paralyzed and certain internal organs were prevented from performing their usual functions.

In order to save his life the physicians ordered him a permanent bath, in which he has since reclined, his body supported on cleverly contrived rests. The water was kept at a temperature of 94 degrees Fahrenheit, and immersed in the water Schlimme felt little or no pain. In a short time he was able to do basket and wire work, making cages, etc. He also bred canaries in large numbers, and displayed such ingenuity that articles he made were eagerly sought after and fetched high prices.



Perpetual

Half Fare

Trade Excursions

To Grand Rapids, Mich.

Good Every Day in the Week

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

will pay back in cash to such person one-half actual railroad fare.

Amount of Purchases Required

If living within 50 miles purchases made from any member of the following firms aggregate at least.....	\$100 00
If living within 75 miles and over 50, purchases made from any of the following firms aggregate	150 00
If living within 100 miles and over 75, purchases made from any of the following firms aggregate	200 00
If living within 125 miles and over 100, purchases made from any of the following firms aggregate	250 00
If living within 150 miles and over 125, purchases made from any of the following firms aggregate	300 00
If living within 175 miles and over 150, purchases made from any of the following firms aggregate	350 00
If living within 200 miles and over 175, purchases made from any of the following firms aggregate	400 00
If living within 225 miles and over 200, purchases made from any of the following firms aggregate	450 00
If living within 250 miles and over 225, purchases made from any of the following firms aggregate	500 00

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

ART GLASS

Doring Art Glass Studio.

AUTOMOBILES

Adams & Hart
Richmond, Jarvis Co.

BAKERS

Hill Bakery
National Biscuit Co.
A. M. Scott Bakery

BELTING AND MILL SUPPLIES

F. Raniville
Studley & Barclay

BICYCLES AND SPORTING GOODS

W. B. Jarvis Co., Ltd.

BOOKS, STATIONERY AND PAPER

Edwards-Hine Co.
Grand Rapids Stationery Co.
Mills Paper Co.
M. B. & W. Paper Co.

BREWERS

Grand Rapids Brewing Co.

CARPET SWEEPERS

Bissell Carpet Sweeper Co.

CEMENT, LIME AND COAL

S. P. Bennett Fuel & Ice Co.
A. B. Knowlson
S. A. Morman & Co.

CIGARS AND TOBACCO

Woodhouse Co.

CIGAR MANUFACTURERS

G. J. Johnson Cigar Co.
Geo. H. Seymour & Co.

CLOTHING AND KNIT GOODS

Clapp Clothing Co.
Ideal Clothing Co.

COMMISSION—FRUITS, BUTTER, EGGS, ETC.

Bradford & Co.
C. D. Crittenden
J. G. Doan
E. E. Hewitt
Yuille-Zemurray Co.

CONFECTIONERS

A. E. Brooks & Co.
Putnam Factory Nat'l Candy Co.

CROCKERY, HOUSE FURNISHINGS

Leonard Crockery Co.
G. R. Notion & Crockery Co.

DRUGS AND DRUG SUPPLIES

Hazeltine & Perkins Drug Co.

DRY GOODS

Grand Rapids Dry Goods Co.
P. Steketee & Sons

ELECTRIC SUPPLIES

Lewis Electric Co.
Lynch & Ball Co.
M. B. Wheeler Co.

FLAVORING EXTRACTS AND PERFUMES

Jennings Manufacturing Co.

GAS ENGINES

Lynch & Ball Co.

GRAIN, FLOUR AND FEED

G. R. Grain & Milling Co.
Valley City Milling Co.
Voigt Milling Co.
Wykes & Co.

GROCERS

Judson Grocer Co.
Lemon & Wheeler Co.
Musselman Grocer Co.
Worden Grocer Co.

HARDWARE

Clark-Rutka-Weaver Co.
Foster, Stevens & Co.

HEARSES AND AMBULANCE

Michigan Hearse & Carriage Co.

HOT WATER—STEAM AND BATH HEATERS

Rapid Heater Co.

ICE CREAM

Kelley Ice Cream Co.

LOOSE LEAF GOODS AND MANUFACTURING STATIONERS

Edwards-Hine Co.

MEATS, FISH, OYSTERS & FANCY GROCERIES.

Detenthaler Market

MEN'S FURNISHINGS.

Otto Weber Co.

MILLINERY

Corl, Knott & Co.

MUSIC AND MUSICAL INSTRUMENTS

Julius A. J. Friedrich

OILS

Standard Oil Co.

PAINTS, OILS AND GLASS

V. C. Glass & Paint Co.

Harvey & Seymour Co.

Heystek & Canfield Co.

Pittsburg Plate Glass Co.

PIPE, PUMPS, HEATING AND MILL SUPPLIES

Grand Rapids Supply Co.

SHOES, RUBBERS AND FINDINGS

Herold-Bertsch Shoe Co.

Hirth-Krause Co.

Geo. H. Reeder & Co.

Rindge, Kalmbach, Logie & Co. Ltd.

PLUMBING AND HEATING SUPPLIES

Ferguson Supply Co. Ltd.

The Federal Co.

Wolverine Brass Co.

POST CARDS AND NOVELTIES

W. P. Canaan

READY ROOFING AND ROOFING MATERIAL

H. M. Reynolds Roofing Co.

SADDLERY HARDWARE

Brown & Sehler Co.

Sherwood Hall Co., Ltd.

SAFES

Grand Rapids Safe Co.

SAUSAGE MANUFACTURER

Bradford & Co.

SEEDS AND POULTRY SUPPLIES

A. J. Brown Seed Co.

SHOW CASES AND STORE FIXTURES

Grand Rapids Fixtures Co.

STOVES AND RANGES

Wormnest Stove & Range Co.

TELEPHONE COMPANIES

Citizens Telephone Co.

Mich. State Telephone Co.

TINNERS' AND ROOFERS' SUPPLIES

Wm. Brummeler & Sons

W. C. Hopson & Co.

UNDERTAKERS' SUPPLIES

Durfee Embalming Fluid Co.

Powers & Walker Casket Co.

UPHOLSTERING SUPPLIES

A. F. Burch Co.

WALL FINISH

Alabastine Co.

Anti-Kalsomine Co.

WALL PAPER

Harvey & Seymour Co.

Heystek & Canfield Co.

WHOLESALE FRUITS

Vinkemulder & Company

WINES AND LIQUORS

Detenthaler Market

If you leave the city without having secured the rebate on your ticket, mail your certificates to the Grand Rapids Board of Trade and the Secretary will remit the amount if sent to him within ten days from date of certificates.



Novelty in the Style Features of Overcoats.

If men will follow the dictates of their better taste and act upon the suggestions of the live, up-to-date clothier, they will be more becomingly dressed this fall and winter than they ever have been before.

In overcoatings as in suitings there is a greater variety of colorings and rich blendings, with brown and tannish colors well to the front.

There are many new overcoat fabrics and a host of weave variations, but perhaps most popular will be the new series of cheviots of foreign and domestic weave, the former in striking plaidings and multi-color blendings on the order of Harris tweeds. The Scotch tweeds are showy and enlivening and will in particular interest well dressed men.

Overcoat cloths, even for winter wear, will not be so heavy this year as before. The heavyweight cheviots lack the heft of the old-time cloths, and because of the growing tendency towards lighter over-garments there may not be much call, from fashionable men, for kerseys and meltons and other hard-twisted fabrics. Coats cut from these cloths will doubtless be confined more to dress wear after candle light and on Sunday. The season at hand is noticeably a fancy one in overcoats as well as in suits. Because of this we have selected for accurate description the very newest types which correctly express the fashion.

In the first of these models we have a fancy knock-about overcoat that embraces considerable style and novelty, in both cut and material, and represents a style of garment quite original. It is forty-five inches long and a full, loose garment covering the knees about five inches and measuring between eighty and ninety inches around the bottom. The features are patch pockets with welt, opening on the bias, turned-up cuffs, full heavy half-peaked lapel, broad straps down the back, narrow shoulders, weather tab on collar, full-headed sleeves, all imparting a smart but rakish appearance to the garment. It is a model that will look equally well at the races, going to business, general wear, with the exception of evening affairs. The material is heavy Scotch homespun cheviot with large over-plaiding divided into about two-inch squares of drab and pale blue half-inch stripes on a natural gray ground.

Then there is another style of coat that can be used for many purposes. It is shapely, close-fitting from the waist up, and with an abundance of drapery below, which gives the wearer all the comfort needed in walking and sitting that the full-draped coat does. Yet in looking at the coat coming toward you it appears a straight-hanging Chesterfield. The features are heavy-peaked lapel, buttoning-through front, patch pockets with curved opening and curved in-

and-out flap, turned-up cuffs, collar of same goods with weather tab.

Another style in Scotch homespun of the button-through front has a rolling collar, more moderate lapel, which can be worn buttoned up to the neck or rolled down to the second button. The pockets are regular, the back full with broad straps and very deep vent, which allows extra stride room in getting in and around the automobile or other vehicle, as the garment is designed for a station coat.

Another model, quite similar but toned down some in the designing and construction for the purpose of appealing to the man who wants something to fit more modestly, is a medium length coat with about the same drapery as the regular model of the season. It buttons through, has weather tab on collar and sleeves, patch pockets and cloth collar of same goods.

The automobile overcoat, while designed strictly for auto-car use, is practical as a driving ulster. It has regular patch pockets, breast and lower, buttons through with six large bone buttons, and has collar similar to the regular turn-down linen collar with a tab that brings the collar turned up or down close up against the neck.

Some of these models are skeletonized with silk through shoulders and sleeves, others with silk through the same and worsted lining for the skirt of the garment.

While there is apparently a riot of colors in these fancy Scotch materials yet the colors are toned down and blended down so nicely that the goods with all their colorings will doubtless be especially desirable to the man who has tired of the somber black and plain grays.

The regulation Chesterfield style of overcoat is about 43-4 inches in length with less shaping than last year; in fact, is almost a straight-hanging coat. A shaped coat, however, is permissible.

Some double-breasted overcoats will be brought out, but like the double-breasted sacks they do not appear to have much share in the popular call. There being nothing especially new about the garment, it is not likely to appeal to many, as few can wear it becomingly. The double row of buttons on an overcoat seems to rob it of dressy appearance. When a man is buying an overcoat and sees he is to be stripped of the dressy effect, he is apt to want his overcoat of some other material, built upon such lines as will enable him to use it for more than one purpose.

Raincoats take much of the variety of the fancy overcoat features, and they are thus made to look attractive, and to appear like a coat that a man would buy for general wear, and in the new cheviot cloths the raincoat so-called is but a semi-storm coat.

Outside of New York the covert coat seems to be getting some of its former popularity, but in the Metropolis it has had little call. Here the coat seems to have restricted use since the number and variety of overcoats has increased. A man can wear his covert to his office, but if he



The "Ideal" Girl in Uniform Overalls

All the Improvements
Write for Samples

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

NOTIONS

Buy your "NOTIONS" from us and be assured of good goods at reasonable prices. We sell Decorated LAMPS, Crockery and Glassware direct from the factory. Write us.

Grand Rapids Notions & Crockery Co.
1-3 So. Ionia St. Grand Rapids, Mich.

"Fun for all—All the Year."

Wabash Wagons and Handcars

The Wabash Coaster Wagon—A strong, sensible little wagon for children; combining fun with usefulness, it is adapted for general use as well as coasting.

Large, roomy, removable box, hard wood gear and steel wheels (Wabash patent). Spokes are drawn tight so there is no bumping or pounding. Front wheels turn to the center, so wagon can turn completely on a narrow walk.

Wabash Farm Wagon—a real farm wagon on a small scale, with end boards, reach and fifth wheel and necessary braces—strongly built, oak gear. Wabash wheels; front, 11 in. in diameter—back wheels 15 inches. Box 34x16x5 1/4 inches.

The Wabash Limited—A safe, speedy, geared car—a regular flyer. Built low down and well balanced so there is no danger of upsetting. 36 inch frame, with Wabash 11 inch steel wheels. Handsomely painted in red and green. Affords sport and exercise combined. Recommended by physicians.

Manufactured by
Wabash Manufacturing Company
Wabash, Indiana

Geo. C. Wetherbee & Company, Detroit, and Morley Brothers, Saginaw, Michigan, Selling Agents.

Coupon Books

are used to place your business on a cash basis and do away with the details of bookkeeping. We can refer you to thousands of merchants who use coupon books and would never do business without them again.

We manufacture four kinds of coupon books, selling them all at the same price. We will cheerfully send you samples and full information.



Tradesman Company

Grand Rapids, Mich.

wants to make a call he can not use it, according to the propriety of dress ethics. The variety of overcoats that can be used for so many different purposes has therefore crowded out the covert from the general uses to which it was formerly put, and here it seems now to have been placed where it properly belongs, among the stable coats, for of late seasons rarely has it been seen worn by a New York man out of the saddle.—Apparel Gazette.

Take Your Customer Into Partnership With You.

Of late years there has been much complaint from retail merchants in the country towns that those people who should be their best customers, and by rights should do their trading at home, go to the larger cities for their principal purchases or buy them from the mail order houses.

It never will be possible to change the first custom. As well try to change human nature, which is responsible for it. The well to do man or woman of the small village will continue to go to the larger country town when he or she has to buy a wedding outfit or wants to furnish a house, just as the woman of the large country town in turn will go to Milwaukee, St. Paul or St. Louis for these important purchases. And, again, the rich women of these cities go to Chicago or New York, whose millionaires are not satisfied unless they get their goods from London or Paris.

This is human nature. Even if they can buy goods just as good and just as cheap—sometimes even cheaper—at home, they want the latest styles or the name of having their belongings come from the large cities. The only possible way by which the merchant at home can keep some of this trade is to make a specialty of keeping his stock supplied with as fine a line of up to date goods as the business of the town warrants.

With regard to the mail order houses it can not be denied that they also cut deeply into the trade of the country merchant. But how can this condition of affairs be changed? Many schemes have been tried in the warfare which retail merchants are waging against the mail order houses, but up to the present I have not seen one that could be called successful. One plan has come under my observation, however, which promises, if well worked out, to be effective in keeping the trade of farmers at home to a great extent.

This plan is to organize the business under a farmers' mercantile company, or a farmers' co-operative association, the same thing under different names. Of course this can not be done with every store in the town, but some that I know have made a big success of it. The merchant who wants to interest the farmers in his business and make it to their personal financial interest to build up his trade offers them shares in the company at \$100 or \$200 each. No one can buy more than one share, and these shares draw 5 or 6 per cent. interest a year, which, in turn, is made up by discounting bills. At the end of the year the shareholder gets a dividend based upon the prof-

its or a corresponding discount on his total purchases in the store for the year.

It can easily be seen that with such an organization it is to the farmer's interest to buy his goods at home from the firm in which he is one of the partners. The success of such a concern, however, depends altogether upon the right management. Where this is lacking, failure is certain.

In his efforts to hold his home trade the merchant should have the hearty co-operation of the wholesalers with whom he deals. This is a policy which will bring mutual benefit, for it always is in the interest of a wholesale house, when it has but one customer in a town where there are one or two other merchants in the same line, to sell to this customer only the latest and best goods. In a small town that firm will get the run on a certain line of wearing apparel, whether it be clothing, hats or caps, which has the newest and best styles at the beginning of the season. If A shows the best and most attractive styles, then everybody in the town wants A's goods; but if B has them, B gets the business.

By this it can be seen that the salesman who does not try to sell to his customer the best and most salable goods hurts his own business as well as that of his customer and of his firm. C. T. Wettstein.

Two Kinds of Man.

The man who has no enemies is the man who is no good to himself or his country. He agrees with everybody and everything. If you ask his opinion on a subject, he first finds out your view of it and then agrees with you. He never does anything, so it is impossible to find fault with his actions. He never says anything, consequently none has a chance to take exception to what he says. He is a do-nothing and a say-nothing. His idea of life is just to simply breathe, eat and sleep, until his anatomical machinery wears out—and then die.

The man who has enemies is the man who does things—who makes things happen; who brings things to pass; a big cog in the wheel of progress. He has plans and strives to put them in execution. If he meets opposition and obstacles, so much the better—the greater the obstacle, the greater become his efforts and determination to succeed. He thinks things and has the nerve and manhood to express his thoughts, not stopping to inquire whom it does or does not suit.

Speed.

An Englishman, an Irishman and a Scotchman were one day arguing as to which of the three countries possessed the fastest trains.

"Well," said the Englishman, "I've been in one of our trains, and the telegraph poles have been like a hedge." "I've seen the milestones appear like tombstones," said the Scot.

"Be jabbers!" said Pat, "I was one day in a train in my country and we passed a field of turnips and a field of carrots, also a field of cabbage and parsley, then a pond of water, and we were going that quick I thought it was broth!"

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.

A HOME INVESTMENT

Where you know all about the business, the management, the officers

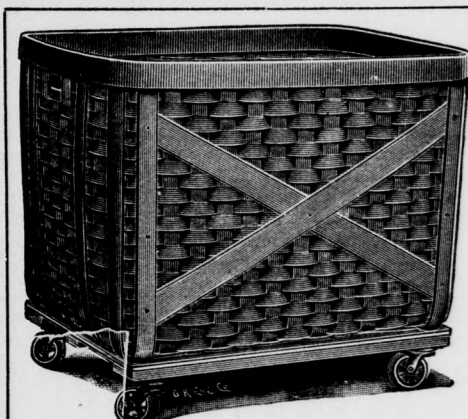
HAS REAL ADVANTAGES

For this reason, among others, the stock of

THE CITIZENS TELEPHONE CO.

has proved popular. Its quarterly cash dividends of two per cent. have been paid for about ten years. Investigate the proposition.

BALLOU BASKETS ARE BEST



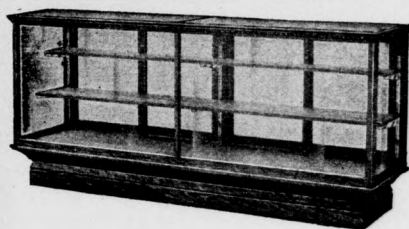
X-strapped Truck Basket

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.



No. 600
Display Case

Wolverine Show Case & Fixture Co.

47 First Ave.

Grand Rapids, Mich.

Get in your orders now. Write for catalogue. We are prepared to make prompt shipment on any goods in our line.

We Can Give You Prompt Shipments

We carry at all times 1,000 cases in stock, all styles, all sizes. Our fixtures excel in style, construction and finish. No other factory sells as many or can quote you as low prices, quality considered.

Send for our catalog G.

GRAND RAPIDS SHOW CASE CO.
GRAND RAPIDS, MICH.

The Largest Show Case Plant in the World

BIG CATCHES.

The Great Lakes Yield 75,000 Tons a Year.

The great lakes fisherman is having the time of his life this year. Fish are plenty, and the catches and wages bigger than ever before.

No one can explain why there are more blue pike in Lake Erie and more whitefish in Lake Michigan than have been known since commercial fishing has been done with steam tugs instead of picturesque sailboats. As to the big catches, the changes of methods in part explain them. And the strength of the fishermen's union—the I. L. M. and T. A.—explains the highest wages ever paid on the great lakes.

The great lakes fisherman—there are thousands of him—is not the patient disciple of Izaak Walton one sees on the Chicago breakwater or pier with his legs twined around a post and a pipe in his mouth. He does not use a hook and line, nor a seine; he knows nothing, professionally, about a spoon hook or fly; he does not fish either with minnows or grasshoppers, nor with any of the nimrod's paraphernalia. Yet he will put out of the great lakes waters in the United States and Canada this year 150,000,000 pounds of fish—75,000 tons of fish.

It is considered a safe estimate to say this means more than 75,000,000 fishes. But stated commercially it means 1,000,000 boxes of fish, and that number of boxes end to end would make a "straight and narrow" if somewhat scaly patch from Chicago to Omaha, or more than half way from Chicago to New York. If piled one on top of another—and if the wind didn't blow them down—they would make a shaft of fish boxes 250 miles high, fifty times as high as the highest peak of the Andes or Alps. These boxes would load 5,000 box-cars to the limit; these cars would make a train over twenty-five miles in length.

This quantity of fish from the great lakes makes one wonder where and how it is consumed, but the total catch of fish in the United States and in Canada is over 2,000,000,000 pounds, a total so enormous that one comes to feel there is no use wondering at the big figures. Commercial fishing abounds in astonishing figures. The waters are open to every man who will obey the law, and, therefore, the sources of supply are almost limitless, with 300,000 retail dealers in the United States to demand a constantly fresh stock.

Altogether over 280,000 men spend their lives a-fishing or doing the work that is necessary to the catching of fish. That means that at least a million people—an eightieth of our population—are supported by the fishing industry. Like farming, fishing is so open to all men that no "monopoly" can exploit the industry, and never have concerns grown big enough to handle 5 per cent. of the total catch, but the other 95 per cent.—so courts have held—insure the world against the possibility of a "trust" in fish.

The great lakes fisherman is a composite being, for there are the

net stringers and fish cleaners ashore and the fishermen, pilot, engineer, and fireman on each fishing tug. Usually the captain is the owner and pilot. That means an investment of \$5,000 to \$6,000 in the tugboat and \$2,500 to \$3,000 more in nets.

The captain has much at stake when he chooses his fishing ground, when he studies the weather, the moon, and the whims of the fish in deciding how deep to set his nets, how long to let them stay down.

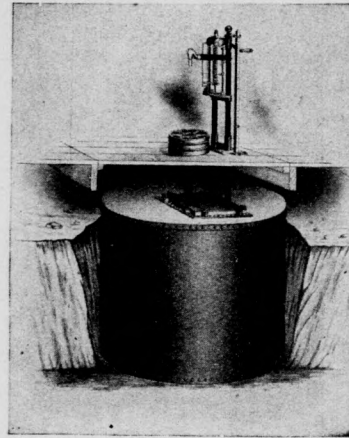
To understand the captain of a fish tug—the master fisherman of the lakes—one must know what he fishes with, how he fishes, and where, and when. His snare is the great gill net, and set far below the surface, zig-zag, with each zig and zag half a mile long. At either end are buoys, with numbered pennants. The net is 3 feet wide and made of stout linen thread, woven in a mesh from $3\frac{1}{2}$ to 5 inches lengthwise, and half as wide. At each edge of this mesh a strong twine is "strung" in; this is the work of the "net stringers," who often are women. On one edge, every 9 feet, lead sinkers as big as a wienerwurst sausage are fastened to the twine, and at the same intervals on the other edge are cedar "corks," well tarred, and the size of bologna links. Naturally when the net is paid out from the stern of a moving boat it sinks below the surface in a vertical position, the mesh standing upright like a rail fence.

That is just what the net is, a fence into which the fish dash—sometimes. Their pulsating gills get caught on the mesh, and the more they fight to get away the more they get entangled, like a fly in a spider's web. When the nets are "lifted," that is pulled aboard again, two or three days later, one edge is folded over the other, making a sack from the water up to the gunwale and doubly securing the fish.

It is little short of a miracle to a landsman to see the captain go almost straight to his net buoys, although they may have been set in a fog, or a storm, or at night and in the open water of the big lake. With his glass the captain "picks up" his bearings, and finally discovers the buoy of the number he wants, bobbing away frantically on the waves. All the crew is forward but the engineer, all anxious to "get hold," and begin the lift. If the day is rough the deck continually is awash, the tug rolling and diving desperately, all hands in yellow sou'westers. If it is fair there is the flash of sunshine from dancing water to add inspiration to the thrill which never fails—the thrill of discovering hidden good or bad fortune.

No gambler feels more excitement in the turn of his cards, no miner is more wrought up over the treasures in his "drill core" than the great lakes fisherman feels when at last the nets are ready to be lifted. The net is lifted by a revolving drum, driven by steam pressure, not rolled around it, but drawn in by the clutch of the brass teeth of the drum upon the swimming twine. As it grows taut and comes dripping out of the water, all eyes are drawn to watch

Bowser's Bring Business



Cut 6
UNDER THE FLOOR TANK
Perfectly Simple—Simply Perfect

People buy goods where the service pleases them most. If a woman buys oil in your store and the can gets her hands and dress dirty, or if the gallon is short measure, or the oil dirty, or you keep her waiting too long, she is very apt to buy somewhere else next time. If she buys her oil across the street from you because they have a Bowser she also buys her other supplies there and your tin oil tank has lost a good customer.

Put in a Bowser Self-Measuring Oil Tank and your customers will be pleased with the service. So will you. It will add to your trade by adding satisfied customers.

Then, consider the saving in oil, time and labor, the neatness and the convenience. The Bowser is the best investment a grocer can make. It pays the biggest interest.

Send for Catalog M.

S. F. BOWSER & CO., Inc.

FORT WAYNE, INDIANA

"If you have an old Bowser and want a new one, write us for our liberal exchange offer."

"QUAKER"

BRAND

COFFEES

AND

SPICES

are "quality" goods—put up to give the people the squarest kind of a deal—fullest values—the perfection of purity—the all-'round comfort of being certain that their modest cost has been wise expenditure. That sort ought to suit *your* trade, eh?

WORDEN GROCER COMPANY

Grand Rapids

it and there is a shout from the most seasoned crew when there is a gleam below the surface and then a flopping whitefish or trout comes over-side, to be released from the net and thrown into a box in the bow.

From that moment the monotonous rattle of the sinkers and corks upon the revolving drum continues unceasingly, except for occasional trouble, until the six miles of net in the full "gang" is lifted and stowed in boxes at the stern, ready to be set again. One man pulls the net off the drum and stows it in a box; from one man to seven—according to the amount of the catch—"clear" the net of the fish that come whirling in as though pumped from the lake. Another man astride the gunwale, with gaff in hand—a modern Neptune with a modern trident—intently looks far down for the first glimpse of a snared fish, and skillfully gaffs it, to prevent possible escape by the breaking of the meshes.

The captain darts from the wheel to the boat's side to maneuver the slowly moving craft, and a shrill whistle voices his incessant commands to the engine room. All work in silence. The swash of the waves against the bow, the monotone of the lifting drum, the frequent "ke-slop" of the fish on the work table, with the shrill of the imperative whistle—"Toot!" stop; "Toot, toot!" back; "Toot!" ahead again—these are the accompaniments to the lake fisherman's labor. All about the wheeling gulls are crying and diving for the small fish thrown back. Occasionally there is the shout of "Jumbo-o-o!" when a monster trout or whitefish comes aboard and turns its somersault into the resounding drum.

All the time the net is bringing in the fish, box after boxful, sometimes so fast half a dozen men can not keep the net clear of them. This year one Lake Michigan tug brought in from a two days' trip seven tons of beautiful whitefish. One week the record at Charlevoix, the great whitefish port of the world, was seventy-eight tons of fish.

The first net "lifted," after three hours or more of work, the fish are cleaned while the wet nets are paid out as the boat moves slowly on its zigzag course. Then the fish are moved astern and buried with ice and covered, and the crew disappears down the narrow hatchway to the forecabin for hot coffee and a meal from their capacious baskets.

Many lake fishermen have followed the vocation a lifetime, and the years have produced a lot of veteran fishermen-pilot-captains who know the character and contour of the lake bottom for many miles about their haunts as you and I know the ups and downs of the countryside. To them the unseen depths of the lakes are no mystery; by them the catch of any net can be foretold closely, barring the strange whims which seize the fish at times, making all probabilities improbable, making the experience of a lifetime worthless to explain their freakish disappearing and reappearing.

Lake Erie this year will produce close to 75,000,000 pounds of fish. In

spite of the cities which dot its shores and in spite of the immensity of the shipping that befouls the waters, and in spite of the fishing done in previous years, the catch will exceed all previous years, particularly of blue pike. Nets practically encircle the shores of Lake Erie, and gill nets and pound nets are set nearly everywhere in it.

But the whitefish and lake trout are caught in greatest quantities in Lake Michigan, from Manitou Island, off Grand Traverse Bay on the Michigan side, up to the Straits of Mackinac. The favorite fishing grounds are at the Straits, in sight of the great "log rollway" down which millions of pines have been ignominiously tumbled, until the ground has been bared of brush or grass and is a great scar of yellow sand—a landmark seen for many leagues on this great workroom of the "whitefish fleet."

The shoal waters about the islands are filled with pound nets with the lead set in ten feet of water and the stakes which hold the "pit" driven sometimes one hundred feet down to the bottom. Pound fishing is the work of the smaller fisherman—the man who has a gasoline fish boat and keeps closer to shore.

This year there are more gasoline boats on the lakes than ever before, both in the pound fishing and gill net fishing. Their catches never are so enormous, but the fishermen are prospering this year and they add a great aggregate catch from thousands of new sources.

It is the owner of the steam tug who must catch fish, for the fishermen's union has this year raised the wage schedules fully 20 per cent. on Lake Michigan. The salaried captain is paid \$100 a month, the engineer the same, the fishermen \$65 a month. On other lakes the fishermen are paid on a per pound basis, except net stringers ashore, and the fishermen's union has been able by its strength practically to fix daily the price at which the dealers, big and small, can buy their stocks of fish and at which the consumers may get it.

The explanations attempted for the big catches of this year vary from crediting the stormy weather, which always drives fish down where the nets are set, to attributing it to the fact that the moon has been darkened by clouds more than usual, and the lake fisherman always will tell you gill net fishing is best in the dark of the moon—when the meshes can not be seen. Clyde A. Mann.

Her Idea of Remembrance.

A Southern man tells of a conversation he overheard between his cook and a maid, both negroes, with reference to a recent funeral of a member of their race, at which funeral there had been a profusion of floral tributes. Said the cook:

"Dat's all very well, Mandy; but when I dies I don't want no flowers on my grave. Jes' plant a good old watermelon vine; an' when she gits ripe you come dar, an' don't you eat it, but jes' bus' it on de grave an' let de good old juice dribble down thro' de ground!"

Mr. Grocer—

Do you remember the number of brands of coffee that seemed popular a few years ago?

Can you recall the number of brands that are seeking the public's favor to-day?

Then Think of Bour's "Quality" Coffees

which have been the
Standard for Over Twenty Years

Don't experiment
Sell the Coffees of Proven Qualities

Sold by
Twelve thousand satisfied grocers

The J. M. Bour Co., Toledo, Ohio

Detroit Branch
127 Jefferson Avenue

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

IS NOT A CANDIDATE.

Clothier Expresses An Opinion Concerning City Politics.

Written for the Tradesman.

"We've got the ropes laid for you next spring."

It was the ward politician, talking to the clothier.

"Oh, you have!"

"You bet we have!"

"And what do I do with these ropes when it comes spring?"

"You pull 'em, and they land you in the common council."

"I see."

"And when you get there, old man, we want a lot of improvements in our ward. We've been waiting a long time to find a man who can do things."

"Just so!"

"There are the walks on South street. They haven't been repaired since the flood. The people up there kick on paying out a cent. We'll show 'em new walks when you get into the council."

The clothier grunted and lighted a cigar.

"And there is the bridge across Taylor creek. It is a wonder it doesn't drop into the drink. The city will have a big damage bill there some day."

"Just so!"

"And there is Mart Howell. He's got a family to support, and has been out of work about half the time for a year. I've been trying to get him a job on the bridge gang, but it is no go. Wait until you get into the council, and then we'll show 'em."

"I see."

"And there's the emergency hospital. Mighty strange that the city can't get enough money in there to make it a decent place. We've sent up petitions galore, but it does no good. When we get you in the council it will be different."

The clothier puffed steadily at his cigar and said not a word.

"And look at the highway fund in our ward. Everything that can possibly be charged to it is charged, with the result that we never have enough left for street-cleaning purposes. It's rotten, and will remain so until we get a man in the council from our ward who has influence enough to get what we want. You won't have any trouble in getting elected."

The clothier left his seat at the desk long enough to sell a collar and returned to get the rest of the talk.

"I've been telling the boys up in our ward," continued the politician, "that they ought to have a perfect right to bathe in the river up above the dam. Now the police pinch 'em. When you get into the council we shall want that fixed."

"Anything else?"

The politician never tumbled to the sarcasm in the voice and manner of the quiet old merchant.

"Oh, there are lots of things to consider," continued the politician, "but we can take them up at the proper time. There's Mike Sanders, for instance. He's a good boy, the only support of an aged mother, and

we think he ought to have a place on the police force. He's not exactly well, and that is an easy job. I presume you can do it when you get into the council?"

The clothier said not a word.

"And there's another thing," said the politician, "we want an addition built to our school house up on Cable street. The rooms are too crowded, and we want the eighth grade taught there. Our children have too far to go now after they get through the sixth grade. I reckon an alderman would have little trouble in fixing that?"

"Perhaps not."

"Oh, yes, we want High street graded and paved."

"Are the property owners willing?"

"Of course not. They never are. They want to walk and ride on nicely paved streets, but they don't want to help pay the bills. You can get the thing through the council by a two-thirds or a three-fourths majority. That street is a disgrace to the ward."

The clothier grunted.

"And when the right time comes we want this idea of using the school houses for polling places stopped. There's Smith & Street. They made a sacrifice last year to let the election inspectors into their buildings, and now they get the dirty end of the stick. I guess property owners have some rights. They ask only 25 each for the places, and that is cheap enough. Give tax-payers a chance, I say. You'll be sure to attend to that when we get you into the council?"

"Look here," said the clothier, "who would be alderman if I should accept?"

"Why, you, of course."

"But it seems I would go there merely to represent you."

"Not at all."

"In the meantime, what is to become of my business?"

"Oh, that will take care of itself."

"It would have to, I take it, if I went into the council and did all that you have suggested."

"Why, it would help your trade. Advertise your goods."

"Oh, yes, it would help my trade to make those poor people on South street lay expensive walks, when there is no necessity for them. It would sell goods for me to make a kick on Taylor street bridge just because you want the contract for a new one. It would boom my trade to get drunken Mart Howell on the city gang, and to put hobo Mike Sanders on the police force. Yes, indeed!"

"They are all right."

"And it would be a fine thing for me to butt into the board of education about the Cable street school building, and jump on the board of health about the emergency hospital. Say you have some queer notions about the powers and duties of an alderman."

"What is the use of having aldermen from our ward if they can't do things?"

"And you want me to tackle the police commission and defend inde-

cent exposure by school boys. And you want to have me hold up the city for \$25 for polling places when the municipality has places of its own which are both convenient and suitable. Sure! I would have a fine business if I went about making the owners of modest little homes mortgage their property to pay for street improvements which are not needed and will not be needed for years to come."

"That is the way with you merchants. You won't take office for fear you will lose a dollar in trade."

"A retail business man has no right to mix with the affairs of others," said the clothier. "He should never step on the toes of his customers."

"You are all selfish."

"That is not the point. The idea is that whatever I did in the council I should make enemies. This business of mine is a cold-blooded proposition. I have got to run it with all skill and tact or I shall lost out. Getting into the council is like interfering in a family row. You get the worst of it, whichever side wins. Business men are willing to pay their share of the burden of government, but they fight shy of getting into the mix-up. It is too great a sacrifice, and, no matter how unselfish the man may be, he is always accused of being crooked and of working for his own advancement. You couldn't give me an office on a gold plate, if the plate went with the job."

"I am disappointed."

"I was elected to the council in an eastern city, years ago, and I got my fill of it. There was a street which needed paving, and I set out to get the job done. One day I met one of the leading property owners of the ward. 'See here,' he said to me. 'You want to drop that fool street improvement racket. You know what we did to Marble? He tried to get that street improved and we defeated him. You take care or you will go the same way.'

"The next day I met Dayton, who had no property on that street, and who had been fighting for improvement. He said to me: 'You keep right on fighting until you get that improvement in. You know what we did to Dingley? He refused to help us get the street graded and we knocked him out. That is what we'll do to you if you don't make good in the matter.'

"Now, I didn't care a continental whether I went back to the council or not, but this talk made me angry. I went on and got that street improved and refused to stand for a second term. Had I been a politician, I should have been standing on my head half the time. I'll tell you right now, my friend, that a business man has enough to do to take care of his own affairs without mixing in politics. It is a dirty game, anyway, and we are willing to let those who like it have all the doubtful honors. I am here to make friends, not enemies; here to sell goods, not to keep them on the shelves until the sheriff comes along

and goes into partnership with me. Good day."

The politician walked thoughtfully away.

Alfred B. Tozer.

Taken At His Word.

The conditions under which one person may undertake to correct the habits or reform the manners of the public are so varied that it is often a difficult matter to decide what is best to be done. The author of "Other Memories, Old and New," describes an incident which came under his observation in England.

A very full train was within a few minutes of starting from Manchester for London. A gentleman had gone the whole length of the train and saw only one vacancy, and this was occupied by a Gladstone bag.

In his difficulty he opened the carriage door, and was about to remove the bag when the passenger on the opposite corner told him that it belonged to a friend who had taken the seat.

"Well," said the other, who was evidently a man of experience and who grasped the situation, "the train will start in a minute, and I fear your friend will be too late. At any rate, I must go to London by this train, and I will keep this seat till your friend arrives." He sat down and took the bag on his knee. Then he took out his watch and said, "There's only half a minute left. I'm afraid your friend will be too late."

He got up and kept looking out anxiously for the belated friend till the whistle sounded.

"Well," he said, "we're off. Your friend has lost the train, but he must not lose his bag," and with that he threw the bag out on the platform.

"Here! Wat are you doing?" cried the other man, but too late. "That was my bag!"

"What a pity!" returned the other, blandly. "I thought you said it was your friend's. It seemed a pity that he should suffer the loss of his luggage."

That Nickel Saved His Life.

When the doctor arrived at his house he found his patient in a comatose condition, which made necessary several hours of restorative labor.

"Now, how did this happen?" he demanded of the wife when the trouble was over. "Did you give him the powder I left?"

"Yes, sir."

"As much as would go on a dime—and no more?"

"Yes, sir. That is, we couldn't find a dime, so I shook a nickel and five pennies out of Willie's bank and gave him just what they would carry."

"It's lucky the nickel was there, so that you didn't have to use five more coppers," remarked the doctor, very dryly.

The men are few and wise who do not think they can perscribe for this poor old world without studying social medicine.

In accounting for others the book-keeper does a little work on his own account.

Come to Chicago—Now

YOUR season is well under way—you can say with reasonable certainty what particular numbers and styles will need replenishing. Many lines are scarce now, and will become more so as time goes on—that is why you cannot afford to wait.

Ours are in excellent condition—that is why you should come to us.

Holiday Goods are being bought in larger quantities, with more merchants placing order for them. With our own stocks over a third larger we have already sold as much as during the entire season last year.

We can give you complete lines to choose from now in another month you may have trouble in getting everything that you ought to have—buy your Holiday Goods now. We ship when you say. And then, combine business with pleasure—attend the wonderful Corn Exposition, to be held October 5 to 19 at the Coliseum.

John V. Farwell Company
CHICAGO, THE GREAT CENTRAL MARKET

IF REFUSED ADMITTANCE

Self-Reliant Salesmen Can Always Obtain an Interview.

Several hundred years ago the poet Milton wrote a line of verse that has rung down through the ages; and curiously enough it has always rung ironically in the ears of salesmen, however seriously the rest of the world may regard it.

The line is this:

"They also serve who only stand and wait."

From a salesman's point of view this is almost funny. Where orders are to be wrested away from competitors, and wrung from dilatory prospects—where the word "hustle" is the only answer to the riddle, "How shall I make a living?"—there can be no "standing and waiting."

The salesman who "only stands and waits" seldom is retained in the service of his house for any considerable length of time.

And yet there are a good many well-meaning fellows, sincerely regarding themselves as salesmen—sincerely believing that they are proper exemplars of salesmanship—who are more proficient in "standing and waiting" than they are when it comes to forcing their way into a prospect's presence—to making him listen to their selling talk in spite of his reluctance and crabbedness.

At the end of a working day they will tell you in all seriousness that they had a strenuous day of it and "worked themselves to pieces." You ask them how many orders they have taken and they will answer reproachfully that "of course they didn't actually take any orders, but that they called at any number of places—waited interminably for this prospect or that in order to obtain an interview—harangued innumerable functionaries with a view to impressing the latter with the urgency of their business—and distributed their business cards in a bountiful shower from the Battery to the Bronx.

Ask them to tell you what men they called on, and what they said to each man, and what reason he gave for not buying, and they will tell you that, perhaps, 75 per cent. of the prospects they called on "were too busy to see them." These salesmen will proceed to explain to you how inconsiderate and impolite their prospects have shown themselves to be, to a man.

"Mr. Jones' Secretary was very uppish," one will say. "He took a high handed way of informing me that Mr. Jones' time is too valuable to be trespassed upon, and that Mr. Jones, at the moment of my call, was very busily engaged and would not see any uninvited outsider. However, I stayed by him, and finally got my card past the clerk at the door. It took Mr. Jones twenty minutes to send back a reply, and then it was a very supercilious one to the effect that I could state my business to the head clerk and Mr. Jones would see about it at his leisure. I penciled on a card that I had an introduction from Mr. — and that my business was of a very urgent personal nature, which could only be communicated to Mr. Jones himself. Then I waited another three-quar-

ters of an hour until the boy came back and said that Mr. Jones would see me by and by. There was nothing to do but to stand and wait—so I stood and waited. Mr. Jones, it appears, had not even the decency to remember his promise of giving me an interview—because, after I had waited almost an hour, I saw Mr. Jones emerge from his private office, in the company of three or four other gentlemen with whom he was deep in conversation, and pass directly through the office to the elevator. He was gone in a moment. Although he passed within arm's length of me, he simply ignored my presence altogether. Of course, as he was talking with his friends at the time, and I could not intrude on their conversation, there was nothing to do but to let him slip through my fingers.

"I thought he would be back after luncheon, so I waited, and by and by the head clerk came and told me, in a really commiserating tone, that Mr. Jones would not be back for the day. So I left, and called on Mr. Brown—but I didn't have much better luck there either. However, I congratulate myself that I did my part—I called on all the prospects whose names are on my list, and always left some of the firm's literature and a message stating that I would be back. Nobody could do any more—and I have had a strenuous day of it! A salesman who has as hard a class of prospects as I have certainly earns his salary all right, whether he turns in the full quota of orders or not."

The foregoing, I believe, is fairly representative of the state of mind and the methods of working employed by a great many "well meaning fellows," who sincerely believe that they are "exemplars of salesmanship."

Nobody doubts that they mean well. They don't like waiting—it is as humiliating and as tedious to them as it would be to any one else. Hanging around in the ante-room of a man's office, waiting until chance or his caprice shall give them an opening to state their business, is certainly hard work—even harder than the work of the successful salesman, because of its dullness and discouraging resultlessness. Salesmen who are addicted to the waiting habit certainly work hard in a sense, and because they feel that they work hard they believe that the business house which they represent owes them a living. After a day spent in twiddling their thumbs on the visitor's bench in various offices, they go to their rest feeling that their good intentions, their patience and the nervous strain which they have sustained entitle them to the self-satisfied feeling of a worker who has done his level best and who is not at fault if Fate has withheld due rewards for his labor.

But these "hard workers" (or, rather, hard waiters) miss the salesman's point of view altogether.

No genuine salesman would be satisfied with himself or the way in which his day was spent in a case like the foregoing.

He would rather have forced his way into Mr. Jones' presence, even if personal violence were necessary and if the act resulted in giving mortal offense, than to fool away unlimited time without positive knowledge that there was nothing else to do but wait, that Jones required him to wait and recognized his courtesy in doing so, and that Jones would "make good" the time lost by the salesman in deferring his errand to suit Jones' convenience.

"Mr. Jones must pay me for my time; not in money at the rate of



COLEMAN'S

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At wholesale by National Grocer Co.
Branches at Jackson and Lansing,
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Baker-Hoekstra Co., Kalamazoo, Mich.
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Send for recipe book and special offer

BUGGY DEALERS

Don't forget that we still
have a large stock and
assortment of **Top Bug-
gies, Bike and Driving
Wagons, Surreys, etc.,**
to fill rush orders the rest
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Grand Rapids, Mich.

WHOLESALE ONLY

IF A CUSTOMER

asks for

HAND SAPOLIO

and you can not supply it, will he
not consider you behind the times?

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

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

so many cents an hour, as he does his office force, but in opportunities for doing business. If he forces me to wait, he must give me, as remuneration for my time, a chance to sell him, which is the equivalent of money—and I will undertake to convert that chance into money on my own account. The longer he makes me wait the larger the order I shall determine to wring from him—because my commissions (or my credit with the house, in the case of a salaried man) must be commensurate with my time and trouble in making the sale."

This is the attitude of the genuine salesman. His sense of responsibility rejects excuses in lieu of results.

The would-be salesman philosophizes: "The house that employs me is paying for my time. I am certainly working hard in trying to see Mr. Jones, and by that hard work I am earning my salary. It is a little joke on my house, than otherwise, if my efforts do not avail in getting any business, or even a hearing, from Mr. Jones. I have done my best, and while I should like to feel that my house is getting a fair return for the money it has invested in my services, I can not help it if, owing to the obstinacy and unapproachableness of customers, such is not the case. It is the house's lookout, not mine. My time is paid for, anyhow."

You note the difference in the point of view? It is the difference between the leaner and the lifter—the passive man and the active man—between the steam that pushes the piston and the moisture which gathers in sweat-drops and which seems as if it might apologize for its existence by exclaiming: "Here I am. Utilize me if you can in driving the engine, but if you can not I am not responsible. I get a free ride, anyway."

Salesmen who wait—and wait—and wait in prospects' offices for a chance to state their business can not be numbered among those who "also serve," however exemplary their intentions may be.

There is something for every man to do when he is denied admittance to a busy man's sanctum besides indefinitely, futilely waiting. Of course if he has a specific promise that at the end of a certain reasonable period of waiting he will be given an interview, that is a different matter.

We are speaking of the times when the prospect gives no assurance that waiting will be worth while. At such times the salesman who lets himself be side-tracked on the visitor's bench—there to remain an indefinite number of half hours with a very lively probability that his prospect will overlook him altogether, or perhaps escape by a side door—is doing himself a rank injustice, and bringing disgrace to his calling. An aggressive man, and one no less tactful than he is aggressive, will find some way to bring his business to an immediate issue. There are innumerable ingenious ways of obtaining interviews when the prospect is reported to be busy, when he is manifestly indifferent and hedged around with employees whose business it is to keep the salesmen "at a distance."

A few suggestions of a general na-

ture along this line may prove useful. A salesman's originality must teach him how to adapt them in each emergency.

The first suggestion I have to make regards the salesman's moral attitude towards the obstacles in the way of his interview.

A salesman who has not proved his mettle—and who, unfortunately, is not at all sure of himself—is likely to be overcome by a sense of his own insignificance on entering the private domain of the great man, rich man or influential man from whom he hopes to get an order. The very hum and rush of business in this "boss's" offices are awe-inspiring. The fact that there exists an iron-clad rule, designed to protect the boss against intrusion, forbidding the admittance of any uninvited salesmen and the fact that the army of employees are bound by this rule to oppose the entrance of any such visitor combine to make an untried salesman certain of his powerlessness; to make him feel that he has no justifiable reason for presenting himself at all.

Indeed, he has none, if the awe which he feels for red tape, rules, dignitaries, has made him lose sight of the attractions of his own proposition; has swallowed up his confidence in what he has to offer and his ability to enthuse the prospect in regard to it.

A salesman should remember this: the prohibitive rules are not made with a view to repulsing him personally or his proposition in particular. They were made to cover the

rank and file. If you say to yourself: "I am only one of hundreds of salesmen who besiege this place and importune the boss for a hearing. He is tired of being importuned and I don't wonder that he has barred us all out"—then you certainly belong to the rank and file for whom that prohibitive rule was intended. But if you think: "I have something exceptional to offer this old autocrat—this rule against admitting people whom he does not want to see can not apply in my case, for my proposition is something he is bound to want. I am the exceptional one and I will make him understand it!" you stand a very fair chance of being appraised at your own estimate as an exception. The rule was made to govern a class and not an individual; and when you emphasize your individuality, you are pretty certain to take the autocrat, and his sentries at the office door, off their guard. They have not prepared in advance any regulations and red tape governing you, personally, and your proposition—the red tape and regulations being intended to apply to a general class on the assumption that all members of the class are alike in representing some irrelevant and unprofitable business.

If you believe that your proposition will prove interesting to the prospect and that he will profit by doing business with you, you have a right to feel that the rule barring salesmen from his presence was not intended to bar you. Convince yourself of this and the stern negative of the information clerk will not abash

you. You will find yourself endowed with a courage and resourcefulness to cope with a slick secretary who gives glibly evasive replies when you try to find out whether Mr. Prospect is now in his office, whether he can not see you at once and what reason exists for supposing you could possibly tell your business to any subordinate in place of him.

Once you are thus morally sure of your ground the hardest part of the battle is won.

You may have to defy interference and walk boldly into the great chief's presence, braving his roar of incensed dignity—or you may have to intercept him on his way to the elevator and interrupt his conversation with the friends he is taking to lunch—or it may be that your only chance is to disguise the object of your call and approach him on some ostensibly personal business; but you can see him and get speech with him no matter what obstacles intervene, if your nerve holds out and you use your brains. Daring and diplomacy will prevail.

I know of one salesman who, after repeatedly being refused an interview with a certain Mr. C—, went to all the pains of getting himself hired by a law firm whom he had discovered handled Mr. C—'s legal affairs. The salesman had a bowing acquaintance with such things as a man is supposed to know before he can get a job in a lawyer's office; when applying for the place he used his selling talent to ingratiate himself with the junior partner, who waived such mere details as experi-

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"The cup that cheers, but not inebriates."

Bringing health and happiness to the home, satisfaction to the buyer and profit to the retailer.



Every Ounce Guaranteed to Comply with State and National Food Laws

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That Rich Creamy Kind, is packed in six grades under one brand, selling at retail prices ranging from 20 to 40 cents.

The brand is recognized the country over as representing purity, protection, progress.

Imported, Selected, Roasted and Packed by
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Home Office and Mills, 113-115-117 Ontario St., Toledo, Ohio

DETROIT BRANCH, 48 Jefferson Ave. CINCINNATI BRANCH, 11 East 3rd St. CLEVELAND BRANCH, 425 Woodland Rd., S. E.

ence, diplomas and recommendations in consideration of the man's rare personality. Possibly the new employer was influenced, too, by the emphasis with which the young man stated that "salary was no object." At any rate a bargain was struck, and the following day the salesman was in possession of an imposing card on which his own name, in modest letters, was overshadowed by the name of Blank & Blank, counselors at law. The prestige of the firm's name made entree into Mr. C——'s private office an easy matter. Then the salesman faced Mr. C—— and made a clean breast of it; and before the old gentleman recovered from the shock, or had time to gauge the enormity of the imposition that had been worked upon him, the young man had launched upon his selling talk with a convincing earnestness and eloquence that fairly bore his hearer along from stupefied quiescence to awakened and receptive interest, and finally to an enthusiasm equalling the young man's own.

"What pleases me most," said this salesman, in narrating the adventure, "is that Mr. C—— can not seem to lose the idea that the firm of Blank & Blank sent me to him, and that somehow or other he is indebted to them for the benefits he got from taking up my proposition. He still hangs on to this point of view in spite of my having told him over and over just what chances I took, and why I had to, and how blameless those lawyers were.

"As for Blank & Blank, they have no kick to make. I got the job

strictly on my merits—and I never asked for any pay for the twenty-four hours during which I was their bona fide employee. There wasn't an untruth in the whole transaction to blacken my remembrance of how I came to get an interview with Mr. C——."

It will seldom be necessary to go to such extreme lengths as this salesman did in getting an interview with that law firm's client. Possibly this case is not a good example, because to some people the salesman's ruse might seem to smack of underhandedness, however free from falsehood his representations were in a literal sense. It is recommended only as bringing home the force of that wise old saying, "Where there's a will there's a way."

It is dangerous, besides being unprincipled, to use deception in obtaining a hearing (as well as in making a sale, or transacting any of the other affairs of life). But an unlimited amount of nerve is permissible, and seldom gives offense if the man who uses it does not forget good manners. The man who never learned to discriminate between "nerve" and "brassiness" lacks the most essential quality in a salesman: common sense.

Such a man, when he is told that he can not see a prospect, usually raises his voice and tries bullying the information clerk or the office boy—and their resentment makes them all the more determined in opposing him. Furthermore, he is likely to be overheard by some one in authority, and reported, to the very man he wishes

to see, as a nuisance and a bore. If that should happen his chances are very slight of making a favorable impression on his prospect when he does get an interview.

The man whose nerve accomplishes the most for him is likely to remain unsuspected of possessing that quality, so far, at least, as the people whom he subjugates by the use of it are concerned. He can look a haughty head clerk in the eye and coolly decline to state his business to any one else but the "boss," without seeming to act in defiance of authority; he can persist, after a resolute turn down, without seeming to be aware of his own temerity in doing so, and in a way that makes people feel that they would be glad to give him what he asked for, if they could. He can "tackle" the prospect as the latter is leaving or entering the office—and if necessary make himself an uninvited member of the group with whom the prospect is in conversation—with such a manner that the act does not seem an unwarrantable liberty.

And right here is the crux of the whole business. The manner in which such an act is done is all-important. If it is not a deferential manner, the salesman in all probability will receive "snubbing" that will put him entirely out of countenance and make it impossible to proceed with what he has to say. If it is too markedly deferential the other man will get the impression that the salesman is ashamed of himself and his errand. Deference is agreeable only when it is unstudied and unobtrusive. It

ought to indicate as much self-respect and self-confidence on the part of the man who yields it as he may be supposed to credit the recipient with possessing.

The manner should be business-like, and imply that if the salesman has taken a liberty it is because there was no other way to do—it being a foregone conclusion in the salesman's mind that, once the prospect understands how good a thing he has to offer, the prospect will meet him more than halfway.

Every experienced salesman knows how foolish it is to allow himself to be "pumped" by subordinates in his prospect's office. If Mr. Prospect's secretary comes out to you and begins to ask questions about the company you represent and the details of your proposition, gently inform him that you have an express reason for communicating your errand to nobody else but the man you have come to see. If you are too communicative the secretary has you at serious disadvantage. He can say: "My superior has gone into this matter very thoroughly—he knows all about your company and the 'special' offer you have to make—and there is positively no chance of your interesting him further."

Of course you may have to give your name and your company's name in order to get your visit announced; but so long as you don't give the particulars of what you have come for until you are face to face with the prospect, the office subordinates are deprived of their most formidable argument in opposing you.

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It is a good rule to rely on your own unaided efforts, as much as possible, in overcoming the prospect's objection to seeing you. Then when you do see him he will understand that you have accomplished your object by sheer determination, and will be likely to think well of your strength of purpose. He may say to himself: "Here's a young man who means business, and his pluck and perseverance are admirable." Such an attitude is auspicious, and the chances are that he would rather think well of your proposition than to decide against it.

When your own unaided efforts will not suffice in overcoming the obstacles to an interview, you will often be able to use the influence of your other customers, who are also acquaintances of the prospect, in inducing the latter to talk to you.—H. D. Waring in Salesmanship.

Men Fail When Ambition Dies.

"How many ambitionless men have I got in my office?" said a general manager of a big corporation. "Oh, a good many. See that man over there at the enquiry desk? Well, he is an ex-lawyer, or rather one who has given up practice. He is worth a good many thousand dollars, but has lost his nerve or ambition. Prefers to work for us at \$55 per month, showing people which way to go, and looking wise. He has quite an income from his money and combined with what he makes here he lives well. As far as initiative or fighting spirit is concerned, he is a minus quantity. He is only 45, too.

"I have a lot of men in here who seem to have lost the spark of courage to better themselves by doing a little more than their pay envelope calls for. Yet I don't know that it is all their fault. They have been buffeted about in various places in this little big loop and their eyes have lost the look of youth and hope.

"I have watched a good many men come in and kind of rest up for a few months. After seeing that we did not bite them and appreciated every little exertion they put forth they got their courage back and slowly began to demonstrate the splendid quality of throwing some heart into their work.

"One man I knew, out of several in my career, who never did get back ambition was the junior partner of a firm in the lumber business. He had an interest in a small country bank, and through mismanagement and crookedness it went under. Nearly all his capital was swallowed up and he never did seem to get over the blow. I took him out with me on a trip once, but he always was brooding darkly over that bank affair. Wasn't old, either. The taint of continually thinking backwards got into his gray matter, and he couldn't face the future like a man. Foolish? Of course, but all men are not built on the granite order or have the bulldog jaw."

Every day in the canons of La Salle, Dearborn, Monroe and other Chicago streets fierce fights for supremacy are going on in hundreds of different offices. Feelings as bitter and murderous as ever were experienced in a duel arise in the minds of

workers. And every time a man fails to win, or somebody is preferred before him, he loses heart a little, and the next time a little more. At last he often foolishly resigns himself to what he considers the inevitable and gives up struggling.

Not every good man is adapted for detail work. It is questionable whether a born salesman could hold down an invoice clerk's work successfully, even if he were paid 50 per cent. more to do it than he gets on the road.

About 60 per cent. of salesmen in the city and on the road never got into the profession "regularly"—that is, by promotion. More than half of them received the severest disciplining of their lives when they first went out; but they learned to sell goods a hundred times as fast as if they took a corresponding course. Even if many men tried out the selling game and failed, they had the satisfaction of knowing they had tried.

There comes a time in every man's career when he is so downright discouraged and disheartened that he feels almost like giving up his sorry hand at the game of life itself. When it is reflected that Napoleon was once on the verge of suicide, that Maxim Gorky actually tried to kill himself because of the sheer misery of his early surroundings, that Robert Clive, the conqueror of British India, twice tried to blow his brains out, it will be understood that men who do not possess a hundredth part of the ability of these mental giants often can lose courage with a fair showing of excuse.

One real fault with countless workers is that they have no definite viewpoint or end in sight. They get into business aimlessly, and think somehow or other the stream will carry them to fortune. A weekly journal gave a good instance of why one man failed. He was asked to explain, in view of his inability to make money, what he would do with wealth if he got it. His replies lacked definiteness. He would travel. Where? Anywhere! He would buy pictures and works of art. What kind and why? He didn't know. As a matter of hard fact, he had learned nothing from the bottom up, and his aimlessness and generalizations had in reality caused his business failure. It was simply a taint in the mind which he should have eradicated.

George Brett.

His Own Interest.

A Richmond lawyer was consulted not long since by a colored man who complained that another negro owed him three dollars, a debt which he absolutely refused to discharge. The creditor had dunned and dunned him, but all to no purpose. He had finally come to the lawyer in the hope that he could give him some good advice.

"What reason does he give for refusing to pay you?" asked the legal man.

"Why, boss," said the darky, "he said he done owed me dat money for so long dat de intrus' had et it all up, an' he didn't owe me a cent."

A man is apt to forget his good breeding when a fat woman steps on his corn.

Compressed Paper Used in Machinery.

Paper is made into popular and practical gear wheels for machinery. Paper pinions are not subject to temperature variations, they are lighter in weight than iron, are more elastic, quieter and variously otherwise better, the best available. High grade Manila paper is used for their making. The paper, after being cut into blanks, is subjected to pressure in 1,000 ton hydraulic presses, and when it comes out it has the strength of a cast iron gear. When in operation there is no vibration and there is none of the ringing sound of the metal gears. After working a short time and being lubricated with graphite the compressed paper assumes a highly polished surface, which reduces to an appreciable extent the friction between the paper and the metal teeth. A paper pinion is manufactured by compressing the paper between flanges of hard brass, gun metal, or steel; in the smaller sizes the flanges are held up to their work by suitably spaced rivets, and in the larger sizes by special steel studs with conical heads countersunk.

Some don't know the difference between heaping coals of fire on the head and throwing cinders in the eyes.

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SELLING GOODS

Costs About 20 Per Cent. in a Small Store.

Old fashioned storekeepers paid little attention to the cost of doing business. They were economical men in their own lives and they ran their stores on an economical basis. They were not reformers; they showed the people what they wanted to see and they humored prejudices instead of trying to show people the truth. In other words, it was far easier to mark an article up high enough to be able to cut the price "just because it's you," when some favored customer came in the store, or when a new customer haggled over the price—and most of them did in the small towns—than to ask a proper price in the first instance and stick to it.

The tendency of all merchants today, however, is away from the old methods toward a purely scientific system wherein accounts are better kept, credits watched much closer, also employment of intelligent salesmen, trained advertising managers, buyers, and so on through the whole staff. In other words, it has been found that the selling of merchandise can be reduced to an exact science in both the wholesale and retail ends of trade.

The cost of selling has to be paid by all who sell, and it is a wonder that it can remain a mystery to so many men in the retail trade. The big stores have a corps of experts who figure out all the costs for the managers and thus keep the owners informed of many things which the smaller merchant can not discover through his own efforts, because the man in the small town frequently is his own advertiser, buyer, head salesman and general manager. Long investigation among the managers of well kept stores in many towns and cities brings to light the fact that it costs 20 per cent. of the gross sales to pay all of the expenses of a store. Few stores indeed get along on a smaller percentage of cost, and those which run at a heavier expense are going at a handicap too big to withstand long the fierce competition of trade as it is to-day.

The items entering into the expense of the store are rent of buildings, barns, warehouses; interest on the money invested in the stock; salary of the owner if he gives his time to the business; clerk hire, advertising, light, heat, motive power for elevators and many incidentals that vary according to the lines of goods handled. The rent on buildings must be figured, no matter if owned by the manager of the stock; so must the interest on the investment and the salary of the manager be taken into consideration as proper items of expense, even although the manager be owner.

Thus you see that a chair bought at wholesale for \$1 in reality costs the store by the time it is sold \$1.20. If it is sold for \$1.25 it simply has been used as a leader and not as a profit maker. Articles sold at first cost are sold at a big loss; those sold on a 10 per cent. basis are sold for 10 per cent. less than actual cost. These facts hold good through all the North Central States, for the

writer has made personal investigations which prove the fact conclusively.

The greatest stumbling block in the way of the upbuilding of any community is the sharp man who takes pride in the fact that he is a close buyer. The absence of business ethics among retailers makes it impossible for them to get together in the matter of prices; for this reason the same article may be seen at different prices in several stores in the same town, and the sharp buyer goes from one store to another and haggles over the matter of price. The storekeepers, instead of carrying on friendly competition and fixing a reasonable profit which one of them surely would make off the sharp man, are apt to be carrying on a regular cut-throat competition and one of them is almost sure to cut way under what his reasonable profit should be in order to beat one of his competitors out of a sale.

No one is to blame for this condition but the retailer himself. It can not be said that price agreements among retailers are made in restraint of trade, and, therefore, illegal. Such agreements are made simply as a matter of protection from the cutthroat competition which is the death of trade; they are made for mutual protection from the sharp man who goes all over a town, haggling over the matter of price in the hope that some retailer with whom business is dull will cut his price.

We judge largely of the prosperity and happiness of any community by the kind of retail shops it supports; the life of the people is reflected in these stores, and the character of the town may be told from the quality of the goods seen in the shop windows. We go into a little town, and express surprise when we find up-to-date goods of excellent design in the store windows. It is impossible to escape the conclusion that we are in a live town where the people take pride in the stores and patronize them well.

On the other hand, when we reach a place where the windows in the stores display a lot of gaudy designs with marked down sale prices on them, the conclusion that we are in a cheap job lot community is inevitable.

The man who is ever looking for job lot goods at job lot prices is not necessarily a good citizen; the man who buys a 48 cent shirt knows that he is buying the product of a sweatshop or child labor. The man who looks for the cheapest articles of any kind must know that he is buying goods made in the penitentiary or the sweat shop or by some other unfortunate labor, and he is a party to the suffering of those whose labor he buys for a pittance. Such a man is not absolutely a good citizen, nor does he help in the building up of a community.

Co-operative stores founded by well meaning people who intend to demonstrate that the retailers charge too much for merchandise generally last for a few months, then if the stockholders will stand an assessment they last a few months longer, but they always close down when the stock-

holders refuse to stand any more assessments. The retailer—the middleman of the political economist—is a necessary element in the community. He is vital to the prosperity of any town and his success means the growth in wealth of the whole place. Therefore, let us all understand him and work together with him in building up a boom for our own home town—which, of course, is the best place on earth.

Charles A. Kiler.

And We Can Prove It.

"How did you lose your hair?"

"Worry."

"What did you worry about?"

"About losing my hair."

Few men care to be as good or as bad as people think they are.

It would be too bad to decorate your home in the ordinary way when you can with

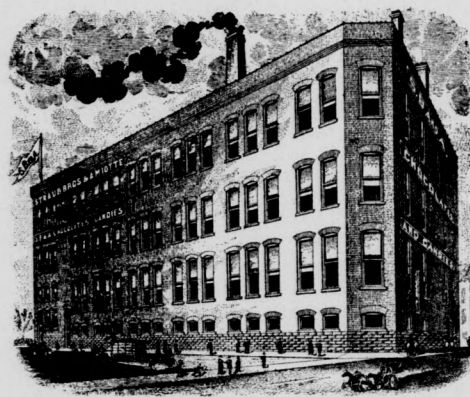
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Encourage economy by pushing these brands
and make MORE PROFIT

The Great Western Cereal Co.
Chicago

Chances for Young Men in General Stores.

If there is one line of business in which there is "big money" and about which the average city man knows less than any other it is the general store business as conducted in country towns.

Every one who spent their boyhood days in the country can remember the country store or at least the cross roads store, where we used to go for the mail, took the horse to be shod, bought needles and thread, spent our savings for sweetmeats—where, in fact, we could buy anything under the sun. This is as near as most of us ever came to being actually in contact with a general store, yet there are in this country alone 120,000 of them and the commercial agencies rate this number at \$1,000 or upward.

Notwithstanding the fact that there exists so large a number, there are more openings to-day for good live men to go into this business than there ever were before, and there are vast sections of the west just waiting for some progressive young men to go in and reap the golden harvest of piles of dollars for honest effort and a desire to please.

The greatest number of these general stores naturally exists in the west, and a visit to one of them is extremely interesting. The old idea, the one we recall of our boyhood days, is past. No longer are these general stores places where loafers congregate and sample crackers and dried apples while they settle the destinies of the nation, elect presidents, and dispose of international wars. To-day every one of the general stores of the country presents the appearance of a department store on a small scale.

In fact, the great stores of New York and Chicago are the outgrowth of the country idea, which was born in the United States.

In the modern general store everything under the sun may be purchased. If the proprietor happens to be out of just what you want he will get it for you. This is the result of evolution of the rural districts and the demand of the American farmer for up to the minute ideas.

No matter where the store is located, the general merchant is the biggest merchant in town. He and the editor of the local paper are the two men of the town, and they, with the banker, represent a power that rules the destinies of the locality wherein they live.

It used to be that all a man had to do in a prosperous section was to open up a store with an assortment of goods and wait for the trade. To-day things are changed. To-day the proprietor is a veritable dynamo of energy and effort. The general stores have built up a mighty power in the local newspapers, for to-day life to them can only be sustained by liberal and constant injections of good advertising.

The country general store does to-day, on a smaller scale, exactly what the big department stores of the city do. This is a fact that but few people are familiar with. Pick up a

copy of any country newspaper to-day and you will find full page advertisements of Jones & Co.'s general store in which are quoted prices and bargains on up to date merchandise which in the days of the old time store of our boyhood would never have been thought of.

There are still large openings in the west for young men with nerve and a little money. A good example of what can be done, and what is done every day, is to be seen in a man who owns one of these progressive general stores out in Minnesota.

Tim Sammons owns a store in Monterey, Minn., doing a business of over a quarter of a million a year, and he started but a few years ago with a capital of less than \$1,000, and this success has been built up in face of the most strenuous competition.

I was talking to Sammons not long ago, and he gave me his prescription for starting a general store, and followed with a lot of good advice on how it should be run.

A good store can be started on an initial capital of \$2,000, and this is the way Sammons advised buying: Groceries, cigars, and tobacco, \$450; shoes (well assorted), \$400; staple dry goods, \$650; house goods, \$50; fixtures, \$200; cash in bank to discount bills, \$250.

In telling of his success he gave me a number of valuable epigrams which any merchant can well apply to his business anywhere, and which should be a good guide for any young man desirous of starting in this line of profitable business.

"One must advertise all the time.

"Change your advertisement every issue.

"Keep something new before the farmers all of the time.

"When the ladies come in have a place for them to rest and care for their babies.

"In warm weather have a tank of ice water handy.

"Sell for as near cash as you can. Don't be afraid to push a man for money.

"Do not cater to the loafing element—there is no money in them.

"Learn to say 'no' with a smile.

"Do not overbuy. Buy in small quantities for cash, and often.

"Keep your floors and window clean.

"Keep your shelves full.

"Cut out the booze and you will never fail."

In the list of rules Tim Sammons, known all over the middlewest, sums up the secret of success in the general store business.

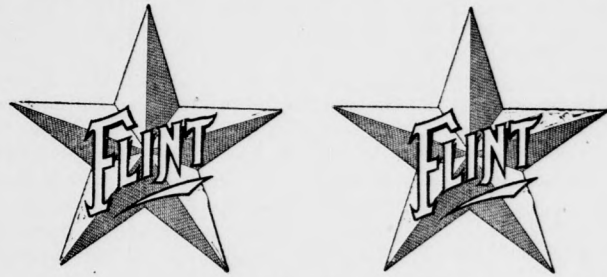
When he started in his wife was his only assistant, and he says she is the most valuable asset he ever had.

There is no business today in which there are any bigger or surer returns than in the general store business, but a man must have nerve, ambition, ginger, and a determination to win if he expects to succeed. This is a business which is not overcrowded and one where fortune holds golden rewards for men with progressive ideas.

Wesley A. Stanger.

Where ignorance is bliss compulsory education is apt to blister.

Flint's Star Blends



COFFEE

is sometimes called the national drink because it is to be found in every home.

People drink it on the average of twice a day, therefore it has a great deal to do with the digestion.

It should be good coffee, all the greenness must be taken out in the roasting, all the unripe beans should be cast aside. These are the qualifications of

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Dealers in Fire and Burglar Proof Safes

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Intending purchasers are invited to call and inspect the line. If inconvenient to call, full particulars and prices will be sent by mail on receipt of detailed information as to the exact size and description desired.



Comfort Which Comes from Cherishing Paste Jewels.

There were only we three—Elise and myself and she with the touch of silver in her hair and the wise, kind, far-seeing eyes whom we call the woman of the world. For a while she lay back content and silent in her long, low chair, shading her eyes with a hand on which the jewels gleamed and sparkled, and then, because it was the time when the gentle ghosts of memory walk, she began speaking:

"I have been thinking," she said, "of a little incident, half pathetic, half humorous, that came under my notice last summer when I spent some time in a quiet little country village, still undiscovered by the general summer vagrant. My hostess was a thin, wiry little woman, with her wisp of hair done up in a tight knob on the top of her head, and with her bony hands roughened and knotted by years of unremitting drudgery, who eked out a scanty living by taking boarders. She was one of those unconscious heroines you find so often in backwoods places who spend their lives in bearing other people's burdens and doing other people's work and who go to their graves unappreciated and unrewarded.

"That was the way with this poor creature. Heaven knows for what reason, but she had married a great, long, gangling, good-for-nothing fellow who was a widower with half a dozen children, and who calmly sat down and let her support the whole lot. Her life was of the hardest. I don't suppose she ever even so much as thought of indulging herself in any pleasure from year's end to year's end. The little money above the actual daily necessities went for the girls' clothes or the boys' schooling. As for 'Ma,' as even her husband called her, ever having so much as a hankering after a pretty dress or a gay ribbon or any little natural feminine desire for a bit of finery, nobody ever dreamed of such a thing. It was the same with the simple pleasures that came their way. The man had unending leisure for loafing about the village store and postoffice. 'Ma' was up early and late, always hard at work. The girls had time to gossip with the neighbors. 'Ma's' busy hands were never idle for an instant. The others trooped off to picnics. Nobody ever expected 'Ma' to go. She had to stay at home and cook for the boarders. It was a life of infinite pathos—all the more touching that nobody seemed to have the slightest idea of how fine and noble was the spirit that could thus sacrifice itself without hope of reward in love or appreciation.

"It was one day when the others had gone off on a junket that 'Ma' and I were sitting out on the vine-covered back porch when she told me a bit of her story. Suddenly she leaned towards me and whispered, 'What would you say if I told you I was wearing a diamond worth more

than a thousand dollars?' I looked at her shabby, faded gown, at the work-knotted hands, and my face must have shown my surprise, for she touched her breast significantly. 'Here,' she said, laconically, 'in a bag around my neck; I have it where I can always touch it; it comforts me. When I am tired out I touch it and it seems to say that I could rest if I wanted to and sit in a chair rocking myself all day long, like Mrs. Winn, the judge's wife. When I look down at this shabby old dress and see how ugly and worn it is and think that I would like something new and pretty, I touch my diamond and it says to me that I could buy a silk frock and a bonnet with feathers in it like Mrs. Samson, the storekeeper's. It is not what we don't have,' she continued shrewdly, 'that makes us so discontented and miserable as it is the thought that we can not have it; and that is the way my diamond comforts me.'

"Where did you get it?" I asked with curiosity.

"Ma' looked across the blooming flower beds, across the dusty street to where the blue hills rose on the far horizon, and her keen, sharp eyes grew dim with memories. 'A long time ago,' she said, 'when I was first married and come here to live, and—and when I wasn't used to things like I am now, and—and—they seemed harder, there was a poor, sickly fellow come here one day and asked to stay all night. He had nothing but a little bundle of clothes, and "they"—'Ma' referred to her husband by this euphonious term—"they" told me that I better not take him, but I dunno how 'twas—something in his eyes that was kind of lonesome and homesick and forlorn, and I was lonesome and homesick, too, made me open the door and give him the best I had. That night he was taken sick and he lingered on and lingered on and I nursed him all the summer and way into the fall before he died. Of course, I didn't expect no kind of pay, but just before he died he called me to him and give me a diamond that he said was worth more than a thousand dollars. He made me first promise that I wouldn't ever tell anybody, not even "they" and the children, and that I wouldn't ever part with it unless I had got to the very bottom. And I've kept my word. Many and many's the day I have been tempted to sell it. Times have been hard with us and sometimes I haven't known where to find the money to pay on the mortgage or to buy things to eat, but I've clung to my diamond and always, just at the last, something happened, and we got over the hard place, and I still had it. Nobody has ever seen it but me, but if you want to I'll let you look at it.'

"Ma' arose, and went into the darkened parlor. She carefully examined the windows and locked the door, to be secure against robbers, and then, with hands that actually trembled with excitement, she drew out her treasure. I took it in my palm and knew not whether to laugh or cry, for one glance was enough to show it to be nothing but a bit of glass, without lustre or sparkle, the clumsiest, cheapest possible imita-

tion, not worth a single, solitary sou. I smothered the exclamation that rushed to my lips, and 'Ma' took it for an inarticulate expression of wonder and babbled happily on about it. 'Isn't it wonderful!' she said, and I regained presence of mind enough to say, 'Wonderful, indeed,' and she hid it once more in the front of her gown and went back to her work.

"After that we had many conversations about the diamond, but I could never make out from what she told me about the man who had given it to her whether he was deceived about it, too, or whether, even in his death, he had perpetrated this grim jest upon the ignorant and unsophisticated woman who had befriended him. One thing at least was sure, and that was, as long as she believed the stone genuine, it was just as good to her as if it were. Before I left her I added my earnest entreaties to his, begging her under no circumstances to part with it, and the last I saw of her she was standing in the doorway, a shabby, pathetic figure, with her hand laid significantly upon the place where her diamond was concealed."

"But didn't you tell her it was no account?" demanded Elise. "Did you come away leaving her still believing that bauble of value? Why didn't you tell her the truth?"

"My dear girl," said the woman of the world, "the truth in the mouth of a fool is like a loaded weapon in the hands of a child: It is always liable to go off and mortally wound somebody. No one should be permitted to handle it until they arrive at years

ATLAS MASON JARS

Made from superior quality of glass by special process which insures uniform thickness and strength.

BOOK OF PRESERVING RECIPES—FREE to every woman who sends us the name of her grocer, stating if he sells Atlas Jars. HAZEL-ATLAS GLASS CO., Wheeling, W. Va.

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 gallon cans.

STANDARD OIL CO.
GRAND RAPIDS, MICH.

Wanted SECOND-HAND SAFES

Grand Rapids Safe Co.
Grand Rapids, Mich.

Fishing Tackle

Meek
Reels

Blue Grass
Reels

Talbot
Reels

Hendryx
Reels

Complete stock of up-to-date
Fishing Tackle

Spaulding & Victor
Base Ball Goods
Athletic Goods

FOSTER, STEVENS & CO., Grand Rapids, Mich.

Four Kinds of Coupon Books

are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. We will send you samples and tell you all about the system if you are interested enough to ask us.

Tradesman Company - - - Grand Rapids, Mich.

of discretion. As for me, heaven defend me from telling unpleasant truths, except under compulsion! If I had convinced that poor woman that her diamond was nothing but worthless glass, I should have robbed her of an illusion that makes her rich and happy and left her poor, indeed. For that matter she does not stand alone. All of us are cherishing paste jewels—faiths and hopes and beliefs that our neighbors know for the worthless things they are, but that to our ignorant eyes shine with all the splendor of Golconda. Should we be happier for being wiser and knowing them base imitations?

"I often go to see my friend, Mrs. A., for example, and am charmed and delighted at the spectacle of domestic bliss I am permitted to contemplate. Everything is so exactly as it should be. Mrs. A. believes Mr. A. to be an oracle, and never makes an assertion without backing it up with 'John says so and so,' as if that settled the question. She esteems him a wit and is firmly convinced that he could pose as an understudy for Apollo—in short, she is happy cherishing the fond fancy that she has become possessed of a jewel that any other woman would snatch from her if she could. Do you suppose, for an instant, that I would be guilty of the cruelty of telling her that to me he looks about the cheapest pinchbeck ornament in the shop; that I think his opinions narrow and stupid, his wit a bore, and see nothing in his looks but a commonplace, middle-aged man beginning to get a little bald? Not I! Let her enjoy her paste jewel, and heaven defend her from ever finding out it is not worth cherishing.

"It is the same way with one's children. There isn't a day in the week I am not called on to burn incense before some budding Padewski or listen to some coming Booth or admire a purple cow in a pink pasture of some embryo Millais or marvel at the bon mots of future wits and humorists. Not for worlds would I disturb the simple and artless faith of these doting parents in their paste jewels. On the contrary, it has always seemed to me a merciful dispensation of Providence that fathers and mothers are not connoisseurs in gems, so that the dullest and ugliest child that is ever born is just as liable to be adored and admired and mistaken for a genius as any other. What a blessing that the Smiths can not see how we writhe under their little Alexander's tin-pan piano playing; that the Robinsons don't know that we think their Susie's drawings the veriest daubs ever perpetrated and that the Browns can not realize we would go miles to avoid hearing the parrot-like recitations of their gifted Reginald. Paste jewels, madame, of course, and worn with an ostentatious pride that would be ludicrous if it were not also pathetic.

"But do any of us escape?" asked the woman of the world, and her voice dropped to almost a whisper in the dusk. "I think not. I know that I have worn the jewel of a love above my heart that I found in time to be but a pretense and a base imitation. I have cherished friendships that under the test proved false and value-

less. I have believed in hopes and faiths whose false glitter faded and left nothing but a worthless thing in my hand. Yet we know that somewhere in the world there are love that is true and steadfast; friendships that do not falter; faiths and hopes to keep the heart sweet—real jewels—and perhaps it is in the fulness of God's mercy that we each believe that we possess the priceless gem, and only our neighbor, poor fool, is cherishing the paste jewel."

Dorothy Dix.

The Flirtation.

He was sitting alone in the room when she entered. She seemed somewhat surprised to see him. However, she did not retire, but stood regarding him doubtfully. The inspection was apparently satisfactory, for she smiled.

He had never seen her before, but he could not help smiling back at her. She was very pretty, blue eyes, fluffy hair and all that sort of thing.

"You're not afraid of me?" he ventured.

"No," she replied, smiling again at the absurdity of the idea.

"Won't you please come and talk to me? I'm so lonely," he felt emboldened to say.

She replied by seating herself at his side and glancing up at him with a roguish twinkle in her eyes. "I really believe you'd be more comfortable on my knee," he whispered.

Without more ado she seated herself on his knee and placed her pretty arm around his neck.

She was really a most charming young lady and—

"Won't you give me a kiss—just one?" he asked pleadingly.

She looked at him roguishly and nodded assent. Then she nestled up to his cheek and kissed him daintily. He liked it.

"How old are you?" he asked, after a moment. It sounded rude, but somehow he could not help putting it.

"I've ve'y nearly t'ree," she replied proudly.

Indianapolis society women have a new diversion which is a pleasure to contemplate because it is so wholesome and yet has the requisite of novelty so essential to most fads taken up by these people. It is for all society women to do their own marketing. Three mornings each week the women may be seen in great numbers congregating about the markets, and it has become a practice for them to meet each other, pass the time of day and otherwise make the occasion one of actual pleasure rather than of business. Yes, the women take a real interest in the affairs of their households, do the buying themselves and their own accounting. This certainly indicates that the old time duties of the wife may be made something more than drudgery, a source of contentment and a benefit. The fads of society people are a dear topic for ridicule and have brought down upon some very fine and cultured people the condemnation which belongs properly only to the imitators of the rich. When family cares are invested with the color of fashion the members of that family and society in general are benefited to an equal extent.

Thoughts That Pass in the Night.

Silent dialogue is in vogue in some parts of Italy. Prof. Ugo Janni, of San Remo, gives an instance of telepathy which recently came under his notice. Signorina Louisa Bernatto had a quarrel with an intimate friend; she retired that night much agitated by reason of this and could not sleep. She deeply regretted the quarrel and felt that she had been more to blame than her friend. About 11 o'clock she thought of getting some small pebbles and throwing them against her friend's window, which was opposite hers, to arouse her and effect a reconciliation, but the thought passed from her mind and she did nothing. About 2 o'clock, however, still unable to sleep, she recurred to the idea and she got up and decided to act. But again she changed her mind and resolved to wait. Great was her surprise when the next day, on going to her friend, she was greeted with: "Tell me, were you going to throw pebbles on my window twice during the night?" "I? when?" "Twice; at 11 o'clock and again at 2." These were precisely the times when the thought took definite form in the signorina's mind.

Novel Gas Mantels.

Egg shells as gas mantles is an idea from Germany. The contents are drawn or blown out, the ends are neatly cut off, and the body of the shell is fixed in position like the regular article. The light thus obtained is very good, while the new form of mantle is much more durable.

W. J. NELSON Expert Auctioneer

Closing out and reducing stocks of merchandise a specialty. Address
215 Butterworth Ave. Grand Rapids, Mich

Largest Exclusive Furniture Store in the World

When you're in town be sure and call. Illustrations and prices upon application.

Klingman's Sample Furniture Co.

Grand Rapids, Mich.
Ionia, Fountain and Division Sts.
Opposite Morton House

Our registered guarantee under National
Pure Food Laws is Serial No. 50

Walter Baker & Co.'s Chocolate & Cocoa



Registered,
U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all National and State Pure Food Laws.

48 HIGHEST AWARDS
in Europe and America

Walter Baker & Co. Ltd.

Established 1780, Dorchester, Mass.

TRADESMAN COMPANY

ENGRAVERS PRINTERS

FURNITURE CATALOGUES COMPLETE

STEEL STAMPING FOR STATIONERY

TRADESMAN BUILDING

GRAND RAPIDS MICHIGAN



Kaleidoscopic View of the Retailing Situation.

In a recent article I called attention to some sporadic manifestations of maladies incident to local activities of the trade evil germ. I trust you haven't forgotten the article. Such things are not very pleasant to contemplate. But it is not generally the better part of valor to take to cover when there are unpleasant objects in the field of vision. Usually it is the wise thing to walk right up to the unpleasant object and shake your fist at it. Or, to descend from a highly figurative speech, if there are difficulties in the trade, find out what they are, who's to blame for their existence and how they may be disposed of to the profit of all concerned.

Assuredly I am not so sanguine as to profess that there are no evils of the kind mentioned. My article on trade evil germs certainly shows that. The shoe trade like all other branches of merchandising has its asperities. Some of them are created by dealers themselves—more's the shame—and some of them are due to thoughtlessness or avarice on the part of customers, while others are created by manufacturers who sometimes go out well but not wisely after the business.

Zeal for business is a good thing per se. To zeal must be attributed much of that fair superstructure of prosperity which is now smiting the whole country dumb with wonder. Zeal has subdued mountains of difficulties and levelled hills of indifference. By it chasms have been spanned and waste places made to blossom. But zeal has also wrought harm: always, however, when it has passed legitimate control and displayed in its development the proclivities of seediness.

Too much zeal of the unhefty variety has lured retail shoe merchants into non-divided-yield by-ways. Like the fatal call of the Sirens, it has led captive the better judgment of men and made them to cut unprofitable capers in their respective communities. What boots it that a man sells boots if the boots he sells yield no profits to the business? And why should my soul be vexed within me if my neighbor advertises his wares at figures that preclude legitimate gain? If he is panic-stricken without cause must I, too, yell "fire!"? Suppose he is a trifle ahead of me in the open field of cut-price carnage? The longer I stand aloof, the bigger profits I make; and though I sell fewer shoes, nevertheless I succeed in rounding up the bigger bunch of coin. Let me therewith be content. At all events let me keep a cool head and maintain a spirit unruffled.

Looking at the matter from another angle of vision there are, always have been and ever more will be—queer creatures who patronize shoe stores. Their colossal demands

often are exceeded only by their consummate nerve. Let them be dealt with kindly but firmly. Make rules—and abide by them. Scatter the corrective influence of a sound business policy. Let this policy—kind and gentle, but firm as the everlasting hills—act as an antitoxin to their get-something-for-nothing malady. Collect the price when you hand over the laces.

As to those evils created by the advertising genius of certain manufacturers who covet the trade of the universe, map out some rational policy and stick to it.

Build for yourself. Focus the spotlight on your own name, your own business, and your location in the community. Build what you build in such a manner that what you build will be your own when 'tis built. And keep on building.

So much in a general way for those things which are not pleasant in the contemplating. Now for some things that make for light and good cheer—and observe, will you, that I have followed a wise old precedent in saving the best of the beeverage to wind up with.

There are many cheer-producing indications abroad. Very many of them. These are days when people have money—if one can get at it. And, positively, I know of no better way of extracting coin from one's neighbor's pocket than to front his vision with a tempting array of shoes! Shoes nowadays are made with a two-fold purpose in view: hypnosis and service. They combine all the witchery of style and smartness with the alluring promise of comfort and service. They are the sine qua non of the well dressed man or woman. Shod in them a man is persuaded to think of himself more highly than he ought. They superinduce the complaisance of the wealthy and desirable citizen. They make even the sedate gentleman and the modest maid step with a quasi-coquettish sprightliness.

About all you have to do to create the demand is to display the wares—display them to the imagination of the public in the advertisement, display them to the optics of the public in your windows. Talk about them with enthusiasm, but say rational things about them. Undergird and barricade your talk in the store, in the newspaper, and in the circular, letter, poster or booklet with the enduring basis of information that informs. Varied is this fund from which you may draw without stint or measure: what your shoes are made of—the leather, kinds, wearing proclivities of each, process of tanning, sources whence the hides and skins came, and the tests to which the leather is subjected before your manufacturer accepts it; the process of manufacture—the equipment of the men from whom you buy your shoes, the quality of the goods each of them flatters himself upon producing, his ideas of style, smartness, honesty and general foot-comfort. Boost the wares by suggestion, illustration and personal cleverness. Don't get excited and say things that put you in the category of the street fakir,

but say things that not only read well but stand a close analysis.

In a previous paragraph I remarked that these are days when people have the money. In many ways on many occasions and many writers on present industrial conditions this hopeful fact has been stressed. Commodities of all kinds are now commanding a better price than they did a few years back. Household necessities—food, clothing and furniture—have advanced in price, and still the people are somehow getting the necessary wherewith to have these things. The prices of building materials of all sorts have advanced very materially; yet people are building new homes, new factories and new stores. Leather advances in cost, and the price of shoes goes up; still the people pay the price. Wages are higher, salaries are higher, and the average man makes more money with which to meet the advanced, and continually advancing, price of the things he needs. Economic laws which govern the correlation of the earning capacity of the individual and the purchasing power of the money he earns hold good. The present era of prosperity rests upon a solid basis. In some instances and in certain communities there may be a little temporary disproportion in these two dominating factors, but the tendency is to equalize, and the general and unmistakable trend of living is higher. People are living better to-day than they ever lived. They have better homes. Their homes are better furnished. They are better dressed. The clothes they wear are made of better materials—fit better, look better and last longer.

Shoes constitute no exception. They are better than they used to be. Of this there is no doubt. The leather in them is better—notwithstanding certain traditional ideas of a superior tannage in the past. It is only with those who are living in the past rather than the present—people who somehow find it difficult to adjust themselves to existing conditions—that we hear articulate longings for the good old days when shoes were made by hand, and made out of leather produced by pre-scientific craftsmen. The psychology of such harkings-back is very easily understood: It is a trick of the mind. Just as we fancy the sun shone brighter in the days of our childhood; just as we imagine the birds sang sweeter, and the brook more musically sang on its way to the river, so do certain individuals look wistfully backwards to the glamor of the past. But the sober truth is we are wearing better shoes than our forefathers wore, and when it comes to the style feature the work of those old time shoemakers isn't in it for a moment.

In view, now, of the advancing cost of living, the men who keep and retail shoes should be quick to realize their opportunity. Keep in the vanguard with those wares in which you are especially interested. Keep these wares in the limelight, too. Persuade the people that, as they have the money, it is economy to invest some of it in the better grade of shoes. Show them that a good shoe is cheap-

er in the long run than a popular priced one. Sustain the quality by sustaining the price.

In this propaganda for better prices each retailer throughout the country has a work to do. If such claims are made only by a few men suspicion will be entertained as to the validity of such claims, but if the story is often repeated, if it is substantiated by a thousand dealers and manufacturers, the truth of it will be established. Once established it requires no prophet to foretell the benefit that will accrue to everybody in the trade. Help to inaugurate the new era.—Cid McKay in Boot and Shoe Recorder.

Just Reminders.

Written for the Tradesman.

The critical customer often causes the merchant to seek improvement.

The buyer who plainly states why he does not like the goods may be able to give valuable suggestions.

Your customers expect you to make a profit on your goods and are distrustful of the one who talks constantly of selling at or below cost.

The man who tells you what kinds of goods you ought to keep may be worth listening to, and again he may be mistaken as to the popular wants.

The fellow who expects you to throw in a handful more than he pays for would not work a minute for you after the quitting bell.

The most satisfactory customer is the one who knows the quality of goods. Therefore it should be an important part of every merchant's business to help educate the people along this line.

The buyer is often surprised to learn how cheaply some articles can be sold, and again is puzzled to know why others cost so much. The merchant receives both praise and blame to which he is not entitled.

The man who does not know the quality of goods when he sees them often goes on the plan that if he can beat the merchant down on price he has secured the goods so much nearer their true value. If he can not beat him down he concludes that the merchant's price must be about right. With such customers it is just as easy to make a sale at a fair profit as at a ruinous cut.

Do not claim that your goods are better than a competitor's unless you are prepared to prove it.

The store which has the same price for rich and poor, critical or careless, generous or niggardly, need have no fear of marking everything in plain figures.

"It pays to be accommodating," is a good rule, with exceptions. Six months' or a year's time without interest on an account is one of these.

The price cutter need not necessarily set the prices for a whole street or town. If he sells "three for a quarter," costing twenty-four cents, let him do so until he gets tired of it.

He has been trading with your rival for a year, but has come back again. Act glad to see him, and treat him just as though he had been coming regularly every week. A year ago you might have asked why he left. Better not ask it now.

E. E. Whitney.

This and Other Ads as Good Will Run In Eleven Languages

In Over 2,000 Newspapers, Periodicals, Farm and Religious Publications



Martha Washington
COMFORT SHOES

Thousands of women thoroughly enjoy the genuine relief and comfort of Martha Washington Comfort Shoes. They fit like a glove and feel as easy as a stocking. No bother about buttons or laces; they just slip on and off at will. Elastic at the sides prevents pinching or squeezing, and "gives" with every movement of the foot. Absolute comfort guaranteed.

Your dealer will supply you; if not, write to us. Look for the name and Trade Mark on the sole.

FREE: Send the name of a dealer who does not handle Martha Washington Comfort Shoes, and we will send you free, postpaid, a beautiful picture of Martha Washington, size 15x20.

We also make the stylish "Leading Lady Shoes."

F. Mayer Boot & Shoe Company
MILWAUKEE, WIS.

"Solid Comfort"



20 Million People

will be influenced by our advertising this season. Hundreds in your locality will be among them, and thousands more know all about Mayer shoes. You—if you sell MAYER SHOES—are in line to get the benefit of this advertising—to increase your sales.

If you don't handle Mayer shoes now is the time for you to learn of the advantage in handling them—to find out in how many ways the retailer is assisted in making big sales and holding the business on merit. If you want permanent customers handle

Mayer

**CUSTOM
MADE
SHOES**

**Retail
Selling
Helps**

We advertise very extensively to create a demand for Mayer shoes. Then we supply the dealer with retail advertising which makes our general advertising personal to him. We supply booklets, newspaper cuts, retail ads, circular letters, store and fence signs, hangers, etc. Good shoes in the first place, and then this liberal advertising assures every dealer of an increasing and satisfied patronage.

Write for particulars, or better still, write us when you want a salesman to show you samples.

F. MAYER BOOT & SHOE CO.

THE LARGEST MANUFACTURERS OF FULL VAMP SHOES IN THE WORLD

Milwaukee, Wisconsin



Fall Announcements Regarding Little Men's Wear.

Without any retail trade even of significance was the fortnight. The last week in August was remarkable for its cool nights and mornings, and while the weather favored retailers doing some advance fall business, they were continuing summer sales, with the weather against trade in light-weights. Immediately with the end of the week many took advantage of the holiday on Monday to get the departments ready for fall. But the first week in September was hot and sultry, and against the movement of new merchandise. Besides, good trade was affected by people busying themselves getting righted after their summer vacations, while the popular trade was kept out of the buying mood by the absence of any advertising that would appeal to their wants for the children for the first week of the new school term.

As examples of the way leading retailers reached out for business in their advertisements announcing the readiness of fall stocks, we have selected a few of the prominent New York houses.

"To parents of school children. September 10, when the outfitting of school boys and girls is a matter of concern to parents, guardians and children, we invite critical inspection of our fall productions. We are specialists in apparel of the tone and style properly accompanying 'Fifth avenue' imprint, but we are also the manufacturers; hence our prices never exceed those of the average department store. The selection of school clothes from the unexampled variety of exclusive models now ready will prove an agreeable and satisfactory experience," is the Franklin Simon & Co. way.

As reverse of the above, and as an example of how a house can fill up newspaper space and dodge everything relevant to new clothes and a new season, we quote the following: "This is the one store where you are sure of finding everything for the complete outfitting of children. Any and every article of children's apparel may be found here in greater variety and broader assortments than are possible in any other establishment.

"The reason is self-evident: The entire activities of this organization are centered exclusively on the outfitting of children. Each division is directed by experienced executives, thoroughly informed on their particular department of dress.

"The results of this trained concentration are: A marked originality in designs; a pleasing distinction in styles; superiority in cut and fit, and greater thoroughness in every detail. Newest fall styles," is the Best & Co. way.

Merely a paragraph to boys in an advertisement headed "Autumn garments, practical styles in apparel for school or college outfits; boys' Nor-

folk, double-breasted, sailor and Russian suits; reefers and overcoats; caps, hats, shirtwaists and separate knickerbockers; undergarments, neckwear and other furnishings; hosiery, heavy school boots, school, military and street gloves," is the way B. Altman & Co. called parents' attention to the new season and its new goods.

"Sale of boys' school suits and odd trousers," with brief descriptions and prices was the style of the James McCreery & Co. advertisement. R. H. Macy & Co. gave brief descriptions and prices without reference to the school term, and but short announcement of the fall models. Hearn said: "The first demand of autumn is for boys' and girls' school clothes and supplies! Requirements that can be nowhere so advantageously filled as here, where great departments of everything for the young folks are a feature. Assortments and values have made 'Hearn's for children's wear' a family phrase." And then followed a list of special offers at low prices, boys' all-wool school suits, 7 to 16, at \$2.98; boys' knee trousers, 3 to 16 years, all wool, at 50 cents, the lots offered indicating advantageous purchases of manufacturers' carried-over stocks or retailers' carried-overs, as the styles were not fresh throughout the lots offered.

Some of the cheap and popular-priced wholesale houses are already out on the road with their spring lines, but the better class manufacturers report that they will not send their travelers out before the latter part of the month or first of October, their claim being that they can not get the lines ready owing to the "bad" deliveries of the piece goods mills.

Few style changes are commented upon by buyers who have had advance information of the new models, but they do report that a fancy season is assured, and say that the lines are fuller of high colors and fancy effects than ever before. Some are favorable to these novelties and believe they will be good for trade, as "people are tired of staples and grays." Others say they will try some of the new-style fabrics to test them before plunging deeply.

Manufacturers are hopeful of a big season, but say that it is hard to predict the outcome until buyers are tried out with the new lines, the result of which will be known after road men are out a while.—Apparel Gazette.

Window Displays in Small Towns.

Does it pay to dress show windows in small cities and towns, and how frequently? This question, put to twenty-six small retail hardware dealers, brought a variety of answers. One gave a decided "No" to the first part of the question, another could not trace any results to his efforts in that direction, and a third did not think it paid in small towns, "as there is no protection from dust, which damages the goods." All the rest were satisfied that window dressing pays even in the smallest towns. Many of them were most emphatic in their testimony. "An attractive

show window is worth more in my estimation than a two-column ad. in a newspaper." "Our window advertising is the cheapest and best and most profitable part of our business." "Good show windows increase our sales every day." "It pays well to dress windows, even in small towns." And so on. But the thing has to be well done; this is insisted upon by one contributor after another. The windows must be kept clean, and so, too, the goods shown in them. That means frequent overhauling.

Change every week is the usual suggestion, although a few are content with fortnightly redressing, and one, like the moon, comes up new only once a month. To facilitate this frequent change, simple, instead of elaborate displays are recommended

by one retailer. "The people will soon learn that you change your window often," writes the dealer, "and will stop and look every time they go along to see what you have in your window this week."

There's a lot of difference between the works of friendship and working your friends.

The hypocrite is the devil's best argument.

HATS At Wholesale
For Ladies, Misses and Children
Corl, Knott & Co., Ltd.
20, 22, 24, 26 N. Div. St., Grand Rapids.

P. Steketee & Sons
Wholesale
Dry Goods
GRAND RAPIDS, MICHIGAN

The Prompt Shippers

**Edson,
Moore & Co.**
Wholesale Dry Goods

DETROIT

Hints on Advertising a Retail Clothing Store.

Although the time to advertise is all the time, the holiday season is an extra good time to advertise provided you have a fine line of holiday goods to offer the people. Holiday neckwear is always in demand for presents. Parents frequently defer buying new clothes for their boys until Christmas. In fact, in this festive season everybody is looking for advertisements. All are in a happy mood and want to see what the season has brought forth, if they are not wanting to buy. It frequently happens that a good advertisement will suggest to them something they would like to have. Their interest is aroused, and with it will come the desire to avail themselves of the article. When people have money they delight in spending it—at least, some do—and they compare opportunities and make their purchases where they can receive the most for their money.

The little folks are very much interested these days, and they always have something to suggest to parents that interest them. Children are always good advertisers for you, provided you have something to offer that will elicit their attention. Your window advertising should be carefully considered; your newspaper products should be carefully studied before sending them before the public. These products should not be of the "whoop and hurrah" kind, but modest, truthful and simple statements of facts. The blustering, pompous and braggadocio system of advertising may catch a few, but that class of products rarely appeals to the thoughtful and educated class. Apropos of this let us advise you to watch the papers in which you advertise to see if their class of matter is such as to appeal to the class of trade which you wish to reach—a good suggestion for manufacturers and wholesale merchants as well as retailers.

Provide yourself with a few illustrations appropriate to the articles you want to advertise for the holidays, and then prepare your products with care, so as to present the idea intended in its strongest light. Change the style of your advertisement as often as your opportunity will permit. If you have special sale days, be sure that the sale day follows the day of your announcement; do not thus give your competitor an opportunity to outdo you.

Small products with appropriate illustrations are among the best methods of effective advertising. They are easily read, and hence more apt to be read than large space advertisements. The advertisement that makes one suit thoroughly known to the public is an advertisement for all suits of its kind, and the same is true of neckwear, hats shirts and any other article of wear. The attempt to put something about every article one has in the store in a single advertisement will always prove abortive.

A man with a clear understanding of the things he aims to talk about will have no trouble to select the proper words to express himself. This fact suggests the importance

of studying the things to be advertised with great care, that their superior qualities may be presented in the advertisement clearly and concisely. If the merchant can make better offers to the people than his competitor can do, he can set forth their advantages in plain language, without any allusion whatsoever to either his competitor's class of merchandise or methods of business.

The language of pompous advertising consists of hollow symbols of nothingness, if we are permitted to attribute an abstract quality to nothing. Logically, the expression may be wanting, but as a matter of fact big words and pompous style in the make-up of an advertisement suggest nothing to the mind of a tangible character. The attempt to clothe commonplace things with a gorgeous collection of words always defeats the object in view. Those that prepare their advertisements upon this plan study the sound of words more than they study the nature of the articles they wish to make prominent. The jingling sound of big words and often almost unpronounceable words is their mistaken idea of effectiveness. There is an effectiveness, but not the kind the advertiser supposes; for the effect is wholly expended in showing mental poverty.—Clothier and Furnisher.

A Lucky Mistake.

Mr. Bergamot had his life insured in an organization that collected its premiums in the form of monthly assessments. His assessment was three or four dollars, and to make it "come easier," as he said, he bought a small "family savings bank" and presented it to his wife.

"Now, Belinda," he said, "as my insurance is for your benefit, I want you to see that there is always money enough in this thing to pay my assessment when the time comes round. I'll drop a dime in it occasionally instead of buying a cigar, and you can do the same with any loose change that's left in the house pocketbook at the close of each day.

"Just you take the responsibility in your own hands, and perhaps you won't buy something from every peddler that comes to the house. To show you that I trust you with it, here's the key to the bank."

Mrs. Bergamot accepted the charge. The scheme appeared to work admirably. In fact, as the end of the month drew near it became apparent that there was more in the bank than would be needed to pay the assessment. One evening, however, she turned suddenly to him and said:

"Henry, there was a man here today with the loveliest little machine for grinding up meat, so you can make your own sausage; and all he asked for it was—by the way, Henry, you didn't give me the right key to that savings bank."

Mr. Bergamot took out his bunch of keys and looked them over.

"You're right, Belinda," he said. "I thought I did—but perhaps it is just as well. I guess we'll stick to this arrangement: you keep the cash, and I'll carry the key."

Stamped Doilies Tray Cloths Pillow Slips Pillow Tops

for embroidering are big sellers at this season of the year. We carry a very good assortment; also have the Belding's and Richardson's lines of wash embroidery silks to use with the above articles. Ask our salesmen.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.



A view of our No. 100 Keith System with one tray removed

Don't Shut
Your Eyes
In the Face
Of a Good
Proposition

We guarantee to save you **time and money.**

How?

By systematizing your business—placing it on a cash basis as near as it is possible.

By assisting you in making your collections.

By stopping all disputes, and, in consequence, all concessions to customers.

By doing away with all posting of accounts after the purchase is made.

By inspiring your customers with confidence in you and your sensible way of doing business.

All this and more is accomplished with our

Keith Credit System

We can prove it. Write for full information.

The Simple Account Salesbook Co.

Sole Manufacturers, also Manufacturers of Counter Pads for Store Use

Fremont, Ohio, U. S. A.



Fishing Rods Made by Machines and Men.

When the infringing influences of complex and highly organized machinery entered the old "bench" workshops of the veteran maker of split bamboo fishing rods and reconciled him to its coming, machinery could seek no higher recognition.

To-day when the fastidious fly caster or bait caster musters out his new rod which is to prove itself or fail him, he must divide the honors or the opprobrium between the machine and the man. Before the man may begin to put the mark of his handicraft upon the rod of split bamboo, the machine will have been the basic worker.

The machine will have cut the six triangular strips of bamboo entering into each of the two or three hexagonal sections of the rod. The machine will have planed the under two sides of each strip to glass smoothness and fitted them into the hexagonal tapering bundle. The machine will have pressed each bundle home into the binding glue. And nature will have furnished the inimitable gloss of the surfaces.

In the fitting of the agate tip, the placing of the agate guide and its fellows the adjustment of the ferrule joints, reel seat, and handle, and finally in the careful wrapping and varnishing of the completed rod the old fashioned rodmaker finds opportunity for his handicraft.

"No rodmaker to-day can compete with the machine in the assembling of split bamboo," says the veteran, J. W. Eystera, for a quarter of a century a rodmaker who has loved his rods sometimes to the point of unwillingness to part with them for money. He sighs as he says it, too.

For in this quarter of a century there have been other things than the machine to work change in the business of the rodmaker who learned his trade under some of the old masters of the art.

Nature herself has failed him. Where is the stock of famous bethebara wood of which the finest rods in the world were made? The old rodmaker is making his "bethebara" rods, but despising the material of which he must fashion them. A genuine bethebara rod of a generation ago would bring its weight in gold—if the wood were to be had for the making. Long ago the South American who sought bethebara stock for the world's rod markets went out of business for lack of it.

Even the greenheart woods are cut into heavily. A larva of an Indian fly has been boring into the bamboo stock shipped from the port of Calcutta. The Japanese supply of bamboo is hopelessly second class. Only the bamboo stock from the Bombay district is safe.

This condition has given place and market to the steel rod of this age of steel—a rod despised by the rodmaker as a Buddhist despises a Christian!

No man not a fisherman ever made a rod. He must have fished to appreciate the rod. He must have loved a rod in order to appreciate its beauties, and appreciating these and apprenticeship makes the rodmaker. One man in America made a rod which won him fame before he died. Another man made a reel that brought him fame, and the grandsons of the man who may be using the first of these reels to-day may be using them a hundred years from now.

These facts make the old rodmaker of the present snort under his breath when some one with a steel rod comes into his little shop asking that his "pole" be fixed up shipshape before he starts out for a two weeks' vacation into the woods and waters. "A pole!" What is the world coming to?

To-day when the fisherman seeks his "hand made" rod in the strictest sense, he must reconcile himself to the solid rod of greenheart or lancewood. Greenheart has its drawback. It is in the form of the "pin knot." This pin knot, in the beginning, was a small, hard tendril of the tree. As the tree grew its outer bark inclosed the speck of tendril. When the wood is cut into squares from one-fourth to three-fourths of an inch and a pin knot shows itself the strip is thrown away. If the rodmaker, after hours of planing and polishing, feels the tip of the hidden thing he throws material and work away. Or, if the knot fails to show after all the labor of the rodmaker, the first rush of a stung bass or muskellunge in the clear, cold waters of the fishing country may leave the owner of the new rod in a dilemma which only the fish is likely to escape. For the hidden pin knot in the finished section of a rod means a snapping of the rod if the knot shall be in the slender reaches of the tip.

The rod of split bamboo is the favorite of the present day fisherman. In the makeup of the bundle of strips composing it ends are reversed and arranged so that the inevitable sectional rings of the wood shall not lie together. Nature's finish of the bamboo cane must be removed carefully even at the knot rings. The enamel of it must not be touched in the plane surfaces.

Occasionally one may see in this nature's finish of the golden bamboo rod a chocolate discoloration in spots. Nature did not do this. In the Indian ports of lading the bamboo canes in bundles were passed through flaming heat in order to destroy the boring larvae which in the long sea voyage would honeycomb them. Yet men have admired these blemishes until often a rod is colored artificially with acids in order to simulate the marks of a necessity.

"Balancing" the fishing rod is one of the chief acts of the rodmaker. In the fitting of the ferrules at the point where German silver plunger and socket joints must form about three inches each of pliancy, it becomes an art to hold the perfect bow of a rod when the strain of the line runs over the rod from reel seat to tip. The "feel" of the rod must be sympathetic to the hand of the fisherman. Its taper from reel seat to

tip must be in perfect proportion through two, three or four sections, each involving the ferrule joint.

When you have found the man who has mastered these things be careful how you go to him for rod repairs—adjusting of an agate guide, the rewrapping of the rod, the tightening of a loosened ferrule.

Don't ask him to straighten a steel rod which you have stepped on in the boat. He hates the steel rod anyhow, and the straightening of such a rod is so full of the risk of breaking that you will have to assume all the risk of the attempt.

Don't, for heaven's sake, call a fishing rod a "pole." A fishing pole is a stalk of bamboo in its natural state imported from Japan and designed for holding out into the water a line provided with a bobber.

Don't—in the expression of your affection for your rod—tell him that it is "hand made." He'll tell you that if it is, and if it isn't hand made he'll swear that you don't know a sunfish from a muskellunge.

And if you expect him to recognize the rod as hand made, remember that it should have cost you all the way from \$18 to \$25 for a bait casting service, and \$12 or \$20 if for fly casting, the variations in prices depending upon whether the trimmings be of nicked brass or of German silver.

Hollis W. Field.

A strong breath comes out of a weak head.

Danger

The red light has no more significance to the rail-roader than the absence of a telephone in the isolated home.

"Use the Bell"

IT
PAYS



CALL
MAIN
330

Quality Always Wins

This is the reason our

Harness Trade

has increased so much and why we can guarantee absolute satisfaction, as it's ALL IN THE QUALITY.

Sherwood Hall Co., Ltd.
Grand Rapids, Mich.



ILINOY HEATER

Absolutely the finest smoke, soot and gas consuming soft coal heater in the world. Write for catalogue.

Wormnest Stove & Range Co.
Grand Rapids, Mich.

Established in 1873

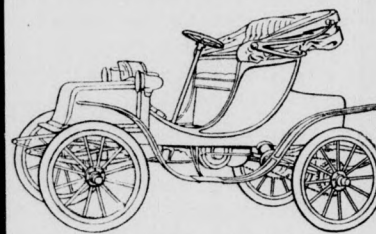
Best Equipped
Firm in the State

Steam and Water Heating
Iron Pipe
Fittings and Brass Goods
Electrical and Gas Fixtures
Galvanized Iron Work

The Weatherly Co.
18 Pearl St. Grand Rapids, Mich.

If you want an Electric Carriage that is built right, is right and works right, you want the stylish, noiseless and simple

BABCOCK



Model 5 \$1,400

This car is thoroughly dependable, clean, and especially recommended for ladies' use.

We will be glad to give you demonstration on request.

Ask for Babcock catalogue.

ADAMS & HART

47-49 No. Division St.
Grand Rapids, Mich.

Why a Boy Should Learn a Trade.

Progress can not permanently consist in the abandonment of physical labor, but in the development of physical labor so that it shall represent more and more the work of the trained mind in the trained body. To provide such training, to encourage in every way the production of new men whom it alone can produce, is to show that as a nation we have a true conception of the dignity and importance of labor. The calling of the skilled tiller of the soil, the calling of the skilled mechanic, should alike be recognized as professions, just as emphatically as the callings of a lawyer, of doctor, of banker, merchant or clerk. The printer, the electrical worker, the housepainter, the foundry man should be trained just as carefully as the stenographer or the drug clerk. They should be trained alike in head and hand. They should get over the idea that to earn \$12 a week and call it salary is better than to earn \$25 a week and call it wages. The young man who has the courage and the ability to refuse to enter the crowded field of the so-called professions and to take to constructive industry is almost sure of an ample reward in earnings, in health, in opportunity to marry early and to establish a home with reasonable freedom from worry. We need the training, the manual dexterity and the industrial intelligence which can be best given in a good agricultural or building, or textile, or watchmaking, or engraving, or mechanical school. It should be one of our prime objects to put the mechanic, the wage-earner who works with his hands, and who ought to work in a constantly larger degree with his head, on a higher plane of efficiency and reward, so as to increase his effectiveness in the economic world, and, therefore, the dignity, the remuneration and the power of his position in the social world. To train boys and girls in merely literary accomplishments to the total exclusion of industrial, manual and technical training tends to unfit them for industrial work; and in real life most work is industrial.—Theodore Roosevelt.

Engravers Well Paid.

George F. C. Smillie, an engraver in the Bureau of Engraving and Printing draws \$6,000 a year. He is considered one of three men in the United States who rank at the top of the profession. He is an adept at portrait engraving, most of the portraits on government notes, bonds, etc., being his work. It is possible that he has no equal in the United States in his line. He is descended from a family of engravers and artists. His grandfather and his father were expert engravers, and members of his family are noted as artists in whatever line they undertake.

The salary paid Mr. Smillie calls attention to the fact that there are comparatively few expert engravers in the United States, so far as the making of plates for currency and other government obligations are concerned. In the Bureau of Engraving and Printing there are twenty engravers. Their salaries range from \$1,000 to \$6,000 a year.

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 50		
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.			
Rival—For Shotguns.			
No.	Pow.	Shot	Gauge
120	4	1 1/2	10
129	4	1 1/2	9
128	4	1 1/2	8
126	4	1 1/2	6
135	4 1/4	1 1/2	5
154	4 1/2	1 1/2	4
200	3	1	10
208	3	1	8
236	3 1/4	1 1/2	6
265	3 1/2	1 1/2	5
264	3 1/2	1 1/2	4
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 75		
1/2 Kegs, 12 1/2 lbs., per 1/2 keg	2 75		
1/4 Kegs, 6 1/4 lbs., per 1/4 keg	1 50		
Shot.			
In sacks containing 25 lbs.			
Drop, all sizes smaller than B	2 10		
AUGERS AND BITS			
Snell's	60		
Jennings' genuine	25		
Jennings' imitation	50		
AXES			
First Quality, S. B. Bronze	6 00		
First Quality, D. B. Bronze	9 00		
First Quality, S. B. Steel	7 00		
First Quality, D. B. Steel	10 50		
BARROWS			
Railroad	16 00		
Garden	33 00		
BOLTS			
Stove	80		
Carriage, new list	70		
Flow	50		
BUCKETS			
Well, plain	4 50		
BUTTS, CAST			
Cast Loose, Pin, figured	70		
Wrought, narrow	75		
CHAIN			
Common	7 1/4 c.	5 1/4 c.	5 3/4 c.
BB.	8 1/2 c.	7 1/2 c.	7 c.
BBB.	9 c.	8 c.	7 1/2 c.
CROWBARS			
Cast Steel, per pound	5		
CHISELS			
Socket Firmer	65		
Socket Framing	65		
Socket Corner	65		
Socket Slicks	65		
ELBOWS			
Com. 4 piece, 6 in., per doz.	net 65		
Corrugated, per doz.	1 00		
Adjustable	dis. 40&10		
EXPANSIVE BITS			
Clark's small, \$18; large, \$26.	40		
Ives' 1, \$18; 2, \$24; 3, \$30	25		
FILES—NEW LIST			
New American	70&10		
Nicholson's	70		
Heller's Horse Rasps	70		
GALVANIZED IRON			
Nos. 16 to 20; 22 and 24; 25 and 26; 27, 28			
List 12 13 14 15 15 17			
Discount, 70.			
GAUGES			
Stanley Rule and Level Co.'s	60&10		
GLASS			
Single Strength, by box	dis. 90		
Double Strength, by box	dis. 90		
By the light	dis. 90		
HAMMERS			
Maydole & Co.'s new list	dis. 33 1/2		
Verkes & Plumb's	dis. 40&10		
Mason's Solid Cast Steel	30c list 70		
HINGES			
Gate, Clark's 1, 2, 3	dis. 60&10		
Pots	50		
Kettles	50		
Spiders	50		
HOLLOW WARE			
Common	dis. 50		
HORSE NAILS			
Au Sable	dis. 40&10		
HOUSE FURNISHING GOODS			
Stamped Tinware, new list	70		
Japanese Tinware	50&10		

IRON

Bar Iron	2 25 rate
Light Band	3 00 rate
KNOBS—NEW LIST	
Door, mineral, Jap. trimmings	75
Door, Porcelain, Jap. trimmings	85
LEVELS	
Stanley Rule and Level Co.'s	dis. 50
METALS—ZINC	
600 pound casks	9 1/2
Per pound	10
MISCELLANEOUS	
Bird Cages	40
Pumps, Cistern	75
Screws, New list	87 1/2
Casters, Bed and Plate	50&10&10
Dampers, American	50
MOLASSES GATES	
Stelbins' Pattern	60&10
Enterprise, self-measuring	30
PANS	
Fry, Acme	50
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 Teel 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	3 00
Wire nails, base	2 40
20 to 60 advance	Base
10 to 16 advance	5
8 advance	10
6 advance	20
4 advance	30
3 advance	45
2 advance	70
Fine 3 advance	50
Casing 10 advance	15
Casing 8 advance	25
Casing 6 advance	35
Finish 10 advance	25
Finish 8 advance	35
Finish 6 advance	45
Barrell 7 1/2 advance	35
RIVETS	
Iron and tinned	50
Copper Rivets and Burs	30
ROOFING PLATES	
14x20 IC, Charcoal, Dean	7 50
14x20 IX, Charcoal, Dean	9 00
20x28 IC, Charcoal, Dean	15 00
14x20, IC, Charcoal, Allaway Grade	7 50
14x20, IX, Charcoal, Allaway Grade	9 00
20x28, IC, Charcoal, Allaway Grade	15 00
20x28, IX, Charcoal, Allaway Grade	18 00
ROPES	
Sisal, 1/2 inch and larger	9 1/2
SAND PAPER	
List acct. 19, '86	dis. 50
SASH WEIGHTS	
Solid Eyes, per ton	32 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 00
Nos. 25 to 26	4 00
No. 27	4 10
All sheets No. 18 and lighter, over 30 inches wide, not less than 2-10 extra.	
SHOVELS AND SPADES	
First Grade, per doz.	6 50
Second Grade, per doz.	5 75
SOLDER	
1/4 60 1/2	30
The prices of the many other qualities of solder in the market indicated by private brands vary according to composition.	
SQUARES	
Steel and Iron	60-10-5
TIN—MELYN GRADE	
10x14 IC, Charcoal	10 50
14x20 IC, Charcoal	10 50
10x14 IX, Charcoal	12 00
Each additional X on this grade .1 25	
TIN—ALLAWAY GRADE	
10x14 IC, Charcoal	9 00
14x20 IC, Charcoal	9 00
10x14 IX, Charcoal	10 50
14x20 IX, Charcoal	10 50
Each additional X on this grade .1 50	
BOILER SIZE TIN PLATE	
14x56 IX, for Nos. 8 & 9 boilers, per lb.	13
TRAPS	
Steel, Game	75
Oneida Community, Newhouse's	40&10
Oneida Com'y, Hawley & Norton's	65
Mouse, choker, per doz. holes	12 1/2
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 85
Barbed Fence, Painted	2 55
WIRE GOODS	
Bright	80-10
Screw Eyes	80-10
Hooks	80-10
Gate Hooks and Eyes	80-10
WRENCHES	
Baxter's Adjustable, Nickeled	80
Coe's Genuine	40
Coe's Patent Agricultural, Wrought	70-10

Crockery and Glassware

STONEWARE	
No charge for packing.	
Butters	
1/2 gal. per doz.	52
1 to 6 gal. per doz.	6 1/2
8 gal. each	60
10 gal. each	75
12 gal. each	90
15 gal. meat tubs, each	1 28
20 gal. meat tubs, each	1 70
25 gal. meat tubs, each	2 38
30 gal. meat tubs, each	2 85
Churns	
2 to 6 gal. per gal.	7 1/2
Churn Dashers, per doz.	84
Milkpans	
1/2 gal. flat or round bottom, per doz.	52
1 gal. flat or round bottom each.	6 1/2
Fine Glazed Milkpans	
1/2 gal. flat or round bottom, per doz.	60
1 gal. flat or round bottom, each	7
Stewpans	
1/2 gal. fireproof, bail, per doz.	86
1 gal. fireproof, bail, per doz.	1 10
Jugs	
1/2 gal. per doz.	68
1/4 gal. per doz.	51
1 to 5 gal., per gal.	8 1/2
SEALING WAX	
Pontius, each stick in carton	Per doz. 40
LAMP BURNERS	
No. 0 Sun	40
No. 1 Sun	42
No. 2 Sun	55
No. 3 Sun	90
Tubular	60
Nutmeg	60
MASON FRUIT JARS	
With Porcelain Lined Caps	
Pints	Per gross 4 45
Quarts	4 80
1/2 gallon	6 70
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 85
No. 2, Crimp top	2 85
Fine Flint Glass in Cartons	
No. 0, Crimp top	3 00
No. 1, Crimp top	3 25
No. 2, Crimp top	4 10
No. 0, Crimp top	3 30
No. 1, Crimp top	4 00
No. 2, Crimp top	5 00
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—1 doz. in Cor. Carton	
Per doz.	
No. 1, wrapped and labeled	75
No. 2, wrapped and labeled	85
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, 1 doz. in Carton	
No. 1, Sun Plain Top, (\$1 doz.)	1 00
No. 2, Sun Plain Top, (\$1.25 doz.)	1 25
OIL CANS	
1 gal. tin cans with spout, per doz.	1 20
1 gal. galv. iron with spout, per doz.	1 60
2 gal. galv. iron with spout, per doz.	2 50
3 gal. galv. iron with spout, per doz.	3 50
5 gal. galv. iron with spout, per doz.	4 50
3 gal. galv. iron with faucet, per doz.	4 50
5 gal. galv. iron with faucet, per doz.	5 25
5 gal. Tilting cans	7 00
5 gal. galv. iron Nacefas	9 00
LANTERNS	
No. 0 Tubular, side lift	4 60
No. 2 B Tubular	6 75
No. 15 Tubular, dash	7 00
No. 2 Cold Blast Lantern	8 25
No. 12 Tubular, side lamp	12 00
No. 3 Street lamp, each	3 50
LANTERN GLOBES	
No. 0 Tub., cases 1 doz. each	55
No. 0 Tub., cases 2 doz. each	55
No. 0 Tub., bbls., 5 doz. each, per bbl.	2 25
No. 0 Tub., Bull's eye, cases 1 dz. e.	1 25
BEST WHITE COTTON WICKS	
Roll contains 32 yards in one piece.	
No. 0 3/4 in. wide, per gross or roll.	28
No. 1, 5/8 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 Tradesman, Superior, Economic or Universal grades. Where 1,000 books are ordered at a time customers receive specially printed cover without extra charge.	
COUPON PASS BOOKS	
Can be made to represent any denomination from \$10 down.	
50 books	1 50
100 books	2 50
500 books	11 50
1000 books	20 00
CREDIT CHECKS	
500, any one denomination	2 00
1000, any one denomination	3 00
2000, any one denomination	5 00
Steel punch	75

WATERED BUTTER.**Dealers Appeal To the Government for Relief.**

Representatives of the butter trade of New York, Chicago, Boston and Philadelphia recently met in Washington to appear before the Commissioner of Internal Revenue for the purpose of presenting the difficulties under which butter merchants are laboring in the matter of butter found to contain excess water. The hearing was arranged by the Chicago Butter and Egg Board among whose members agents of the Internal Revenue Department had been active in the search for butter containing excess water, and of whom a number had been assessed under conditions which precluded any possibility of self protection.

F. C. Barger, of New York, presented the case of the butter trade by reading the following statement, which had been signed by all the delegates present:

In behalf of the butter trade, represented by the New York Mercantile Exchange, the Chicago Butter and Egg Board, Philadelphia Butter and Egg Board and the Boston Fruit and Produce Exchange, we beg to make the following statements for your consideration:

1. We respectfully refer you to certain provisions of the law of May 9, 1902, as follows:

(a) That any butter containing an abnormal quantity of water is classed as adulterated butter.

(b) That a tax of 10 cents per pound is levied upon all adulterated butter, to be paid by the manufacturer.

(c) That, in addition to the per pound tax upon manufacturers, certain special taxes are imposed upon manufacturers, wholesale dealers and retail dealers in adulterated butter.

(d) That all adulterated butter manufactured must be packed according to certain specified requirements and marked, stamped and branded according to rules prescribed by the Treasury Department.

(e) That the Internal Revenue Department has held that butter containing 16 per cent. or more of water contains an abnormal quantity of water and is taxable as adulterated butter.

2. The percentage of water in butter may be more or less according to the method of manufacture; it varies with the temperature and other physical conditions prevailing during churning and working. These conditions are sometimes under the control of the buttermaker and sometimes they are only partially so or not at all; and they may always be under control with proper facilities.

3. Under the normal conditions prevailing in the butter factories and with no effort to secure any particular percentage of moisture in the product, the water content is found to vary chiefly within the limits of 12 per cent. and 15 per cent., while it is sometimes as low as 8 to 10 per cent., and sometimes as high as 16 per cent. or a little more.

4. Under special efforts to incorporate abnormal quantities of water,

and by varying the temperatures and other conditions during churning and working, skillful buttermakers can produce a butter containing, approximately, any desired percentage of water within a range of, say, 1 or 2 per cent.

5. The percentage of water in a given churning of butter may vary, as indicated by samples taken from different tubs; and where lines of butter from a creamery consist of butter made at different churnings—which is usually the case—there may be a considerable difference in the water content of different tubs, of which no evidence can be gained without a multiplicity of analyses.

6. The great majority of the butter merchants have no desire to become "dealers in adulterated butter." They desire to deal only in legally unadulterated butter and in their dealings with butter manufacturers would not knowingly buy or receive on commission any adulterated goods.

7. Dealers in butter have no practical means by which they can assure themselves that every lot of butter received by them contains less than 16 per cent. of water; first, because it is impractical to submit every lot of butter received to a chemical analysis; second, because the analysis of a sample from one or more tubs does not surely demonstrate the moisture content of other samples taken from the same other tubs; third, because any analysis possible to the merchant may not agree exactly with analyses made at the Government laboratories.

8. Notwithstanding these facts,

If you are shipping current receipts of fresh gathered eggs and want an outlet for them at full prices—regularly—write for our proposition.

L. O. SNEDECOR & SON, Egg Receivers, 36 Harrison St., New York
We handle dairy butter, ladles and packing stock.

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.

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

Butter

We are in the market every day in the year for Packing Stock Butter. Write or wire us for prices, or let your shipments come along direct to the factory and get outside prices at all times.

We are also manufacturers of fancy Renovated and Creamery Butter, and can supply the trade at all times in any quantity, 60 pound and 30 pound tubs or 1 pound prints. Write for prices.

American Farm Products Co.

Owosso, Mich.



Dairy Feeds

are wanted by dairy-men and stockfeeders because of their milk producing value. We make these a specialty:

Cotton Seed Meal
O. P. Linseed Meal
Gluten Feed
Dried Brewers' Grains
Malt Sprouts Molasses Feed
Dried Beef Pulp

(See quotations on page 44 of this paper)

Straight car loads; mixed cars with flour and feed, or local shipments. Samples if you want them.

Don't forget
We Are Quick Shippers

Established 1883

WYKES & CO.

FEED MILLERS

Wealthy Ave. and Ionia St.
GRAND RAPIDS, MICH

WE'RE DAILY BUYERS

Don't sell your orchard or farm products before we have made you our cash offer

We have the orders to fill, so can pay you top of the market for apples, grapes, peaches, plums, pears, potatoes, cabbage, etc., carlots or less. Wire us for quotations or call us at any time. Citizens phone 5166, Bell 2167, or drop us a line informing us what you have to offer.

Yours truly,

YUILLE-MILLER CO., Grand Rapids, Mich.

MILLET

If in the market ask for samples and prices.

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

agents of the Internal Revenue Department, finding in the possession of butter merchants a product which, in their ignorance of its character and with no adequate means of detection, has been found to contain an excess of moisture, have subjected such merchants to fines, fees and penalties as "dealers in adulterated butter."

9. The merchants dealing in butter whose plea is here presented are in sympathy with the law placing restrictions upon the manufacture and willful sale of adulterated butter; but they protest that dealers who have no part whatever in the manufacture or manipulation of the goods, and who buy or receive butter as unadulterated from factories which have no license to manufacture adulterated butter, and from which the goods are received in unbranded packages as being unadulterated, should not be held liable for taxation as dealers in adulterated butter because they may unwittingly have in their possession butter containing excess moisture received from manufacturers who, through ignorance, carelessness, miscalculation, or even willful purpose, furnish them with goods found to be adulterated through a defect which the merchant has no practically certain means of detecting.

A general discussion followed between the representative of the Department and of the Exchanges in which the difficulties of the butter trade arising from a literal interpretation and enforcement of the law were brought out. At its conclusion Commissioner Capers stated that he would give the subject further careful consideration and issue instructions to the inspectors according to his final conclusions. From the remarks made by the Commissioner during the discussion the general attitude of the Department seemed to be, briefly, the danger to dealers wishing to handle only unadulterated goods would be lessened or obviated by a strict application of the tax and license law at the factories; that as the manufacturers were the only ones who gained any money benefits from the inclusion of excess water, the Department would direct its principal efforts at the factories; that in the case of excess moisture being found in butter in the hands of commission merchants acting solely as agents for the manufacturers and having no legal title to the property, the license tax provided for wholesale dealers would lie against the manufacturer and not against the commission merchant; that when the title to the adulterated butter passed to the merchant or dealer he would be held liable for taxation as a "dealer in adulterated butter."

In regard to the plea that dealers having no purpose to handle adulterated butter, but among whose goods some might be found with excess moisture owing to their inability to test every lot, should be held free from taxation, the Commissioner referred to the specific requirement of the law that dealers who sold adulterated butter should be regarded as "dealers in adulterated butter;" but it was inferred from his remarks that where butter of that character was found for the first time in the pos-

session of a dealer, or only at rare intervals, and under circumstances indicating that such possession was purely accidental, the Department would take these circumstances into consideration and act with discretion accordingly.

Observations of a Gotham Egg Man.

The receipts of eggs at the four principal markets from September 1 to 21 are reported as follows:

Sept. 1 to 21	1907	1906
New York	177,883	225,178
Chicago	109,944	114,284
Boston	62,728	89,429
Philadelphia	44,131	41,805

Total 394,686 470,696

Although Philadelphia runs a trifle beyond last year the figures show a continued substantial decrease taking the four markets together, indicating that the ratio of interior consumption as compared with total late summer and early fall production is greater this year than last. This fact, together with the freer movement of storage eggs so far realized, is increasing the hopefulness of many holders of refrigerator goods and there are some who are inclined to stiffen their ideas of value. On the whole, however, there is a generally free offering of early packings at prices that make a very modest profit over their high cost, and there are still many who regard the future of the market with some anxiety.

Advices received here by local receivers indicate that there are many holders of interior storage stocks who would be glad to find Eastern outlets for a part of their holdings and it is not unlikely that as soon as settled cool weather appears the forward movement of held eggs will increase the total receipts at seaboard markets. Retail prices for fresh eggs are being pushed to quite high figures for the season of year, and while dealers are generally reporting a relatively free consumption up to this time there is likely to be some decrease in the output hereafter. In fact, reports from the storage houses here indicate that the September output has not been as much greater than last year as was the August output, and the excess of holdings compared with last year is still very large, considering the length of time that remains for its disposition.

Considerable of the June and July storage stock has been moved into consumption but by no means all of it; there are still liberal offerings of good to fine qualities at 18@19c, with some unusually prime lots held 1/2@1c higher. So long as these remain in quantity shippers must expect a comparatively low market for those ordinary grades of fresh eggs that contain a large proportion of stale, weak-bodied country held stock; the scarcity of new laid eggs will very likely support strong prices for such, but buyers looking for fresh eggs do not want those which are very badly mixed with stale stock for they prefer good refrigerators to the latter. A very wide range of prices must therefore be expected for fresh gathered eggs—at least until such time as the cheaper qualities of storage are exhausted. Shippers should take this into consideration very fully when

buying stock for shipment; when fresh receipts of fresh gathered eggs are selling here all the way from 24 1/2c down to 18c, a shipper ought to know pretty certainly what kind of eggs he is buying.

Order Red Jacket

Spring Wheat Patent, quality the best. Can ship small lots from Grand Rapids and mixed cars with mill feed, if desired, direct from Minnesota.

We also manufacture stone ground Wheat Flour, Graham, Rye, and Buckwheat Flour as well as Corn and Oat Feeds.

Send us your orders.

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.
Grand Rapids, Michigan

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

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

We Are Buying

Apples, Peaches, Pears, Plums, Grapes, Onions, Potatoes, Cabbage. CAR LOTS OR LESS.

We Are Selling

Everything in the Fruit and Produce line. Straight car lots, mixed car lots or little lots by express or freight.

OUR MARKET LETTER FREE

We want to do business with you. You ought to do business with us. COME ON.

The Vinkemulder Company
Grand Rapids, Mich.

Apples Wanted IN CAR LOTS OR LESS FOR The New Canning Factory

Write, Phone or Wire

C. D. CRITTENDEN CO.

41-43 S. Market St.

Grand Rapids, Mich.

20 1/2c For Eggs

is what we are paying today (Oct. 2), subject to advance if market goes higher.

We carefully inspect every egg, paying according to quality. The above price is for No. 1 fresh eggs delivered here.

If you are a careful buyer and packer of eggs we want to make you a proposition. Write or ship today.

Thirteen years' square dealing in butter and eggs.

F. E. STROUP, Successor to Stroup & Carmer
Grand Rapids, Mich.

Potato Bags

new and second hand. Shipments made same day order is received. I sell bags for every known purpose.

ROY BAKER

Wm. Alden Smith Building

Grand Rapids, Michigan

ESTABLISHED 1876

FIELD SEEDS

Clover and Timothy Seeds. All Kinds Grass Seeds.

Orders will have prompt attention.

MOSELEY BROS., WHOLESALE DEALERS AND SHIPPERS

Office and Warehouse Second Ave. and Railroad.

BOTH PHONES 1217

GRAND RAPIDS, MICH.

Highest Price Paid for Eggs

We buy them case count, f. o. b. your station. Today we are paying 19c.

We also want your Butter, Cheese and Poultry.

Money right back

Bradford-Burns Co.

7 N. Ionia Street
Grand Rapids, Michigan



What Advance Information Is Needed.

Making a good choice of prospects to work upon for any house is by no means a minor detail of a salesman's business; it is doubly important in the case of a jewelry house and requires careful study and wide-awake intelligence. There are many things to consider further than the rating of your customer and the actual dollars and cents you are going to get out of him.

Is your customer located in such a position that he can sell your goods? Is his place of business so situated that he can sell them readily? It is nothing short of an imposition on a customer to sell him goods that your judgment warns you he can not handle, even if he himself can be induced to buy. Anxious as a salesman should be to make the largest number of sales possible, he should never place his line with a merchant whose business will not allow him to give the line proper attention. Jewelry salesmen who are shortsighted in such details fall down frequently in permanent business.

Is the customer contentious? That is, will he be inclined to take advantage of technicalities and wrangle over a settlement upon the terms set forth in the contract order? You can ascertain this information. Commercial agencies furnish reports on nearly every phase of a retailer's dealings with his creditors. One of the features of these reports discusses such points as making unreasonable claims, neglecting to answer correspondence promptly, misrepresenting small matters in dealing, and other such unbusinesslike characteristics.

It is an advantage to deal with a customer who is satisfactory on these points. It puts his account in the "very desirable" class. It is much better to do business with the "square man" than the man who must be watched. A salesman should look into these matters. Sometimes our credit department must decline an order. Not because the merchant has not enough money to pay his bills, but because he has the reputation of seeking to avoid the payment of bills for which he contracts.

Among the retailers of jewelry there are many instances of violation of decent business rules. One will return goods after he has actually bought them without asking permission. Another will make a claim of shortage to which he is not entitled. Others try to make discounts not allowed by the terms of the sale. Numerous other abuses are abroad that result in delayed payments. All this delays the salesman's commission and causes much bother and worry to the house.

Does the customer meet his obligations promptly? Our house sells frequently upon long terms of credit. Consequently our customers tie up large amounts of capital. We there-

fore must place our goods where we can count upon getting returns promptly at the stipulated time.

The credit man must take all these things into consideration when passing upon an order. The salesman, therefore, who eliminates beforehand all bothersome trade is one that is doubly valuable to the house.

The successful salesman is not necessarily the one who can go into the largest store and place an order, but one that can work among the doubtful trade, the merchants possessing limited capital. The salesman must be able to pick the honest business-like men who are on the rise among this doubtful class.

There is a wide difference between selling goods and getting signatures to orders. A signature to an order may be obtained without a realization on the part of the signer that he has purchased anything. A sale in the true sense of the word, however, declares a mental acquiescence on the part of the purchaser to the fact that he has asked for something for which he intends to pay. The purchaser's signature to the order is merely necessary to confirm the agreement already made between the salesman and himself.

Now suppose a salesman talks terms different from those in the printed contract and having gained the consent of the merchant to these terms produces an order blank to be signed; and supposing the merchant relying on the honest appearance of the salesman signs the order without reading it carefully. In such a case the purchaser will either countermand the order after the salesman is gone and he has read the contract at his leisure; or if the false terms do not become known until the house asks for a settlement, he will refuse to settle and return the goods.

Has such a salesman who took an order actually sold any goods? Not a bit. He merely inveigled a customer into a signature.

Ability to get signatures is entirely different from ability to sell goods. The man who merely gets signatures may be only a "faker" or "confidence man." Selling goods requires salesmanship.

It is important to secure customers' good will.

We have found by experience that the man whose customers habitually complain of a 'misunderstanding' is not a salesman, but a faker. We get rid of such a man as soon as we find out his true character.

Merchants will, of course, occasionally falsely state that there was a misunderstanding. We always stand by our salesmen in such cases until such misunderstandings become too numerous. A man's previous record for honesty can not be shaken except by conclusive evidence and then after several complications have occurred.

We require our salesmen to explain our terms exactly as they read. They must not leave a customer until everything is clear. Our goods are sold to a customer as a "proposition." We therefore must have that proposition understood, so that in the working out the dealer will be satisfied.

We have put many green salesmen on the road and we can say heartily that a good percentage of them have made good. While a salesman even a novice does well to work in his own way, no time is wasted by giving him a way of working a town, that is, a pattern by which he can cut out his own efforts.

The following talk by one of our most successful salesmen serves as an excellent working pattern:

"Upon my arrival in a town I leave my samples at the hotel and then take a walk to get a lay of the land. I see the best rated dealer first. I do not care if he is rated \$100,000 and highest credit; the higher the credit the finer the line of talk I put up. I find out the name of the buyer before I enter the store if possible. When I meet him I introduce myself and tell him that I have a proposition in which there is 100 per cent. profit; a proposition that enables him to handle my line with everything to gain and nothing to lose; I tell him that my house desires an opening in his town and I have been instructed to see him first, as he has the best location and the best room.

"I never mention jewelry until the right time unless I am forced to do so. Then I go to work to convince my prospect that I have the best proposition on the jewelry market. I show him that I am in his town to get a customer and that I intend to have one before I leave town; that such a desirable proposition as mine will not go without a taker. I find that if I can convince a dealer that he can sell jewelry and make money out of it, he does not care if everyone else in town handles it. If he does not have room for it, he will make room. One can usually please a customer by complimenting his rating and high-class trade."—F. R. Jennings in Salesmanship.

The Traveling Man and the Auto.

When the automobile began to come into use it was predicted that it would be taken up right away by commercial travelers. The leading wholesale house of Topeka, Parkhurst, Davis & Co., started in to fit out a number of their traveling men with machines but the result was not entirely satisfactory. The fact was at that time the automobile had not been developed to a condition that it could be depended on. The traveling man was never certain when he got ten miles away from town that he could get back without the assistance of a farmer's team. He was likely to have to get down and crawl under his machine and soil his clothes and ruin his temper so that he was in no proper frame of mind to sell goods. For these reasons the automobile as a means of transportation for traveling salesmen was largely abandoned. But within the past two or three years the auto has been greatly improved. The engines have been placed at the front where they can be fixed without compelling the driver to get out and wallow round in the dirt. The power can be relied on with a good deal more certainty. Barring mud the automobilist can figure pretty safely on getting to

the point he started for which was not the case formerly. As a result of these improvements automobiles are coming into favor with traveling men. In a good many of the towns of Kansas machines are kept for hire and the owners are making good money out of the business. Up at the town of Oberlin we found a livery stable keeper who had an automobile for hire and it was busy from morning till night and sometimes from night till morning. It was taking in twenty-five or thirty dollars per day right along. Every traveling man knows what a nuisance it is to go to a little town of two hundred people where there is one passenger train a day or maybe only one store. He may manage to sell a little bill of goods amounting to a hundred dollars or such a matter, which sale occupies his time for possibly two or three hours. Then he has to wait over till the next day for a train to get away from the town. If there is anything that is more lonesome than just loafing round a little town of two hundred people, waiting for a train we don't know what it is. With the automobile the traveling man can make two or three of these little towns in a day, do three times the amount of business he can do if he has to depend on railroad trains and miss all the lonesome waits.—Topeka Merchants Journal.

All He Wanted.

A Grand Rapids business man with interest in the South declares that the operation of railway trains in certain parts of that section frequently exhibits an amusingly obliging disposition on the part of employees that is fully appreciated by the residents along the line. And they do not hesitate to take advantage of it.

On one occasion the Michigander was a passenger on a train passing through the northern part of Georgia. The engineer had from a distance observed an old man waving his arms at a siding where the train was not timed to stop. On bringing the train to a standstill, the engineer inquired whether the old gentleman wished to get abroad.

"No," said the old fellow, "I ain't travelin'; but I'd take it as a great kindness if you'd ask them passengers if any one can oblige me with change for a ten-dollar bill."

Some folks think they have lots of grit because they know how to grind their neighbors.

A Question in Addition and Multiplication

Add one big airy room to courteous service, then multiply by three excellent meals, and the answer is

Hotel Livingston
Grand Rapids

Full Text of the Gasoline Red Can Law.

Lansing, Oct. 1.—Enclosed herewith please find copy of the new gasoline "Red Can" law passed by the last legislature, which goes into effect November 1 next.

It will be noticed the law applies not only to dealers when selling gasoline, benzine and naphtha at retail, but also to persons who keep those liquids for use.

(1). Gasoline, etc., can only be delivered to the consumer in cans, casks, barrels or packages painted a vermilion red (meaning a very bright red) having the name of the contents stenciled thereon.

(2). Consumers can purchase, or have gasoline, etc. on hand for use, only when same is contained in cans or packages so painted and stenciled.

(3). It is unlawful to put kerosene in cans, packages, etc. so painted and stenciled.

In other words, tanks on stoves, in autos, boats, engines, etc. can only be filled from cans, barrels, casks, etc. that are so painted (bright red) and stenciled.

The various oil companies have signified their intention to co-operate with the department in carrying out the provisions of the law, and will even go a step farther and advise all retail dealers that the tanks in their stores in which their agents deliver gasoline oil into must also be painted the vermilion color. This order of the oil companies will also apply to peddlers of oil as to the tanks on their wagons.

Thousands of copies of the law are being distributed among the dealers by the deputy oil inspector, but the general public must depend principally upon the public press for its acquaintance of it.

I am sure your readers will appreciate any mention you can consistently make of the act, and, personally, this department will also feel very grateful indeed.

Frank S. Neal,
State Oil Inspector.

The full text of the law above referred to is as follows:

Section 1. Every person dealing at retail in gasoline, benzine or naphtha shall deliver the same to the purchaser only in barrels, casks, packages or cans painted vermilion red and having the word "gasoline," "benzine," or "naphtha" plainly stenciled thereon. No such dealer shall deliver kerosene in a barrel, cask, package or can painted or stenciled as hereinbefore provided. Every person purchasing gasoline, benzine or naphtha for use shall procure and keep the same only in barrels, casks, packages or cans painted and stenciled as hereinbefore provided. No person keeping for use or using kerosene shall put or keep the same in any barrel, cask, package or can painted or stenciled as hereinbefore provided: Provided, however, That in case of gasoline, benzine and naphtha being sold in bottles for cleaning and similar purposes, it shall be deemed sufficient if the contents of such bottles are so designated by a label securely pasted or attached thereto with the

words "gasoline, benzine or naphtha," printed in bright red ink in letters not less than one-fourth inch in size.

Sec. 2. It shall be the duty of the State Oil Inspector and his deputies to enforce the provisions of this act; and their compensation and expenses while so engaged shall be paid from the fund derived from inspection of illuminating oil.

Sec. 3. Any person violating any of the provisions of section one of this act shall be punished by a fine of not less than five nor more than fifty dollars, or by imprisonment in the county jail not to exceed ninety days, or by both such fine and imprisonment in the discretion of the court, before whom such conviction was had.

Sec. 4. Act number one hundred eighty-one of the laws of eighteen hundred ninety-nine is hereby repealed.

This act is ordered to take effect November one, nineteen hundred seven.

The Boys Behind the Counter.

Eaton Rapids—Leo Marshall, who was formerly employed as clerk in Tucker & Gallery's store, in this city, and later occupied a like position in a store at Jackson, has been engaged as window trimmer in a dry goods house at Lewiston, Idaho.

Pentwater—Miss Bernie Wilson, of Allegan, is now cashier at Sands & Maxwell's store. Miss Mabel Kinney, who was with the firm in that capacity, is now attending the local high school.

Traverse City—Arthur Westbrook, of Grand Rapids, is the new salesman and window trimmer for the dry goods side of Rosenthal & Sons' department store, coming to succeed Arthur Tyler, who will leave next month for Kansas City after occupying that position here for a number of years.

New Lothrop—Frank McGraw has resigned his position as clerk for Beatty & Smith and left Monday morning for Lansing to attend the Agricultural College.

Eaton Rapids—Mr. Seeley has resigned his position as clerk in F. W. Mendell's dry goods store and will go to Albion to accept a like position in a store in that city. Roy Middleton, of Jackson, who was formerly employed as head clerk for Mr. Mendell, will return to this place and take the position made vacant by Mr. Seeley's resignation.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Oct. 2.—Creamery, fresh, 25@30c; dairy, fresh, 22@27c; poor to common, 18@22c.

Eggs—Choice, 19@21c; candled, 23@24c; fancy, 24@25c.

Live Poultry—Broilers, 12½@13c; fowls, 12@13c; ducks, 13@14c; old cox, 10c.

Dressed Poultry—Iced fowls, 13@14c; old cox, 10c; springs, 13@15c.

Beans—Pea, hand-picked, \$2.15@2.25; marrow, \$2.40@2.50; medium, \$2.15@2.25; red kidney, \$2.40; white kidney, \$2.25@2.40.

Potatoes—White, 60@65c per bu.; mixed and red, 50@65c.

Rea & Witzig.

Recent Timber News From Wisconsin.

Two Rivers—The Two Rivers Woodenware Co. has recently purchased the sawmill and grounds of the Wabeno Lumber Co., at Wabeno. The purchaser will operate the Wabeno mill for sawing raw material prior to shipment to the factories at Two Rivers. About forty families will move to Wabeno.

Menasha—The Menasha Woodenware Co. provides the financial backing of the Ontonagon Southern Railroad. Articles of incorporation for this road were filed with the Secretary of State last week. The new road will tap a large tract of virgin timber in the southern and central parts of Ontonagon county and is a continuation of the Wisconsin & Northern. The two roads will have a total mileage of 225 miles, of which fifty are completed. This will insure to the mills of the Menasha Woodenware Co. a continuous run for many years.

Marinette — The Francis Beidler Co. has opened up a new cedar and shingle yard here, to be used as a receiving point for the cedar bought or put out by the company in northern Michigan and Wisconsin. The new yards are located on the old R. W. Merryman grounds. The Menominee yards of the company will be discontinued and the cedar stock will all be unloaded in the Marinette yard. The company will also build a shingle mill, which will employ about forty men additional to the large number already employed by the concern.

Wausaukee — Antone Jicka has bought of John Kemp a tract of timber land near Mass City, Ontonagon county, Mich., and is making preparations to log it at once. The timber includes 20,000 railroad ties, 30,000 cedar posts, 2,000,000 feet of pine, hemlock, basswood and hardwood logs.

Jewelry Shysters Win Out.

Saginaw, Oct. 1.—A case of unusual interest has been decided by the Circuit Court here in favor of the plaintiff, Albert Ziehme, doing business as the Mercantile Jewelry Co. The suit was brought by Ziehme against the grocery firm, Kull & Narten, to recover the contract price of jewelry sold to it. The grocery firm rescinded the contract on the ground of alleged fraud.

The suit is of general interest by reason of the fact that a large number of grocers, throughout this section, sell, or formerly sold, jewelry supplied by the plaintiff. His method was to place outfits of cheap or medium priced jewelry with grocers on written contracts.

Almost all of the grocers have repudiated these contracts and heretofore they have all won until this case. Ziehme was represented by Russell B. Thayer, who endeavored to have the matter decided by the judge, on points of law. The court, however, let it go to the jury for a decision on the facts, and Ziehme was awarded a verdict for the full amount sued for, with interest to date.

Five cases of this nature have been

brought in Saginaw county against grocers, but this is the first case won for the jewelry side. In one of the other cases a new trial has been granted and this suit will come up probably at the next term of court.

Traveling men all over this State will rejoice to know that recognition at last has come to Fred H. Clarke, hat salesman, philosopher and all-round good fellow. With the reorganization of the Bassett Hat Co., of Cleveland, for which he has traveled several years, Fred was made Second Vice-President, and while he still will scour the country with his dozen or more Brobdingnagian trunks and his Lilliputian self, there will be some of that stuff that doth hedge a king thrown about him, and the dealers are more apt to step up to the bargain counter and say, "Yes, sir." Fred Clarke is one of the figures of commercial traveldom in Michigan. Something over four and a half feet high and with a face "just as God made it," he can throw more fun or human feeling into any company than any three men of twice his size. In early life he was a plainsman, I nearly life he was a plainsman, butcher, newspaperman, and nobody knows what else. For the past thirty years he has been selling hats, working for the old firm of Walter Buhl & Co. twenty-four years and eight months until the firm dissolved. For four years he has been with the Bassetts, and his election as Vice-President was totally unsolicited. He is a Mason, a member of Cadillac Council, United Commercial Travelers, and next in line for Grand Counselor.

James Graham came from Ireland in early life and located at Paterson, N. J., where he obtained a position in the mills. He proved a skillful workman and was thrifty enough to save a large amount of his wages at the same time that he was rearing his children in comfort. A year or two ago his wife died and last spring, at the age of 74 years, he announced his intention of retiring from work and making a visit to his old home in Ireland. His children were rejoiced at his decision to devote the rest of his life to well earned ease. Before he departed he drew up a will providing that his property on his death should be divided among his grown children. They made a special demonstration for him at the pier on the day he sailed. Recently he returned to Paterson, but his reception was a little chilly, because he brought with him an attractive new wife only 24 years old. Now he is working in the mill again and the young woman who holds sway over his household is step-mother to a family of several young people who outrank her in years.

A Greenville correspondent writes as follows: O. W. Greene, many years traveling representative for Wright Bros. flouring mills, has resigned his position and for a time will take a well-earned rest.

Sermons prepared for the ears never get beyond them.



Michigan Board of Pharmacy.
 President—Henry H. Heim, Saginaw.
 Secretary—W. E. Collins, Owosso.
 Treasurer—W. A. Dohany, Detroit.
 Other members—John D. Muir, Grand Rapids, and Sid A. Erwin, Battle Creek.
 Next examination session—Grand Rapids, Nov. 19, 20 and 21.

Michigan State Pharmaceutical Association.

President—J. E. Bogart, Detroit.
 First Vice-President—D. B. Perry, Bay City.
 Second Vice-President—J. E. Way, Jackson.
 Third Vice-President—W. R. Hall, Manistee.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—H. G. Spring, Unionville.
 Executive Committee—J. L. Wallace, Kalamazoo; M. A. Jones, Lansing; Julius Greenthal, Detroit; C. H. Frantz, Bay City, and Owen Raymo, Wayne.

Suggestions About Your Labels and Titles.

When choosing a title or submitting other matter for your preparations it would be well to bear a few points in mind:

Possessive titles should be used or asked for as little as possible. These can not be allowed in cases where the possessive name is not the same as that on the buyer's imprint, except in those instances where the imprint gives the name of the store while the owner's name is used in the title.

For example: Brown's Cough Syrup with Brown's imprint is all right, while Rowe's Cough Syrup with Brown's address would not be allowed. If Brown's store was known as the Corner Store, the Syrup might still be titled Brown's; but this could not be done unless Brown was the owner of the store or else of the formula, and that formula was not supplied to another person.

The misuse of Dr. in the title is to be noted. Dr. Brown's Cough Syrup cannot be allowed unless the formula is that originated by Dr. Brown.

About the word Cure. Let it be distinctly understood that there is no law against the use of this word, though the law does prohibit the misuse of the word. In case of doubt, omit it, and if you would be politic, don't use it at all.

Any expression similar to "a permanent and positive cure" will always meet with the blue pencil.

Modify the statements on your packages. Don't claim all the virtues of the materia medica for your special preparation. Your neighbor may have one about as good.

Don't insist on calling your remedy an instant cure or even an instant relief. It might help you instantly, but it might not have the same effect upon the skeptical Dr. Wiley.

Camphormaking in Formosa.

Formosa's camphor forests are big enough to supply the world for a hundred years or more, for the Japanese plant a new tree for every one cut down. They are gradually working into the best camphor forests, which lie in disputed territory. In a camphor camp up in the mountains the whole air is pervaded by the characteristic odor. Trees about four

feet in diameter are felled and sawed longitudinally. Two men with adzes are at each, cutting off six inch chips to feed the retorts of the camphor stills. The stills are heated by a slow fire. The vapor given off passes by a tube into a cooling box partially immersed in water, where the sublimated camphor condenses in snowlike crystals. The chips are renewed every twenty-four hours, and every eighth day the fire is put out and the crystals removed from the box. The crude product then is dumped into vats furnished with holes for drainage, and beneath, in vessels placed for the purpose, is gathered the yellow camphor oil. The camphor itself still contains some oil, and is conveyed to a refining factory, whence it goes to Japan for more elaborate treatment. The crude camphor is dried, heated and evaporated. The Formosan savages are violent against intrusion, and oblige Japan to pay a real blood toll for the camphor. To those who know the Formosan camphor trade, with its dangers, the little blocks of fragrant drug are invested with a real and tragic interest, and when it is announced that the price of camphor has risen, it is as if the semi-transparent little cakes were sensitized with telepathic power, vibrant with the intimation of tragedy. Formosa has a rough backbone of rugged mountains, with Mount Morrison towering to a height of 12,000 feet. Throughout the penetralia of these ranges lurk a number of warlike tribes devoted to hunting, fishing, fighting and particularly the collection of human heads.

Detection of Acetanilide in Phenacetin.

Prof. Fulmer proposes the following method of detecting acetanilide in phenacetin. Boil 1 gramme of the sample with 1 c. c. of strong hydrochloric acid, dilute with water to 10 c. c. and filter. To the solution so obtained add 3 drops of a 3 per cent. aqueous solution of chromic acid. If the phenacetin be pure the solution is colored red; if acetanilide were present in the phenacetin, a deep green color appears and on standing a while, a sediment forms.

Doctor and Hearse.

A Washington physician was recently walking on Connecticut avenue with his five-year-old son, when they were obliged to stop at a side street to await the passing of a funeral procession.

The youngster had never seen anything of the kind. His eyes widened. Pointing to the hearse he asked, "Dad, what's that?"

"That, my son," said the physician, with a grim smile, "is a mistaken diagnosis."

Dr. J. A. Davis, in the St. Louis Medical Review, says that kerosene oil is as sure and certain an antidote for snakebite as is quinine for malaria. After being bitten if the wound is immersed in oil, immediately there flows from it a greenish looking something that does not mix with the oil, but can be easily traced with the eye through the oil, like smoke in the air from a pipe.

Preservation of Milk with Hydrogen Dioxide.

Much of the talk about the value of hydrogen dioxide as a preservative for milk is based on speculation, and there is little of a practical nature to support it. It has been known for years that the peculiar ferment, or catalase, of milk had the property of splitting up H₂O₂ into H₂O, water, and nascent oxygen. Those who advocate the use of hydrogen dioxide as a preservative for milk claim that the molecular oxygen liberated from the hydrogen dioxide through the action of the catalase acts as a sterilizer and a preservative, without affecting the chemical or biological principles of the milk. But they overlook the fact that nearly all solutions of hydrogen dioxide have an acid reaction; and as the solution is recommended for use as a preservative in the proportion of 1 to 2 per cent. of the ordinary 3 per cent. ten volume solution, the effect on the tender gastrointestinal mucous membrane of infants to whom milk preserved in this way is given for any length of time can be easily imagined. Gastritis would result and the milk do more harm than good. The same objection would apply to the use of calcium dioxide or strontium dioxide, both of which have been suggested. While calcium dioxide might exercise a beneficial action in neutralizing the lactic acid of the milk, it is almost insoluble in any but acid liquids, and considerable time would likely elapse before any preservative action was exerted. Strontium dioxide, on the other hand, is readily decomposed in contact with moisture, but it leaves a foreign body to which physicians would object.

To Preserve Fruit Specimens.

The following preservatives are used by the U. S. Department of Agriculture:

1.
 Formalin 1 lb.
 Water 44 lbs.
 Alcohol 5 pts.

Allow the mixture to stand and should there be any sediment pour off the clear liquid and filter the remainder through filter paper. This 2 per cent. solution of formalin has been found very useful for preserving strawberries so as to give them a natural appearance.

2.
 Boric acid 1 lb.
 Water 45 lbs.

Dissolve by agitation, then add 5 pints alcohol. If the fluid is not clear allow to stand and settle when the clear upper portion may be poured off and the remainder filtered.

3.
 Dissolve ½ pound zinc chloride in 15 pounds of water. Agitate until dissolved, then add 1 ⅔ pints alcohol. Allow to stand until settled, then pour off the clear liquid and filter the remainder.

4.
 Sulphurous acid 1 pt.
 Water 8 pts.
 Alcohol 1 pt.

Allow the mixture to stand and should there be any sediment pour off the clear liquid and filter the remainder.

List of fruits with number of the preservative; where two are given either may be used, but the first is preferred:

Strawberries No. 1
 Raspberries, red No. 2, No. 1
 Raspberries, white No. 4, No. 3
 Raspberries, black No. 2
 Blackberries No. 2, No. 1
 Cherries, red or black No. 1, No. 2
 Cherries, white No. 4
 Currants, red No. 1, No. 2
 Currant, white No. 4, No. 3
 Currants, black No. 2
 Gooseberries No. 1, N. 2
 Apples, green, russet No. 3
 Apples, more or less red No. 2
 Apples, white or yellow No. 4
 Pears, russet No. 3
 Pears, green or yellow No. 4
 Plums, dark colored No. 1, No. 2
 Plums, green or yellow No. 4
 Peaches, apricots No. 4, No. 3
 Nectarines or quinces No. 4, No. 3
 Grapes, red or black No. 1, No. 2
 Grapes, green or yellow No. 4

Select the finest specimens of fruit as to form and size. Handle carefully and place in bottles, arranging them so as to show best. Fill each bottle to the neck with fruit, then pour on the liquid recommended, filling the bottles to within ½ an inch of the stopper so as to entirely cover the fruit. Then place the stopper in the bottle and run a little melted beeswax or paraffin over the joint to make it air-tight. Tie the stopper down with a piece of strong cotton. Wrap the bottles in paper to exclude the light and preserve in a cellar or other cool place until required for shipment.



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WHOLESALE DRUG PRICE CURRENT

Acidum		Copaiba		Scilla Co.		Magnesia, Sulph. bbl		Sanguis Drac's		Whale, winter	
Aceticum	6@ 8	Cubebae	1 35@1 40	Scilla Co.	1 75@1 85	Magnesia, Sulph. bbl	1 1/2@ 16	Sapo, W	13 1/2@ 16	Lard, extra	85@ 90
Benzolium, Ger.	70@ 75	Erigeron	2 395@2 50	Tolutan	@ 50	Mannia, S. F.	45@ 50	Sapo, M	10@ 12	Lard, No. 1	60@ 65
Boric	@ 17	Evechthitos	1 00@1 10	Prunus virg.	@ 50	Menthol	2 75@3 00	Sapo, G	@ 15	Linseed pure raw	44@ 47
Carbolicum	26@ 29	Gaultheria	2 50@4 00	Tinctures		Morphia, SP&W	3 45@3 70	Seidlitz Mixture	20@ 22	Linseed, boiled	45@ 48
Citricum	63@ 68	Geranium	oz 70@ 75	Anconitum Nap'sR	60	Morphia, SNYQ	3 45@3 70	Sinapis	@ 18	Neat's-foot, w str	65@ 70
Hydrochlor	3@ 5	Gossypii Sem gal	70@ 75	Anconitum Nap'sF	60	Moschus Canton.	@ 40	Snuff, Maccaboy,	@ 30	Spts. Turpentine	Market
Nitrosum	8@ 10	Hedeoma	3 00@3 50	Aloes	60	Myristica, No. 1.	25@ 40	DeVo's	@ 51	Paints	
Oxalicum	14@ 15	Junipera	40@1 20	Arnica	60	Nux Vomica po 15	@ 10	Snuff, S'h DeVo's	@ 51	Red Venetian	1 1/2@ 2
Phosphorium, dil.	@ 15	Lavendula	90@3 60	Aloes & Myrrh	60	Os Sepia	35@ 40	Soda, Boras	8@ 10	Ochre, yel Mars	1 1/2@ 2
Salicylicum	44@ 47	Limons	2 75@3 00	Asafoetida	60	Pepsin Saac, H & P D Co	@ 1 00	Soda, Boras, po.	8@ 10	Ocre, yel Ber	1 1/2@ 2
Sulphuricum	13@ 15	Mentha Piper	1 90@2 10	Atrope Belladonna	60	P D Co	@ 1 00	Soda et Pot's Tart	25@ 28	Putty, commer'l	2 1/2@ 3
Tannicum	75@ 85	Mentha Verid.	3 25@3 35	Aurant Cortex.	60	P D Co	@ 1 00	Soda, Carb.	1 1/2@ 2	Putty, strictly pr	2 1/2@ 3
Tartaricum	38@ 40	Morruhae gal	1 60@1 85	Benzoin	60	P D Co	@ 1 00	Soda, Bi-Carb	3@ 5	Vermillion, Prime	
Ammonia		Myrrica	3 00@3 50	Benzoin Co.	60	P D Co	@ 1 00	Soda, Ash	3 1/2@ 4	American	13@ 15
Aqua, 18 deg.	4@ 6	Olive	1 00@3 00	Barosma	50	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28	Vermillion, Eng.	75@ 80
Aqua, 20 deg.	6@ 8	Picea Liquidula	10@ 12	Cantharides	75	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28	Green, Paris	29 1/2@ 33 1/2
Carbonas	13@ 15	Picea Liquidula gal.	@ 40	Capsicum	50	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28	Green, Peninsular	13@ 16
Chloridum	12@ 14	Ricina	06@1 10	Cardamon	75	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28	Lead, red	7 1/2@ 8
Aniline		Rosmarini	@ 1 00	Cardamon Co.	75	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28	Lead, white	7 1/2@ 8
Black	2 00@2 25	Rosae oz.	6 50@7 00	Castor	1 00	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28	Whiting, white S'n	@ 90
Brown	80@1 00	Succini	40@ 45	Catechu	50	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28	Whiting, Paris Am'r	@ 1 25
Red	45@ 50	Sabal	90@1 00	Cinchona	50	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28	Whiting, Paris Eng.	@ 1 40
Yellow	2 50@3 00	Santal	@ 4 50	Cinchona Co.	60	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28	Shaker Prep'd	1 25@1 35
Baccaae		Sassafras	90@ 95	Columbia	50	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28	Varnishes	
Cubebae	22@ 25	Sinapis, ess, oz.	@ 65	Cubebae	50	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28	No. 1 Turp Coach	1 10 1 20
Juniperus	8@ 10	Tigil	1 10@1 20	Cassia Acutifol	50	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28	Extra Turp	1 60@1 70
Xanthoxylum	30@ 35	Thyme	40@ 50	Cassia Acutifol Co	50	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Balsamum		Thyme, opt	@ 1 60	Digitalis	50	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Copaiba	70@ 80	Theobromas	15@ 20	Ergot	35	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Peru	00@3 25	Potassium		Ferri Chloridum	50	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Terabin, Calada	65@ 70	Bi-Carb	15@ 18	Gentian	60	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Tolutan	40@ 45	Bichromate	13@ 15	Gentian Co.	60	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Cortex		Bromide	25@ 30	Guaiac ammon	60	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Abies, Canadian.	18	Carb	12@ 15	Hyoscyamus	75	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Cassiae	20	Chlorate	12@ 14	Iodine	75	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Cinchona Flava.	18	Cyanide	30@ 40	Iodine, colorless	75	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Buonymus atro...	60	Iodide	50@2 60	Kino	50	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Myrica Cerifera..	20	Potassa, Bitart pr	30@ 32	Lobelia	50	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Prunus Virgini..	15	Potass Nitras opt	7@ 10	Myrrh	50	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Quillaia, gr'd ..	12	Potass Nitras	6@ 8	Nux Vomica	50	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Sassafras...po 25	24	Prussiate	23@ 26	Opil	1 25	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Ulmus	20	Sulphate po	15@18	Opil, camphorated	1 00	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Extractum		Radix		Opil, deodorized..	2 00	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Glycyrrhiza Gla..	24@ 30	Aconitum	20@ 25	Quassia	50	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Glycyrrhiza, po..	28@ 30	Althae	30@ 35	Rhatany	50	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Haematox	11@ 12	Anchusa	10@ 12	Rhel	50	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Haematox, 1s....	13@ 14	Arum po	@ 25	Sanguinaria	50	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Haematox, 1/2s ..	14@ 15	Calamus	20@ 40	Serpentaria	50	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Haematox, 1/4s ..	16@ 17	Gentiana po 15..	12@ 15	Stromonium	60	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Ferru		Glycyrrhiza, pv 15	16@ 18	Tolutan	60	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Carbonate Precip.	15	Hyd. Can. po	@ 2 00	Valerian	50	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Citrate and Quina	2 00	Helle, Alba, po.	12@ 15	Veratrum Verde	50	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Citrate Soluble..	55	Inula, po	18@ 22	Zingiber	60	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Ferrocyanidum S	40	Inecac, po	2 00@2 10	Miscellaneous		P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Solut. Chloride ..	15	Iris plox	35@ 40	Aether, Spts Nit 3f	30@ 35	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Sulphate, com'l ..	2	Jalapa, pr	25@ 30	Aether, Spts Nit 4f	34@ 38	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Sulphate, com'l, by	70	Maranta, 1/4s	@ 35	Alumen, gr'd po 7	3@ 4	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
bbl. per cwt.	7	Podophyllum po.	15@ 18	Annatto	40@50	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Sulphate, pure ..	7	Rhel	75@1 00	Antimoni, po	4@ 5	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Flora		Rhel, cut	1 00@1 25	Antimoni et po T	40@ 50	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Arnica	20@ 25	Rhel, pv.	75@1 00	Antipyrin	@ 25	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Anthemis	50@ 60	Smilax, off's H.	1 45@1 50	Antifebrin	@ 20	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Matricaria	30@ 35	Sanguinaria, po 18	@ 15	Argenti Nitras oz	@ 58	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Folia		Serpentaria	50@ 55	Arsenicum	10@ 11	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Barosma	40@ 45	Senega	85@ 90	Balm Gilead buds	60@ 65	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Cassia Acutifol.	15@ 20	Smilax, off's H.	@ 48	Bismuth S N	2 10@2 25	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Cassia, Acutifol.	25@ 30	Smilax, M	@ 25	Calcium Chlor, 1s	@ 9	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Salvia officinalis.	18@ 20	Smilax po 45	20@ 25	Calcium Chlor, 1/2s	@ 10	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
1/4s and 1/2s	8@ 10	Symplocarpus	@ 25	Calcium Chlor, 1/4s	@ 12	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Gummi		Valeriana Eng.	@ 25	Cantharides, Rus.	@ 75	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Acacia, 1st pkd..	@ 65	Valeriana, Ger.	15@ 20	Capsici Fruc's af	@ 20	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Acacia, 2nd pkd..	@ 45	Zingiber a	12@ 16	Capsici Fruc's po	@ 22	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Acacia, 3rd pkd..	@ 35	Zingiber j	25@ 28	Cap'i Fruc's B po	@ 15	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Acacia, sifted sts.	@ 18	Semen		Carphyllus	25@ 27	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Acacia, po.	45@ 65	Anisum po 20	@ 16	Carmine, No. 40	@ 25	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Aloe Barb	22@ 25	Apidum (gravel's)	13@ 15	Cera Alba	50@ 55	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Aloe, Cape	@ 25	Bird, 1s	4@ 6	Cera Flava	40@ 42	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Aloe, Socotri	@ 45	Carul po 15	12@ 14	Crocus	60@ 70	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Ammoniac	55@ 60	Cardamon	70@ 90	Cassia Fructus	@ 35	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Asafoetida	35@ 40	Coriandrum	12@ 14	Centraria	@ 10	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Benzoinum	50@ 55	Cannabis Sativa	7@ 8	Cataceum	@ 35	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Catechu, 1s	@ 13	Cydonium	75@1 00	Chloroform	34@ 54	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Catechu, 1/2s	@ 14	Chenopodium	25@ 30	Chloro'm Squibbs	@ 90	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Catechu, 1/4s	@ 16	Dipterix Odorate.	80@1 00	Chloral Hyd Crss 1	35@1 60	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Comphorae	1 00@1 10	Foeniculum	@ 18	Chondrus	20@ 25	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Euphorbium	@ 40	Foenugreek, po.	7@ 9	Cinchonidine P-W	38@ 48	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Galbanum	@ 10	Lini	4@ 6	Cinchonid'e Germ	38@ 48	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Gamboge	1 25@1 35	Lini, gr'd. bbl. 2 1/2	3@ 6	Cocaine	2 70@2 95	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Gaulacum po 35	@ 35	Lobelia	75@ 80	Corks list, less 75%	@ 45	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Kino	@ 45c	Pharlaris Cana'n	9@ 10	Cresotum	@ 2	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Mastic	@ 75	Rapa	5@ 6	Creta	@ 5	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Myrrh	po 50	Sinapis Alba	8@ 10	Creta, prep.	@ 11	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Opium	7 10@7 25	Sinapis Nigra	9@ 10	Creta, precip.	@ 8	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Shellac	50@ 60	Spiritus		Cudbear	@ 24	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Shellac, bleached	60@ 65	Frumenti W D. 2	00@2 50	Curi Sulph	814@ 12	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Tragacanth	70@1 00	Frumenti	1 25@1 50	Dextrine	7@ 10	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Herba		Juniperis Co O T	1 65@2 00	Emery, all Nos.	@ 8	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Absinthium	45@ 60	Juniperis Co	1 75@3 50	Emery, po	@ 6	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Eupatorium oz pk	20	Saccharum N E	1 90@2 10	Emery, po 65	60@ 65	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Lobelia	oz pk 25	Snt Vini Galli	1 75@6 50	Ether Sulph	45@ 60	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Majorium	oz pk 28	Vini Oporto	1 25@2 00	Flake White	12@ 15	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Mentra Pip. oz pk	23	Vini Alba	1 25@2 00	Galla	@ 30	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Mentra Ver. oz pk	25	Sponges		Gambler	8@ 9	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Rue	oz pk 39	Florida sheeps' wool		Gelatin, Cooper..	@ 60	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Tanacetum V.	32	carriage	3 00@3 50	Gelatin, French..	35@ 60	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Thymus V. oz pk	25	Nassau sheeps' wool		Glassware, fit boo	75%	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Magnesia		carriage	3 50@3 75	Glue, brown	11@ 13	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Calcined, Pat.	55@ 60	Velvet extra sheeps'		Glue white	15@ 25	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Carbonate, Pat.	18@ 20	wool, carriage	@ 2 00	Glycerina	16@ 25	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Carbonate, K-M.	18@ 20	Extra yellow sheeps'		Grana Paradisi..	@ 25	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Carbonate	18@ 20	wool, carriage	@ 1 25	Humulus	35@ 60	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Oleum		Grass sheeps' wool,		Hydrarg Ch...Mt	@ 90	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Absinthium	4 90@5 00	carriage	@ 1 25	Hydrarg Ch Cor.	@ 85	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		
Amygdalae Dulc.	75@ 85	Hard, slate use..	@ 1 00	Hydrarg Ox Ru'm	@ 1 00	P D Co	@ 1 00	Soda, et Pot's Tart	25@ 28		

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

	1	2	
Ammonia 1	ARCTIC AMMONIA	Oysters	CHICORY
Axle Grease 1	12 oz. ovals 2 doz. box. 75	Cove, 1lb. @1 05	Bulk 5
	AXLE GREASE	Cove, 2lb. @1 85	Red 5
	Frazer's	Cove, 1lb. Oval. @1 20	Eagle 5
Baked Beans 1	1lb. wood boxes, 4 dz. 3 00	Plums	Franck's 7
Bath Brick 1	1lb. tin boxes, 3 doz. 2 35	Marrowfat 90@1 35	Schener's 6
Bluing 1	3 1/2 lb. tin boxes, 2 dz. 4 25	Early June 90@1 60	
Brooms 1	10lb. pails, per doz. 6 00	Early June Sifted 1 15@1 80	CHOCOLATE
Brushes 1	15lb. pails, per doz. 7 20		Walter Baker & Co.'s
Butter Color 1	25lb. pails, per doz. 12 00	Peaches	German Sweet 25
	BAKED BEANS	Yellow 2 25@2 75	Premium 35
	1lb. can, per doz. 90	Pineapple	Caracas 31
	2lb. can, per doz. 1 40	Grated @2 50	Walter M. Lowney Co.
	3lb. can, per doz. 1 80	Sliced @2 40	Premium, 1/4s 35
	BATH BRICK	Pumpkin	Premium, 1/2s 35
	American 75	Fair 80	COCOA
	English 85	Good 90	Baker's 41
	BLUING	Fancy 1 00	Cleveland 41
	Arctic	Gallon 2 60	Colonial, 1/4s 35
	6 oz. ovals 3 doz. box 40	Raspberries	Colonial, 1/2s 35
	16 oz. round 2 doz. box 75	Standard @	Epps 42
	Sawyer's Pepper Box	Russian Caviar	Huyler 45
	Per Gross.	1/4 lb. cans 3 75	Lowney 1/4s 41
	No. 3, 3 doz. wood bxs 4 00	1/2 lb. cans 7 00	Lowney, 1/2s 40
	No. 5, 3 doz. wood bxs 7 00	1lb. cans 12 00	Lowney, 1s 40
	BROOMS	Salmon	Van Houten, 1/4s 12
	No. 1 Carpet, 4 sew. 2 75	Col'a River, talls 1 95@2 00	Van Houten, 1/2s 12
	No. 2 Carpet, 4 sew. 2 40	Col'a River, flats 2 15@2 25	Van Houten, 1s 12
	No. 3 Carpet, 3 sew. 2 25	Red Alaska 1 35@1 45	Webb 29
	No. 4 Carpet, 3 sew. 2 10	Pink Alaska 1 00@1 10	Wilbur, 1/4s 39
	Parlor Gem 2 40	Sardines	Wilbur, 1/2s 40
	Common Whisk 90	Domestic, 1/4s 3 1/2@3 75	
	Fancy Whisk 1 25	Domestic, 1/2s @5	COCOA SHELLS
	Warehouse 3 00	Domestic, Must'd 6 @9	20lb. bags 2 1/2
	BRUSHES	California, 1/4s 11 @14	Less quantity 3
	Scrub	California, 1/2s 17 @24	Pound packages 4
	Solid Back 8 in. 75	French, 1/4s 7 @14	COFFEE
	Solid Back, 11 in. 95	French, 1/2s 18 @28	Rio
	Pointed Ends 85	Shrimps	Common 13 1/2
	Stove	Standard 1 20@1 40	Fair 14 1/2
	No. 3 90	Succotash	Choice 16 1/2
	No. 2 1 25	Fair 85	Fancy 20
	No. 1 1 75	Good 1 00	Santos
	Shoe	Fancy 1 25@1 40	Common 13 1/2
	No. 8 1 00	Strawberries	Fair 14 1/2
	No. 7 1 30	Standard 14	Choice 16 1/2
	No. 6 1 70	Fancy 12	Fancy 19
	No. 4 1 90	Tomatoes	Peaberry 19
	BUTTER COLOR	Fair @1 05	Maracaibo
	W. R. & Co.'s, 15c size 1 25	Good @1 10	Fair 16
	W. R. & Co.'s, 25c size 2 00	Fancy @1 40	Choice 19
	CANDLES	Gallons @	Mexican
	Paraffine, 6s 10	CARBON OILS	Choice 16 1/2
	Paraffine, 12s 10	Barrels	Fancy 19
	Wicking 20	Perfection @10 1/2	Peaberry 19
	CANNED GOODS	Water White @10	Guatemala
	Apples	D. S. Gasoline @17	Choice 15
	3lb. Standards 1 10	Gas Machine @24	Java
	Gallon 4 00	Deodor'd Nap'a. @14	African 12
	Blackberries	Cylinder 29 @34 1/2	Fancy African 17
	2lb. 90@1 75	Engine 16 @22	O. G. 25
	Standards gallons 75	Black, winter 8 1/4@10	P. G. 31
	Beans	CEREALS	Mocha
	Baked 80@1 30	Breakfast Foods	Arabian 21
	Red Kidney 85@95	Bordeau Flakes, 36 lb. 2 50	Package
	String 70@1 15	Cream of Wheat 36 2lb 4 50	New York Basis
	Wax 75@1 25	Egg-O-See, 36 pkgs. 2 85	Arbuckle 16 00
	Blueberries	Excello Flakes, 36 lb. 4 50	Dilworth 14 75
	Standard 1 25	Excello, large pkgs. 4 50	Jersey 15 00
	Gallon 7 50	Force, 36 2 lb. 4 50	Lion 14 50
	Brook Trout	Grape Nuts, 2 doz. 2 70	McLaughlin's XXXX
	2lb. cans, spiced 1 90	Malta Ceres, 24 lb. 2 40	McLaughlin's XXXX sold
	Clams	Malta Vita, 36 lb. 2 85	to retailers only. Mail all
	Little Neck, 1lb. 1 00@1 25	Mapp-Flake, 36 lb. 4 05	orders direct to W. F.
	Little Neck, 2lb. @1 50	Pillsbury's Vitos, 3 doz 4 25	McLaughlin & Co., Chicag-
	Clam Bouillon	Ralston, 36 2lb. 4 50	go.
	Burnham's 1/2 pt. 1 90	Sunlight Flakes, 36 lb. 2 85	Extract
	Burnham's pts. 3 60	Sunlight Flakes, 20 lbs 4 00	Holland, 1/2 gro boxes 95
	Burnham's qts. 7 20	Vigor, 36 pkgs. 2 75	Felix, 1/2 gross 1 15
	Cherries	Voigt Cream Flakes 4 50	Hummel's foil, 1/2 gro. 85
	Red Standards 1 30@1 50	Zest, 20 2lb. 4 10	Hummel's tin, 1/2 gro. 1 43
	White	Zest, 36 small pkgs. 2 75	CRACKERS
	Corn	Crescent Flakes	National Biscuit Company
	Fair 65@75	One case 2 50	Brand
	Good 85@90	Five cases 2 40	Butter
	Fancy 1 10	One case free with ten cases.	Seymour, Round 6
	French Peas	One-half case free with 5 1/2 cases.	N. B. C., Square 6
	Sur Extra Fine 22	One-fourth case free with 2 1/2 cases.	Soda
	Extra Fine 19	Freight allowed.	N. B. C. Soda 6
	Fine 15	Rolled Oats	Select Soda 8
	Moyen 11	Rolled Avena bbl. 7 25	Saratoga Flakes 13
	Gooseberries	Steel Cut, 100 lb. sks. 3 60	Zephyrette 13
	Standard 85	Monarch, bbl. 7 00	Oyster
	Hominy	Monarch, 90 lb. sacks 3 40	N. B. C., Round 6
	Standard 85	Quaker, 18-2 1 55	Gem 06
	Lobster	Quaker, 20-5 4 50	Faust, Shell 7 1/2
	1/2 lb. 2 25	Cracked Wheat	Sweet Goods.
	1 lb. 4 25	Bulk 3 1/2	Animals 10
	Picnic Tails 2 75	4 2 lb packages 2 50	Atlantic, Assorted 10
	Mackerel	CATSUP	Brittle 11
	Mustard, 1lb. 1 80	Columbia, 25 pts. 4 15	Cartwheels 8
	Mustard, 2lb. 2 80	Snider's pints 2 25	Current Fruit Biscuit 10
	Soused, 1 1/2 lb. 1 80	Snider's 1/2 pints 1 35	
	Soused, 2lb. 2 80	CHEESE	
	Tomato, 1lb. 1 80	Acme @15	
	Tomato, 2lb. 2 80	Climax @13 1/2	
	Mushrooms	Elite @13	
	Hotels 19@20		
	Buttons 24@25		

6	7	8	9	10	11
Meal Bolted 3 40 Golden Granulated 3 50 St. Car Feed screened 28 50 No. 1 Corn and Oats 28 50 Corn, cracked, N. 27 00 Corn Meal, coarse 27 00 Winter Wheat Bran 27 00 Winter Wheat Mid'g 29 00 Cow Feed 28 00 Dairy Feeds Wykes & Co. O P Linseed Meal 32 60 Cottonseed Meal 29 50 Gluten Feed 29 50 Malt Sprouts 23 00 Brewers Grains 27 00 Molasses Feed 26 00 Dried Beet Pulp 17 50 Oats Michigan, carlots 54 Less than carlots 56 Corn Carlots 68 Less than carlots 70 Hay No. 1 timothy car lots 15 00 No. 1 timothy ton lots 16 00 HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 HORSE RADISH Per doz. 90 JELLY 5 lb. pails, per doz. 2 35 15 lb. pails, per pail 50 30 lb. pails, per pail 98 LICORICE Pure 30 Calabria 23 Sicily 14 Root 11 MATCHES C. D. Crittenden Co. 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 25 Liebig's Chicago, 4 oz. 5 50 Liebig's Imported, 2 oz. 4 55 Liebig's Imported, 4 oz. 8 50 MOLASSES New Orleans Rancy Open Kettle 40 Choice 35 Fair 26 Good 22 Half barrels 2c extra MINCE MEAT Per case 2 90 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, 3 oz. 1 45 Stuffed, 10 oz. 2 40 PIPES Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob 90 PICKLES Medium Barrels, 1,200 count 8 00 Half bbls., 600 count 4 50 Small Half bbls., 1,200 count 4 75 PLAYING CARDS No. 90 Steamboat 85 No. 15, Rival, assorted 1 25 No. 20 Rover enameled 1 50 No. 572, Special 1 75 No. 98 Golf, satin finish 2 00 No. 808 Bicycle 2 00 No. 632 Tourist whist. 2 25 POTASH 48 cans in case Babbitt's 4 00 Penna Salt Co.'s 3 00 PROVISIONS Barreled Pork Mess Clear Back 17 75 Short Cut 17 00 Short Cut Clear 16 75 Bean 16 00 Brisket, Clear 17 00 Pig 20 00 Clear Family 16 00 Dry Salt Meats S P Bellies 11 Extra Shorts 11 Smoked Meats Hams, 12 lb. average 13 Hams, 14 lb. average 13 Hams, 16 lb. average 13 Hams, 18 lb. average 13 Skinned Hams Ham, dried beef sets 15 California Hams 19 Picnic Boiled Hams 15 Boiled Ham 20 Berlin Ham, pressed 9 1/2 Mince Ham 9 Lard Compound 9 Pure in tierces 10 1/2 80 lb. tubs, advance 7 1/2 60 lb. tubs, advance 7 1/2 50 lb. tins, advance 7 1/2 20 lb. pails, advance 7 1/2 10 lb. pails, advance 7 1/2 5 lb. pails, advance 7 1/2 8 lb. pails, advance 7 1/2	Sausages Bologna 6 1/2 Liver 8 Frankfort 8 Pork 8 Veal 7 Tongue 7 Headcheese 7 Beef Extra Mess 9 75 Boneless 11 25 Rump, new 11 25 Pig's Feet 1/4 bbls. 1 10 1/2 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 40 Sheep, per bundle 70 Uncolored Butterine Solid dairy 10 @ 12 Country Rolls 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb. 2 40 Corned beef, 1 lb. 1 35 Roast beef, 2 lb. 2 40 Roast beef, 1 lb. 1 30 Potted ham, 1/4s 45 Potted ham, 1/2s 85 Deviled ham, 1/4s 45 Deviled ham, 1/2s 35 Potted tongue, 1/4s 45 Potted tongue, 1/2s 85 RICE Fancy 7 @ 7 1/2 Japan 5 1/2 @ 6 1/2 Broken 4 @ SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 5 25 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 1/4s 3 00 SAL SODA Granulated, bbls. 85 Granulated, 100lb. cs. 1 00 Lump, bbls. 80 Lump, 145lb. kegs 95 SALT Common Grades 100 3 lb. sacks 2 10 60 5 lb. sacks 2 00 28 10 1/2 lb. sacks 1 90 28 10 1/2 lb. sacks 1 90 56 lb. sacks 30 28 lb. sacks 15 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, fine 80 Medium, fine 85 SALT FISH Cod Large whole 7 Small whole 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock 5 Halibut Strips 13 Chunks 13 1/2 Holland Herring White Hoop, bbls. 11 00 White Hoop, 1/2 bbls. 6 00 White Hoop, keg 65 @ 75 White Hoop mchs. 85 Norwegian Round, 100 lbs. 3 75 Round, 40 lbs. 1 75 Scaled 12 Trout No. 1, 100lbs. 7 50 No. 1, 40lbs. 3 25 No. 1, 10lbs. 90 No. 1, 8lbs. 75 Mackerel Mess, 100lbs. 15 00 Mess, 40lbs. 6 20 Mess, 10lbs. 1 65 Mess, 8lbs. 1 35 No. 1, 100lbs. 14 00 No. 1, 40lbs. 5 60 No. 1, 10lbs. 1 65 No. 1, 8lbs. 1 35 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 4 1/2 Caraway 10 Cardamom, Malabar 1 00 Celery 15 Hemp, Russian 4 1/2 Mixed Bird 4 Mustard, white 10 Poppy 9 Rape 6 SHOE BLACKING Handy Box, large, 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish.. 85	SNUFF Scotch, in bladders 37 Maccaboy, in jars. 35 French Rappie in jars. 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8 oz 2 80 Dusky D'nd, 100 6 oz. 3 80 Jap Rose, 50 bars 3 75 Savon Imperial 3 50 White Russian 3 50 Dome, oval bars 3 50 Satinet, oval 2 15 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 50 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 50 LAUTZ BROS. & CO. Acme, 70 bars 3 60 Acme, 30 bars 4 00 Acme, 20 bars 4 00 Acme, 10 bars 4 00 Big Master, 100 bars 4 25 Marseilles, 100 cakes 6 00 Marseilles, 100 cakes 5c 4 00 Marseilles, 100 ck toilet 4 00 Good Cheer 4 00 Old Country 3 40 Soap Powders Lautz Bros. & Co. Snow Boy 4 00 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkoline, 24 4lb. 3 80 Pearline 3 75 Soapine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 35 Rub-No-More 3 75 Scouring Enoch Morgan's Sons. Sapolio, gross lots 9 00 Sapolio, half gro lots 4 50 Sapolio, single boxes. 2 25 Sapolio, hand 2 25 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. 55 Cloves, Amboyina 25 Cloves, Zanzibar 20 Mace 55 Nutmegs, 75-80 45 Nutmegs, 105-10 35 Nutmegs, 115-20 30 Pepper, Singapore, blk. 15 Pepper, Sing. white. 25 Pepper, shot 17 Pure Ground in Bulk Allspice 16 Cassia, Batavia 28 Cassia, Saigon 55 Cloves, Zanzibar 24 Ginger, African 15 Ginger, Cochín 18 Ginger, Jamaica 25 Mace 65 Mustard 18 Pepper, Singapore blk. 17 Pepper, Sing. white. 28 Pepper, Cayenne 20 Sage 20 STARCH Common Gloss 1lb. packages 4 @ 5 3lb. packages 6 @ 5 1/2 6lb. packages 6 @ 5 1/2 40 and 50lb. boxes 3 1/2 @ 3 3/4 Barrels 3 1/2 Common Corn 20lb. packages 5 40lb. packages 4 @ 7 SYRUPS Corn Barrels 28 Half Barrels 30 20lb. cans 1/2 dz. in cs 2 00 10lb. cans 1/2 dz. in cs. 1 95 5lb. cans 2 dz. in cs. 2 00 2 1/2 lb. cans 2 dz. in cs. 2 10 Pure Cane Fair 16 Good 20 Choice 25 TEA Japan Sndried, medium 24 Sndried, choice 32 Sndried, fancy 36 Regular, medium 24 Regular, choice 32 Regular, fancy 36 Basket-fired, medium 31 Basket-fired, choice 38 Basket-fired, fancy 43 Nibs 22 @ 24 Siftings 9 @ 11 Fannings 12 @ 14	Gunpowder Moyune, medium 30 Moyune, choice 32 Moyune, fancy 40 Pingsuey, medium 30 Pingsuey, choice 30 Pingsuey, fancy 40 Young Hyson Choice 30 Fancy 36 Oolong Formosa, fancy 42 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 20 Choice 30 Fancy 40 India Ceylon, choice 32 Fancy 42 TOBACCO Fine Cut Cadillac 54 Sweet Loma 34 Hiawatha, 5lb. pails. 55 Telegram Pay Car 33 Prairie Rose 49 Protection 40 Sweet Burley 41 Tiger 40 Plug Red Cross 31 Palo 35 Hiawatha 41 Kyo 35 Battle Ax 37 American Eagle 33 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 14 1/2 oz. 44 Nobby Twist 55 Jolly Tar 39 Old Honesty 43 Toddy 34 J. T. 38 Piper Heidsick 66 Boot Jack 80 Honey Dip Twist 40 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 52 Mill 32 Great Navy 36 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 I X L, 5lb. 27 I X L, 16 oz. pails. 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 33 Kiln Dried 21 Duke's Mixture 40 Duke's Cameo 43 Myrtle Navy 44 Yum Yum, 1 1/2 oz. 39 Yum, Yum, 1lb. pails. 40 Cream 38 Corn Cake, 2 1/2 oz. 25 Corn Cake, 1lb. 22 Plow Boy, 1 1/2 oz. 39 Plow Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 38 Air Brake 36 Country Club 32-34 Forex-XXXX 30 Good Indian 25 Self Binder, 16oz. 8oz. 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 26 Cotton, 4 ply 26 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium N. 24 Wool, 1 lb. balls 10 VINEGAR Malt White, Wine, 40 gr 9 Malt White, Wine 80 gr 12 1/2 Pure Cider, B & B. 14 Pure Cider, Robinson 14 Pure Cider, Silver 14 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 00 Bushels, wide band 1 25 Market 40 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25 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 35 No. 2 Oval, 250 in crate 40 No. 3 Oval, 250 in crate 45 No. 5 Oval, 250 in crate 60 Churns Barrel, 5 gal., each. 2 40 Barrel, 10 gal., each. 2 55 Barrel, 15 gal., each. 2 70	Clothes Pins Round head, 5 gross bx 55 Round head, cartons. 70 Egg Crates and Fillers. Humpty Dumpty, 12 doz. 20 No. 1 complete 40 No. 2 complete 28 Case No. 2 fillers 15 sets 1 35 Case, mediums, 12 sets 1 15 Faucets Cork lined, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring. 85 No. 1 common 80 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 2 15 3-hoop Standard 2 35 2-wire, Cable 2 25 3-wire, Cable 2 45 Cedar, an 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 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable No. 1 9 25 18-in. Cable, No. 2 8 25 16-in. Cable No. 3 7 25 No. 1 Fibre 11 75 No. 2 Fibre 10 25 No. 3 Fibre 9 50 Wash Boards Bronze Globe 2 50 Dewey 1 75 Double Acme 2 75 Single Acme 2 25 Double Peerless 4 25 Single Peerless 3 60 Northern Queen 3 50 Double Duplex 3 00 Good Luck 2 75 Universal 3 65 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 1 25 15 in. Butter 2 25 17 in. Butter 3 75 19 in. Butter 5 00 Assorted, 13-15-17 2 30 Assorted, 15-17-19 3 25 WRAPPING PAPER Common straw 1 1/4 Flare Manila, white. 2 1/4 Flare Manila, colored. 4 No. 1 Manila 3 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. 68 FRESH FISH Per lb. Whitefish, Jumbo 20 Whitefish, No. 1 14 Trout 11 1/2 Halibut 10 Ciscos or Herring 8 Bluefish 15 Live Lobster 30 Boiled Lobster 30 Cod 10 1/2 Haddock 7 Pickered 13 Pike 10 Perch, dressed 10 Smoked, White 13 1/2 Red Snapper 16 Chinook Salmon 16 Mackerel 17 HIDES AND PELTS Hides Green No. 1 8 Green No. 2 7 ured, No. 1 5 ured No. 2 5 Calfskin, green, No. 1 12 Calfskins, green No. 2 10 1/2 Calfskin, cured No. 1 13 1/2 Calfskin, cured No. 2 12 Pelts Old Wool 30 Lambs 30 @ 50 Shearlings 25 @ 50 Tallow No. 1 5 No. 2 4 Wool Unwashed, med. 26 Unwashed, fine. 21	CONFECTIONS Stick Candy Pails Standard 8 Standard H H 8 Standard Twist 8 1/2 Cases Jumbo, 32 lb. 8 Extra H H 10 Boston Cream 10 Big stick, 30 lb. case 8 Mixed Candy Grocers 6 1/2 Competition 7 Special 7 1/2 Conserve 8 Royal 8 1/2 Ribbon 10 Broken 10 Cut Leaf 8 1/2 Leader 8 1/2 Kindergarten 10 Bon Ton Cream 9 French Cream 9 1/2 Star 11 Hand Made Cream 15 Premio Cream mixed 13 O F Horehound Drop 10 Fancy-in Pails Gypsy Hearts 14 Coco Bon Bons 12 Fudge Squares 13 Peanut Squares 10 Sugared Peanuts 13 Salted Peanuts 13 Starlight Kisses 11 San Blas Goodies 12 Lozenges, plain 9 1/2 Lozenges, printed 10 Champion Chocolate 12 Eclipse Chocolates 14 Eureka Chocolates 13 Quintette Chocolates 13 Champion Gum Drops 9 Moss Drops 9 Lemon Sours 10 Imperial 11 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Waffles 13 Old Fashioned Molass es Kisses, 10lb. box 1 20 Orange Jellies 50 Fancy-in 5lb. Boxes Lemon Sours 55 Old Fashioned Hore hound drops 60 Peppermint Drops 60 Chocolate Drops 65 H. M. Choc. Drops 90 H. M. Choc. Lt. and Dark No. 12 1 00 Bitter Sweets, as'd 1 15 Brilliant Gums, Crys. 60 A. A. Licorice Drops .90 Lozenges, plain 55 Lozenges, printed 55 Imperial 60 Mottos 60 Cream Bar 55 G. M. Peanut Bar 60 Hand Made Crms 80 @ 90 Cream Wafers 65 Straw Rock 60 Wintergreen Berries 60 Old Time Assorted 2 75 Buster Brown Goodies 3 50 Up-to-date Asstmt. 3 75 Ten Strike No. 1 6 50 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 35 Cicero Corn Cakes 5 per box 60 Azulikit 100s 3 00 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS-Whole Almonds, Tarragona 18 Almonds, Avica 18 Almonds, California sft. shell 15 @ 17 Brazil 15 @ 17 Filberts 13 Cal. No. 1 13 Walnuts, soft shelled @ 16 Walnuts, Chilli 15 Table nuts, fancy 15 Pecans, Med. 16 Pecans, ex. large 18 Pecans, Jumbos 20 Hickory Nuts per bu. Ohio new 20 Cocoonuts 5 Chestnuts, New York State, per bu. Shelled Spanish Peanuts 9 @ 10 Pecan Halves 75 Walnut Halves 35 Filbert Meats 27 Alicante Almonds 42 Jordan Almonds 47 Peanuts Fancy H. P. Suns 7 1/4 @ 7 3/4 Fancy, H. P. Suns, Roasted 8 1/4 @ 8 3/4 Choice, H. P. Jumbo @ 9 1/4 Roasted @ 10 1/4

Special Price Current

AXLE GREASE



Mica, tin boxes...75 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



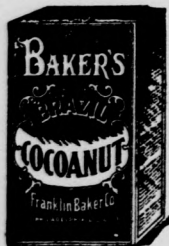
J. P. Bluing

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

CIGARS



G J Johnson Cigar Co.'s bd.
Any quantity31
El Portana33
Evening Press32
Exemplar32
Worden Grocer Co. brand
Ben Hur
Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritans35
Panatellas, Finas35
Panatellas, Book35
Jockey Club35
COCOANUT
Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/4 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass5 1/2 @ 9
Hindquarters7 1/2 @ 10
Loins8 @ 14
Rounds7 @ 8
Chucks5 @ 6 1/2
Plates5 @ 5
Livers3 @ 3

Pork

Loins@ 13
Dressed@ 7 1/2
Boston Butts@ 11
Shoulders@ 9 1/2
Leaf Lard@ 9 1/2
Trimnings@ 8 1/2

Mutton

Carcass@ 9 1/2
Lambs13 1/2
Spring Lambs@ 14

Veal

Carcass6 @ 8 1/2

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...

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 & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; God-
mark, Durand & Co., Bat-
tle 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 feet6
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. 40
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz.1 80
Knox's Sparkling, doz. 1 20
Knox's Sparkling, gro. 14 00
Nelson's1 50
Knox's Acidu'd. doz. 1 20
Oxford75
Plymouth Rock1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size...6 50
50 cakes, large size...3 25
100 cakes, small size...3 85
50 cakes, small size...1 95
Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

FINE CALENDARS



NOTHING can ever
be so popular with
your customers for
the reason that nothing
else is so useful. No
housekeeper ever has
too many. They are a
constant reminder of the
generosity and thought-
fulness of the giver.

We manufacture every-
thing in the calendar line
at prices consistent with
first-class quality and
workmanship. Tell us
what kind you want and
we will send you sam-
ples and prices.

TRADESMAN COMPANY

GRAND RAPIDS, MICH.

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.

Attachable alphabets for sales books. A letter for every book. Complete alphabetical form for your system. Twenty alphabets for 10 cents silver. Try them. A. A. Co., 391 Wood Ave., Muskegon, Mich. 240

Wanted—Position by graduate in pharmacy, twelve years' experience. Not registered in Michigan. Address with particulars, No. 241, care Michigan Tradesman. 241

We Make Collections—Prosecute damage suits, obtain divorces, incorporate companies in any state and dispose of stock; bonded correspondents everywhere. J. W. Neff Law & Collection Co., Incorporated, 628 New York Life Bldg., Kansas City, Mo. 229

For Sale—First-class hardware stock. A bargain if taken at once. Invoices about \$3,500. Reason for selling, other interests. Address No. 239, care Michigan Tradesman. 239

For Sale—Finish and lath mill. Quick buyer wanted for modern equipped mill on west shore of Michigan. Equipment includes lath mill, planer and matcher, resaw, lathes, molding machines, sanders, tenoners, etc., with all necessary power. Ample hardwood accessible and good dock and railroad facilities. Price low and city will pay bonus to purchaser. Address John F. Eldred, 204, 80 Dearborn St., Chicago, Ill. 238

FOR SALE

My stock of groceries and fixtures, amounting to about \$2,200. My cash sales average \$130 per day. Expenses light. Must sell on account of health. JOHN H. GOSS, 231 E. Bridge St., Grand Rapids, Mich.

For Sale—Well-equipped newspaper and job office in one of the best one-newspaper towns in Michigan. If you mean business, come and look it over or write for particulars. J. W. Saunders, Middleville, Mich. 237

To Exchange—\$1,000 equity in Des Moines, Iowa real estate, for shoes or staple dry goods. Box 473, Norman, Okla. 236

For Sale—Two fine dairy farms and poultry farms; fully stocked; 2,000 homing pigeons, 16 collie pups, at less than half value. T. R. Michaelis, Marinette, Wis. 235

For Sale—An old-established furniture and dry goods business, good location. Cheap rent and good business, only furniture store in town. Will bear closest investigation. Address C. H., care Michigan Tradesman. 234

For Sale—Jewelry stock, fixtures, etc. Good run bench work. Established 14 years. Good reasons. Cash only. W. H. Seibert, Petoskey, Mich. 233

For Sale—Bankrupt stock dry goods. Good opening and location in live town. Stock invoiced \$6,028. Only two stocks here now. Leo S. Parsons, Receiver, Union City, Mich. 232

Cash for your property wherever located. For quick sale, send description and price. Northwestern Business Agency, Minneapolis, Minn. 231

Farm for Sale—300 acre, Janes County, Iowa (all tillable) farm, one of the best, only two miles from good railroad town. Good schools, bank, excellent community. Will be sold much below market value in a body. Address H. C. Waite, 5477 Jefferson Ave., Chicago, Ill. 230

Wanted—An experienced grocery clerk. Must be temperate and willing to work. A good position for the right party. Married man preferred. Address No. 228, care Michigan Tradesman. 228

For Sale—Small stock of men's, youths' and child's clothing. Also a full line of gents' furnishings, consisting of hats, caps, gloves, mitten and all kinds of men's work wear. Stock invoiced \$1,500 to \$2,000. Location in town of 600 population and situated in good farming country. No other clothing store within 9 miles. Good building and rent cheap. Address Freeport Clothing Co., Freeport, Mich. 227

Barber shop for sale, 2 chairs, doing good business. Going out of business. Write J. W. Sivyver, Romeo, Mich. 224

For Sale—Cheap for cash, jewelry stock, bench, tools, regulator and electric clock, cut glass, bric-a-brac, etc. Will accept good driving rig as part pay. Michigan Store & Office Fixtures Co., 519-521 N. Ottawa St. Both Phones, 1846. 223

For Sale—General store in country. Reason for selling, death of owner. Good business, inventorying about \$1,500. Address E. L. Stevenson, Stanton, Mich. 222

A safe investment that yields 7 per cent., being first mortgage bonds of unquestionable security. For a description of the bonds address John M. Braly, Villa Park, N. J. 221

For Sale—First-class bazaar stock in good town. Doing good business. A great bargain if taken at once. Terms easy. Address Box 24, Muir, Mich. 220

Wanted—A stock of general merchandise, \$8,000 or less, in exchange for good eastern Nebraska land. Address Box 203, Norfolk, Neb. 214

For Sale—The only hotel in Nashville, Mich., known as Wolcott House. A bargain if taken soon. Address C. L. Bowen, Nashville, Mich. 212

For Sale—Corner drug and stationery store in the best manufacturing city of 4,000. Stock \$3,500. Sales \$10,000. Other business. Address No. 211, care Tradesman. 211

Merchandise Wanted—For 3 Bourbon county, Kansas farms; 1 of 100, 2 of 240 each, also 200 acre farm Jasper county, Missouri, near Carthage. Many others. Real estate, merchandise bought, sold and exchanged. F. H. Humphrey, Fort Scott, Kan. 209

For Sale—Small stock dry goods and groceries. Good town, good business. Enquire E. D. Wright, c/o Musselman Grocer Co., Grand Rapids, Mich. 192

Gall Stones—Your bilious colic is the result; your physician can not cure you; only one remedy known on earth, positively cures. Free Booklet. Brazilian Remedy Co., Box 3021, Boston, Mass. 189

I will buy your shoe stock, paying you spot cash. State in your first letter amount of stock and lowest price, or no attention will be paid to the proposition. Strictly confidential. Address No. 217, care Michigan Tradesman. 217

I WANT TO BUY

From 100 to 10,000 pairs of SHOES, new or old style—your entire stock, or part of it.

SPOT CASH

You can have it. I'm ready to come. PAUL FEYREISEN, 12 State St., Chicago

For Sale—In Eastern Iowa, corner grocery store; double room; rent \$45 per month. Best location in city. About five thousand stock; can reduce if wanted; daily sales better than two hundred dollars; this is a snap for a hustler. Will give reason for selling on application. Address Lock Box 73, Clinton, Iowa. 207

For Rent—Store, fine corner. Good opening for drug store. Address Miss R. A. Howey, Lake City, Mich. 208

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. 193

For Sale—Stock of hardware, furniture and undertaking. New and well selected, in one of Michigan's best towns. A rare chance for a man who wants business. Hardware invoices about \$3,000, furniture, \$1,000. Reason for selling, other interests. Address No. 188, care Michigan Tradesman. 188

For Sale—On easy terms, \$3,000 general stock near Gaylord. Splendid cash business. Would take part real estate. Address California, care Tradesman. 162

Increase Your Business—Save money on your advertising. Your advertisement placed in over 100 different magazines, (going in every single one) only 10c line. Big discounts on all publications. Our lists, particulars, etc., free. Queen City Advertising Co., 207 St. Paul Bldg., Cincinnati, Ohio. 149

The best paying business, requiring no capital, is real estate. If you make less than \$3,000 a year, wish to become independent and financially successful, take our correspondence course in real estate and earn large income. Write for our booklet "T" describing the great possibilities of this profitable business. American School of Real Estate, Des Moines, Iowa. 191

For Sale—Clean stock dry goods, carpets and notions, invoicing \$10,000, in a live Michigan town. Address X. Y. X., care Tradesman. 153

Free Booklets—How to quit business, not a theory but a fact. We do the work where others fail. Write to-day. G. E. Breckenridge, Edinburg, Ill. 142

For Sale—Grocery and crockery stock. Invoices about \$3,000, including fixtures. Last year's sales \$20,000. No trades considered. Write Lock Box 610, Neillsville, Wis. 156

For Sale—An old-established grocery and meat market, doing good business in good location. Will sell reasonable if taken at once. P. O. Box 981, Benton Harbor, Mich. 120

For Sale—Seven hundred dollars worth of men's and young men's suits at 75c on the dollar. Address No. 14, care Michigan Tradesman. 14

For Sale—Four floor cases, 1 umbrella case, 1 triplicate mirror, 3 folding tables, 2 shoe store settees. All in first-class condition. Address No. 15, care Michigan Tradesman. 15

For Sale—Stock of dry goods, shoes, gents' furnishings and crockery. Strictly cash business established. The only store in town of 400 population carrying the above lines. Address No. 999, care Michigan Tradesman. 999

Cash for your business or real estate. No matter where located. If you want to buy or sell address Frank P. Cleveland, 1261 Adams Express Bldg., Chicago, Ill. 961

For Sale—Small country store, doing strictly cash business. A moneymaker. Address No. 770, care Michigan Tradesman. 770

Special Attention—Drug stores and positions anywhere desired in United States or Canada. F. V. Kniest, Omaha, Neb. 951

For Sale—Stock of shoes, dry goods and groceries located in Central Michigan town of 350 population. Living rooms above store. Rent \$12 per month. Lease runs until May 1, 1908, and can be renewed. Last inventory, \$2,590. Sales during 1906, \$8,640. Good reasons for selling. Address No. 386, care Michigan Tradesman. 386

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

Wanted—Two thousand cords basswood and poplar excelsior bolts, green or dry. Highest market price paid, cash. Excelsior Wrapper Co., Grand Rapids, Mich. 859

HELP WANTED.

Large clothing factory wants managers for branch stores. Salary \$1,300. Investment \$1,200. Permanent position. Address Galbreath, Youngstown, Ohio. 210

Want Ads. continued on next page.



Fine Half-tone Plates of Furniture, Catalogs Complete

Tradesman Company Engravers and Printers Grand Rapids, Mich.

If you do a credit business it will be to your interest to investigate our coupon book system. It places your business on a cash basis in the easiest, simplest and cheapest manner yet devised. We will cheerfully send samples, prices and full information if you will let us know you are interested.

Tradesman Company

Grand Rapids, Michigan

THE DECAY OF MANKIND.

Before the discovery of America tobacco was unknown except to natives of the New World, and while wines and other fermented liquors were in use from the earliest times, such spirituous liquors as brandy, whisky and other products of distillation did not come into use as beverages until about three centuries ago. Previous to that time, although known to the Arabian alchemists in Spain, alcohol was regarded by them as a magical substance of great potentiality in their art, and to be used only in extreme cases as a medicine.

Thus it is that the white races of Europe and their descendants settled in other parts of the world have been drugging their nervous systems for three centuries with spirits and tobacco until finally such a condition of restlessness and uneasiness has been created that millions of men can not perform any ordinary task without repeatedly bracing themselves for the business with a drink or a smoke, or both.

There is no question that the conditions so caused have wrought great changes in the mental and physical systems of the present generations. Diseases that were scarcely known to earlier generations are everyday affairs with the present. The most strikingly observable effects which have been impressed upon the people are the remarkable restlessness and nervous disquiet which mark the manners and the acts of so many people to-day. These effects are seen in every department of business and life, and doubtless are responsible for the lapses of attention and the diversion of the senses usually known as "absence of mind," that cause railroad men and others to disregard danger signals and to forget the orders which were intended to prevent frightful wrecks. It is not intended to charge drunkenness in such cases, but only the inability to fix and hold attention upon some important order or signal through nervous disorder.

The first people who were found possessing and smoking tobacco were the natives of the New World. Tobacco was indigenous to some parts of America, and was used by the savages from the remotest times. It is a notion that the American Indians were originally a stolid, stoical and apathetic race, aroused only by the need for seeking food. Nothing is more erroneous than such a notion, as is known to all who have had any experience with the aboriginal races. They subsisted almost wholly on meat, which made them extremely nervous and restless. Not only was a great part of their time spent in hunting wild animals, but they were continually at war with neighboring tribes.

If the Red Men had banded together against the white invaders the task of conquering the New World would have been infinitely more difficult than it was. But so far from combinations among the savages against the whites, many tribes took advantage of the opportunity to make alliances with the whites against their native foes. It is easy to see what a relief tobacco was to a people so ex-

cessively nervous, restless and alert as were the American Indians, and they regarded "the weed" as a sacred plant, dedicated to peace and quiet.

If the white races learned opium, tobacco and coca from the primitive races of America and Asia, they have, in turn, given whisky, brandy, gin and rum, and thus the peoples of all nations and races are being overwhelmed with nervousness, and in the grand conflict which is doubtless finally to come for supremacy upon our globe it will be difficult to foretell where the superiority of nerve force will be found.

The Jamestown Exposition has encountered a series of misfortunes and setbacks and the wonder is that it has been able to worry along as well as it has. In the first place there was no demand for another exposition so soon after the last one. In the second place the Jamestown enterprise was nowhere near ready on the announced opening day. Early visitors went back to tell their friends that they paid 50 cents for the opportunity to look at long lines of packing boxes and they did not think it was worth the money. A dozen different hindrances arose, including fires more or less disastrous. Now the Director General has resigned because of differences between himself and President Tucker over the social features of the Exposition. They are strong on society, social functions, social prestige and social distinctions in the South. Who should stand at the head of the receiving line and who should sit at the right of the hostess at dinner are questions about which Southerners argue at length and sometimes fight. Society troubles would be very much more likely to make a disturbance in Norfolk than in Buffalo.

Kansas City, Kansas, has an ordinance under which a baker who pays \$10 for six months may put as many wagons on the street as he pleases. Kansas City, Mo., bakers who have customers on the Kansas side, are required to pay \$10 for every pie wagon they send across the river. Their drivers have been arrested because they refused to pay the license demanded. A case has been commenced in the Supreme Court, and their counsel claims that the traffic is of an interstate character and that therefore they should not be compelled to pay a tax or license fee, of any sort, and particularly the discriminative one for which they are being arrested for not paying. The traffic of the neighboring cities may be brought to the attention of the Interstate Commerce Commission, when it will be a question if protection to home industries operates as a restraint of trade.

M. Vachot, a French landscape gardener who recently visited this country, says the back yards of Americans are too often a place where odds and ends of unused property are allowed to lie, a menace to health and a significant symbol of the owner's untidiness. As a nation we are far behind advanced peoples of Europe in our appreciation of beauty possible in little open places.

Late State Items.

Lansing—The capital stock of the Young Bros. Hay Co. has been increased from \$15,000 to \$20,000.

Menominee—The Wolverine Cedar & Lumber Co. has increased its capital stock from \$100,000 to \$200,000.

Jackson—The authorized capital stock of the John F. Corl Piano Co. has been increased from \$70,000 to \$100,000.

Saginaw—Secretary Britton, of the Board of Trade and Merchants' and Manufacturers' Association, reports that fully 1,000 men are needed in this city to meet the present demands of local manufacturers in all lines.

Detroit—The Northwestern Machine Co., which conducts a manufacturing business, has merged its business into a stock company under the same style, with an authorized capital stock of \$16,000, of which amount \$8,000 has been subscribed, \$1,500 being paid in in cash and \$6,500 in property.

Battle Creek—A corporation has been formed for the manufacture and sale of remedies known as Colax and Colaxine, with an authorized capital stock of \$100,000, all of which amount has been subscribed, \$20 being paid in in cash and \$99,980 in property. The company will conduct its business under the name of the Colax Co.

Cadillac—Smith & Staples, who have mills at Park Lake and Selma, do not mean to be caught with no base of supplies on hand when their present timber holdings in this locality shall have run out. They have enough nearby to keep them busy for three years, but they find lumbering a pleasant and profitable business and have no desire to quit for a long time. J. A. Smith is now in the Upper Peninsula looking up a 5,000 acre tract of hardwood. Failing to get that they will buy on the Pacific coast. They have operated together here for seven years. Previous to that N. E. Staples spent eight years here making heading.

Saginaw—Arrangements have been concluded by the Merchants' and Manufacturers' Association whereby a promising new factory has been secured for the West Side. This is the plant of the Automatic Faucet and Spigot Co., which will be located in the chemical plant on Salt street, at one time used by the Independent Chemical Co. for the manufacture of wood alcohol. This plant has been leased for a term of years to the Faucet Company, and will be at once put in shape to meet its requirements. New machinery will be installed and it is confidently expected that the factory will be in operation in about six weeks. At the outset the plant will employ ten to fifteen hands, but it promises to build up a large business, as the faucet is a novel one, with the improvements covered by patents.

Men Thrive on Diet of Vegetables.

An explosion is prophesied for diet theories. Dr. Russell H. Chittenden, the celebrated physiological chemist of Yale, is the new Liebig, and he proposes to displace Liebig meat theories with Chittenden vege-

table meat theories. Indeed, authorities agree that he has settled the question against Liebig. Dr. Chittenden says that in any diet worthy the name vegetable foods containing relatively little nitrogen should prevail. The practice of eating more than enough he terms the prominent dietetic sin. Underfeeding has its perils, but is rare. Dr. Chittenden took thirteen men of the hospital corps of the United States Army and submitted them to a course of diet for six months. The men were under military discipline throughout the experiment. The food administered to each was of known composition. The weight of proteid injected was known. This amount gradually was reduced. The amount of food was kept at such a volume as to insure each man enough to eat. The bodily weights of the individuals remained unaltered, practically. But the muscular tone and the muscular strength showed a surprising increase. Eight university students were subjects of the second series of experiments. During their five months of dieting the proteids were reduced more than half. All showed gains in muscular power.

There will be considerable satisfaction in this country, especially among the newspaper men, over the announcement that Wu Ting Fang has been appointed minister of China to serve at Washington. He held the office for some time and about three or four years ago was recalled, the supposition being that the Empress Dowager did not altogether approve of him, thinking, perhaps, he was too progressive. Later some Americans thought he was responsible for the feeling stirred up by Chinese merchants against American made goods. This he distinctly and emphatically disavowed. When he was at Washington before Wu was among the most popular of all the foreign representatives. He is a very learned man, a good talker and a good entertainer. Reporters were very fond of him and he furnished them with much readable copy. He will be warmly welcomed on his return to the American capital.

Battle Creek—A corporation has been formed under the style of the Yogurt Co. for the manufacture and sale of a fermented preparation known as Yogurt, with an authorized capital stock of \$100,000, all of which amount has been subscribed, \$20 being paid in in cash and \$99,980 in property.

It will help the world wonderfully when we can make virtue as interesting as vice already is.

We never think much of the work of the man who is liberal with samples of his worries.

BUSINESS CHANCES.

Wanted—A registered pharmacist or druggist. Also junior clerk. Address Drugs, care Michigan Tradesman. 244

Twelve year established jewelry and bazaar stock. Only watchmaker in town. A snap if taken before holidays. Wm. Gribben, Box 222, Carsonville, Mich. 243

For Sale—My business, books, stationery, pictures, frames, wall paper, fine china, holiday goods, etc., \$2,800. Edgar James, Florence, Ala. 242

We Sell the Celebrated

Penn Yann Buckwheat Flour

Made at Penn Yann, New York

— and —

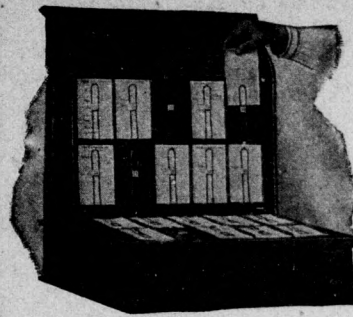
Pure Gold Buckwheat Flour

Made at Plainwell, Michigan

Just received our first car of Henkel's Self-Raising
Buckwheat and Pan Cake Flour

JUDSON GROCER CO.

Wholesale Distributors for Western Michigan



The McCaskey Account Register

The MOST COMPLETE filing device ever invented for handling Sales Slips.

The McCASKEY SYSTEM takes care of ALL your accounts—both Bills Receivable and Bills Payable.

It's a COMPLETE SIMPLIFIED SYSTEM.

The Union Supply Co., Romney, W. Va., say:

"It saves the extra expense of a bookkeeper. Therefore we save the salary of one clerk."

The Stewarton Lumber Co., Stewarton, Pa., on Sept. 3, 1907, write as follows:

"We are starting a new store. Want another register. WE ARE USING THREE OF THEM NOW. Send your agent to see us."

They are NOW USING FOUR McCASKEYS.

Are you looking for a silent partner that will give you ALL the PROFIT of the business?

If you are, you better get a McCaskey!

Write for our FREE 64-page catalog.

The McCaskey Register Co.

27 Rush St., Alliance, Ohio

Mfrs. of the Famous Multiplex Duplicating Sales Pads; also End Carbon, Side Carbon and Folded Pads.

Agencies in all Principal Cities



The purity of the Lowney products will never be questioned by Pure Food Officials. There are no preservatives, substitutes, adulterants or dyes in the Lowney goods. Dealers find safety, satisfaction and a fair profit in selling them.

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

You See It Coming

FILLING A GLASS LAMP FONT is a very simple operation because the surface of the contents is **seen** rising toward the top. **Carelessness** is the **only excuse** for pouring in **too much** and going **beyond** the capacity.

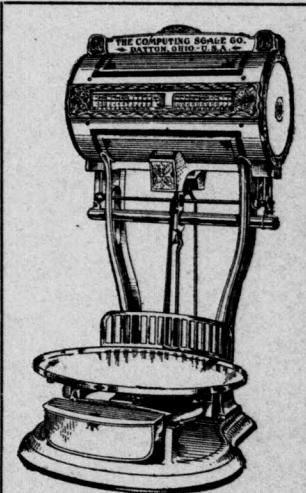
A METAL FONT is not so easily filled because you can **only guess** how much is in it. **Experience** may enable you to guess **fairly close** but **absolute accuracy** is **impossible**.

OLD STYLE SCALES present the same difficulties. No weight is shown until you have **too much** and the scale goes down. You must either **take a little out** or suffer a loss.

MONEYWEIGHT AUTOMATIC SCALES show at all times the weight on the scale and you pour on the goods until the **correct weight** or **money value** is indicated. This means a prevention of loss and a saving of money.

OLD STYLE scales **prevent** you from **seeing** their defects, with the accompanying loss of merchandise and profit.

We ask the opportunity of showing you what it amounts to. Let us send our representative to you.



The new low platform No. 140 Dayton Scale



Moneyweight Scale Co.

58 State St., Chicago

Now Is the Time to Select Your HOLIDAY GOODS

WHILE every one of our many lines is complete and our salesrooms are crowded with the choicest selections in **Decorated China and Porcelain Dinnerware, Celluloid Case Goods, Novelties, Cut Glass, Silverware, Books, Games, Dolls and Toys of every description.** There is nothing gained by delay, while the advantages of early buying are many, allowing you to secure the best pickings from our lines and giving you an opportunity to dispose of a goodly part of your purchases before the holiday rush. For the benefit of

Merchants Who Are Too Busy to Come in Person

we have made up some carefully selected assortments, two of which are printed below. Complete lists of all assortments mailed on request. Ask for them.

10c "Record Breaker" 10c Assortment CONTAINS 36 Doz. RAPIDLY SELLING 10 CENT TOYS FOR \$28.80

- 1 doz. Post Card Albums.
- 1/2 doz. Board Cover Picture Books, 6 kinds.
- 1 doz. All Linen Picture Books, 6 kinds.
- 1/2 doz. Fine Black Dominoes.
- 1/2 doz. Checkers.
- 1/2 doz. Games.
- 1/2 doz. Alphabet Cubes with raised letters.
- 1 doz. Nested Picture Cubes, 6 cubes in nest.
- 1 doz. Large 10 cent transparent slates.
- 1 doz. 10 cent Rubber Printing Outfit.
- 1 doz. Embossed and Lithographed Sand Pail.
- 1 doz. Sail Boats.
- 1/2 doz. Mechanical Autos. Rapid sellers.
- 1/2 doz. Mechanical Fiddlers. Good toys.
- 1 doz. Fancy Celluloid Rattles, six on card.
- 1 doz. Rubber Rattles with sleigh bells, etc.
- 1 doz. Musical Revotina Toys.
- 1 doz. Musical Floor Chimes.
- 1 doz. Toy Accordions, good size and tone.
- 1 doz. Large Wood Trumpets in gay colors.
- 1 doz. Large Mandolin and Guitar Trumpets.
- 1 doz. Bellows Toys, 12 assorted kinds.
- 1 doz. Very large 10 cent Tin Animals, assorted.
- 1 doz. Assorted Tin Wagons (decorated).
- 1 doz. Two-piece Iron Automobiles.
- 1 doz. Assorted Iron Carts, three kinds.
- 1 doz. Two-piece Iron Passenger Trains.
- 1/2 doz. Very large Tin Stoves with furniture.
- 1/2 doz. 10-cent Britannia Tea Sets, 12 pieces.
- 1/2 doz. Doll Cradles, red.
- 1/2 doz. Toy Ironing Boards, large size.
- 1/2 doz. Toy Wash Tubs, diameter 10 inches.
- 1 doz. Toy Watches, assorted, 12 on display card.
- 1 doz. 10 cent Toy Guns.
- 1 doz. Assorted 10-cent Toy Whips, fancy handles.
- 1/2 doz. Doll's High Chairs, red.
- 1 doz. Fancy decorated imported Rubber Balls.
- 1 doz. Steel Safes with combination key lock.
- 1/2 doz. U. S. Mailbox Banks, aluminum finish.
- 1/2 doz. Paint Boxes.
- 1 doz. Seebachscopes. Rapid selling novelties.
- 1 doz. Magnetic Toys, glass covered boxes.
- 1 doz. Brownie Figures.
- 1/2 doz. Large Papier Mache Horses (25c values).

Will ship one-half of this assortment containing just one-half of the number of each item enumerated above for.....

\$15.00

5c "MONEY MAKER" 5c Assortment CONTAINS 36 Doz. Carefully Selected 5 Cent Toys as Listed Below for \$13.50

- 1 doz. Iron Locomotives and Tenders, 10 cent values.
- 1 doz. Painted Wood Pop Pistols.
- 1 doz. Metal Paint Boxes.
- 1 doz. Toy Sad Irons and Stands.
- 1 doz. "House" Banks, Iron.
- 1/2 doz. Large Earthen Banks.
- 1 doz. Assorted Colored Sponge Balls.
- 1/2 doz. "Harmless" Targets. Large toys.
- 1 doz. Humming Tops, bright colors.
- 1 doz. Large Enameled Wood Cradles.
- 1 doz. Iron Pony Carts, nickeled.
- 1 doz. Large Spiral Toys.
- 1 doz. Bellows Birds on Sticks. Very large.
- 1 doz. Bellows Toys, assorted kinds.
- 1 doz. Metal Trumpets.
- 1 doz. Flutes, brass finished, 6 holes.
- 1 doz. Guitar and Mandolin Trumpets, assorted.
- 1 doz. Musical Ink Bottles, trumpet reeds.
- 1 doz. Police Whistles, 1 dozen on display card.
- 1 doz. Dolls' Nursing Bottles.
- 1 doz. Tin Trumpet Rattles, bright colored.
- 1 doz. Rubber Rattles with sleigh bells.
- 1 doz. Rolling Bell Chimes.
- 2 doz. Assorted Tin Toys. Extra good.
- 1 doz. Assorted Walking Animals.
- 1 doz. Surprise Boxes.
- 1/2 doz. Splendid 5-cent Checkers.
- 1 doz. Alphabet Cubes with raised letters.
- 1 doz. Nested Picture Cubes, 3 in a nest.
- 1 doz. Assorted Board Games.
- 1 doz. Papier Mache Horses.
- 1 doz. Printed and Stuffed Cats.
- 2 doz. All Linen Picture Books, 6 kinds.
- 1 doz. Paper covered Picture Books, assorted.
- 1 doz. Tin Trains.

We will ship one-half "Money Maker" assortment containing just one-half of the quantities of each article listed above for.....

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