



## Before Carving the Turkey

The President proclaimed it, that we ought to all give thanks—  
But I'm an unknown person on the rosters of the banks,  
And I've been sick and worried, and a lot of things went wrong,  
And so I got to thinking that my thanks could not be strong.  
But then, who knows? It might be that the bank that held my dough  
Would have been one that busted—so, you see, I hardly know.

I look the whole year over and I haven't gained in health,  
Nor shot to fame and glory, nor been cluttered up with wealth,  
But still I get to thinking of the things that might have been,  
And of the folks in trouble that so far I've not been in,  
And then, although I'm poorer than a starving alley cat,  
I think that I am thankful, in a measure, just for that.

Why, I might have a title—be a count, perhaps, or earl—  
And then be rudely parted from a million and the girl;  
Or I might be a magnate with uncounted money's might—  
And a thousand busy juries planning daily to indict;  
Or I could be out for office, with the public on my trail—  
So I breathe a thankful whisper rather than a sorry wail.

When I look the wide world over and observe how all the rest  
Have their troubles and their sorrows, spite of all they have possessed,  
Then I get to thinking maybe things are just as well let be,  
And I don't know anybody I would rather be than me;  
So I sigh a gentle blessing on the few things in my lot,  
And I sing a thankful measure for the things that I am not!

S. E. Kiser.



## DO IT NOW

Investigate the

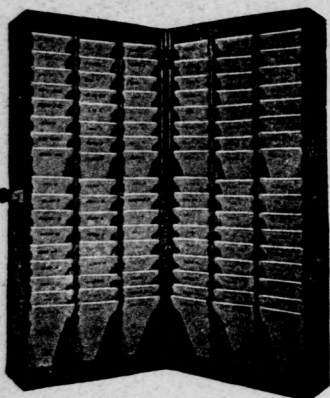
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Pat. March 8, 1898, June 14, 1898, March 19, 1901.



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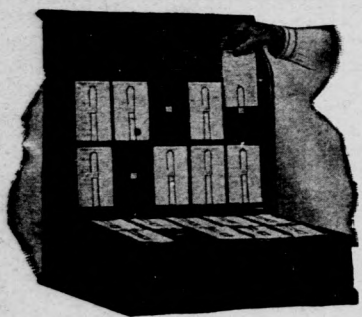
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His statements should carry weight AS HE KNOWS what he is talking about.

We do not ask you to take our statements but will gladly refer you to Hundreds of Merchants in your own vicinity who would be only too glad to tell you of the BENEFITS THEY ARE RECEIVING through the use of the McCASKEY REGISTER.

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Mfrs. of the Famous Multiplex Duplicate and Triplicate Pads;  
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there is a greater demand than  
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We guarantee our vinegar to be  
absolutely pure, made from apples  
and free from all artificial color-  
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Picklers and Preservers

Detroit, Mich.

Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

SNOW BOY WASHING  
POWDER.

GOOD GOODS — GOOD PROFITS.

# MICHIGAN TRADESMAN

Twenty-Fifth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 27, 1907

Number 1262

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GRAND RAPIDS, MICHIGAN

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### SPECIAL FEATURES.

- Page.  
2. Gone Beyond.  
4. Grand Rapids Gossip.  
5. Around the State.  
6. Hardware.  
7. Window Trimming.  
8. Editorial.  
10. We Can't See the Forest For the Trees.  
12. Shoes.  
17. Representative Retailers.  
18. Clothing.  
20. Bank History.  
22. Pictures.  
24. The Honest Farmer.  
26. Winter Watchwords.  
28. Work for a Rainy Day.  
30. Woman's World.  
33. Butter and Eggs.  
35. New York Market.  
36. Ready-Made Meals.  
38. Dry Goods.  
40. Commercial Travelers.  
42. Drugs.  
44. Grocery Price Current.

### THE CITY BEAUTIFUL.

There is no short cut to any one of a whole lot of most desirable achievements, any more than there is a short cut to legitimately acquired wealth.

Thousands of sweet little girls and boys from 9 to 12 years of age are learning this most valuable lesson daily as they pick and peck and stumble their ways along the tedious piano practice hours.

Hundreds of thousands of young men and women are continuing in the effort to master this most essential problem at our high schools, colleges and universities.

And in the multitudinous and complex curriculum of business life there is no fact more insistent and forceful than is the irrevocable pronouncement that short cuts to anything worth having are invariably fallacious, and to the person who is square absolutely worthless.

For example: Many years ago, when Michigan was a new State, the legislators of the young commonwealth, in the excitement of pioneer restlessness and energy, sought impulsively, almost thoughtlessly, to transform a wilderness area of about 20,000 square miles into a tract of country traversed by canals, highways and railroads, almost in the twinkling of an eye. Of course, the effort was disastrous to the State and to corporations and individuals. It was a lamentable short-cut failure.

Nowadays such projects are undertaken differently. The most striking illustration of the abandonment of the short-cut policy and the taking up of the slow, educational method of evolving public opinion that is offered in the United States is the development of the plan for remodeling and beautifying the city of Washington—begun about fifteen years ago by the late U. S. Senator James McMillan, who was then and for many years thereafter chairman of the District of Columbia Commission. Even although this is a National enterprise, fifteen years have been expended in getting a complete plan to work upon, and in this instance the matter of public opinion was not,

positively, necessary in order to make the beginning. The District Commission is almost autocratic in its power, so that it was possible to force the growth of public opinion.

Occasionally it is possible to utilize such power, as in the case of the remodeling of the city of Paris by Louis Napoleon or in the making over of sections in London. Or, as in the very recent case of Rio Janeiro, Brazil, the generation of public opinion may be achieved speedily. In the latter city the municipality borrowed (in London) the sum of \$36,000,000, through the use of which, during the past five years, that city has been transformed into one of the most dignified and ornate cities in the Western Hemisphere.

Such methods are not practicable, however, under our form of government, as is shown by the experiences in Boston, Buffalo, Cleveland, Detroit, Milwaukee, Chicago and other cities, in all of which have been and are being conducted campaigns for the education of their respective communities up to a knowledge of the economy and other permanent values of a concrete harmonious city plan.

In a general way all communities agree that architectural unity, sanitary conditions, modern utilities and picturesque effects are excellent in a city's make-up, but when a proposition is made to bring about such results the average community sees things at once. And all that is within such a view is comprehended in a forecast not exceeding eight or ten years. A sort of public opinion based upon the short-cut delusion decides and declares that the desired evolution must be realized within the next decade and forthwith begins a rehearsal of the obstacles that must be overcome within that time.

Just now Grand Rapids has the more beautiful city idea on its mind and it has been brought into being correctly. Upon the suggestion of the Board of Trade Committee on Municipal Affairs the Mayor has created a commission, whose duty it is to obtain a plan for a civic center.

The probabilities are, unless a majority of similar experiences are no patterns to follow, that the personnel of this Commission will change materially, through resignations, removals and deaths, before the really perfect plan will be evolved. And when it is finally settled upon supposed present obstacles thereto will have been removed and new ones will have been created. Meanwhile, however, the general public will have been educated up to an appreciation of the general result desired, so that they will appreciate the fact that no matter what may be the plan suggested disappointments must be accepted for the good of the whole.

Certain areas of valuable land will be necessary to the carrying out of the project; certain buildings may have to be razed to the ground; street lines and lot lines may have to be revolutionized; sewer and underground conduit systems will have to be readjusted; in brief, the new work will have to be carried on from the ground up. And, knowing that these things are essential and can not be evaded, the people of Grand Rapids, in due time, will show a united front in favor of the common project to make of our city a City Beautiful.

### NEWSPAPER MISTAKES.

It has always been the case that, when a newspaper, in any narrative or other matter published in its columns, makes by inadvertence or through haste or lack of information some misstatement or mistake, it attracts attention and often adverse criticism, no matter how really harmless may be the erroneous remark, and if it be possible to hang a pretense of injury inflicted, it is made the pretext of a suit for damages.

There seems to be in existence a notion that a newspaper should not be allowed the infirmity, inseparable from every human creature and institution, of being fallible, and is to be held accountable for its slips of knowledge or attention, if at no other bar, at that of public opinion.

A judge on the bench in the exercise of his official function and virtually sovereign authority may make a deliverance involving a human life and important civil rights and the ownership of vast amounts of property, and his decision may be so radically wrong that it is reversed and wholly annulled by a higher tribunal, and yet such a judicial official not only is held to no account whatever, but is protected by law from any attack for his judicial utterances.

A medical man intrusted with the care and treatment of persons suffering with bodily illness, or wounds and material injuries, may so incorrectly diagnose the disease and so improvidently resort to some surgical operation that through mistaken treatment the patient may die. But there is never any responsibility attached to such an occurrence, nor is any popular or personal prejudice caused thereby.

These professional persons are fully accorded the human liability to make mistakes, no matter what may be the consequence, while the newspaper writer is accorded no consideration, but, on the contrary, is not unfrequently called into court to answer claims for damage. Is it because the journalist is held to be a tradesman and not a professional? Some interesting questions are involved in these conditions.

## GONE BEYOND.

## Death of Mrs. Emma L. Allen at Springvale.

Mrs. Emma L. Allen, who traveled in Michigan for about twelve years prior to two years ago, when she was compelled to retire from active road work on account of ill health, died at her home at Springvale Sunday morning as the result of total paralysis. She had been confined to her bed about six months and was unconscious most of the time for two weeks before she died. The remains were brought to this city yesterday and the funeral takes place this afternoon at the residence of her daughter, Mrs. Thomas J. Modie, 14 Orchard Hill. The services will be conducted by the Rev. R. H. Hartley, of the Westminster Presbyterian church, of which the deceased was a member. Interment will be in Garfield Park cemetery.

## Biographical.

Emma Liquori Nabb was born at Lawrenceville, Ill., Nov. 19, 1854, her grandparents being English on her father's side and French on her mother's side. She resided at Lawrenceville until the death of her father, which occurred in 1865, when the family removed to Vincennes, Ind., and she was placed in the Catholic school known as St. Mary's of the Woods, near Terre Haute, whence she was graduated at the age of 16. For the next four or five years she taught in the grammar and ward schools of the public schools of Vincennes, when she spent a year in charge of special classes in penmanship and elocution at Gallia Academy, at Gallipolis, Ohio. At this time she was attracted to Chicago by the alluring inducements held out to stenographers, but learning later on that the business was not so lucrative as she had expected, she accepted a position offered her by J. M. Hill, of the National Weekly, as special writer and advertising and subscription solicitor. She subsequently followed the avocation of book-keeper for several years, being one year in the employ of Shourds & Storey and three years in the employ of R. W. Buchanan. It was during this time that she met her husband, Wm. R. Allen, who, at that time, was an expert accountant for the Remington Sewing Machine & Fire Arms Co., their marriage occurring on Dec. 22, 1878. They afterward resided at Salamanca, N. Y., and Racine, Wis. Their removal to Salamanca was to enable them to engage in the manufacturing business, which was unsuccessful. During the time they resided at Racine Mrs. Allen was regularly employed on the staff of the Racine Journal and acted as resident correspondent for the Chicago Times, in which capacity she won the signal distinction of receiving the commendation of the late Wilbur F. Story, who at that time was the uncrowned head of Chicago journalism.

Mr. and Mrs. Allen then entered the employ of Geo. A. Misch, manufacturer of art glass, Mrs. Allen taking the position of assistant book-keeper and occasionally representing the house on the road for the pur-

pose of securing special orders. Finding the avocation of traveling salesman far from distasteful, she decided to enter regularly upon the career of road representative, despite the opposition of her relatives and the advice of her friends, and fourteen years ago she engaged to travel for the Chicago house of Joseph Burnett & Co. in Minnesota and Wisconsin, and a year later engaged to represent the Price Flavoring Extract Co. in Illinois. In March, 1896, she changed to E. W. Gillett, taking the trade of Michigan as her territory. She subsequently traveled for the Calumet Baking Powder Co., the Egg Baking Powder Co. and Northrop, Robertson & Carrier, of Lansing, with all of whom she achieved a notable success. After her first trip in the new field she asserted that she found the Michigan grocery trade possessed of higher average intelligence and courtesy than the trade of other states in which she had traveled, and expressed her determination to stay by



the trade of Michigan as long as it stayed by her. She became a familiar figure with both the wholesale and retail trade, covering the former in the cities and the latter in the smaller towns.

Mrs. Allen was for many years a member of the Belden Avenue Presbyterian church, in which her husband was an elder. Upon their removal to this city in 1896 they joined the Westminster Presbyterian church by letter. The deceased leaves a husband and mother and an adopted daughter, Mrs. Thos. Modie, of this city.

Mrs. Allen attributed her success as a salesman to the readiness of the trade to recognize the efforts of an honest woman to earn an honest living in an honest way. She started out on the assumption that a woman could travel on the road and retain her self-respect and womanly dignity, and twelve years' experience served to deeply ground her belief in this theory. In proof of the statement that a woman could travel alone in these days without fear of insult or injury Mrs. Allen was pleased to acknowledge that she never met an unpleasant experience, either from the trade or from her fraters on the road.

Sincere in statement, vivacious in conversation, with a fund of anecdote always at her command, respectful in address, persistent in accomplishing the work she undertook, Mrs. Allen had reason to regard her rec-

ord as a salesman with pride. Her retirement two years ago was a matter of very general regret and her last days were gladdened by many expressions of sympathy from her former customers, friends and acquaintances, all of whom feel that she was called too soon to the reward which awaits the unselfish. Her life was one of ceaseless self sacrifice in behalf of those she loved.

## The Thomas Jefferson Cheese.

When Jefferson was chosen President, Elder John Leland, a Massachusetts clergyman of strong democratic proclivities, proposed that his flock celebrate the victory by making for the new Chief Magistrate the biggest cheese the world had ever seen. Every man and woman who owned a cow was to give for this cheese all the milk yielded on a certain day—only no cow owned by a Federalist was to contribute a drop. A huge cider press was fitted up to make it in, and on the appointed day the whole country turned out with pails and tubs of curd, the girls and women in their best gowns and ribbons and the men in their Sunday coats and clean shirt collars. The cheese was put to press with prayer, hymn singing and great solemnity. When it was well dried it weighed 1,600 pounds, and Rev. John Leland drove with it all the way to Washington. It was a journey of three weeks. All the country had heard of the big cheese and came out to look at it as the elder drove along.

A few days later a Washington correspondent wrote: "Last Sunday Leland, the cheesemonger, a poor, ignorant, illiterate, clownish preacher, who was the conductor of this monument of human weakness and folly to its place of destination, was introduced as preacher to both houses of Congress. The President, contrary to all former practice, made one of the audience, and a great number of ladies and gentlemen from I know not where. Such a performance I never heard before and hope never shall again. The text was 'And behold, a greater than Solomon is here.' The design of the preacher was principally to apply the allusion, not to the person intended in the text, but to him (Jefferson), who was then present. Such a farrago, bawled with stunning voice, horrid tone, frightful grimaces and extravagant gestures I believe was never heard by any decent auditory before. Shame or laughter appeared in every countenance. Such an outrage upon religion, the Sabbath and common decency was extremely painful to every sober, thinking person present."

John Leland, the mammoth cheese man, was born at Grafton, Mass., May 14, 1754, and died at North Adams, Mass., Jan. 14, 1841. From 1792 until his death, forty-nine years, he was pastor of the Baptist Church at Cheshire, Mass. He is described as a man of great eccentricity and shrewdness, but without culture, and a zealous Democrat.

Cowardice often walks under the name of conscience.

## MAKES MAGIC.

## Chemist Gets Soil and Powder From Air.

William M. Thomas of Chicago just now is operating a remarkable electro-chemical plant in Marshfield avenue in which he is proving ocularily that after the year 1920 the dogs of war and the doves of peace must be dependent mutually upon the same food, which his experimental plant is turning out far cheaper than the storehouses of nature are producing it.

Nitric acid is this substance which is universal on battlefields and in the groves and vineyards of peace. How marvelously it is produced is shown in five seconds by the watch, following the inversion of an ordinary glass bell containing a cubic foot and a half of air directly over four innocent looking electric flame points.

At the end of those five seconds the placing of the glass hood over one's head would smother a man in the nitrous fumes that have developed there while he looks on.

What is it? Merely that in those five seconds the intense heat developed has transformed the four parts of nitrogen in the atmosphere and united with these the one part of oxygen which go to form the air which we breathe. Without the heat application these components of the atmosphere are without tendency to mix. The heat, in a prescribed quantity, chemically combines them into the nitric acid gas. Too little heat merely burns the oxygen from the nitrogen; too much heat develops the rarefied "ozone" of which the layman hears so much in connection with exercise and dieting.

As compared with ozone in the popular vocabulary, the nitric fumes are little heeded or understood. Nitric acid in even its commercial form of 36 per cent. purity is a labeled poison. No pharmacist may bottle it for sale without the warning skull and cross bones on the label. Yet the part which nitric acid plays in all life makes its part in death dealing a bagatelle. Without the nitrogenous element in the soil the earth would be a barren waste, devoid of vegetable life. Without the nitrogenous element in the air animal life would become extinct. Yet without the nitrogenous compounds entering into explosives the armaments of the world would be thrown upon the scrap heap.

How much both peace and war are menaced at the present time by the diminishing deposits of saltpeter, which is the nitrate of either sodium or potassium, has been brought out by Sir William Crookes. In Egypt and the older civilizations, where saltpeter has been dug for ages, the mines are exhausted. In many parts of the world where beds of saltpeter have existed at one time, rains have depleted them ages ago. To-day the civilized world is dependent upon the mines of Chile, where in the Andes and out of the rain belt millions of tons annually are dug to serve the demands of peace as fertilizer or to meet the necessities of

war in the manufacture of explosives.

The Chilean government has sought to regulate the mining of saltpeter, but already the stimulus of higher prices has served to defeat the end. If the demands of war should press upon the great nations of the world, Chile could not hold these deposits for a day. Yet at the present rate of mining saltpeter from these nitrate beds, cons old, it is estimated that they will be extinct in 1920.

Germany alone, with an area equal to that of the state of Pennsylvania, imports \$90,000,000 worth of these nitrates to replenish German soil. Comparatively new as are the fields and farms of the United States, this country has imported as much as \$120,000,000 worth of the Chilean product in a single year.

For several years Mr. Thomas has been experimenting with a view to taking nitric acid from the atmosphere storehouse of the world. As a laboratory experiment it is not new. It has been another proposition to attempt to make it in quantity for commercial needs and find profit in the manufacture.

"To-day," said Mr. Thomas, "I'm taking 5½ cents' worth of nitric acid from the atmosphere of Marshfield avenue at a net cost of 6 mills. From an earth area of two acres my process will take the world's supply of nitric acid without disturbing the atmosphere beyond the fence that might inclose the space."

Through a glass eyelet set in the

steel wall one may see the brilliant electric spark touch into life the finger-like electric blaze which mounts each of the four burners for five seconds, forming the nitric acid gas. As the lights wink out, a valve opens in a connecting pipe at the top, the gas flows upward toward the great gas retorts overhead, while beneath the dome in the same valve movement a new air supply is drawn in by the vacuum formed by the escaping gas. At which automatically the operation is repeated.

In these four jets of flame, not as brilliant as the flame of the ordinary kerosene lamp, lies a tremendous energy. In those five seconds a temperature of 6,000 degrees Fahrenheit is developed.

The uses of the commercial nitric acid in liquid form are well known. With this liquid taken from the air at 11 mills cost to the pound, however, light may be had upon it as a fertilizer and revivifier of wornout soils.

The Chilean nitrates are combined with soda, carrying with them an undesirable element. Limestone may be put into this fertilizing liquid and produce the calcium carbide which makes it the far more valuable soil fertilizer. Water power is the ideal power for producing the nitric acid gas, and the limestone formation is almost inseparable from the water-courses.

Along the Chicago drainage canal are millions of tons of convertible limestone, which the power of water in motion may take from the air

without depleting it and cause to be sown to the betterment of all the crop returns for miles in every direction. For no matter what the disposition of the collected nitrogenous element, it escapes again into the upper air.

There's millions in it!

Charles O. Smith.

#### Don't Abuse the Old Boss.

If you have had disagreements with former employers, better not dig them up when applying for other positions. The fault may have been more the other man's than it was your's, but if you tell about it voluntarily, you will raise a doubt in the prospective employer's mind.

A recent applicant for a position with our company volunteered the information that he left a shop in which he had worked a year before, just because he didn't approve of the way the foreman had laid out a bit of work for him to do. "I just dropped my tools and walked out," he said, and his eyes flashed as he told about it. We didn't want such a man, of course, and ever since then I have been puzzled to know why he thought it was a good thing to tell me.

"Where I work, they don't appreciate anything we do," said an applicant for a stenographic position. Perhaps there are such places, but for every one of them there are fifty more places where there isn't anything in the way of intelligent stenographic help to appreciate. I've been a stenographer myself and I never

struck a place where the kind of stenographic work I did wasn't appreciated.

Let the hatchet stay buried. When you knock a former employer, you knock yourself. Of course, if you are asked why you left or want to leave, you should tell frankly; and if you were at fault, it isn't going to hurt your cause to confess your fault.

#### Expected New Coffee Ruling.

There is a rumor that the Federal Board of Food and Drug Inspection has determined to require in future that dealers in coffee shall designate that coffee by the name of the geographical locality from which it comes. This will mean that "Java" coffee shall be so designated only when actually brought from the Island of Java, while "Mocha" will be bona fide Arabian coffee. Brazilian coffee, which is now called by many different names, often appearing as "Java and Mocha" mixed, will have to be denominated Brazilian coffee. It will be permissible for the dealers to speak of "East Indian" coffee, indicating thereby coffee from the islands near Java, but the intention of the Board is to have the coffee names properly descriptive of the places or geographical sections in a general way from which the coffee is drawn. Other practices will be treated as cases of misbranding. As yet nothing official has been issued on the subject.

It is doubtful if ever any one was blessed who was not most anxious to be a blessing.

## Sure Profits for Grocers In This Guaranteed Butter Color

## Dandelion Brand Butter Color Purely Vegetable

is guaranteed to conform to ALL State and Federal Pure Food laws.

There is no other vegetable color in the world that compares with it in purity, efficiency and reliability.

Your butter-making customers will buy it as soon as they know that you keep it.

It colors the majority of all the butter made in the United States, and wins practically all of the prizes at the buttermakers' conventions.

This is a matter of official record.

You need not hesitate to recommend it as the best, for it has been proven officially to be the best.

Delay in sending for a trial order means loss of profit.

This Trade Mark has appeared on our Butter Color for over 25 years.



# WELLS & RICHARDSON CO., Burlington, Vt.



### Movements of Merchants.

St. Johns—C. F. Knapp has opened a confectionery store at the corner of Clinton avenue and State street.

Marshall—James Martin, Sr., has closed his dry goods store and combined his stock with that of James F. Martin.

Mancelona—Geo. L. Petrie, formerly engaged in the grocery business at Petoskey, has opened a bakery at this place.

Ashley—John Hatfield, who was formerly in business here, has purchased the B. F. Pease general stock of merchandise.

Edgetts—H. W. Sacks has purchased the general stock of Louis Wenzel and will continue the business at the same location.

Riga—Theodore Glaser has purchased the interest of Geo. Nachtreib in the firm of Glaser & Nachtreib and will continue the business.

Reed City—W. H. Hawkins has sold his grocery stock to H. J. Stowell & Son, who were formerly engaged in the grocery business at Rockford.

Alma—J. M. Montigel has purchased the J. W. Holmes agricultural implement stock and realty. Mr. Holmes will retire from mercantile life.

Kalkaska—C. W. Prevost will open a racket store in his building on Third street. He will also do tin work and other light work connected with the hardware business.

Greenville—R. J. Tower has purchased the Middleton mill property. Mr. Tower has decided to start the custom mill and will place it under the management of J. W. Jarrard.

Muskegon—The A. J. Shultz Shoe Co., which recently opened a shoe store on Western avenue, has filed articles of incorporation with the Secretary of State. The capital stock is \$5,000.

Marine City—Ferdinand Lindew has filed a voluntary petition in bankruptcy in the United States Court. He gave his liabilities as \$1,000 and his assets as \$300, the latter claimed as exempt.

Sidney—Chas. Burgess and C. D. Blumberg, both of Stanton, have purchased the feed mill here. Besides they will have a warehouse and will sell flour, feed, bran, etc., and will also deal in coal.

Port Huron—Wm. Bradley and F. A. Jones have purchased the Enterprise bakery at 612 Water street, formerly owned by Farbrother & Co. The new firm will be known as Bradley & Jones.

Hawks—A corporation has been formed under the style of the Northern Cedar Co. with an authorized capital stock of \$5,100, all of which has been subscribed, \$900 being paid in in cash and \$4,200 paid in in property.

Addison—A. E. Widdifield has opened a furniture store in the Bowen block and will do business under the firm name of the Widdifield Fur-

niture Co. Mr. Widdifield was formerly engaged in the drug business.

Colling—The Colling Elevator Co., which will handle grains, beans, hay, flour, feed, etc., has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and paid in in cash.

Menominee—The Holmes Land & Iron Co., which will engage in the purchasing and selling of real estate, has been incorporated, with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash.

Menominee—A corporation has been formed under the style of the Northern Land & Iron Co., which will deal in real estate. The new company has an authorized capital stock of \$12,000, all of which has been subscribed and paid in in cash.

Saranac—Don H. Hunt has purchased the interest of John P. Anderson in the hardware and implement firm of Anderson & Potter. The new firm will be conducted under the name of Potter & Hunt. Mr. Anderson will retire from mercantile life.

Detroit—Jacob Snyder and son Edward and George Crissman, all of Galien, Ohio, have purchased the grocery stock of H. Orth, at West Jefferson and Waterman avenues. They will continue the business under the firm name of Snyder & Crissman.

Grand Rapids—The Valley City Pharmacal Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, of which amount \$5,100 has been subscribed, \$1,500 being paid in in cash and \$2,500 paid in in property.

Battle Creek—The adjusters from several insurance companies holding policies in the Jas. G. Redner stock of groceries, recently damaged by fire to the extent of \$3,000 or \$4,000, are in the city adjusting the loss. Mr. Redner will probably re-open his store on Friday.

Lansing—Charles J. Warner has leased the building at 118 Washington avenue, occupied by Clippinger & Co. as a tea and coffee store, and will occupy it with a stock of men's furnishing goods. His brother-in-law, from St. Louis, Mo., will be associated with him in the business.

Detroit—The Rex B. Clark Co., printer and dealer in office furniture, has uttered a trust mortgage to Stuart C. Griswold and John T. Baine for the benefit of the company's creditors. Mr. Clark made a statement in which he said he intended going out of business and that the action was to protect his creditors and pay them 100 cents on the dollar.

Prattville—Saturday evening the people of this place held a meeting in Bricker's hardware store and formed the K. P. Association for the purpose of erecting a two-story brick building, 80x44 feet, to replace the buildings burned a week ago. The ground floor will be used for two general stores, a meat market and barber shop, and the upper for Pythian lodge rooms. Pledges for \$1,000 cash and \$400 work and material were secured. The stock company

will be composed of both members and non-members of the K. P.

### Manufacturing Matters.

Port Huron—The Haynes Land & Timber Co. has increased its capital stock from \$150,000 to \$200,000.

Detroit—The capital stock of the Detroit Twist Drill Co. has been increased from \$66,000 to \$150,000.

Detroit—The capital stock of the Detroit Steel Products Co. has been increased from \$75,000 to \$300,000.

Detroit—The Detroit Mailing Machine Co. has changed its name to the Schermach Mailing Machine Co.

Grand Marais—Sherbrook & Balch are installing machinery in their sawmill, shingle mill and lath mill near this place.

Grand Marais—Cook, Curtis & Miller have shipped 9,000,000 feet of lumber from their plant this season, shipping the last cargo the last week.

Sheldrake—Harry Parks, of Ashland, Wis., is running a large logging camp near this place. He expects to log about 10,000,000 feet this winter. The timber is mostly white pine and the logs are of good size and quality.

Detroit—The Bonewell Medicine Co., Ltd., which will engage in the manufacture of drugs and medicines, has been incorporated, with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash.

Battle Creek—A corporation has been formed under the style of the Dyer Remedy Co., which will manufacture patent medicines and remedies, with an authorized capital stock of \$20,000, all of which amount has been subscribed and \$2,000 paid in in cash.

Detroit—A corporation has been formed under the style of the Kachook Manufacturing Co., which will manufacture papier mache articles. The company has an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash.

Zeeland—The Wolverine Specialty Co., manufacturing a general line of furniture, has merged its business into a stock company under the style of the Wolverine Furniture Co., with an authorized capital stock of \$40,000 common and \$10,000 preferred, of which amounts \$25,000 has been subscribed and \$20,000 paid in in property.

Lake Linden—Eddy & Belheumer, who operate a sawmill at this place, have practically completed preparations for this winter's logging. A number of camps will be operated along the shore of Lake Superior, and all the timber cut will be manufactured into lumber at the firm's mill on Torch lake.

Ontonagon—William Norton, the Ontonagon lumberman, was at Houghton a short time ago, where he managed to pick up thirty men to work in the camps of his father, James Norton, on the Firesteel River, in Ontonagon county. Work at these camps is well under way and the cut this season will be large.

Ontonagon—The Holt Lumber Co., of Oconto, Wis., has nearly finished shipping its logs from Ontonagon to its mill at Oconto by rail for this

season. Over 1,500,000 feet were taken out of the Ontonagon River and loaded on cars at this place. The company has a small quantity of logs in the river, but they are temporarily tied up behind other logs.

Cusino—John Haggblom, cedar contractor, operating in this vicinity, has quite a force of men at work. Logging camps are being built and a crew is stocking the new shingle mill of Brewer, Haven & Finlan, at Winters. A number of people have recently moved from Traverse City to the B. J. Morgan mill location, Schoolcraft county. The mill will soon be running, as the camps are beginning to furnish logs.

Iron Mountain—One of the biggest individual loggers in the Upper Peninsula this season will be Andrew Bjorkman, of this place. He has contracts to put in 10,000,000 feet of mixed timber and will operate through jobbers. Eleven camps have been arranged for. About 250 men will be employed. Labor is still scarce in the woods, but it is becoming more plentiful as the mines lay off men, who are forced to go into the camps.

Battle Creek—The factory of the Toasted Corn Flake Co. is rapidly nearing completion, and on the one hundredth working day from the first breaking of ground for the plant, flakes were turned out in the new building, which is certainly record breaking time. The flakes were not baked in the new plant, but were put through the rolls there. The ovens in the plant are not completed as yet, but the management hopes to have the building ready by Dec. 1, so that it will be working to at least half of its capacity at that time.

Escanaba—The railroad companies are offering less for railway ties than last winter and are not so apt to contract large amounts as they were a year ago. However, the price of ties will not suffer as much as the other forest products will, as the amount of ties to be relaid every year on the various railroad systems is about the same. As a result the Chicago & Northwestern Railway will hasten the enlargement of its large tie preserving plant at this place, where it will expend \$50,000 to build new reservoirs where ties will be chemically treated to lengthen the life of the wood.

Saginaw—Hon. W. B. Mershon is giving practical application to his position as a promoter of reforestation in Michigan. With a number of associates he has acquired 1,600 acres of land along the Au Sable River in the vicinity of Lovell. The owners have had a crew of men clearing and plowing land on this preserve the last three months preparatory to planting it to pines next spring. They have purchased 65,000 pine seedlings for delivery prior to May 1 next; also 250 pounds of white pine seed and twenty-five pounds of norway pine seed. There are 70,000 seeds to a pound of norway seed, and it is calculated it will require thirty to forty years to grow trees large enough to be utilized for timber.

All trust is bad, but trusting to luck is the worst.



### The Produce Market.

Apples—The market is active on the basis of \$3@3.50 per bbl. for acceptable winter varieties.

Beets—50c per bu.

Butter—The market is firm and unchanged. The receipts of fresh butter are about normal and the quality continues good. There is very little movement in refrigerator butter. The outlook for a shorter supply of fresh, although perhaps no radical change in price. Creamery is steady at 28c for tubs and 29c for prints. Dairy commands 24c for No. 1 and 17c for packing stock.

Cabbage—50c per doz.

Carrots—40c per bu.

Celery—25c per bunch.

Cocoanuts—\$5 per bag of 90.

Cranberries—Wisconsin Bell and Cherry command \$8.50 per bbl. Howe brand fetches \$9 per bbl. Late Blacks from Cape Cod range around \$8 per bbl.

Cucumbers—\$1 per doz. for hot house.

Eggs—Fresh are still in very small supply at the same rates quoted a week ago. The receipts continue very light, with not enough eggs coming forward to supply the demand. Dealers pay 23c for case count, holding candled at 25c. Storage are moving out on the basis of 20c.

Grapes—Malagas command \$4 and \$4.50 per keg, according to weight.

Grape Fruit—Jamaica and Florida command \$5 for 80s and 90s and \$6 for 54s and 64s.

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

Lemons—California command \$4.50 per box. Verdillas fetch \$4.25 per box. Messinas command \$4 per box.

Onions—Red and yellow Globe command 70c per bu. Spanish are in moderate demand at \$1.25 per crate.

Oranges—California navels have been selling well for several days on the basis of \$3.50@3.75. The quality is not as good as might be desired. Jamaicas fetch \$3 per box and Floridas command \$3.25.

Parsley—50c per doz. bunches.

Parsnips—75c per bu.

Pears—Kieffers fetch \$1 per bu.

Lettuce—10@12c per lb.

Potatoes—Local dealers pay 45@50c per bu., according to quality. Red stock is worth 5c per bu. less than white and the entire list is feeling the effects of a congestion of stock, due to a sudden falling off in buying demand. There is a good deal of stock in sight, but it is hard to sell.

Poultry—Local dealers pay 7c for live hens and 9½c for dressed—spring chickens the same; 8c for live ducks and 10c for dressed; 14c for live turkeys and 18@20c for dressed. The turkey situation will probably be about the same as last year. Really top grade stock is not in large supply, but there is a very large accumulation of the lower grades. The farm-

ers do not begin to devote any attention to their turkeys until about December 1. Then they shut them up and begin to feed them.

Quinces—\$2 per bu.

Squash—1c per lb. for Hubbard.

Turnips—40c per bu.

Sweet Potatoes—\$4.50 per bbl. for Illinois kilndried.

Veal—Market is ½@1c higher on account of scarcity of stock and corresponding dearth of receipts. Dealers pay 6@7c for poor and thin; 8@9c for fair to good; 9@9½c for good white kidney from 90 lbs. up.

### The Grocery Market.

Tea—Buyers are taking only what they have to take, and it is astonishing how little stock they can get along with under pressure. There has been no change in price, and in all probability there will be none in low grades, which are scarce and strongly held. As to the higher grades, there may be a recession in price if the present financial stringency continues.

Coffee—Brazilian grades have ruled steady during the past week. Mild coffees are in about the same position. As affecting the retailer, prices show no change.

Canned Goods—Tomatoes are practically without change. Corn is easing off a little and packers are willing to sell at lower prices than they asked some weeks ago. Peas are in a class by themselves; mighty scarce and will continue very high. Succotash, pumpkin and squash continue firm. Asparagus is scarce. Canned beans and string beans show no new feature. California canned fruits are very strong. Canners say they will be cleaned out of all supplies after shipping out on present orders. The situation in other lines of canned fruit remains about the same. Nothing new to report. It can best be described as steady. No particularly new development is expected until trade opens up after the first of the year and no one cares to guess what will happen then. Salmon holds firm. The same is true of cove oysters, which are not in plentiful supply. Packers are holding sardines firm at advanced prices. Canned meats are in a waiting situation. The general feeling is that prices are likely to be lower, but any such changes will be gradually made.

Dried Fruits—Apricots are slow and unchanged. Currants are in very active demand, mostly on contracts. Prices are unchanged. Raisins, meaning seeded, are in somewhat better supply, as receipts of new have increased. Prices are still well held on a fairly high basis. The demand is good. Loose raisins are very dull and weak. The latest importations of Valencias are selling in a large way at 6¾c, a large fraction below California fruit of the same grade. Foreign raisins have not had such an inning in years as they are having now. Apples are somewhat weaker and dull. Prunes are very slow, and prices are unchanged. The market on spot is being weakened, however, by the fact that holders who need money are letting lots go at most any price. The coast is fairly steady.

Peaches are slow and very hard to move. Prices are unchanged.

Cheese—September make is very dull and about 1c per pound lower. October make is running good and rules 1c per pound under September cheese. There is the usual dull trade for this season, and present indications are for a continued dull market for possibly two weeks, after which there will be a better trade and better prices. Stocks of cheese are about 10 per cent. short of a year ago. The future depends on the consumptive demand. Under grades are scarce and sell on arrival.

Spices—The entire list is quiet but steady. Everything is in good supply and in good demand.

Rice—All grades are coming into the market. It is said that several of the mills of the South have been forced to close down owing to monetary disturbance.

Farinaceous Goods—Rolled oats hold steady and the mills are said to be getting in better shape, although deliveries are not what they ought to be. Buckwheat flour is selling well and the market is firm. Cornmeal is steady.

Provisions—The market for smoked meats is very dull at a general decline of ¼c. The price to-day is a little above normal for the season. Pure and compound lard are unchanged and about steady. There has been a very good demand in both lines. No change is looked for for a few days. Barrel pork, canned meats and dried beef are all dull and unchanged.

### What Two Live Cities Are Doing.

Written for the Tradesman.

Holland is one of the fastest growing towns of Michigan. It is far from being a boom town, however, its development being backed up by those sturdy, staying qualities which are characteristic of the Dutch race. You will have to look long and far to find a city government as free from the suspicion of taint or graft as is Holland. Its officials are honest. They have clean hands. The banks of Holland are solid and progressive. The city has excellent shipping facilities by water and rail, therefore it has grown to be an important manufacturing, as well as trading and educational, center.

Six years ago the people of Holland raised the sum of \$50,000, to be used for the purpose of encouraging the business of manufacturing and inducing new concerns to locate there. Seven representative business men—Wm. H. Beach, Gerrit J. Diekema, Arend Visscher, Germ W. Mokma, Jacob G. Van Putten, C. Ver Schure and Henry Kremers—as trustees in charge of this fund, have been helping the city on industrially in a most marked way. The new manufacturing concerns secured as a result of their efforts are as follows: Western Tool Works, Holland Shoe Co., Poole Bros., Kinsella Glass Works, Bush & Lane Piano Co., Chas. P. Limbert Co. and the Holland Furnace Co.

Besides the new factories secured, substantial improvements and enlargements of factories have been made by the Holland Furniture Co.,

C. L. King & Co., the Bay View Furniture Co. and the Buss Machine Works, through temporary loans made, which were subsequently paid, with interest.

The results following these recruits to the dinner-pail brigade of Holland are manifested in a number of ways. The annual pay roll of the new factories secured now amounts to about \$219,000. The city taxes which will be received this year from the new institutions, figured at a ratio of 1.6 per cent. on assessed valuation, will amount to over \$3,600. Then you may add to this the taxes paid by owners of the new houses built for employees and the new business blocks made possible through the increase in population, so that in toto it is easily seen how the original investment will soon be wiped out.

The trustees are to be congratulated on their business acumen, in that there is not a lame duck among the new industries. To get new concerns is an easy matter, but to secure healthy, prosperous ones is quite a different thing.

### What Port Huron Is Doing.

Going over to Port Huron, the Tunnel City, on the other side of the State, we find that the Chamber of Commerce has been doing things for that town. During the past year this body has secured subscriptions amounting to \$75,000, with \$68,000 paid in, to aid in securing new manufacturing enterprises. Over one-half of this amount has been expended, bringing in nearly \$100,000 capital, and the new factories employ 400 persons, disbursing in wages over \$100,000 annually.

The new factories secured include the following: The J. L. Fead Co., manufacturer of wool socks and mitts; the Northern Motor Car Co., which has entered into contract to pay out at least \$200,000 in wages within five years, otherwise the land and buildings are to revert to the Chamber of Commerce; the Huron Manufacturing Co., turning out folding beds; the Luther P. Brown Paper Box Co.; the Larned-Carter Co., of Detroit, a branch factory employing seventy-five people in making overalls; the Morris F. Meyer Co., automobile sundries.

President E. J. Schoolcraft says that he regards the acquisition of a number of small factories, employing from twenty-five to 200 hands each, to be much more desirable than a single large factory employing thousands of men. The smaller factories are likely to expand rapidly and if one of them does shut down it is not as disastrous to the town as the shutting down of a large plant would be.

Building operations in Port Huron for 1907 have exceeded those of any other year in the past decade.

The Chamber of Commerce at its annual meeting Nov. 19 voted unanimously in favor of the parcels post system. New officers were chosen as follows: President, R. A. Horst; Vice-President, J. D. Patterson; Treasurer, J. B. Sperry.

The election of a Secretary was postponed, Geo. L. Harvey not desiring to continue in that office.

Almond Griffen.



### Window Dressing in the Hardware Store.

One of the good effects of painstaking window dressing is rarely alluded to, but is important nevertheless. That is the effect on the inside of the store; the effect on salesmen and stock in addition to the exterior effect on the public. Many hardware dealers are accustomed to think of their window display as valuable only in the latter respect, the effect on spectators and its likelihood to convert them into customers. But this is only part of the mission successfully accomplished by good window trimming.

It has a reflex action on the staff and stock just as surely as a new suit of clothes and a clean shave affects the spirit and feelings of the man long unaccustomed to either, and increase his self-respect.

When clerks have to work behind show windows that are unkempt and unclean they often insensibly fall into careless habits in keeping stock and the interior appearance of the store grows more and more like that of the window. A carelessly kept stock often results in the careless handling of customers and consequent loss of trade. Men are inevitably affected by their surroundings and one will not nowadays look behind unclean, disorderly windows for up-to-date stock and polite, well-informed salesmen.

A careful window show, on the other hand, including goods displayed with taste and good judgment, insensibly puts the salesman on his mettle. Where pride is taken in the show window pride will generally be taken in the stock. Clerks will take pride in their personal appearance and seek a higher standard of salesman-ship. In nine cases out of ten where careful attention is paid to the show windows the stock will be found to be fresher, cleaner, better assorted and more conveniently arranged than in the stores which pay no attention at all to their window displays or dress the windows perfunctorily, regarding them as of little importance.

It is of course necessary to study the adaptability of all hardware items to window dressing and to carefully consider the availability of each item in the store for certain situations in the display, both as relates to its general comeliness or effectiveness and also as concerns its seasonableness for the purpose, and thus the window work compels the merchant to keep passing in review all the items of an entire stock, and this process is in itself a thoroughly valuable exercise for him. By this method dead and dying articles are often brought to the front and given new life and selling vigor. Quite often goodly quantities of goods that were deemed "dead ones" have been reinvigorated and made good sellers again merely because they were, possibly by accident more than by design, put

to the front and given a chance in the window. Really there are many unopened packages of new goods lying idle and forgotten in hardware stores that would go into quick sale if their existence would but be known once in a while at proper times and in proper season.

Take, for example, roller skates. Twenty years ago, in fact throughout the '80s, roller skates were in wide demand. Skating rinks were numerous and for several years roller skating was a popular craze. Then the sport suddenly died out and a great many hardware merchants were left with stocks of roller skates on hand, and these could not be disposed of at any sacrifice. They were boxed up and stored away, the merchants even grudging them storage room.

To-day the sport of roller skating is more popular and widespread than ever before. The dead sport has again sprung into vigorous life and the demand for roller skates during the past year has been often greater than the manufacturers could supply. As the revived sport—one can hardly call it a craze—reached one town after another the long-neglected skates in storage came to mind and in many cases furnished the basis of great profit in hardware stores. Country merchants embraced the opportunity to work off the old stock and rejoiced at the chance. The trade and the public benefited alike and the merry roll of the long-forgotten skates made welcome music in the ear of many a hardware dealer.—American Artisan.

### Eolian Cave Must Be in India.

India is one of the blast furnaces wherein the winds of the world are evolved, bearing with them everywhere fire and hail, snow and vapors, and the life giving, purifying oxygen disengaged in ceaseless, immeasurable volumes from the perennially green primeval forests of the tropics. So placed at the focus of her mightiest operations, man must stoop humbly to nature if he would hope to understand her or subdue her to his purposes, and this, through 3,000 years' experience, the patient, religious minded Hindu has learned to do.

The real wonder is that India has not suffered more from famines and agricultural distress. The reason for its comparative exemption lies in the phenomenon of the southwest monsoon. But most precarious from a scientific point of view is the yearly prospect of the season in India between the solstitial overheating of the vast Rajputana Desert and that of the storm of rain it calls up from the vasty deep.

It always comes, but were it not to come or were there to be any alteration in the condition of Rajputana by improved irrigation or extended forest planting or by an increase of its desert area, there might be incalculable results of the most calamitous character. The destiny of India seems to hang in the balance between this desert country and the deep sea. Thus saith Sir George Birdwood.

Do you know of any man who would like to do better? Give him a lift. You never can tell how much good a kind word will do.

### Saving Salesmen's Wind.

When a salesman is explaining to a possible customer the most simple and rudimentary principles and merits of his device, with which the prospective buyer should have been familiarized by means of the printing press, the representative is making cheap use of his breath. The way this works out in the retail trade is clearly set forth by a merchant of Des Moines, Iowa, who, in speaking of newspaper advertisements, says:

"They pay in two ways. They bring customers to our store, and they keep down our expense for clerk hire fully one-half, for the advertisements make it possible for one clerk to do the work of two. They prime the customers with the information that they would otherwise have to get from the clerk at the expense of his time.

"Having read our announcements, in four cases out of five a customer comes into our store knowing just what he wants and just what he will have to pay, and all the clerk has to do is to produce the goods and get the money for them."

Of course, the case of the manufacturer is different from that of a retail store, but the builder of a machine, for instance, can make even greater saving of salesmen's services by the use of printed matter, for, in the case of the retailer, he is for the most part selling articles which are quite familiar to his customers, in fact, often made so by advertising done by manufacturers.

In the case of marketing machinery there is a distinct part of the work which it is very expensive to attempt to do by means of salesmen. Printed matter in one form or another should impress upon possible customers the general principles and chief merits of an article, leaving the salesman free to meet special objections and conditions, arrange terms and do the various personal things connected with the closing of a trade.

### Advertising Through Children.

I began to increase my profits by lessening them. This may sound paradoxical, but it is true. I was conducting a small retail business and was doing fairly well, but desired to do better. There was more work than one man could do, but not enough for two.

The situation was carefully studied, and, after much consideration, I resolved upon my plan. I went downtown and bought some sweetmeats and some inexpensive toys and books, such as children like. The toys were not the trashy kind that injure chil-

dren or break into pieces the moment you touch them, nor were the books the kind that excite the mind and do no good to the morals, but they were of the good, wholesome and amusing sort.

The children were to be the recipients of these purchases, not for money, but as gifts when they came to my store to buy. As I handed each child a present, according to the size of the order, I urged them to come back to me for anything, in reason, they wished to buy, adding that I always gave good presents to every child.

As the orders came in, I found there were many things needed that I did not keep in stock. These I purchased at the nearest store, paying full market prices. I made no profit out of such sales and spent much time and labor to fill such orders, but I invariably ordered a supply of such articles so that the second sale would be profitable.

The first month showed a decrease in profits, owing to the cost of the gifts and the expense of the extra help I was compelled to employ, but from that time my profits increased regularly each month.

I continued the practice of looking after the children, treating them courteously and making them little presents each time. After all, children are the best advertising medium a business man, in the retail trade, can employ. They deserve a reward, too; for I know, from personal experience in my boyhood days, that running errands is a tiresome duty, especially when it interrupts one's play.

The mothers in my vicinity have thanked me time and again for the practice I adopted, as it makes the children ready and willing at all times to run to the store. There is no longer any need of threatening punishment, as the children are always willing to leave their play or books.

W. C. S.

### Letter Accepted As Will.

One of the most remarkable wills ever drawn was filed for probate in Pittsburg. It was in the form of a letter written by John Kelley, a tombstone maker, who, on August 1, killed himself by shooting.

He left a letter to his relatives which starts off as follows:

"If this shooting game is a success, then to the funeral. Flannery is a good undertaker. Proceedings as ordinary. Crying out of place and not permitted."

Kelley then divided his estate, valued at \$2,500, among his stepmother, brothers and sisters. The whole of the letter was filed as his will.

Our central location and prompt service enable us to take exceptionally good care of you. It means: smaller stock for you to carry, less money for you to invest in your stove business and less to carry over for another year. This is a big advantage. Think it over.

**Wormnest Stove and Range Co.**  
Grand Rapids, Mich.



### Be Not Guilty of Carrying Coals to New Castle.

When an unanticipated shower comes up, as it did yesterday, rainy-weather merchandise could be made much more of by local merchants than it is at the present.

These sudden emergencies should not be looked after at the last moment, but should be prepared for beforehand. Catchy placards should be all ready to put in place. Best to attach these to the glass with neat round stickers, about on a level with the eye of a person of average height, so that they may be so easily read that it is not a particle of effort for the hurrying pedestrian. The lettering should be so large that it could be discerned without staying his footsteps in the least. Have ready a rod sufficiently long to reach the two or three rows of shoes next to the glass. Screw into this a large—what I call an “interrogation point”—hook, wound around with tape, to prevent its scratching the leather when it is used to claw out the goods nearest the window front. When it unmistakably will rain haul out a couple of rows of the other goods and substitute therefor several dozens pairs of rubbers. Intersperse overshoes and rubber boots, both for men and for women and eke for the little kids. Have for all three people both lightweight and heavy qualities of storm, low-cut and the popular “so-lite” or “hold-fast” rubbers, that are only half rubbers—no heels and straps hugging tightly the shoe counters to keep them on. These can not possibly slip off and are very convenient for mere dampness or cold ground; no good whatever when the rain comes down in torrents.

Inside, on the ledges near where the customers sit, have rubbers galore strung out, the commonest sizes, so as to save chasing the whole length of the store more often than is absolutely necessary.

The same remarks, in general, apply to mackintoshes and cravenetted raincoats.

If you have a central location where much of the population pass your door, you can clean up a tidy sum just on rubbers alone.

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Much may be said both for and against the custom of showing prices with goods in the windows. Some merchants make a practice of tagging everything, arguing that if a person sees the price he is greatly more apt to come in to buy than if he has to guess at it and run the risk, on entering the store, of finding an article so high as to be prohibitive in his circumstances. Other dealers do not wish competitors to find out their prices and so never give them an opportunity to discover them in the windows. These conservatives are the ones who, you will notice, have painstakingly turned every tag upside down, which is extremely

provoking to the ordinary window-gazer, who begins at once to have a feeling of resentment creeping over him at the precaution. Of course, every merchant on the earth has a perfect right to do with his own property as he sees fit, but it is my personal opinion that the one commits an error who is chary of letting the public into the knowledge of his prices of goods in his windows. As for rival dealers becoming conversant with prices that are made a secret of in the store front, the enemy will skirmish and detect them in some unknown way. So the only thing accomplished has been the antagonizing of possible patrons.

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With the mild autumnal weather we have had this year, it hardly seems possible that Christmas is only a month in perspective. Store windows, however, are showing its proximity with commendable fidelity. Backgrounds are becoming more festive in appearance and floors go with them, while the goods—ah, the goods, the paramount consideration—are loveliness itself.

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Formerly it was not regarded as strictly en regle to give a gift outside of books or ornaments or something of that description, but manners of doing things have changed since that period. Now everything imaginable is presented as coming from Santy Klaus.

One lady I know was given, last Christmas, by a relative, all the doorknobs, with handsome escutcheons, needful for her beautiful new colonial mansion. Another gift of a relation was a magnificent Tiffany electrolier for her library. When bathed in the soft effulgence how her heart must warm toward the generous giver. Another woman had from her husband, in care of the Good Old Saint, the entire remodeling of the bathroom. A fourth lady had a new enameled pedestal and a fine set of nickel holders and hooks for her bathroom—these from her father, also in Kris Kringle's care.

In each of these three instances the purchase of the gifts was suggested by seeing them in hardware dealers' windows. It pays this class of merchants to get up something extra in the way of such or similar displays for at least six weeks before the Holidays.

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Clothiers who make a specialty of children's outfitting should put forth very special efforts before Christmas with regard to their windows, as many parents make a virtue of necessity—kill two birds with one stone—by investing in the winter's supply of clothes for their youngsters as a Christmas present. The children are well pleased and the father is saved the expenditure of his hard-earned money on toys that would be a mere bagatelle of enjoyment compared with the comfort to be derived from substantial new raiment. This theory may possess a decided sound of utilitarianism, but it is a good and sensible one.

General merchants should, at the existing time, make it more of a

point to feature practical goods, in their displays, more strongly than they are in the habit of doing. Let them draw attention, with conspicuous placards, to the fact that these are more needed in the average family than a lot of gimcracks that do no one any good. A big granite-iron dishpan or a turkey “baker;” a nice nickel or copper teakettle or preserving kettle with a lid provided with a convenient handle; a new covered granite-iron bread-pan or a set of hearth-utensils—all these things from the hardware man's stock are going to do the busy housewife with a quiverful of romping children a world of good in place of a pair of \$5 silk stockings, or a pair of elbow-length white kid gloves, or a large ‘gator bag with no money to put in it, and few occasions in her life that call for these extravagances.

So many people give useless presents that it is time to call a halt and mix brains with money in gift-giving. Better by far to “remember” a relative or friend with something that will cause them to recollect you with gratitude than to wish, every time they look at your present, that you had given them something that would serve a useful purpose.

A rich aunt papered the sleeping room of her favorite niece with a dainty yellow-flowered wall-covering that gladdened the girl's eyes every time she entered the charming room. And chintz over-curtains and window-seat to match and muslin under-curtains were added in a couple of months for a birthday gift. Now wasn't that much better than to have presented a \$30 stickpin that was in constant danger of losing, or a chiffon dress that a breeze would tear? I think so.

Be like a hunter after game in singling out Christmas merchandise that is going to be appropriate for the recipients' stations in life. Scan the windows and scour the stores before you commit the impropriety of foisting on a person a gift that is neither needed nor wanted—just for the sake of “giving something.”

And don't “carry coals to New Castle.”

### Meat Eating in England.

If the health of the people is promoted by a meat diet then the situation in England should begin to improve. The English Board of Agriculture has just made public a report in which, among other things, it says:

“The greatest relative increase in food importations has taken place in imports of meat, of which we consume twice as much per head as we did less than twenty years ago. This is especially significant in view of the fact that there is no evidence of any diminution in the home supplies of meat. The consumption of imported bread stuffs has increased in a much less degree, notwithstanding the reduction of home supplies. The figures appear to suggest that the proportion of meat to bread in the national dietary has substantially increased, or, in other words, that the average standard of living has risen.”

### From the View-Point of the Employer.

In speaking on the subject, “Why Young Men Fail,” Robert C. Ogden, who, until he recently retired from active work, was Manager of Wanamaker's New York store, hits the nail on the head when he says:

“There are too many young men who are content to remain among the ‘hewers of wood and drawers of water,’ because they will not step beyond the beaten path to acquire thoroughness.

“Almost every working day in the year I am called upon to receive some young man who comes to me highly recommended for a position in our establishment. His letter of introduction is usually of a stereotyped form, written by some well-meaning pastor or person of influence. My questions to such an applicant are somewhat in this vein:

“‘What can you do?’

“‘Oh, I can do anything. I am an all-around man, and have filled many responsible positions.’

“‘Can you take charge of our silk department and buy to advantage in the open market as well as sell in our store?’

“‘Well, no. I do not understand the details of buying silks.’

“‘Can you go down in our shipping department and take charge of the general freighting of goods, or direct our city deliveries?’

“‘I have been a shipping clerk, but I am afraid I couldn't quite take all the responsibility of the shipping department.’

“‘Perhaps you can assume the management of our interior decorations department and suggest to patrons color schemes for floor, wall, and draperies?’

“‘I'm afraid I couldn't do that, sir. I can sell carpets and wall paper, but I don't understand interior decorating.’

“And it all ends in placing the name of the applicant on our waiting list as an ordinary salesman.”

### Both Cleared Away.

A young lady, the guest at a farm, went for an early walk. She had thought to assist the little daughter with the dishes, but was delayed. It had been cloudy when she started, but when she came back the sun was shining. She called to the child:

“See, the clouds are all cleared away.”

“So are the dishes,” was the quick reply.

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E. A. STOWE, Editor.

Wednesday, November 27, 1907

### THE WATERWAYS ERA.

Young George Washington comprehended various things while on his surveying and military journey across the State of Pennsylvania to the head of the Ohio River, and when he returned to Alexandria, Virginia, he consulted his friend from Charlottesville, Thomas Jefferson, so that these two, interesting other friends in the project, inaugurated the construction of the great national highway from the Potomac to the Mississippi. It was, for the times, a tremendous undertaking, but it was completed within ten years so that the Southern planters could team their crops and their supplies East or West; they could travel in coaches and family carriages to the Hot Springs of Virginia and to the National Capitol, and the improvement was a great aid to the development of the country.

About this time the cost of hauling freight from Philadelphia to Lexington, Ky.—a couple of cases of text books weighing 800 pounds and consigned to the Transylvania University, for instance—was \$12 per hundredweight.

A few years later when the freight rate from Albany to Buffalo was from \$100 to \$112 per ton, and when the farmers in Western New York, Ohio and elsewhere in the then Far West could not market their grain or other produce beyond the limited demands of their own neighborhoods, it occurred to the merchants of New York, Boston and other Eastern cities that a canal from the Hudson River to Lake Erie would revolutionize trade and industrial conditions. About six years and over eleven millions of dollars were required to accomplish this undertaking, and the settlement of what are now known as the North Central States was given an impetus which has never stopped.

Then came the canals in New Jersey, Pennsylvania, Delaware and Maryland; the Georgetown and Ohio River canal; the Erie and Pittsburg canal; the canal waterway from Lake Erie to Cincinnati and the other ones from Toledo to the Wabash, from Chicago to the Illinois River, and from Green Bay to the Wisconsin

River. And almost simultaneously freights dropped from 85 to 90 per cent.

Presently the railway era began and in very short order the canals were put out of the running because the railways could not only carry freight cheaper than it could be carried by canal, but the railways were easily able to handle all the business that came to them.

Half a century and many millions of dollars were necessary for the evolution from blazed trails, through the turnpike and canal periods to the domination by the railways, and another half century and the expenditure of billions of dollars has been recorded in bringing the railway period to that point where inland waterways are essential to the handling of freight tonnage which can not be taken care of by the railways. All through the Central, the Northwest, West and Southwest regions are waterways which are needed to transport grains, farm products, raw materials and finished articles—freights which need not necessarily move with railway speed—and our nation has the resources, capital labor and demand, for the improvement of these resources.

Fifty years are as nothing in the contemplation of such a system of inland deep waterways as is easily possible in this country, and when considered in the light of the slower and much less development made between the times of Washington and Jefferson and the days of Roosevelt and the Inter-state Commerce Commission, it is idle to say that Grand River, Maple River, Shiawassee River and Saginaw River will never be called upon to serve as sections of a deep waterway across Michigan from Lake Michigan to Lake Huron.

### THE FEARSOME MEDLEY.

"You did it!" yell the depositors.  
"You're doing it!" shout the bankers.

And so goes the merry war over a situation precipitated by the reckless gamblers in Wall street, irritated by both bankers and depositors, still further worried by newspaper details as to shipments of gold across the Atlantic to New York, by the \$150,000,000 bond issue by the General Government; by the timely opinions of eminent financiers, merchants and manufacturers and by the wary words of shrewd politicians who already are discounting the opportunities certain to come with the political struggle of a year hence.

With all of this bloviating has arisen in the minds of small depositors the erroneous belief that they only are the ones who will really suffer and that the heads of great industrial and commercial enterprises are all right because most of them are personally identified with banks, and the banks, having plenty of cash in their vaults, will see that their friends do not suffer.

"What show is there," asked an employe who has for nearly twenty-five years worked for the same company in Grand Rapids, "when I deposit a thousand dollars one day and the next day desire to draw out \$500 and learn that the bank refuses to honor my

draft for that sum?"

And when informed that the bank was afraid he would deposit the five hundred in a strong box, he continued: "What is the difference whether I put the money out of circulation by hiring a strong box or whether my bank, as it has done already, puts it out of circulation by locking it up in its own strong box?"

And another man says: "The depositors and the banks are no worse than the General Government. A man can not buy ten dollars' worth of postage stamps and pay for them by check. He's got to put up the currency. Checks are not acceptable in payment of duty charges."

Meanwhile, upon a larger and more authoritative scale, Wm. J. Bryan says that surcease from sorrow can be had by simply having the Government insure depositors in National banks against loss by reason of the failure of the banks by assessing all National banks to meet any and all of such losses. Ex-Secretary of the Treasury Shaw, President of the Carnegie Trust Co., says the people do not believe in the central bank plan—but fails to specify the people. J. Pierpont Morgan does all in his power to facilitate the public absorption of the \$100,000,000 in 3 per cent. treasury certificates and the discovery is made that \$162,000,000 in notes, lacking only the final stamp to transfer them into good currency, have been tucked away idle and useless in the Treasury for more than a year, thus relieving the printing presses, pressmen, clerks, counters, and so on, including Secretary Cortelyou, of great anxiety.

And so it goes with only the tedious monotony of nasty murder cases to modify the intensity of the news columns of the daily press.

Thus, in spite of the general spectacle of fright, the great agricultural, industrial and commercial interests of the country are left to meander their way cautiously, serenely and successfully through the shoals so suddenly cast up in their respective courses, and so, also, are the masses learning that the end is near at hand and that the worst shock has already been met and successfully.

The sample copy of the trade paper will become scarce after January first, when it is proposed to put into force the new rule restricting sample copies at pound rates of postage to 10 per cent. of the total mailings. Coming as it does at a time when advertisers are becoming more insistent upon having adequate circulations, this postal regulation is likely to work an important change in the methods of publishers. The money spent by publishers in producing sample copies is likely to be devoted to making their papers more necessary to readers, and in convincing readers of this increased value. With the more important, fully established papers, however, the new rule will make little difference, for few of them send out so many as 10 per cent. of sample copies. They will rejoice in having the free samples of the inferior papers taken out of their readers' hands.

### REDUCING THE EXPENSE.

The Tradesman herewith presents a plan for the consideration of retail grocers—an innovation which will, it is believed, enable many grocers who maintain an expensive order and delivery system to wrest victory from defeat and change failure into success.

It is universally conceded that the present method of conducting a retail grocery business in city or town is altogether too extravagant—more extravagant in proportion to sales than it is to conduct any other business in existence. In addition to providing a store with clerks, telephones and other accessories, the grocer sends out his teams to solicit orders, puts up the goods, delivers them and, in many cases, charges them, subsequently rendering statements either by mail or driver. No more expensive plan could be adopted than this, unless it might be to employ carriages or automobiles in which to convey customers to the store to make their purchases.

The Tradesman believes that the average grocer can afford to adopt a new method and give those customers who take their goods home with them a discount of 10 per cent. on all goods except sugar, butter and eggs, on which he can afford to give 5 per cent. discount. An exception might be made in the delivery of flour and potatoes, which could be handled by a boy and a push cart. Of course this arrangement includes the payment of the goods when they are turned over to the purchaser. This is one of the strongest features of the plan, because the customer goes on the cash basis without realizing what he is doing.

This plan is based on the theory that no grocer can secure his orders by personal solicitation, deliver his goods and sell them on credit for less than 15 per cent. Some dealers may claim to be able to do business on this basis at 10 per cent. or better, but such claims are not made by dealers who figure close and calculate accurately.

In the readjustment of values and methods that the country now faces it is quite evident that the retail grocer must take a prominent part. Anything that will tend to curtail the volume of credit or reduce the expense of doing business should be heartily welcomed by him. This plan may be subject to revision and possibly someone may have a more feasible plan to offer, in which case the Tradesman would be pleased to give place to same.

Our thoughts are always with us. As we think, so we act. The man is the color of his thoughts. Thoughts are the building material of life. The man who thinks of the unpleasant things is unhappy. The man who thinks of the pleasant things is happy.

There are a great many men who are modest because they continually compare themselves, not with other men, but with that idea of the perfect which they have before their minds.

**APPOINTING POSTMASTERS.**

There is no other arm of the Government which comes so often and so much in touch with all the people as the postoffice. It is of daily use and there are no families which at some time or another it does not serve and in most cases it renders its acceptable service every week day in the year. The Postoffice Department is a very big and complicated machine. Its size and the number necessarily connected with it taken into account, it runs very smoothly. While all the appointments in the service are technically made in Washington they are actually made by the members of Congress in their several districts. The theory of this is that it is impossible for the authorities to know all that ought to be known about an applicant before appointment and that a congressman knows all his constituents and is able to select intelligently from among them. In practice the postoffices are made a part of the congressional machine. The postmasters are expected not only to distribute the mail, read the postal cards, etc., in their respective offices, but at caucus and election time they are required to do their full duty and they are frequently selected quite as much with that as anything else in mind. The wonder is in this view of it that the postmasters all over the country measure up so well as they do. As a matter of fact, they almost without exception render satisfactory service.

In recent years there has been a tendency toward more permanence in the postal service. Men are not changed every four years as a matter of course, unless there is a change in the national administration, and even then the incumbent is permitted to serve out his term before his successor is named. In the smaller offices the postmaster himself is supposed to do most of the work or perhaps he employs one clerk who does the work, with such assistance as the principal can spare from other business. In the larger places where there are clerks and carriers the subordinate positions are held with considerable permanency even through changing administrations. Right here in Grand Rapids there are men in the office who have been there under three or four different postmasters. None of these men would seriously think of being appointed postmaster if there were a vacancy, although they would expect to hold their places whoever was in charge. There is quite an agitation in the Middle West which looks toward introducing more of the spirit of civil service reform into the postoffice business. It is urged that in every office there are two or three men who really know all about the work and who ought to be able to look forward to the possibility of promotion. It is urged that in the larger offices the postmasters should be appointed from those who have served acceptably in the minor positions, and that without regard to political preference. Most of the congressmen at first thought would object to this change and yet many of them would be better off if it were adopted. While appointing postmas-

ters makes friends it also makes enemies and where there are half a dozen applicants there must be five who do not feel over and above friendly to the man who overlooked their claims. If change along this line is made it will not be right away, but the tendency is clearly in that direction.

**SEEKING IMMIGRANTS.**

The South is making a very earnest and well directed effort to secure immigrants and is offering them inducements to settle. According to the Manufacturers' Record, through the influence of one railroad 301 farms, with a total acreage of over 61,000, have been sold in Virginia, representing an investment of over one and a quarter millions. Another has located 245 families in Alabama. Into the Southwest 100,000 have gone and of them about 36,000, with 365 carloads of goods, were established on farms. The effort is to have the newcomers take up twenty-five or thirty acres of land rather than larger tracts. In this way each man can manage his own farm without much hired help if necessary. The railroads, spurred on by public sentiment, have been very busy in this enterprise and certainly a good deal has been accomplished.

The natural suggestion in this connection is that the South has the negro and need not go looking about very extensively for other help. Not all the black men are profitably employed and still the Southerners are seeking to induce foreigners to locate there. All over the South there are large tracts of unoccupied land, much of which is sufficiently fertile to afford profit for intelligent cultivation. The trouble with the negro seems to be that even when a good worker for somebody else he lacks the thrift and energy to buy a farm and work it for himself. That in a large measure is the fault of his education and environment. There are hundreds of Tuskegee graduates out on farms who own the land and make it pay. A good many immigrants can scarcely be more desirable than the negroes who are on the premises and familiar with conditions. A European farmer would have to learn how to cultivate Southern soil before he could make his farm pay out any very large percentage. While trying to get newcomers of lighter complexion the Southern States might well devote a little time and attention to help the colored brother.

A new cause for divorce has been discovered in Massachusetts, and it carries with it a decision adverse to what many women regard their privilege, to go through their husband's pockets. David Wallace, of Lawrence, brought suit for divorce on the ground that notwithstanding his repeated remonstrance, his wife persisted in going through his pockets at night. In granting the application the court gave out the opinion that "persistent and continued intrusion by a wife into the personal affairs—particularly the pockets—of the husband, sustains the charge of cruelty, a valid cause for divorce."

**Need of Cheap Raw Material of Forest Growth.**

The packing box, used but once and then generally destroyed, is one of the great eaters of lumber or woodland growth. In the Barrel and Box for September, 1906, the Secretary of the National Box Manufacturers' Association, commenting upon the investigation made by the National Forest Service in 1905 of the box industry in the New England States, makes the following estimate: Annual consumption of boxes in the United States, 600,000,000. Net feet in same, 3,000,000,000 feet (lumber required to make these boxes, which includes waste, my own estimate 3,450,000,000); selling value of boxes, \$75,000,000.

I think this estimate is a conservative one. It is unfortunate that up to the present time no even approximately accurate figures have ever been compiled and tabulated to show the consumption and manufacture of lumber into packing boxes, crates, barrels, trays, etc. The canned goods trade using tins, excluding glass packed and being products of the soil only, requires 300,000,000 feet of lumber for boxes. To raise the contents of these cans in these boxes the crop of one and one-half million acres of land is called upon. To harvest this crop of corn, beans, peas, tomatoes and other vegetables, vast quantities of wooden baskets, crates, trays and boxes are required, all in excess of the 300,000,000 feet of lumber before stated. To carry the tin from which the tin cans are made requires 5,000,000 boxes; 500,000 boxes are needed to carry the solder alone with which these tin cans are put together. The boxes or the labels, the kegs for the nails and printing ink, all taking cheap wood, cause one to gasp at the endless chain of forest use in this one industry alone.

The condensed milk business requires 20,000,000 feet of lumber to carry it to the retail distributor. Two million berry boxes and vegetable crates are annually made by manufacturers in the Southern States. The oil industry uses 175,000,000 feet of lumber in its boxes alone.

The manufacture of a portion of these boxes in the days past put several Saginaw Valley box manufacturers on Easy street, for millions of them formerly were made here. I might add that governmental preservation of a big industry cuts far and wide and at home; some of the gold that is flowing to our shores now in our time of financial need comes far easier because 60 per cent. of the vast business of the Oil Company consists of sales to foreign customers.

The soap trade is a great user of boxes and so is the annual crop of oranges, drugs, coffee, spices and a thousand other things requiring wood to carry them to market. A cheap wood will always be required for this purpose. Cement, iron, paper from straw can be substituted for certain constructive and other uses, but wood is the only thing that can carry the products of most of our manufacturing industries to market. A wooden package material famine is not far distant unless the people awake to

the necessity of at once starting the growing of a constant supply.

A prominent railroad general manager estimates that the railroads of Michigan require over 7,000,000 ties annually. If these are computed as 6x8 inches by 8 feet this means 225,000,000 feet, not counting forest waste—a quantity twice as great as all the lumber cut by the Saginaw Valley sawmills last year. Another governmental inconsistency I can not refrain from mentioning is the tax on lumber coming into the country from Canada. For the years 1905, 1906 and up to date for 1907 there were brought into the Saginaw Valley from Canada 162,813,286 feet of lumber, 15,000,000 pieces of lath and 3,000,000 pieces of pickets, of a value of \$3,043,526.50.

The planing mill owners—those making doors, sash, boxes, etc.—paid a tax to the United States Government on this raw material to be used in home factories to keep home labor employed of over \$325,000. To me this does not seem consistent with the governmental policy of encouraging the growing of trees and penalizing our home industries because they do not more rapidly deplete our already too scant forests. There should be no hindrance by our own Government to our utilizing the forests of our Canadian neighbors, so long as our Canadian friends will let us have the product of their mills.

Wm. B. Mereshon.

M. Pierre Carter, a famous Paris jeweler, pays a handsome compliment to the American women who visit the French capital. In a recent interview printed in one of the leading papers of that city, he said: "I think American women are the smartest customers we have. They do not wear too many things at one time. Particularly is this true of your well known New York women, whose taste in jewelry and whose method of wearing it are what I should term perfection. From a jeweler's viewpoint, of course, it might be wished that they would don more ornaments, but I must bow to their taste. As to the fashions in precious stones, pearls and diamonds are the favorites just now, and their value is going up constantly. We find, too, that sapphires are coming into vogue."

There are two or three railroad lines between Washington and New Orleans, but after January 1 the passenger by either of them will traverse one to three states where the lid is shut down on wet goods. It will be a reminder of the famous remark of the governor of North Carolina to the governor of South Carolina that it is a long time between drinks.

A young gentleman recently invited a young lady to accompany him for a day up the river, and wired, "Bring your Panama." He was dismayed when he met her to find that she was accompanied by her father and mother. On the young man expostulating, she produced his telegram, which read, "Bring your pa and ma!"

## "We Can't See the Forest For the Trees"

The recent New York panic was an effect, not a cause. A panic is a pain in the social system. And pain in organic life is an indication, not an original condition. The social system is like organic life in that respect. And it is subject to much the same laws of being. Banking, finance and the stock market are all integral parts of organized society. None of them can escape the immutable laws of cause and effect. In organized society, as well as in physical life, there are, broadly, two kinds of pain. One is organic pain that indicates a diseased condition. The molecules are changing somewhere. There is suppuration; disorganization. The other kind of pain is functional pain. There is no diseased condition. The "wires are crossed"; that is all.

Modern science calls that pain hysteria. It is not imaginary pain. It is real pain. But it has no base in diseased conditions. People afflicted by this functional pain, this hysteria, sometimes suffer agonies. They get it in the arms, in the body, in the head. They fall into long sleeps. They lose their speech. And the matter is the "wires are crossed." Something has "short circuited" a set of nerves. Science used to say that hysteria was imagination. But now science knows better. Science never stands on its dignity. It is always ready to acknowledge its mistakes. So now science says that hysteria is not imaginary, but the result of a physical condition. And that condition is anemia; bloodlessness. And a panic is the hysteria of organized society caused by a thinning out of the circulatory system; something is wrong with the blood of industry and production—which is currency and exchange.

In the "good old days" people never got hysteria. At least it was unusual. There were fewer cities and no steam heat. They lived more in the open. The men hunted game and tilled the earth, and the women stayed at home to cook and nurse the babies. Women had no rights, and "race suicide" had not been invented. They were pretty sometimes and charming frequently, but fundamentally they were females. Adults didn't suffer from hysteria, or its cause, anemia, because all the weak and thin-blooded people died in infancy or childhood. Sometimes they just faded away like Little Nell and sometimes they died of diseases that their blood had not the power to resist. That was before the poet could sing, "The individual withers and the race is more and more." The individual life was nothing and the fighting strength of the tribe was everything. The Spartans used to kill off their weaklings. Later on we allowed disease and lack of vitality to do it. It worked just as well. And there was no hysteria.

Neither were there any panics. Panics are just as modern as hysteria, and find their beginnings in the same causes. Practically speaking, panics came in with machinery. In the days when industry was an art and mechanics were artisans and carpenters were craftsmen, and stone masons had their guilds, the financial and banking systems never suffered from anemia. Their methods were simple. Now they are complex. The artisans worked and made most things to order. The products of the hand loom weavers were sold before they were made. There was seldom an "over production" of goods of any kind unless kings debased the currency. And the "system of credit" as we have it to-day was unknown. Business was almost completely done on a cash basis. About that time, and under those conditions, a man named Adam Smith wrote a book about political economy and invented what he called "the law of supply and demand." And it is a proof of our sluggish minds that, although modern machinery and steamships and telegraphs have revolutionized organized society since then, we still think the laws Adam Smith inferred from the hand loom and the wind jammer apply to present conditions.

And they don't. The automatic lathe has knocked the bottom out of our conceptions of finance and industry and we don't know it. We have invented the science of sociology to investigate and explain the new conditions, but bankers and manufacturers and senators and supreme courts take no stock in it yet. They still believe in the law according to Smith and think in the hand loom way. Take the bicycle industry as an example. A few years ago an Irishman invented the pneumatic tire. That made the modern "wheel" possible. Inventors contrived automatic machinery for making cones and caps and tubing and piano wire spokes. They started factories. They started factories in England and America and France and Germany. They turned out bicycles by hundreds. They started more factories. They turned out bicycles by thousands. In the United States alone the annual value of manufactured wheels increased in eight years from \$2,000,000 to \$32,000,000. In every other country it was the same. They trusted to compete with each other by quality, or variety, or price. And none of them knew exactly how many wheels the others were making or how many wheels the world would buy. They worked their factories night

and day. And then the slump came. People stopped buying wheels. The factories closed up by dozens, and thousands of men lost employment. The hand loom method of thinking had failed. The business was put on a modern basis. The supply was regulated to meet the demand. But there was a panic in bicycle stocks before the remedy was discovered.

And the New York bankers are, in another way, learning, by experience, what those bicycle manufacturers learned. Banking must be regarded as a science and not as a matter of individual enterprise. When Heinze, and Morse, and the Thomases jumped into the banking business in New York the real bankers there should have stopped them at once. They should have said, Modern banking is a complete system of credit; it depends fundamentally and absolutely upon public confidence. A bank is a house of exchange for legitimate industry and authentic business. Morse, Heinze and the Thomases want to use banks as the counters in the game of "beggar my neighbor." They must go now. The Clearing House Association must refuse to do business with any bank they control. But the bankers didn't do that. They waited until the banks those adventurers manipulated had financial anemia. And then they said, Stop! But the creditors of those Morse, Heinze and Thomas banks felt the anemia and became hysterical and there was a panic.

And the moral of it is that humanity progresses by experience and not by taking thought for to-morrow. We study logic and don't know how to think. We learn the laws of mechanics and run our heads against stone walls. We know that gasoline runs the motor, and light matches to see if the gasoline tank is full. We know that there isn't gold enough in all the world to pay out at once all the deposits in the banks of Eastern States; and we wait all night in line to rush the banks that can only exist as long as they are not rushed. There were no safety razors in Adam's day, but when the strain comes we act very much as he acted. The Tree of Life is always in fruit, and we eat the Apples of Sorrow, and when we get a pain in our belly we feel grieved. We learn from experience, and not from history. But we are learning. We don't bow the knee to the law of supply and demand quite as reverentially as we used to do. We are not so sure that blind competition is the "life" of trade. New York bankers are finding out that public confidence, and not a gold reserve, is the vital thing in their business, and panics, instead of happening every ten years, as they did in the nineteenth century, are happening less frequently and affecting narrower areas. We are learning, but we progress through our pain. And, in the meantime, we may as well be modest, because, taking it generally, "we can't see the forest for the trees."

Hugh O'Neill in Denver Post.

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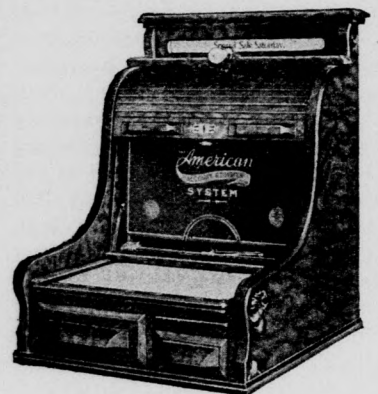
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Money is Made on the Outside

### Success Made By the Credit Man.

"If you want the meanest job in the business world hook up with a big business that is highly organized. Work up from the bottom cheerfully and ambitiously. Look for something higher than a retail salesman or an automaton in the accounting department. Then when you can see your way get the position of credit man with the firm or take some other place where as head of the department your duties are to spend money for the maintenance of the business.

"Get into one or the other of these necessary and indispensable niches and you are the double dyed, unvarnished scoundrel who, in the eyes of all concerned with you, would murder his mother for a quarter!"

This is a brief summing up of himself and his position, preferred against himself and his work by a well known figure in State street, Chicago.

"Why is this true? Simply because it is. It shouldn't be—no! But there are lots of things that shouldn't be that are. Take the credit man of a great business. That business can't run without him. The better his judgment is and the least that his personal feelings prompt him in his work the better man he is for that house.

"But right here he begins to make enemies. He must learn to say 'No' to the man who is most concerned in a selfish, self-centered deal. That man in his disappointment isn't going to nurse the refusal against the whole house. He is going to lay it up against the credit man himself. When he thinks of this refusal ever after Jinks will have been the prime factor in the refusal. When he mentions that house Jinks will come in for a personal roasting as a mean whelp who ought to be crucified.

"I recall a case in Chicago where an officer in a bank, with years of faithful service behind him, was in line for the presidency. By all that was fair and in good judgment this man should have succeeded to the vacancy in the President's chair. But he didn't get it. Why? Because for several years in his connection with the bank he had been the credit man of the establishment!

"There is a still greater factor in this branding of the credit man for life. He has friends and friendly acquaintances who would like to use him. As a responsible head of the credit department he can't know friend from foe in his dealings. The acquaintance who would bank on an acquaintanceship to further his selfish ends never will see why this is so. When the credit man has to turn him down he feels that insult has been added to his financial injury.

"That head of a department who has to spend money for the equipment of a business gets his jolts from the inside. He is one of the money spenders, and he is spending the profits of the business. Except for him the dividends at the end of the year would have been immensely larger. Some one in the organization will remember when the expenditures of that department weren't half what they are now! But he will forget

that in those days not half the business was done by the house.

"This man will talk to directors and managers. His fellows will agree with him that a lot of money has been spent. Binks is the man who has spent it. Therefore, in spite of all that Binks may have done to keep down these expenditures, Binks becomes the personal offender against the larger profits of the concern. Binks! Binks! That bank bank Binks!

"No, if you want a soft snap in the business organization, look for some job where under even a sloppy management of your department you can show totals that mean profits. That's the goods. Let some other fellows do the credit stunts and the spendings, without which the house would go to smash. Show profits in your department and hold your job until some other house gives you twice the salary on a ten year contract!"

Thomas Baldwin.

### Factories Are Pushed To the Limit.

Battle Creek, Nov. 26—Industrial difficulties around the country fail to disturb the local situation, and practically every manufacturing plant of the city faces more work than it can execute. This is not only true of the old industries, but of the new. For instance, the Battle Creek Wire-bound Box Co. has had to turn down foreign orders and devote itself entirely to domestic manufacture. This industry, although young, now uses 25,000 feet of floor space, manufacturing a box of one-eighth inch timber, wire-bound, without the use of nails. The present capacity, rapidly being increased, is 1,500 boxes a day—not half enough to supply the demand. Most of the output is consumed in Michigan by food factories, confectionary makers, etc.

The newest factory is that of the Toasted Corn Flakes Co., which met a heavy fire loss July 4. This factory, one of the largest in the city, is not entirely completed, but has turned out its first product—100 days after ground was broken. It is four stories high, of brick, fire-proof construction, and will be in working order by December 1.

A rather happy young industry just now is the Advance Pump & Compressor Co., which has just been awarded first honors in the pump exhibits at the Jamestown Exposition. Although only four years old, the company has a world market already, the erecting room now housing pump shipments being completed for Texas, California, Canada and Old Mexico. One now being made, to pump 1,000 gallons a minute, for a Portland, Ore., concern, is so large that it will have to be wheeled out doors on a flat car and tested in the river instead of in the factory.

The McLane-Swift elevator is nearly finished, lying between the Grand Trunk and Michigan Central tracks east of the city. The main bin is 42x42 and 80 feet in height, while a cupola pushes the height to 125 feet. The elevator rests on a foundation that required 350 barrels of cement for its manufacture.

In the near vicinity an army of

steel workers and masons is pushing the stupendous locomotive shops of the Grand Trunk—a job which will require years of work and millions of dollars to complete.

### Better Grade Shoes Are Selling.

From advices received from different parts of the country we learn that the demand on the part of the consumer is for another shoe. In other words, retailers have gained a point in their favor by raising the prices of their shoes, permitting the manufacturers to raise the standards. Of course, very few retailers made the advance voluntarily, and not without protest, as a point was reached about two years ago where it was necessary for the shoe manufacturer either to get more money or quit making shoes. He had been playing "closer and closer to the cushion" and eventually found himself in a position where he could not squirm. He said that "the retailers had him." He found, when at length he determined to attempt to continue business and secure higher prices, that better prices could be secured and that it had not been the fault of the retailers at all!

Now the manufacturers of shoes are considered better business men than they were. We are speaking generally. We know of shoe manufacturers who never "skinned" a shoe and who for ten years have gradually raised their prices as leather and materials climbed higher. We advised manufacturers almost ten years ago to raise their prices owing to an advancing market, and not lower their grades by robbing the shoes. The manufacturers who have treated the retailers squarely in this matter are doing the best business to-day.

The consumer prefers to pay a dollar more for a shoe and to have the assurance that it is all right. The consumer is paying more money for everything else, and no doubt it would have been a surprise to him if he did not have to pay more for his shoes, which receive the hardest wear of any article of clothing. Now that the prices and grades are where they belong the manufacturers, wholesalers and retailers should see to it that they are kept right where they belong.—Shoe Retailer.

A nation dies as soon as it ceases to get new ideals.

### Echo of Co-operative Distribution.

Charlotte, Nov. 26—John J. Adams, of Eaton Rapids, receiver in the bankruptcy matter of the Eaton County Co-operative Co., has brought suits against several farmers of that section to enforce payment for stock withdrawn, dividends withdrawn and unpaid stock subscriptions due the company. Since the litigation was begun many other stockholders have settled their accounts and it is expected the defendants will pay rather than stand the expense of litigation.

It's no use talking of how much you love God if folks can not stand it to live with you,

There is no salvation so long as there is self-satisfaction.

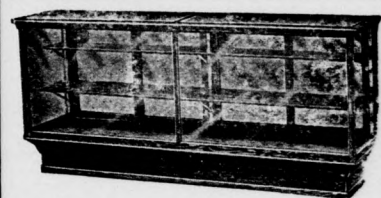
### Men Capable of Earning \$1,000 to \$5,000 a Year Traveling Salesman, Clerk, Merchant

#### No Matter What Your Business

A complete reorganization of the producing department of The Mutual Life Insurance Company of New York, in this state, affords a chance for a few good men; eight vacancies on the agency force remain open for men of character and ability; you can find out by writing whether it will be worth while for you to make a change; no previous experience is necessary.

#### A Course of Professional Instructions Given Free

W. Wibirt Spence, Mgr., Detroit



### A Case With a Conscience

is known through our advertising, but sells on its merit.

The same can be said of our DEPENDABLE FIXTURES.

They are sold under a guarantee that means satisfaction.

GRAND RAPIDS FIXTURES CO.

Grand Rapids, Mich.

Jefferson and Cottage Grove Avenues

## WORDEN GROCER COMPANY

Grand Rapids, Mich.

The Prompt Shippers



### Practical Suggestions on Putting on the "Rousements."

Do you realize the full importance of your window display? Confessedly the most direct and powerful method of advertising shoes is by means of the window display. The advantages of such a method of featuring our wares both by day and by night have been pointed out so repeatedly and so graphically as not to require further treatment here. A window may be compared to a miniature stage. It can be given a setting to please the fancy of the trimmer and to convey the impression which he desires to make upon the public a propos of the shoes for sale in that store.

Most of us doubtless are agreed that the effective display of wares in a window is itself an art. As such there are principles involved in it. It isn't quite an easy thing to get up a telling window.

The first great law or principle of window trimming is to utilize all of the inherent value of shoes as an advertisable commodity. A window trim should speak primarily and forcefully of shoes. A second law—and one not less important than the first—is that the window should display the shoes which you have in complete lines—the shoes you are prepared to sell. To advertise in the window a few modish and attractive left-overs from lines you are cleaning up on—and to advertise them, as one probably would, at greatly reduced prices—isn't fair to the public. And it won't take the public long to discover this fact either. Moreover you will be hoist on your own petard for the reason that you are creating a demand which you can not supply. To fill one's window with too many freak and ultra lasts, curios, findings or auxiliary symbols of one kind and another tends to obscure the real issue. Remembering these two principles, and then not forgetting to give variety, individuality, freshness and magnetic quality to one's window, sums up the whole duty of the trimmer. It is a task worthy of the best thought you are prepared to give it.

Men differ widely in the degree of attention-pulling force which they allow to shoes. As fixed commodities, to what extent is the average man interested in a display of shoes? Some say shoes are intensely interesting in themselves; and, therefore, about all you need to build up an attractive window is plenty of the right sort, together with a few racks and stands to give them the proper tilt and the right perspective. Others contend that shoes are (in themselves) considered prosy; and, consequently, if you do not have a lot of fixtures, accessories and nature-and-personality symbols, you're on a cold trail so far as getting up a fetching window trim is concerned.

I occupy ground somewhat between these two extreme positions. I believe that shoes are inherently at-

tractive—up to a point—and provided always that they are made of good material, built on pleasing lines, and constructed in a workmanlike manner. I believe, however, that this attractiveness which we find in shoes varies with our individual shoe-needs. For instance, when I feel the moist and chilling sensations of November creeping through the worn and sodden soles of the shoes I have worn all fall, I naturally linger a trifle longer in the glare of the window which displays tempting pairs of winter shoes. At such times these alleged prosy commodities speak to me of dry, warm feet, with consequent immunity from coughs and colds and kindred infirmities which follow in the wake of wintry blizzards. And then there are seasons when a shoe display will just naturally attract more attention than usual, because more people than usual are in need of shoes.

In other words the utility feature of shoes clothes them with an interest and an attractiveness all their own. When the hunger of seven lank hounds is upon a man the smell of a broiling porterhouse steak is far more pleasing than eau de Cologne. When a man is in dire need of a pair of shoes he is going to be far more interested in shoes than he is in mechanical figures and potted plants.

At the same time I wouldn't, by any manner of means, say that all you need for an effective window display is just shoes. Comparatively few people are ever at any time desperately in need of shoes. Other tricks and devices must be resorted to. A strong window is not made up of shoes alone. Other things help to feature the shoes. And certain objects, such as artificial designs, borders, floor coverings, backgrounds, draperies and the like; plants, vines, products; relics, souvenirs, curios; mechanical contrivances, window cards, etc.—all these things, I can easily see, have the effect of attracting attention and making folk stop and enquire what it all means. In all this the effort is made to accentuate the interest and get it focused on shoes.

So you see I am not an extremist. I just split the difference between these extreme positions.

It is evident that the window offers an unlimited opportunity for the telling display of shoes. In addition to the various leathers, lasts, findings and other utilities allied more or less closely to our trade, there are a thousand and one legitimate and effective features which may be utilized to give force and beauty to the finished display.

Viewed in this light these objects are symbols with which the artist works, and the supposition is that he works to produce a desired result. According to the dictates of his fancy he arranges these symbols, and he can arrange them in many ways.

Of course there must be a due sense of proportion. Accessories must not monopolize the stage. And due regard must be had for the proprieties. It is doubtful if a grotesque or ridiculous window trim is ever justifiable. Like window, like shop—

# Satisfaction

In speaking of Rubbers another name  
for "satisfaction" is

## HOOD RUBBERS

They have the **three essentials**  
of a first-class shoe

### Style, Quality, Fit



**Grand Rapids Shoe & Rubber Co.**

**Grand Rapids, Mich.**

**State Agents for Hood Rubber Co.**

# The Best Yet

## Our

# E-Z-Walk Shoe

**Strictly Hand Welted**

**The Most Comfortable Shoe in the Market**

**A Shoe that Everybody Else**

**Doesn't Have**

**Get the Exclusive Agency in Your Town**

**Wayne Shoe Mfg. Co.**

**Fort Wayne, Ind.**

**Our salesman will be pleased to show you**

and nobody desires to acquire the name of running a grotesque shoe retailing establishment.

And the matter of cost must be kept within bounds. This suggests that the trimmer be handy with the saw and hammer and jack-plane. Stands, tables, chairs, stools and other specimens of so-called Mission furniture can be made out of soft pine, and treated with stains to imitate hard wood. Tape, artificial flowers, crepe paper, cardboard and divers other inexpensive materials can be used with good effect. The eye is easily deceived by these inexpensive devices of the clever artist—and the more so as close inspection is not possible from the observer's point of view.

Comment has often been made upon the spirit of sameness that so frequently obtains in the shoe window displays of a given town or city. It is urged—and generally with truth—that too little effort is made to get up original creations; that stock accessories are used year in and year out; that the same old methods of arranging the shoes in the windows hold forth in sway undisputed. As a result of this lack of originality and freshness it is pointed out that the commodity advertisement implied in the window display is not realized.

To all of this I must perforce agree. I don't like to do it. But the criticism is just.

Getting fresh, original and striking ideas to be wrought out in the trimming of your window—aye, brother, that is the rub. Whence come they? Where are they to be had for the asking? Who will guarantee to supply them on demand at a nominal consideration?

Evidently the trimmer must have some pretty clearly defined conception of the effect he desires to produce; otherwise his work will be as vague and indefinite as the idea out of which it grew. If the veteran is right in his contention that a really well trimmed window is an intelligent creation, the embodiment of a definite purpose, then it follows that the sentiment, or idea, or purpose, must itself be clearly defined; and that the thing conceived must be systematically realized. This means that things in the window are carefully arranged, and that each separate item has its particular function to fill in the completed design. Thus the veteran's conception of the window trimmer's job makes that job a ticklish undertaking. Obviously he had better know what he is about.

But where can he learn this? How can he come in contact with stimulating suggestions? By reading his trade paper. From time to time the trade papers publish valuable suggestions on how the thing is done; tells how So-and-So actually cut the caper in his town; photographs the result, and gives splendid half-tone cuts thereof. If you have reason to believe that your window display is not what it should be, read carefully everything written and photographed on this subject; clip suggestive and stimulating items; preserve them; work them out; and then reproduce

them; or, better, still, improve upon them.

What is the chief function of a window display? To advertise your shoes. Incidentally your window may excite curiosity. It may amuse. It may strike the attention of the passer-by—ought by all means to do that. But its object first, last and all the time is to advertise your shoes—to get the idea of their goodness, stylefulness, and the like, into the head through the avenue of the eye.

After all the eye is better than the ear. What goes in at one ear may go out at the other; for there is always the other ear on the opposite side of the head for it to go out of; but what goes in at the eyes is bound to stick, for there aren't any holes in the back of the head for it to get out at.

So it is well enough to keep the thing you are driving at constantly before you in the arrangement of your window. You are advertising shoes—your shoes. You are creating shoe wants. You are trying to make them so deep and insistent as actually to pull that fellow in—if not just yet, at all events, soon.

Then don't overcrowd. Don't introduce too many auxiliaries. Don't run too much to potted plants and crepe paper. Don't display furniture; don't focus attention on gold, silver, precious stones; neither hay, wood, nor stubble; but fix it on shoes—good shoes, stylish shoes, comfortable shoes, lasting shoes—and focus it there with all the impelling magnetism you are capable of putting into that window.—Cid McKay in Boot and Shoe Recorder.

#### Importance of the Rubber Department.

No department of a retail shoe store is of more importance at this season of the year than the rubber section. Rubbers are staple goods, for which there is a demand at some time of the year in every section of the country. The rubber department of a shoe store calls for, and should receive, the particular attention of the owner, or manager, because there are too many clerks who are prone to neglect the rubber end of the business, either in making sales or in neglecting to properly look after the stock.

At the beginning of the fall season every shoe dealer should have some plans in mind for a larger turnover of his rubber stock. This can not be accomplished unless the dealer gives to the rubber department the same thought for increasing this branch of his business that he does to his shoe stock. The progressive dealer will plan his newspaper rubber advertising in the newspapers; he will make arrangements with the manufacturers for a supply of cuts of different styles of rubbers for use in illustrating his newspaper advertisements, and for such catalogues, circulars or other printed matter as he may decide to send out. The dealer also will ask the manufacturers for a supply of advertising material pertaining to rubber footwear, and this he will use in conjunction with his own publicity.

When the rainy days arrive, or

when the first snow storm comes, the dealer's rubber stock is all ready for the demands which will be put upon it. His windows will contain a display of different kinds of rubbers, he will have appropriate cards displayed outside and inside the store. All these little things help to increase the business of the rubber department.

Now, all that we have said above about rubber goods in general applies equally well to promoting the sales of the convenient and essential rubbers which are put up in small and handsome little purses. These purses are waterproof, and so may be carried in the purse or shopping bag without danger of damaging any of the other contents of the purse or bag.

These light weight rubbers more properly belong in the findings department, and, as such, they should receive prominence in the findings case. They, also, can be displayed in the window. We would suggest that our readers who handle these rubbers make a display of half a

dozen or more pairs in the purses in one corner of the window, with a suitable display card calling attention to them. Another way of showing them in the window would be to fit a pair of rubbers over a pair of shoes and at one side of these shoes to place a single pair of the rubbers as they are sold in the case, accompanied by a small, neat card, giving the name of the rubber and the price.

We would advise all dealers to instruct their clerks to "talk up" light weight rubbers to every customer. Care must be taken not to bore customers, or to allow them to gain the impression that the clerks are attempting to force them to buy findings or rubbers.—E. Eichelberger in Shoe Retailer.

**Mayer Martha Washington**  
Comfort Shoes hold the trade

## "Mishoco" The New Specialty Welt Shoe for Men

We know that it is the **best made shoe** that can be bought to serve as a leader for **\$3.00 and \$3.50.**

Made in all leathers on new and saleable lasts.

A postal will bring you samples.

**Michigan Shoe Co.**

**Detroit, Mich.**



## The Right Kind of Shoes

We make shoes in the right way, out of the right kind of durable leather, that fit right, look right and are right.

We make different kinds of shoes for all sorts of purposes, from lumbering to social functions, each kind adapted to the wearer's particular needs.

Your patron wants to buy the right sort of shoe satisfaction. Our trademark on the sole is a guarantee from us to him that he gets it.

**Rindge, Kalmbach, Logie & Co., Ltd.**

**Grand Rapids, Mich.**

### Success Surprises Those Who Attain It.

One of the most discouraging of all the accepted untruths of business success is the idea of the average young man that the successful man whom he envies began life with the fixed purpose to build for himself that particular worldly structure which his success is based upon.

If every successful man in the world would strip himself of egotism and retire into himself, writing out the true history of his rise in whatever line he has succeeded, that written history of business would knock the present romantic fiction of success into the proverbial cocked hat. Out of my own knowledge of men I should say that far more men in business have been surprised at their own success than there are men who have been surprised at their own failures.

No young man ever left a salaried position that was paying him a living without hearing from friends and acquaintances the hint of the risk that he was taking.

"I'd be mighty careful how I gave up a good, steady position to go into such a thing!"

You, reader, have given expression to the thought dozens of times when some friend has suggested such a change. In doing so you may have seen the effect of the remark in the face of that friend. You will recall to him some day if he shall fail that on that particular occasion you "told him so." Of course, you will. But if, in spite of your gloomy predictions, that same young man shall go ahead and prove a success, you'll be the last person in the world to remember the fact. It's human nature! This condition leaves to most young men the impossibility of making a business move without auditing the pessimistic views of friends and acquaintances.

"Jones tried that and failed, you know," is one of the common citations of the friendly acquaintance. Thus it comes about that most young man venturing into business of any kind have their fears far more upon edge than are their well directed ambitions.

That the successful man is surprised in his own heart at his success is almost inevitable. Take the meaning of the word "success" as it is so universally defined at the present time. Where a few years ago a business success meant the accumulation of a hundred thousand dollars, that money measure of it has been multiplied by tens and twenties within two decades. To-day the vast majority of men who have made \$1,000,000 started out in business life with the idea that one-tenth of that sum was a fortune.

When a man is a millionaire it is the easiest possible process for him to study out how fixity of purpose, ambition, judgment and close application to his work were the deep seated virtues that made him the success that he is.

It is not fair to the young man of to-day that he should be left at sea with the idea that every successful man of business shaped and planned his career from the beginning.

Business, dissociated from all risk, is a dream. Too much risk makes a business not worth the while. Too little assumption of risk as certainly cuts the margin of profit possible, for the reason that competition in such a field ordinarily is strong. To measure the risk proportionately to the chances of business profit is an essential. After which the ways and means to a successful end most frequently are framed from the exigencies that arise day after day.

That man who in any circumstance can "do the next best thing" has a pretty fair chance in business life!

John A. Howland.

### Clever Woman To Surpass Beauty.

If some antiquarian of a century or two ahead should run through the pages of our present day journals he probably would conclude that we are greatly concerned with feminine beauty. In his investigations he would find many magazines and journals illustrated with pictures of the "most beautiful woman in the world." He would find that continents have been drawn into the search for the most beautiful women. He would read, for instance, that Paris had chosen its beauty amidst great pomp and enthusiasm, only to find itself violently challenged by Chicago in the claim that it alone possessed the most perfect specimen of the fair sex.

Posterity might thus come to the conclusion that we have been great adorers and admirers of beauty, of the feminine form, and were ready to engage in another Trojan war for another Helen. This, however, would have been a grave mistake and a proof that written documents do not always tell the truth in regard to the spirit of the times. No age was as indifferent to feminine beauty as is ours. No people, no country seriously concerns itself with feminine beauty to-day, and the people who interest themselves least are the French. Paris is the city least interested in the world in feminine beauty.

London has its professional beauties. America with its customary aggressiveness seeks to head the list in the esthetic chapter on the "most beautiful women." Paris alone is in the rear in this race. All it does towards cultivating beauty is to give municipal masquerades where one sees sweet faces of fisherwomen and laundresses who are pretty, indeed, to behold from afar, but who do not in the least resemble Helen nor even Mme. Recamier, nor Lady Hamilton. This is the public taste.

In the most fashionable Paris society, however, there is the same indifference towards feminine beauty. A remark about this or that woman being the "most beautiful" woman in Paris will not provoke any dispute. At most it will receive the reply that there is no such a thing as the "most beautiful" woman in Paris. On the other hand, if you turn the conversation as to who is the most clever, most charming woman, the discussion will at once become animated. Scores of names will be advanced and each name will find its champions and admirers. This is significant.

In Paris, and in all other cities

which are under Parisian influence, beauty as such has ceased to be valued. Elegance, culture, rather than plastic beauty, count in present day society. A beautiful woman without other charming and elegant attributes does not count. A cultured, charming and clever woman, even if not beautiful, counts in accordance with her higher attributes. Tell a Parisian woman that she is beautiful, but that she does not know how to dress or to do up her hair, and she will bear you a grudge all her life long.

Margaret Prevost.

### The Motto of an Advertising Hustler.

Port Huron, Nov. 26.—There is one man in this city who does not believe in worry. If the world would come to an end to-morrow he would accept the punishment with due grace and not a word of objection would he offer. He has made his position in life so manifest that the firm he is now employed by has adopted the words "Don't Worry" as a motto for doing business.

The man is C. F. Thompson, advertising manager for the Howard Furniture Co., and there is not a more optimistic chap than he. Since Thompson had the motto "Don't Worry" put into active service it has been the subject of more comment than anything in business circles here in many a day. A large electric sign with these words was put out in front of the store and a week ago Rev. George W. Durr, pastor of the Twenty-fourth Street Congregational church, made it the topic of his ser-

mon and the church was packed to the doors. A "Don't Worry" social club has been formed here and its members are comprised of a happy group, all imbued with the same inspiration—the name of their club.

Thompson is a graduate of the Literary Department of the University of Michigan, has traveled abroad and is one of the best advertising men in Port Huron.

Manager of traveling circus: "What is wrong with our new dwarf? He doesn't seem to draw." Clown: "Of course not. See what a hash you've made of the billing. You've put his height at three feet. Make it thirty-six inches and the people will come with a rush!"

## Umbrellas

and telephones are much alike—you may not use them all the time, but it's worth a good deal to know they are right there when you do want them.

To go a bit farther, one hardly needs an umbrella at all. It is more comfortable to stay at home in bad weather and

"Use the Bell"

IT  
PAYS

CALL  
MAIN  
330



# Thanksgiving

This ought to be a week of thanksgiving. If you are in a pessimistic mood, just take a mental note of the progress you have made the past three years and your pessimism will be changed to optimism, and you will be moved to give thanks. You will conclude that the world is moving onward, and that you had better work in the collar than in the breeching. You will conclude that the people in your neighborhood are not going to go barefoot; that when the next snow storm comes they will look to you for rubber footwear.

Therefore send us your sizing order now and be prepared for the storm.

We carry a large and complete assortment of

## Glove Brand Rubbers



### Special Red Cross Rubbers

We are the original makers of Red Cross Rubbers.

Men's 17 inch combination leather and warm lined waterproof canvas, full bellows tongue	\$2.40
Men's 17 inch leather top, duck, rolled edge	2.85
Men's 14 inch leather top, duck, rolled edge	2.60
Men's 11 inch leather top, duck, rolled edge	2.30
Men's 8 inch leather top, duck, rolled edge	2.05

HIRTH-KRAUSE CO.

Grand Rapids, Mich.

### Watson Was Too Wise a Boy.

If you know everything there is to be known, don't tell anybody about it. Nobody likes the cocksure, know it all man or woman. If you insist on giving people information whether they want it or not, it is sure to make you unpopular, and the majority of your acquaintances will go about with fingers tingling to whack you.

Young Watson knew everything. He was the rate clerk in the traffic department of James De Long & Co.'s big manufacturing concern. He did a little work now and then, not too often, nor too much, but most of his time was spent in telling people things they didn't want him to tell them. If he happened to hear a group of people discussing anything, he instantly would dash over to them and begin to explain how they were wrong in all the points that had come up from beginning to end. If he saw somebody trying to do anything, he would fairly snatch the work away in his eagerness to show how much better it could be done if the proper method were understood.

One Saturday afternoon Watson happened to be the only one left in the office. Watson's work always was behind, so now and then he had to stay and do something more than merely go through the motions. He really was working at this particular time, and when the telephone bell rang he considered it an unwarranted interruption.

"Wh'd you want?" he yelled, as he grabbed the receiver.

"I'd like to speak to Mr. Lawrence," came in courteous tones from the other end. Mr. Lawrence was the traffic manager.

"He ain't here. There ain't nobody here except me. Call him up Monday." He banged the receiver back into place and went over to his desk. Presently the bell rang again.

"Hullo, who is it?" he shouted.

"I want to speak to Mr. Lawrence, if you please." It was the same courteous voice.

"Oh, you do, do you? Well, you can just wait until Monday. Lawrence ain't here, I tell you, and I ain't got time to chew the rag with you over this here phone all afternoon. If you want to leave a message I'll try to remember to give it to him."

"Thank you, but I have reason to believe that Mr. Lawrence is in the building, and if you will just—"

Watson banged the receiver back again, but when the bell tinkled once more he didn't quite dare not to answer.

"If you please—" began the gentlemanly voice.

"Gee whiz," ejaculated Watson. "Are you glued to this phone, you darned old, persistent mosquito? I tell you Lawrence's gone home. Who are you anyway?"

"I am James De Long, Mr. Watson, and it is important that I should speak to Mr. Lawrence. I am extremely sorry to trouble you, but it would be a great favor to me if you would go to Mr. Lawrence's room and see if he is there. I think possibly he is, as I was speaking to him

just a few moments before I called you the first time."

Before the receiver had finished giving forth this placid remark, Watson was palpitating down the hall towards Mr. Lawrence's room. When he returned with the information that Mr. Lawrence was then traveling toward the telephone with all the speed possible, there was in his voice the quivering politeness that marks the tones of the small boy after he has been properly subdued by a thoroughly applied spanking.

He never did dispense information with such lavishness afterwards. He was a wiser, less instructive and infinitely more pleasant Watson.

Noble May.

### Why Be Solicitous About Your Future?

What is this earth but a vast storehouse containing all things essential to the wants of man? If you look about you, you will behold the mountains clothed with virgin forests. If you delve into the bowels of the earth, you will find an inexhaustible supply of coal and other minerals. If you cast your eyes around you, you will see the valleys smiling with harvests of grain and fruit. What God said of old to Adam, he says also to you: 'Rule over the fish of the sea and the fowls of the air and the beasts of the field, and over all creatures that move on the face of the earth.'

It is true, indeed, that God feeds the birds of the air. But he does not deposit the bird's breakfast in the nest. The bird must rise early to find it. "The early bird catches the worm." It is true that God crowns the mountains with forest trees, and enriches the bowels of the earth with coal and other mineral deposits. But it is equally true that this wood and coal can not be of service to man without hard and patient toil. It is true that God gives fecundity to the earth, so that it produces grain of all kinds for the nourishment of man. But it is equally true that before these crops can be utilized man must cultivate the soil, plant the seed, reap it and gather into barns. Christ multiplied the loaves in the desert to remind us of the beauty of Divine Providence. He commanded the people to gather the fragments to point out the duty of human industry.

You should be active and industrious without excessive solicitude, diligent and laborious without anxiety. Labor to-day as if all depended on your own right arm and brain; trust to to-morrow as if all depended on the Providence of God. Use to-day, for it is yours; trouble not yourself about the morrow, for it belongs to God, it is still in the womb of futurity, and never may be born to you. "Be not solicitous for to-morrow, for to-morrow will be solicitous for itself. Sufficient for the day is the evil thereof." Do not derange the order of Divine Providence by superadding to the care of to-day the solicitudes of to-morrow, which often are imaginary or magnified by the imagination. Like a skillful general, concentrate your powers on the formidable enemy that confronts you

now. Do not scatter your forces by striving at the same time to encounter an enemy yet afar off and who never may approach you. Endeavor to pass through cares, as it were, without care. While the mists of perplexity and anxiety may hover about the imagination and disquiet the senses, never let these vapors ascend to the higher and more serene atmosphere where the soul is enthroned and communes in undisturbed union with her God.

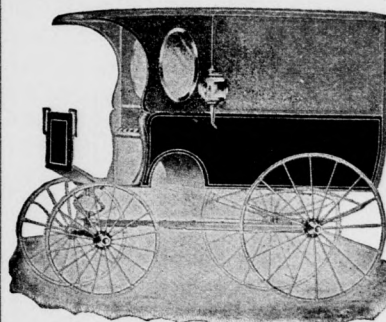
Cardinal Gibbons.

### Basket Factory Has Big Run.

Traverse City, Nov. 26.—The Wells-Higman basket factory in this city has completed a very heavy run and the machinery is all being rebuilt. The concern is the largest exclusive basket factory in the country, turning out four times as much finished product. An ordinary day's run for the local company is equal to a season's output for some factories. The machines used here are closely covered by patents. A large amount of logs have been purchased and a big run will be turned out next year.

After being shut down by a lack of cans for some time, the Traverse City canning factory has resumed operations and will now run until after Christmas, breaking all records. The factory is working on apples and will use over 30,000 bushels.

You will as soon make your fortune by repeating the multiplication table as make yourself a saint by repeating the ten commandments.



No. 585 Fancy Delivery Wagon

### WE BUILD RELIABLE WAGONS

of every description for delivery purposes. Material and workmanship the best in the world. We have so much confidence in the merits of our wagons that we guarantee every one. You can't buy a delivery wagon on any place as good as ours for as small amount of money. You need a delivery wagon in your business, but don't buy one until you get our handsome 84 page catalog and price list. You will be the one to profit by it. Ask us about "The Kiblinger" \$375 and upwards double cylinder 9-10 horse power Automobile.

AUBURN WAGON & BUGGY WORKS  
Box No. 101 Auburn, Ind.  
"DON'T FORGET IT."



JUST as there is always room in your town for a new up-to-date business of some kind, just so is there always room for a new shoe in your stock that will broaden your trade and make you a big profit.

H. B. "HARD PANS" have been so built up and built over-improved—that they fairly justify our claim of newness.

Shoes that put a new snap into business.

Shoes that you can sell a person of intelligence.

Shoes on which you can talk quality and know that the shoes will make good.

Quality out of all proportion to price. Be fair to yourself.

## Try H. B. Hard Pans

men's and boys', a case or two, and look for this label on the strap of every pair.

### Herold-Bertsch Shoe Co.

Grand Rapids, Mich.

Makers of the



## SAYING THINGS.

## Why It Is Much Easier Than Doing Things.

There were trouble and talk and work in town yesterday. Neighbor Tomkins could not draw his money from the bank all in a wad, and it worried him. To me on the home-bound car he predicted general disaster to the land and particular calamity to his individual wad. And his feelings were contagious. I felt bad because I have no wad in the bank to worry about. The man across the aisle was declaiming to his neighbor about the iniquity of the iniquitously rich; and the little man with the cigarette on the rear platform was laying down a code of rules for making the currency more elastic. The evening paper continued the trouble until bed time, and if we had not stopped a few minutes for quiet meditation before sleep I should have gone to bed about as hopefully as I used to when father had promised me a whipping in the morning.

Now and again in the night I heard through the open window the soft patter of rain on the shingles; and at early dawn it was still steadily pattering. Tell me what is finer, at the end of a warm, rainless October, than to rise before the rest of the world and take a stroll through the delicious, brooding drizzle in the gray of the morning. Down along the lake shore, where, through this blessed October just past, the encircling woods had blazed with red and gold like the gates of glory, windrows of brown leaves now lie by the road's edge rustling under the patter, patter of the light rain. No trace is here of the city's unrest of yesterday. Ripples on the shore are no louder than the quiet patter on the leaves. Fifty yards away in the woods the light footfall of the gray squirrel over the leaf carpet catches your ear, so quiet and empty of the noisy world is this lonesome place. Every grateful foot of sod and soil, every dripping shrub and tree holds up happy hands to heaven for this harvest-end feast of rain. Only yesterday I had said to Sue: A good, long, soft, soaking rain would put everything into the pink of condition for the winter—and lo! the rain is here.

Stocks in town are in a miserable state. But not so the stock in the country. Beyond the lake the road-way winds out to the open country. Just a little way beyond the limits of the city is the homestead of Farmer Smith, who has plowed in peace his rich acres for sixty years, watching the worrying, hurrying city edge its way toward him; now coming with booming rushes; now retreating and yielding its platted, weed-grown areas to the pasturage of city cows. These conquered suburban spaces! What stories might they not tell of strife, of loss, of heart-breaking anxiety, "days of danger, nights of waking?" But in Farmer Smith's barnyard the light of this moist morning ends a night of wholesome rest. The wool-muffled Shropshires in the shed chew the cud of contentment. Part the deep wool and see the long, creamy, crinkly staple and the pink skin! Has the

fevered stock market disturbed the appetite of this fine sheep for his regular ration of clover and turnips? Seemingly not. The smooth Jerseys in the adjoining barn never shrunk a drop in their milk dividends when the ticker told of disaster to Amalgamated Copper. In the field where Smith had the wisdom to feed his soil properly, corn shocks bursting full of good grain stand in the morning rain like the camp of a conquering army. Not all of last spring's cold delay nor all of the city markets' wild upsettings have turned the course of kindly Nature a hair's breadth from her goal. Now, as yearly since your grandfather first remembers, the seed time and harvest are sure.

One night in the earlier half of the nineteenth century Abraham Lincoln, then a hired farm hand, was wakened by his employer in great alarm, because the stars were falling out of heaven. Lincoln looked at the sight, which is now historic. The farmer and his wife were wild with fear that the world was in collapse. But Lincoln looked, and through the fiery shower he saw the shining ranks of the Pleiades, the constellation of Ursa Major and the old Pole star, still standing in their ancient order. Then he knew the celestial terror to be nothing but a little shower of star dust, just a few million miles away; and with this information he calmed the terrified hosts. What is this present financial flurry? A little man-made fever fit! Beyond the city's small rim the country stretches away in boundless, abundant acres, each autumn rolling into a million granaries unthinkably great crops of marketable edible stuff! The foundation of things is not shaken. Man may fuss a little in surface spots, but below his small strife is the good old green earth, and beyond it the warm sun and the circling constellations and above it and watching over it all is a beneficent, omnipotent God.

It is an easy thing to say that a thing ought to be done. I myself have said "what ought to be done can be done" without getting up out of my easy chair. One of the most eloquent lecturers on reform I ever heard hadn't gumption enough to clean his finger nails. One of the preachers who used to put up for rest and refreshment at my father's farm, and who was powerful in exhortation, couldn't take care of his horse if father or one of us boys was within sight of the barn. He never did anything that I can remember, but you ought to have heard him at camp meetings! In those days there was a woman evangelist whose name was printed in all the church papers and for whose entertainment the sisters of the church spread their best pie and whitest linen. I learned afterward that her husband ate cold Johnny cake from the shelf while the spirit was moving her to say things.

One reason why saying things is easier than doing things is that the mere saying works only the tongue—a small and easily moved member—while doing things demands the moving of the whole body and some of the soul. Saying things doesn't move

the world as it used to in the days of our forefathers and their camp meetings. The world is getting an interior view of the people who sit on the fence and say things. The world is full of words. What interests it now is deeds. It is hard work to do and live and be what you say people ought to do and live and be. But if you want to be popular and powerful that is the way to do it. Moreover, you can not discharge your obligation to the world by pointing out the holes in the holy garb of the church any more than you can by merely telling people their duty. The mere sinner, whether he "sitteth in the seat of the scornful" or in the front pew in the amen corner, is a back number and a cipher from this time on forever. Nothing but holy hustle

will swing this world into line with righteousness. — Sharpshooter in Commercial West.

## Definition of a Lie.

The vicar was addressing the school on the subject of truth. He expounded at some length on the wickedness of lying, and before going on to the merits of speaking the truth he thought he would see if the children really understood him.

"Now," said he, "can any one tell me what a lie is?"

Immediately a number of small hands shot up. The vicar selected a bright-looking youngster.

"Well, my little man?"

"Please, sir, a lie is an abomination unto every one, but a very pleasant help in time of trouble."

## 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.



## Many Dealers for the 21st Thanksgiving Day Can Sell BEN-HUR Cigars and Look Their Customers Squarely In the Face

BEN-HURS are not among the majority of cigars which have to be "worked off" on smokers who do not know—until after the working act is done—then the chances are such dealers are not known to them when it's time to smoke again.

BEN-HURS beget confidence, cement trading-friendships, give your customer that kindly feeling towards your cigar case which keeps him on the list of steady patrons and makes the smoker thankful that in these days of tobacco sham and fraud there is one piece of goods that is MADE ON HONOR AND SOLD ON MERIT.

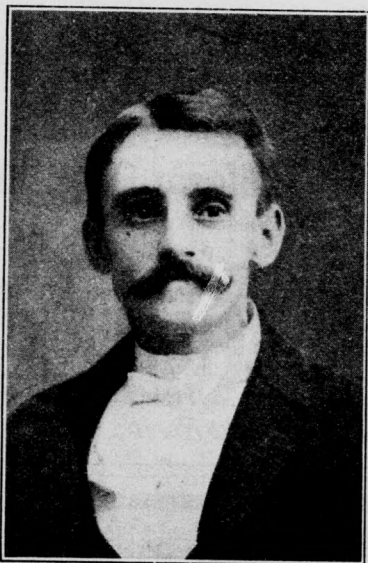
GUSTAV A. MOEBS & CO., Makers, Detroit, Michigan

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

# REPRESENTATIVE RETAILERS.

## John H. Goss, the Long-Time Grand Rapids Grocer.

John H. Goss was born at Camboro, Ontario, December 1, 1859, his antecedents being Scotch on his father's side and Pennsylvania Dutch on his mother's side. His grandfather was a doctor. His father was the owner of a general store. When he was 6 years old the family removed to Jordan, Ontario, where they lived for about five years. They then moved to Wellandport, Ontario, where they remained three years. The next location was at Mattawan, Michigan, where the father conducted a general store for eight years. Mr. Goss was literally brought up behind the counter and at the age of 22 years he left Mattawan and went to Detroit to work in the grocery store of Wm. Perkins, Jr., & Son. Three



years later he removed to Lowell, where he entered the employ of John Giles & Co. He remained with this house seven years, spending the last year in charge of the branch store at Parnell. Mr. Goss then removed to Grand Rapids and formed a co-partnership with James Doran under the style of Goss & Doran. They engaged in business at 138 South Division street. Three months later Mr. Goss sold his interest to Ex-Judge Doyle and formed a co-partnership with J. Frank Gaskill under the style of Gaskill & Goss. Their first location was at 202 East Bridge street. They each contributed \$250 to the capital stock and two and one-half years later Mr. Goss paid his partner \$1,463 for his half interest. Eleven years later he sold his stock to Wm. Rush and spent the winter in Florida. On his return in the spring he formed a co-partnership with the late Alderman Teachout and engaged in trade at 197 East Bridge street under the style of Teachout & Goss. The former contributed \$300 in cash and the latter \$300 in credit to the capital stock and three months later Mr. Goss paid the widow \$500 for her half interest in the business. Nov. 11, 1905, Mr. Goss sold his stock to Ed. L. Hughes and spent the winter in California. On his return the next

spring he took charge of the grocery department of the Morse Dry Goods Co. for three months, when he engaged in business on his own account at 231 East Bridge street. He continued at this location until about two weeks ago, when he sold his stock to Wallace W. Watson, of Middleville.

Mr. Goss was married December 23, 1895, to Miss Frances Jane Alcumbrack. They have one daughter, Glory, who will be 7 years old on December 24. They have for several years resided in their own home at 161 East Bridge street.

Mr. Goss is a member of the Fountain Street Baptist church, of Valley City Lodge No. 86, F. & A. M., and Tyre Council. He is also a member of Signet Chapter, Eastern Star, the White Shrine and the Woodmen.

Mr. Goss has but one hobby and that is to run a good grocery store. Four years ago he espoused the cash business, which he has held to tenaciously ever since. When he sold out to Mr. Hughes in 1905 he had but \$6 on his books which he was unable to collect. He leaves about December 1 for California in the intention of locating at Los Angeles. He will probably put up his sign as a grocer before he has been there long, and when he does the people of Los Angeles will find they have in their midst about the liveliest wire they ever ran up against.

It's a poor way to bring men to heaven by shaking them over hell.

## Why Young Men Go Wrong.

"Why do so many young men go to the bad just as they have attained to a responsible position at a lucrative salary?"

Perhaps the question never will be answered to the satisfaction of all interested nor in a manner so thorough as to be a preventive, but there is one reason that fills the records pretty full. It is the deleterious influence of those who are a round or two higher on the ladder of success and who have an uncontrollable passion to "buck the tiger" or "get on a bender" at times. They like to "let themselves loose" at intervals and on stated occasions, and wind up with what they are pleased to term the climax to a "time."

A young man, a trusted employee of a big firm, having risen from an office boy to a position of trust and responsibility, recently was "fired." He was a universal favorite with everybody connected with the firm, and his discharge was thought by his friends to have been a great injustice. His work always had been kept up and in fine condition, and as he had been trusted many times with large sums of money his honesty never was questioned.

He would not vouch any information, even to his intimates, as to the cause of his dismissal, although he seemed to take it much to heart. His only explanation was that he had had a little trouble with the "boss."

Some of his friends, not satisfied to see him "thrown down," began a quiet investigation. They ascertain-

ed that the young man had been gambling heavily and that he owed quite large sums of money to gamblers, who, failing to collect from their prey, came direct to the head of the firm and aired their troubles. The young man was "called on the carpet," and explained that he could not raise the money at that time, but would pay his debts as soon as possible. He promised to refrain from gambling in the future, and the proprietor sent him back to work with a kindly admonition and bowed his visitors to the street.

A few weeks later the creditors reappeared and endeavored to garnish the young man's salary. Evidence that he had been gambling heavier than ever prompted the proprietor to discharge him.

The investigation conducted by the young man's friends was carried further, to learn the cause of his downfall, and it was learned that an older man, a member of the board of directors of the firm, and one who, more than any other man connected with the concern, was supposed to look after the welfare of the employees, had taken the young man out on various occasions and shown him "the rounds." Orville S. Strain.

## Sound Philosophy.

Teacher—Willie, why don't you keep your hair combed?

Willie—'Cause I ain't got no comb.

Teacher—Why don't you ask your mamma to buy you one?

Willie—'Cause then I'd have to keep my hair combed.



## Joy over KAR-A-VAN

"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

# KAR-A-VAN

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

## The Gasser Coffee Company

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.



### Some New Things in the Shirt Line.

Sooner than many expect we will witness a return to the selling of shirts in their proper season. For the past two years the tendency to feature negligé and pleated garments the year 'round has been widespread; so much so, in fact, that there seemed to be danger of the bosom shirt becoming a real rarity. Criticism of this unbusiness-like practice has been frequent and emphatic. And now it begins to bear fruit. Within the past month virtually all of the foremost Gotham haberdashers and outfitters—using the latter term to designate the larger establishments—have confined their window displays to stiff front shirts, and others in neighboring cities have followed suit. Once the new attitude gets a firm foothold the selling of negligés in the colder months will be classed among the trade follies of bygone days, as it certainly deserves to be.

The principal deterrent against the showing of stiff shirts has been the fear of losing patronage because competitors might do otherwise, or a false notion of popular demand. Gradually the realm of retaildom will realize how completely it holds the situation in its own hands. The popular demand is largely what merchants make it. Weather conditions have not been favorable to a campaign of this sort, to be sure, but from September to May the objection of discomfort can not lie against the bosom shirt. The start in the right direction has been made, at any rate, and it is sufficiently apparent to indicate a determined effort to mould the sentiment of the consumer to the buying of seasonable goods.

Exceedingly little effect from the recent money stringency has been evident in connection with advance orders. Even the backwardness of last spring has not feazed the trade. Reports from manufacturers are unanimous of an excess of demand over a year ago. The approach of the Presidential election has led the mills to take a cautious stand, lest overproduction, when the price of materials is at the high-water mark, prove disastrous. In some instances a lower limit has been placed on the future output, but the restoration of confidence and the insistent call for more goods may be relied upon to bring things to rights. Striped patterns, particularly grouped and ombre effects, and light-colored grounds are favored for the new season. Light blues, black and white, tans and greens figure in the order named. In construction there is a notable preference for cluster pleats. The double made-up garments. It is wholly impracticable for the average man, two, or, at most, three trips to the tub rendering it useless. Even the custom makers see the disadvantages more clearly than in the past, and such men as must have this novelty

are advised to procure additional cuffs with each garment.

Considerable interest centers in an attempt to push pleated-front shirts for formal evening wear. One of the premier metropolitan shops is combining it with a pleated waistcoat, but the introducer himself is presenting them merely to have something different for the extremists. Several other exclusive shops have been selling them, but do not recommend them. Tales of their vogue in Paris have created a small demand. But the pleated shirt for ceremonious use hasn't the slightest chance of endorsement or general acceptance. It savors too strongly of negligé wear, musses too quickly and seldom returns from the laundry in presentable shape. Pique and embroidered bosoms have the decided preference in formal custom shirts this season, so far as the output of the high-class shops is concerned. Even in popular-priced goods there is a noticeable leaning toward piques. The cluster arrangement of the stud holes—that is, three set closely together in the center of the exposed part of the bosom—has again appeared and is the subject of frequent call with the custom makers. Some men find it the only practical preventive of bulging, while others fancy it because of its distinctiveness. The majority of custom garments are made to show two studs above the opening of the waistcoat.—Haberdasher.

### Something Doing.

"I see that everything in the line of eatables has taken another rise," he said to the grocer after buying a bar of soap.

"Yes, sir, another advance."

"But what is the cause of it?"

"Scarcity, sir—scarcity."

"But I haven't read that there was any scarcity in corn, tomatoes and asparagus."

"Less than half a crop, sir."

"And wheat and potatoes?"

"The same. The drought in August did it."

"Well, I can see no reason for an advance in sugar."

"Why, man alive, the cane and beet crops were almost a total failure."

"Well, here's bar-soap. You are asking a cent more a cake. You don't intend to tell me that the drought in August and the rains in September are responsible for the rise."

"Well, no, not exactly."

"And there's no advance in the price of soap grease?"

"No."

"Then why this advance in soap?"

"I can't exactly tell you. It may be that some soapmaker is building an addition to his kitchen, or that the girl who wraps up the cakes wants a new dollar corset, and, therefore, the price has gone up. At least, there's something doing in soap, and you get back two cents from a dime where I formerly had the pleasure of returning three." Joe Kerr.

There is nothing like the liniment of another love for a broken heart.

When a woman shops it is sometimes to try to forget her poverty.

### The Prince of Art.

Elihu Vedder, the painter, lives in Rome, where he has a beautiful apartment, and in Capri, where his white villa looks down on the sea.

"Elihu Vedder," said a New York illustrator the other day, "is as Bohemian as ever. Fame has not spoiled him. I visited him last year, and his Bohemian ways were delightful."

"You know they tell a story of a visit that he once paid to Alma Tadema, in London, in that glittering house which Mrs. A. T.'s money, made in grateful, comforting cocoa, bought."

"The morning after his arrival, very early, before even the servants were up, Vedder began a thunderous knocking on his host's sandalwood door."

"Alma Tadema turned in his gold bed, threw back the lace coverlet, sat up."

"Who's there? What is it?" he cried, in a startled voice.

"I say, Tadema," shouted Vedder, "where do you keep the scissors that you trim your cuffs with?"

According to a London scientist, prehistoric man took to alcoholic drinks because he was a vegetarian and the vegetable food he stored away for future use fermented and alcohol was thus formed. Thus do we see that vegetarianism has its bad side, and also that prehistoric man missed a good deal through not having the preservative, the meat and pure food laws we have to-day.



### The "Ideal" Girl in Uniform Overalls

All the Improvements  
Write for Samples

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

## Coupon Books

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

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



**Tradesman Company**

Grand Rapids, Mich.

# Life Is a Constant Struggle for Ideals.

Art and science both reveal the secrets of Nature, but they adopt different methods. While science enquires into the various provinces of Nature under the guidance of induction and deduction, art, intuitively grasping the idea of the whole and representing Nature in single examples, gives a clew to the enigma of the world.

Every object of art is a microcosm—a little world in itself—which means it forms an orderly arranged unity. Unity is the first and principal rule of art, which by all variety should never be neglected in any artistic production. The rule of unity teaches us that there are law and order in the microcosm of an artistic representation, and at the same time suggests that the same order can be found in the microcosm. In the creations of his imagination the artist explains the problem of the world. With this in mind the Romans called a poet seer or prophet. The poet is a priest of humanity. And truly of every real artist or poet one must aver, as Goethe makes Wilhelm Meister say about Shakespeare, "It is as tho' he revealed all the secrets of life, and yet one can not say this or that passage contains the solution of the riddle."

Poetry is generally considered as the highest art, if a gradation of the arts is admissible at all. The drama is again considered as the highest kind of poetry, and among dramas the tragedy takes precedence as the profoundest, the most dignified and most philosophic representation of human life. Not every tragical drama is a tragedy. A tragical drama may represent the disastrous consequences of vice or folly only; a tragedy reveals the law of evolution, which leads through toil and sacrifice to the victory of a lofty idea. From the time of Aristotle the tragedy has been considered the highest kind of art.

There is a law of life and of the evolution of life; and we can not understand one phase of life without taking into consideration the law which pervades the whole. The three chief stages of psychical growth are designated by the three views of life: 1, optimism; 2, pessimism; 3, meliorism. The human being in his youth is optimistic. In the place of optimism man enjoys life and accepts it as a boon which has value in itself. But when a man encounters worldly evils a crisis arises in his psychical development; the catastrophe of pessimism destroys the optimistic delusions of early years. It is only with heartrending struggles that man regains the lost balance of his aspirations in establishing a purified, higher view of life which we call meliorism.

Meliorism is taught by the martyrs of truth who suffer at the stake, and the heroes of progress who die on the field of battle; they have lived a life that was well worth living. Life is valuable because it is an occasion to work and to struggle, to advance and to progress.

The phase of meliorism recognizes that the purpose of life lies beyond

the narrow sphere of the ego; the value of life lies in our ideals, which will live after us, which, indeed, are worth living and striving for.

The doctrine of meliorism sheds a new light on tragedy, and explains most clearly the complete sense of the Greek term, meaning the purification of the hero, which Aristotle teaches us to be the purpose of a tragedy. The audience should be led through the same ordeal of purification. The hero no longer lives for himself; he lives for his ideals. His ideals live in him, and his life is subservient to his ideals.

Man's life is a constant struggle for progress, a strife for the ideal, and an advance to loftier heights in the infinite path of great possibilities. This idea is the keynote which vibrates through the highest works of art, and which thrills through the universe as the law of cosmic evolution.

Paul Carus.

## Chemistry of Brains Is Needed.

That there is a tremendous collective opportunity for even an approximately accurate analysis of the brains of men, looking to their competent and rational employment in the world's work is obvious. Why should a misdirected ambition or necessity in the field of chemistry be the means of death to a man who otherwise might have been a farmer living respectably and successfully to three score and ten?

But in this age of exact science in matter we are losing sight of the demoralizing generalities with which the brains of men are misdirected and bandied about in the great problems of success and failure.

Jones fails to-day in something which he has tried years to accomplish. The failure is complete. In the minds of those interested perhaps a near cause—perhaps so near that it may be only an effect—has been accepted. This questionable cause may be so formidable in its accepted aspect as to discourage a hundred men mentally capable of succeeding in the Jones line and send every man of them to failure in some other incapable effort!

The thought is here: Mind and matter are the ruling factors in material development in the world. Matter, through laboratory experiment, has been so magnified, split up and analyzed as to show in the laboratory a fixed and certain effect under fixed laws of association. But what of the great world mass of individual mind?

Yet mind must be the controlling power in this association and development of the material things of life. Success without the control of mind would be an impossible word in the evolution of civilization. Mind is the eternal sponsor for matter in this evolution. Yet in this great laboratory of the world and its accomplishments the whole field of mental chemistry is so utterly overlooked by parent, guardian, friend and friendly acquaintance that, in large, the laboratory subject, because of the merest whim, may become the acid which goes unquestioned into the glycerine.

"What ought my boy to do?" is a parental question of concern, repeat-

ed a billion times a year. Yet how many millions of times a year it is decided upon the merest whim or chance is incomprehensible.

What are you intending to do, young man? And what reasons have you for attempting it? Ask and answer now! John A. Howland.

## Styles in Women's Hats.

The impression one gets of the new hats, by a casual inspection, is that they reflect the prevailing tendency to get nearer to nature. Last year it was enough if the milliners trimmed with formal shrubbery, but now the demand seems to be for real underbrush, until the effect is that of a natural thicket.

There is still lacking, however, that element of rugged height which is after all the final character of sublimity. One comes off with the feeling that our hatscape are after all rather flat. But cliffs, waterfalls, with channels leaping from crag to crag, all these will come in time, possibly by another season. For we advance rapidly in taste, once we are started.

It is a significant circumstance that garden vegetables are no longer worn. This is what might be expected. Garden vegetables are devoid of distinction now that every computer raises them.—Puck.

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## BANK HISTORY.

## Relations of General Government To Banking Business.

The history of the relations of the general Government to the banking business in this country exhibits a series of experiments extending over a period of nearly one hundred and twenty-six years. Shortly after the battle of Lexington in 1775 Congress made preparations to issue continental paper, and some \$2,000,000 of it were put in circulation in the month of June of that year. Other issues followed until they reached an aggregate of \$300,000,000, steadily depreciating all the while, and becoming at last entirely valueless, though laws had been enacted to make them a legal tender. On Dec. 31, 1781, Congress passed "an ordinance to incorporate the subscribers to the Bank of North America." That institution had been organized in accordance with a plan submitted to Congress by Robert Morris, of Pennsylvania: The capital to be \$400,000, in shares of \$400 each; each share to be entitled to a vote for directors; twelve directors to be chosen from those entitled to vote, who should meet quarterly, and at their first meeting should choose a president, and the board thus constituted should be empowered to open new subscriptions for the increase of the capital of the bank, statements to be made to the Superintendent of the Finances of America; bank notes payable on demand to be made by law receivable in the collection of the duties and taxes of every State, and from the respective States by the Treasury of the United States; the Superintendent of Finances to be authorized at all times to examine the affairs of the bank.

The Bank of North America proved a highly useful auxiliary in the financial administration of the Government to the conclusion of the Revolutionary War. It was incorporated by Pennsylvania, April 18, 1782, having commenced business in January, with a capital of \$400,000. In consequence of disturbed relations between the bank and the State of Pennsylvania the charter of the former was repealed in 1785; but the bank continued its operations under the charter granted by the general Government until 1787, when it was re-chartered by the State of Pennsylvania. The establishment of the First Bank of the United States was suggested by Alexander Hamilton in his famous report on the finances in 1790. The charter of this bank provided that its capital should be \$10,000,000, divided into 25,000 shares of \$400 each, and that any person, copartnership, or body politic might subscribe for any number of shares not exceeding 1,000, the subscription of the United States alone excepted. The President of the United States was authorized to cause a subscription to be made to the stock on behalf of the United States within eighteen months from April 1, 1791, for an amount not exceeding \$2,000,000, to be paid out of the moneys which should be borrowed by virtue of either

of two certain acts providing for the payment of the debt of the United States, 'borrowing from the bank an equal sum to be applied to the purposes for which the said moneys shall have been procured, reimbursable in ten years in equal annual installments, or at any time sooner or in any greater proportions that the Government might think fit.' The subscriptions, except those of the United States, were payable one-fourth in gold and silver, and the remaining three-fourths in certain 6 per cent. stocks of the United States. Bills or notes of the bank payable in coin were to be taken in payments to the United States. Finally, it was provided that no other bank should be established by any future law of the United States during the continuance of the bank thus created, for which the faith of the United States was solemnly plighted.

The charter of the First Bank of the United States expired in 1811. It had been established in Philadelphia with branches at various points. In 1808, Mr. Gallatin, then Secretary of the Treasury, proposed the reincorporation of the bank with certain changes in its charter. Nothing, however, was done until a bill to reincorporate was defeated in the Senate by the vote of Vice President Clinton. Thereupon the bank quietly set about winding up its affairs. Within eighteen months the stockholders received 88 per cent. on their stock, and eventually the assets yielded a premium of 8 1-2 per cent. above their par value. The dividends during the twenty years of the bank's existence had averaged from 8 to 10 per cent. per annum.

The Second Bank of the United States was created by an act of Congress which received the signature of President Madison, April 3, 1816. In the war of 1812-15 the State banks, embarrassed by advances made to the Government of the United States, were driven to a suspension of specie payments in the months of August and September, 1814, only the New England banks being able to avoid the necessity of resorting to that expedient. The Government was still in sore need of financial assistance, and the creation of a national bank was again considered by Congress. Mr. Calhoun favored the project, but suggested that the charter should be limited to the District of Columbia to overcome certain objections raised on constitutional grounds by the Chairman of the Committee of Ways and Means. The Treasury Department, however, held that such a bank would be inadequate, and nothing further was done in the matter that year. At the next session, Alexander J. Dallas, lately appointed Secretary of the Treasury, proposed a national bank with a capital of \$50,000,000, in specie and in Government stocks, the Government to subscribe two-thirds of the capital, and to have appointment of the President and two-thirds of the directors, with power also to authorize a suspension of specie payments; the bank to be obliged to lend the Government \$30,000,000, and not to be required to

pay specie during the war or for three years after. Mr. Calhoun came forward then with a counter scheme, proposing to furnish the Government \$45,000,000 by means of a national specie-paying bank wholly under private control, and not obliged to lend the Government anything. This bank was to have a capital of \$5,000,000 and \$45,000,000 in new Treasury notes, which were to be got into circulation by making them convertible into bank stock. Both proposals were rejected after a long struggle in Congress, and a compromise measure was passed, which, however, was vetoed by the President on the ground that it would not meet the demands of the situation. But in the Fourteenth Congress the project of creating a national bank



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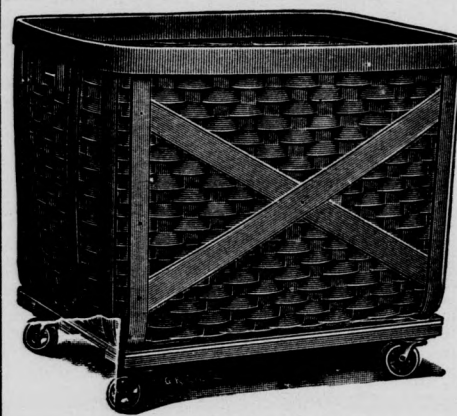
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was revived, and it was at last admitted by all parties that it should be a specie-paying bank. Accordingly a bill to incorporate the Second United States Bank was pushed through both houses of Congress, and, as already stated, was signed by the President, April 3, 1816. This measure provided that the new bank was to have a capital of \$35,000,000, composed of 350,000 shares of \$100 each; \$7,000,000 of the stock was to be subscribed by the United States, and the remaining \$28,000,000 by individuals, companies or corporations. The bank was prohibited from lending on account of the United States more than \$500,000, or to any State more than \$50,000, or to any Prince or Power any sum whatever without an express sanction of law previously obtained. The bank went into operation Jan. 7, 1817, and through its aid and favorable influence the other banks of the country were soon able to resume specie payments. It made no application for a continuance of its charter, or for a new charter until the session of 1831-32. On July 4, 1832, a bill to recharter it was sent to President Jackson, and six days later he returned it with a message stating his objections. On March 3, 1836, the bank ceased to act under the charter received from the United States, but in the same year was rechartered by Pennsylvania, with the capital it had previously held. In 1837 and in 1839 it suspended specie payments. On Jan. 10, 1840, it resumed specie payments, only to suspend finally on Feb. 4. When its affairs were wound up it was found that nothing remained to its stockholders.

General Jackson's attitude toward the national bank during his administration is one of the most familiar facts of American history. He withdrew from that bank the Government's deposits, and distributed them among State and private banks selected by himself. In 1837 most of those banks failed, and the Government's funds were tied up, and a considerable part of them was lost. This disaster led to the adoption of the independent treasury system, in pursuit of which the Government collects its revenues in cash and keeps its money under lock and key in its own vaults until it is ready to disburse it in payment of the appropriations made by its legislative branch. Its collections are necessarily enormous. Its surplus revenue usually amounts to many millions. And if the independent Treasury plan obtained to-day without modification every department of productive industry and trade in the whole country would be paralyzed because of the withdrawal of so much money from circulation. Mr. Cleveland, in a memorable message addressed to Congress in his first term as President, attacked the high protective tariff then in operation on that very ground. Mr. Webster denounced the withdrawal of the Government's receipts from the uses of business as "a return to the financial institutions of Darius, King of Persia." The financial demands of the Government

of the United States are continually growing. They increase faster than the world's supply of gold. The Government, therefore, must become a source of oppression unless its revenues are kept as far as possible subject to the requirements of trade. That necessity is thoroughly understood in Europe. All the great industrial and commercial countries of that continent have national or central banks in which their governments deposit their money, checking it out as they require it, just as private individuals and companies do. This country needs a system of monetary circulation more free from impediment and arrest than the one under which it is at present doing business.

Frank Stowell.

#### Points About Needles.

The point of a needle is a very important part of that useful little instrument, and there are many points about needles calculated to interest the general public. The daily consumption of needles all over the world is something like 3,000,000, while every year the women of the United States break, lose and use some 300,000,000 of those tiny tools. Few people while threading a needle have ever given a thought to the various processes through which the wire must pass before it comes out a needle, yet the manufacture of needles includes some twenty-one different processes, from cutting the wire and threading the double needles by the eyes to separating the two needles on the one length of the wire, heading, hardening in oil, cleaning out the sides of the eye, point-setting and final polishing. For wrapping purple paper is used, since it prevents rusting. There are many sorts of needles, for surgeons', cooks', glove-makers', weavers', sailmakers', broom-makers', milliners' and dress-makers' use. The needle is the evolved product of centuries of invention. In its primitive form it was made of bone, ivory or wood. Point by point its manufacture has improved, until this little but not insignificant instrument is now one of the highly-finished products of twentieth century machinery and skill.

#### On Shares.

A captious traveler in Northern Arkansas stopped by a fence to criticize a sere cornfield which met his disapproval.

"Mighty small corn you have there!" he shouted to the man who was "superintending the growth" from a shady corner.

"Yep," said the Arkansan. "Planted the small kind."

"Looks mighty yellow to me for this time of year."

"Yep. Planted the yellow kind."

"Well," said the traveler, severely, "I can't understand your method of farming. You won't get over half a crop there."

"Nope," said the Arkansan, cheerfully. "You are shore a good guesser, stranger. Half a crop exactly; that's mine. I planted this on shares."

It takes more than a stock of pious phrases on the tongue to keep the heart from starvation.

Mr. Grocer—

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

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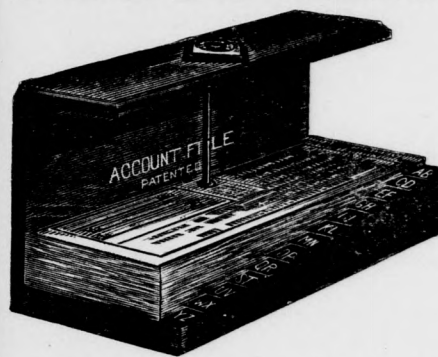
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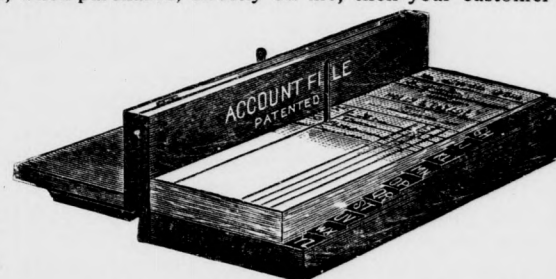
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TRADESMAN COMPANY, Grand Rapids

## PICTURES.

## Analysis of Their Attraction for One and All.

Written for the Tradesman.

A picture is a likeness made by painting with a brush, by drawing with a pen, pencil, crayon, charcoal or other substance, by printing from a photographic plate or engraving on wood, stone or metal. A statue or image is a likeness made by carving wood or stone or by molding clay or other plastic material. These are not called pictures although they may be life-like representations. Artificial fruits or flowers are not called pictures. They are imitations of real things.

Pictures are used to impart knowledge. They may convey an idea of shape and appearance of objects which can not be moved from place to place. Thus people are enabled to gain knowledge of things which can not be fully described by words, and which they may never have an opportunity to see. Pictures may give a correct and permanent representation at different stages of things which are subject to change. Pictures show in an instant the appearance of things which it would take time and words to describe.

Pictures, in connection with written descriptions, enable people to gain a general knowledge of scenes, peoples, animals and things in various parts of the world which they could not otherwise gain except by expensive and extensive travel. Pictures complete descriptions when words are inadequate or when people do not possess definite knowledge of descriptive terms. A botanist could describe a plant or flower to one versed in the science so that the latter could readily select it; but one ignorant of botanical terms must needs have a picture with which to compare the plant sought for.

Pictures are used to amuse, to instruct, to attract attention. Pictures may produce awe, reverence, fear, dread, or they may produce mirth, joy, hope, animation, enthusiasm. Pictures may remove despondency, sadness, indifference or apathy. Pictures may save people from despair. Pictures convey influences. They inspire hope, courage, devotion.

Pictures are silent teachers. They cause people to meditate upon the truths expressed in them. In silent contemplation of some pictured scene one may gain help and inspiration which words could not convey, and also proximity to other persons might prevent that receptive condition of mind necessary to receive benefit.

Pictures are used to refresh the memory as to former or distant scenes. People desire to secure and retain pictures of things which are particularly attractive, especially if the opportunities of seeing the original are limited. If one can not frequently enjoy the society of friends, he desires their portraits that he may look upon them often or in times of loneliness.

In many cases pictures can never fully or completely represent the things pictured. Forms and colors

may be correctly depicted, but the magnitude, the sublimity, the grandeur can not be adequately portrayed.

Again, pictures are exaggerations. Defects and blemishes are not shown. That which in nature may be uninviting or positively ugly may appear in a picture as attractive, as really beautiful.

Pictures may be false representations of life. They may be used to allure, to deceive, to exert evil influences. And yet we can not entertain the thought that a true artist could design to harm his fellowmen. It seems that he who loves the beautiful must also love the good and desire to do good. Those who design the unnatural, distorted, disgusting, so-called comic pictures for the Sunday supplements of some of the great daily newspapers are unworthy the name of artists. They are not to be compared even with those cartoonists whose caricatures have served a useful purpose in political and social life by holding up to public scorn and contempt certain men or classes of people.

And then there is another kind of pictures—word pictures. Who has not heard or read descriptions of scenes or events which were so graphic that it seemed one could almost see that which was being described? The introduction to Hawthorne's "Mosses from an Old Manse" is an example of such a word picture. The details are so minute and so natural that there is formed in the mind a clear, distinct and attractive picture of that old manse and its surroundings.

The greatness of a picture is measured by its effect upon the beholder. A simple print or painting may amuse a child. As that child develops it begins to study pictures and absorb the meaning. It outgrows the simple pictures; it observes more closely and requires those pictures which express more. And, so, it is the artists' endeavor to put meaning and expression into their productions, to give more than the correct outlines, proportions and colors.

One who understands art may be able to recognize the characteristics of a great picture and explain why it has such magnetism and such force. Others may admire and contemplate it with pleasure and profit, and yet not be able to tell why it pleases. One may discern spiritual truths in a picture, while to another it means nothing more than the photograph of a stone, a tree or a building.

The process of printing pictures has been so improved that the cost has been greatly reduced. That which only the wealthy could afford now abounds in the homes of the common people. A room may be adorned with pictures which are given away by business houses to their regular and prospective customers. The pictures produced by the various methods to-day far excel those of former times except the hand painted.

Pictures supply a need which nothing else can. It is not a physical need. It is a soul need. People hunger for music, for companionship, for love, for beauty and other things as truly as they ever hunger for food.

And is it not strange that if this need has always existed pictures should be so abundant and so inexpensive now and so scarce and costly in former times? But is it right to say that pictures were few until recent years? We spoke of word pictures. In some respects these far surpass the print or the painting. They often produce a deeper, more vivid, more lasting impression. Word pictures abound in the literature of former ages. The poetry, the songs, the proverbs, the prophecies, the parables, the fables of ancient writers are replete with word pictures. The oldest, the grandest, the best book or compilation of books is a book of pictures—word pictures—for all ages and conditions of humanity. The child can memorize and repeat, can understand and cherish those simple words: "The Lord is my Shepherd; I shall not want. He maketh me to lie down in green pastures; He leadeth me beside the still waters. He restoreth my soul; He leadeth me in the paths of righteousness for His name's sake."

Words can not describe the effect of this beautiful, comforting, reassuring picture. As we meditate upon it we are reminded of the Good Shepherd who "lays down His life for His sheep," of the search in the wilderness for the one sheep that had gone astray, of the "Lamb of God which taketh away the sins of the world;" and several other beautiful pictures of the sheep or the Shepherd.

Much may be gained by studying these pictures. New light and

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inspiration are received and new interpretations may be discovered. Take the next picture in the same Psalm: "Though I walk through the valley of the shadow of death, I will fear no evil; for Thou art with me; Thy rod and Thy staff they comfort me." Over and over again has it been told us that this is a picture of one who has come to the last scene of life and is trusting in the presence of his Lord in that trying hour; that for the Christian it is but passing through the "valley of the shadow of death." Some one has discovered a different interpretation. Let us give his picture and see if it does not comprehend all and a great deal more than the former.

Behold, a long, narrow, deep valley, shut in by towering mountains on either side, ever shrouded in gloom; along the bottom a path; at its beginning a cradle; away yonder in the distance a gigantic figure, filling the whole width of the valley, casting a shadow the whole length of the pathway. That colossal figure is Death; that valley of the Shadow of Death bounds the pathway of human life. From the cradle to the grave all are walking in that shadow, yet all are not in darkness or gloom. None need be. "Thy word," says the Psalmist, "is a lamp unto my feet and a light unto my path." Some "through fear of death are all their lifetime subject to bondage." "I will fear no evil; for Thou art with me," says the Psalmist. Walking with Christ all through life is far better than the hope that He will be with us in the dying hour.

Is not this a better interpretation? The Psalmist does not say: Though I may walk, or, though I shall walk. It is the present: "Though I walk." He does not say: Thou wilt be with me; but "Thou art with me." Not only the hour of death but all the days of life are dark to those who have not "the Light of life." Christ is the "Light of the world," the "true Light which lighteth every man that cometh into the world," the "Sun of righteousness," the "bright and morning star." For all the gloom and darkness of human life there is abundance of light.

Whenever we hear reference to the "Valley of the Shadow of Death" there need not come into our minds a dark picture, such as Bunyan portrayed, but only a shadow, which serves as a background for the glorious light, life and liberty of the Gospel of the Son of God. We need not anticipate that the dying hour will be darker than any other stage of life. The Christian's pathway grows brighter and brighter unto the end. And the end is at that city which hath "no need of the sun, neither of the moon, to shine in it; for the glory of God did lighten it and the Lamb is the light thereof. And the nations of them which are saved shall walk in the light of it."

We need pictures. Let us go often into the gallery opened to us in the Book of Books and refresh our souls by meditating upon the truths expressed in its pictures, which have never been equaled by human artist.

E. E. Whitney.

#### The Clerk in the Small Town.

Once in a while you read an item in the country weekly to the effect that "Bill Sykes, the efficient clerk at Smith's dry goods store, has gone to the city to accept a position as clerk in a big department store." And the general assumption is that Bill is a remarkably bright and lucky fellow to get away from the small town, and get into a big store where he can "advance."

Going to the big city to advance is rather a doubtful proposition. Most always a clerk will in the end be better off if he stays in the small town, saves money and as soon as he possesses the necessary experience and capital gets into business for himself.

Of course, the clerk who goes to the city as a temporary measure to learn the ways of the city stores and study the city methods of doing business will, if he is able to understand and apply these methods, become possessed of a fund of valuable information which ought to make a better merchant of him in the small town. But the opportunities for clerks in the cities are not so very dazzling after all. Experienced clerks in the cities get from \$15 to \$25 a week, or even more for special experts. But board and room rent are high in the city, and all living expenses will be materially higher than in the small town. There is not as good a chance to save money.

But there never was a time when young men of brains had a better chance to shine in the retail business of the small town than the present. The small town stores need men of ability, of push. Many small town merchants pay well for bright young men who can think out ways to increase trade, and keep the old store from getting into the rut. These young men are the ones who will own the business within a comparatively short time. The young clerk in the small town who finds that he is tied up to an employer who is too conservative and old fashioned to tolerate improvement should exercise his ingenuity by finding a new job more to his taste.

With the right men to push them the small town stores have little to fear from mail order competition. It is the young men, many of whom are now clerking, who will be called upon to steer the business ship within a few years.—*Merchants' Journal*.

#### Missed His Vocation.

Reginald de Koven, the composer, tells of a grocer and a druggist who attended a Wagner concert. As the programme did not please them, they began talking on music in general and on Wagner in particular.

"Another example of the fact that every man wants to do something out of his line," said the druggist.

"That's right," assented the grocer. "Now I'm a grocer, but I've always wanted to be a banker."

"You'd probably fail," added the druggist. "Look at me. I'm a success as a druggist, yet I've always wanted to write a book. This man Wagner tries his hand at music. Just listen to it! And yet we all know he builds good parlor cars!"—*Success*.

#### Mr. Retail Dealer:

Have you ever used a piano for increasing cash business?

Would you be interested in a plan and piano to be given away absolutely free that will increase your cash business anywhere from 20 per cent. to 75 per cent.?

Our plan and this high grade, standard piano unsurpassed for cash-bringing results.



Our way the new way, the only way to increase cash business without expense to merchants.

We have just such a plan and proposition, including piano, for one retail merchant only in a town. Our plan requires no investment or ready cash.

We can serve only one merchant in a town. Send today for particulars and ask for letters from dealers who have tried giving away a piano to their patrons, for cash trade, with very profitable results.

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## THE HONEST FARMER.

## A Fledgling Finds Him Really a Cheat.

Written for the Tradesman.

Percy Garland bought a small country place and resolved to be "an honest farmer." He had lived the early years of his life in town, was a grocer's clerk at one time, advancing from this to the fancy goods room of a department store.

Annie, his wife, was a demure little waif he had picked up soon after he began saving money for future use. She proved a very desirable helpmate and was always on the lookout for her husband's interests.

The couple prospered in money matters. They had no children, which was a source of some regret on the part of the young couple.

"The city is a tiresome place at best," said Annie. "I long to see the green fields and breathe the fresh country air."

It was his wife's longing for the country that decided Percy to buy a farm and strike for fame and fortune among the tillers of Mother Earth.

His little hoard in bank was sufficient to make a good round payment on a small place a few miles out, and soon our fancy goods clerk came to be a full fledged farmer.

An honest farmer he was, too. His long years of city toil had not made a grafter or petty liar of Percy Garland. He had often noted the small steals that went on around him, the many white lies that fellow clerks told their customers and tried to avoid such things himself.

It was to escape the disagreeable things of this sort that more than half decided him to drop out of trade and take up farming. Near to Nature one could not help being honest. The farmer was proverbially truthful.

Percy felt that it would be a relief to flock with honest folk. He had been a whited sepulcher altogether too long. And his sweet Annie agreed with him. She remembered an uncle who belonged to the "honest tiller" sort. To be sure he had been known to sometimes put the biggest apples on top of the basket, turn the frosted side of a squash down when the grocer examined his load, but such little mistakes—called them mistakes—were always rectified when found out, and old Mr. Rosewater, with his sweetest smile assured the purchaser that he would "tend to that blamed hired man the very minute he got home."

Annie felt that it would be good to earn a small fortune by following in the footsteps of that revered old relative who long since joined "the choir invisible."

The small fruit business appealed to Percy, likewise to Annie. Into this they went with their whole souls. They met with a modicum of success. Prices were low, however, and the young farmer had to meet with rebuffs such as he had never dreamed of when he was a counter jumper.

He had often envied the farmer his easy road to riches. It was an ideal

way of winning a competence, this tickling the soil into fruitfulness. There was no idle bickering over prices such as the merchant encountered. The market price was known of all men, so far as food products were concerned. All a farmer had to do was to draw his stuff to town, take his cash and return to repeat the operation day after day until his crop was disposed of. Then there were the long winter evenings with nothing to do but sit by the fire and read the latest fiction or study such works as would improve the mind.

Surely the life of the farmer was an ideal one!

"Them berries are nice on top," said a prospective customer, bending over a crate of luscious looking strawberries of Percy's own picking.

"And nice on the bottom, too," said Percy, smiling.

"Yes, of course. They all say that!" The speaker turned away. Percy asked him to buy.

"What you asking?"

"Six cents—"

"Whew! I'll give you three. Why, man, I can buy a carload down to Grant Station for two cents."

"But these are fancy berries," began Percy. The other snapped him up with a sneering laugh, saying:

"Of course they are. So are all of them. My friend, when you catch a farmer fetching anything but first-class stuff to market let me know. Catch a weasel asleep a blamed sight sooner," and with that he walked away.

This was only one of the new farmer's many experiences. That the word of an honest farmer should be doubted puzzled and worried him. He found that he had all sorts of people to deal with. Even the merchants were given to bickering and belittling his products. This was a new phase that gave Percy many unpleasant feelings.

Percy Garland had high ideals. He had been taught honesty from the cradle up and it was hard for him to depart from it. Men in business had often said in his hearing that to be strictly honest was an impossible virtue. Percy did not accept the dictum.

There was the farmer. How many times had he heard him spoken of as the "horny handed son of toil," the "honest hayseed," and the like. The life of the agriculturist was homely but filled with Nature's good things. No man could live close to Nature's heart and not be a man.

This was how Percy tried to live. His Annie helped him and they thought they were succeeding. Unfortunately there was no woodlot on Percy's small farm. He bought wood of a nearby farmer, a grizzled old fellow whom Percy had heard talk in meeting, extolling his many virtues and asking the heavenly Good Shepherd to forgive and bless him.

"Such a good man is Abijah Jones," said Annie. "He brought the wood to-day, Percy, and I told him he needn't pile it. You could do that just as well this evening."

"Yes, of course," said Percy. "How much did you pay him for?"

"Two cords. And, only think, he

said it might overrun a little; he put in several slabs to make good measure. Isn't he dreadfully kind?"

"Very kind," admitted Percy.

When the new farmer came in from piling his wood he sat his lantern on the box behind the kitchen stove and sighed. He scowled at the cat and toed the dog rather severely.

"Why, Percy!" exclaimed Annie, "you seem out of sorts. What has gone wrong now?"

"It's those extra slabs of wood dear old Deacon Jones threw in to make full measure, Annie. D'ye know, that pile of wood is just a quarter short. Now, that's what I call a skin game—"

"Oh, do hush, Percy," broke in the wife. "I am sure it's all a mistake. I know Mr. Jones will rectify it when you mention it to him. Of course—"

"Mention nothing," snorted Percy. "D'ye think I'm going to kick over a measly quarter cord of wood? Not much. Let him keep his steal. When a man can be bought that cheap I am willing to let him go his way. He's too blamed small for anything."

As Annie demurred at this and insisted that the farmer deacon had certainly made a mistake in the wood, her husband consented to give the old fellow another chance. He did not mention the shortage to Mr. Jones but engaged another load of wood later on.

"All I ask of him is to pile his wood and do his own measuring this time," said Percy.

## W. J. NELSON

## Expert Auctioneer

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

## Pure Buckwheat Flour

Car lots or less. Write for prices and sample.

Traverse City Milling Co.  
Traverse City, Mich.

## Buckwheat Millers

We pay highest market price for grain, carlots or less. Order our old-fashioned stone ground buckwheat flour. It has the flavor of buckwheat.

Send us your orders for Red Jacket Best Spring Patent, Wizard Winter Flour, Graham, Rye Flour, also horse and cow feeds of all kinds.

Grand Rapids Grain & Milling Co.  
L. Fred Peabody, Mgr.  
Grand Rapids, Michigan

## Flint's Star Blends



THE J. G. FLINT CO.  
110-112 W. Water St.  
6-8-10-12 Clybourne St.  
MILWAUKEE, WISCONSIN



have long stood out above all others on the market as the superior brands of

## COFFEES

We have our own peculiar way of roasting our coffees so that every single bean is thoroughly browned without the loss of one bit of the delicious flavor.

The classification of Flint's coffees is so perfect that in each grade the coffee is always the same—thus preserving the standard we so justly claim.

Your customers will know this—they will tell their friends that Flint's coffees are the best.

Write to us for samples, prices and other information.

"You will find him all right, I am sure you will," insisted Annie.

When Percy came from the field one night he found a well rounded pile of wood in the back yard. Annie greeted him with a smile of conscious triumph.

"The wood is there, all piled up nicely. Mr. Jones measured it himself, and I looked it over afterward; it's all right this time, which shows that the other lot was a mistake. I am sure the dear man would be mortified if he knew."

"Perhaps he would," half agreed Percy, who was loath to believe a neighbor could be dishonest, and that neighbor a farmer and church deacon to boot.

Immediately after supper Percy went forth and scanned his woodpile. He came in later, a grim smile on his countenance.

"I suppose the old codger put in a few extra slabs again?" half questioned the young farmer, facing his wife.

"Yes, he said that it was always his custom; he is anxious to be a little more than fair. You have wronged a good man, Percy!"

"Good man, indeed!" snorted he. "Why, blame his old skin, he has left more than a dozen catholes in that pile of wood; shake it down into shape and the pile would lose more than half a cord. I've done with Deacon Jones forever, the canting old hypocrite!"

Not until gentle Annie examined the pile of wood herself did she give in and admit that the deacon was a disappointment to her.

Other farmers brought wood; none were quite the equal of the deacon, yet not one quite filled the measure of an honest man.

Annie wanted some peaches for canning. Ben Edgewood was the only man who had them. It was an off season. Percy engaged two bushels. When the time came a boy delivered two baskets of fine large peaches at the door.

"You needn't emp' them baskets; jes' keep 'em until you use the peaches," said the boy, driving away.

"Did you ever see such nice fruit?" said Annie to her spouse when he came in from the barn.

"All right on top," and Percy laughed at the memory of his own experience with small fruit. "Well, they ought to be pretty good at two dollars the bushel!"

"Mercy, yes. Did you pay that?"

"Exactly that, Annie."

"Another honest farmer gone wrong!" groaned Percy when, an hour later, his wife called him in to see the middle layers of peaches. A knurlier, more spotted, half ripe, wormy lot of fruit never was. This was the straw that broke the camel in twain.

Ben Edgewood, although not a church member, was a regular attendant, was justice of the peace and a forehanded farmer of the town.

"I have had quite enough of honest farming and farmers," declared Percy Garland. "I'm going back to town where I can shut my eyes and not see all the iniquities going on in the world."

True to his word, the next year found the Garlands back in the city. Percy at his old desk again.

J. M. Merrill.

### Evolution of the Up-To-Date Grocery Boy.

Written for the Tradesman.

Of all the persons on earth who have ever been brought to the light of public attention the despised grocery boy—the fellow who formerly trundled about at early morn listening to complaints regarding alleged poor eggs, overripe berries and other sundries which did not suit the housewife—has been lowest in the list. Yet now, it appears, the grocery boy who not so many years ago wheeled small orders from consumers, fed the horse for his employer, put up sugar, coffee, tea, etc., ran errands, delivered the goods, took orders over the phone and managed to eat and sleep when he was doing nothing else, will have his innings in the great game of life.

The grocery boy of the present differs as much from him of the past as white differs from black. In the old days he wore most anything, ate most anything and drew most anything at the end of the week. A few years ago he was content to work for \$3 to \$5 per week, board and clothe himself and save something out of that. Does he do it now?

The grocery boy of the present would put the Duke of Skiddoo to the blush for clothes and would make the most distinguished campaign orator resemble the proverbial thirty cents for cheek and strength of argument. His clothes are not "most anything." From the crown of his head to the soles of his feet he is the symbol of fashion.

With a hat inside of a red, white and blue ribbon, a necktie which resembles a wad of red sealing wax plastered in specks over the inside of an eggshell, he promenades gaily down the boulevard. Of course the brief description can give no idea of the gorgeousness of his outfit. His new up-to-date polka dot socks, his canny plaid coat, vest and trousers, his needle pointed patent leathers and various other articles which go to make up the outfit of a young gentleman of fashion, could scarcely be creditably described in cold plain type. But they are all there.

Instead of \$3 or \$4 in his weekly pay envelope the grocery boy of the present draws usually \$7 or \$8, and many times more. He doesn't have to board and clothe himself out of this, either. The "old man" does that. All Willie, or Charlie or Felix is compelled to do is to keep himself busy in the daytime to relieve his male parent of undue anxiety concerning him. The \$7 or \$8 goes for cigars, perhaps cigarette's, boxes of candy, theater tickets and other sundries so dear to the heart of budding manhood.

Usually, there is a girl who shares the weekly stipend, although not in the sense of receiving a portion of the cash. She gets her share in chocolate creams and theater tickets. Maybe the two are saving it to get married. But anyhow it goes.

Another thing, too. The grocery boy of the present fails to receive all the pleasure accorded the grocery boy of the past. With the enlightening age he gets more of his share of the pleasures of life. Formerly he roused from his slumbers about 5 a. m. and went down to the barn where he fed the horse. Then he ate his breakfast and reached the store in time to set out the vegetables and other products which usually decorate the front walk of a grocery. He went out and took orders, arriving at the store in time to put them up. Then he delivered them. Through the day there was more order taking and the day ended when the doors were locked about 9 p. m. On Saturday nights he was forced to work until late. Does the grocery boy of the present do this? Not yet.

Of course, he is compelled to rise early but he probably does not have to feed the horse. Many employers are "wise" enough not to take chances with the animals with the youth of the present day. Maybe he gets orders and maybe he does not. He gets a half holiday Thursdays in summer and gets away early in the evening. He may be compelled to work rather late Saturday night, but what's the difference. Grocers are forming the habit of closing early and the grocery boy of the present gets the benefit. Compared to a few years ago he has a copper riveted, doubled barreled, in-compliance-with-the-pure-food-law cinch.

Charles R. Angell.



Get our prices and try our work when you need

### Rubber and Steel Stamps Seals, Etc.

Send for Catalogue and see what we offer.

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

CROWN PIANOS are made in a factory that has the finest and most complete privately compiled piano-building library in the country. Piano dealers know what this means. Piano players realize what it means when they play on a Crown Piano.

Geo. P. Bent, Manufacturer  
Chicago

JUDSON GRO. CO., Grand Rapids, gets it from  
DWINELL-WRIGHT CO. Boston—Chicago



# Give Your Customers White House Coffee

YOU get it from Judson Gro. Co., Grand Rapids  
Wholesale Distributors

## WINTER WATCHWORDS.

## Some Main Elements Necessary To Success.

The opening of the winter campaign, like the beginning of spring, is a good time to consider the chances of trade warfare and to emphasize some of the main elements necessary to success. Even veterans sometimes find it profitable to weigh and question the efficiency of their own methods. The ineffective can be discarded for the effective, the effective can be intensified and applied with greater vigor. The old campaigner does not even trust too implicitly to the best of teachers—experience. Why? Simply because he has the acuteness to notice that sometimes the inexperienced win where the experienced fail. The reason, of course, lies in the fact that long experience may, in some cases, engender a false confidence, causing one to overlook some vital detail of the enterprise embarked upon.

Nearly every new business transaction differs in some way from every other. An experienced man may fail by thinking he knows all the risks of a fresh venture through having accomplished somewhat similar attempts before. The advantage of his acquired knowledge is nullified by some new point of difference respecting which he is too proud, perhaps, to ask advice. Being considered an authority on the subject, it might seem slightly derogatory to seek counsel from others. In such cases he is sometimes beaten by the novice diligent enough to get and act upon all the necessary facts and advice.

Readers have often been advised to push their best goods. The advice is still good, and well worth following. No man can be long in business without acquiring a reputation of some kind, whether he wants to or not. While he is about it, it is not much more difficult for him to get a name for reliability than for the reverse. This, however, depends almost entirely on the class of goods sold. The craze for low-priced stuff has almost quite passed away in most districts. Every possible advantage should be taken of this fortunate and sensible tendency.

There are little profit and less credit for the tradesman who sells rubbish. Customers remember the wear of an article better than its price. Considering the keenness of present-day buyers, it is wonderful how amenable to suggestion shoppers are when the superiority of better goods than they intended buying is pointed out. Yet, while constantly striving to maintain an upward tendency in the quality of one's trade and goods, proprietors of progressive concerns will do well to strive warily. A low or medium-class of trade can not be changed to a high-class one in a season. Neither can you sell a \$15 suit for cash to the man who has only \$7.

In some shops when serving customers it is the rule to assume that the best is required, and to show the best until the customer insists on being shown lower qualities. In other shops almost the reverse process is pursued, with the exception, of

course, that no self-respecting, sane clothier shows \$20 suits to measure unless desired. Some judgment is necessary to avoid giving the customer an impression that your trade is not quite so lofty as he thought. On the other hand, he must not be frightened by the steepness of your prices. At the same time the customer should be induced to a considerable extent to take his cue from the salesman as well as from the window and the shop.

Modest but manly self-assertion will often help the patron up to your point of view and price. The too humble man needs a low rent. Haughtiness won't pay, but neither will servility. When you put your neck under a man's heel he is tempted to press. He wants to see how soft you really are. Customers that are held by deference alone are not the people you get your living from. To maintain your authority on points respecting your goods is imperative. It is better to recommend good stuff than to extenuate poor stuff.

Of course, there is danger in over-persuasion, even when used for the noble purpose of selling better goods. Too much coaxing is a form of compulsion. Repeated overdoses of wheedling lose more trade than they get. Even customers unable to resist this kind of coercion can, and do, resent it. Salesmen must make allowance for possible private reasons patrons may have for not buying, or for not paying a good price—reasons they prefer to keep to themselves. By forcing sales or particular prices more strong enemies than customers may be made. The bird in hand, which is worth two in the bush, depends on the bird—and on the hand.

The salesman must not pit his skill against the customer's ignorance or susceptibility. He must rather think with and for his client, even while maintaining his own case. Sometimes the more easily a sale is forced the more keenly the forcing process is remembered and resented by its victim. Even if a customer accepts your coercive enticements in a smiling or indifferent manner, it is no guarantee that he does not inwardly chafe at and condemn them. To trust past experience less completely and less thoughtlessly; to push gently; to sell the best goods possible without alienating present customers; to cultivate quickness of perception and discrimination in salesmanship will be good preparation, helping to the success of the coming season—and of all to follow.—Haberdasher.

## Hints on Advertising.

If you are afraid to let people know that you are in business, and where it is, don't advertise.

Don't expect a big harvest from a small sowing. What you have sowed makes the measure of what you shall reap.

Don't try too hard to sell something you want to get rid of, but try very hard not to sell a customer what he does not like.

Pick your mediums carefully and let your advertising talk come

straight from the heart. Have something new to say; it pays.

A good many people expect to get something for nothing, but they are nowhere near as numerous as those who get nothing for something.

A German proverb says: "You can't turn the mill with the water that's passed by." Nor can you run a business on last year's advertising.

Never sell a customer something he doesn't want. This feat can be accomplished, but it will hurt your pa-

tron and, in the end, hurt you a good deal more.—Printers' Ink.

## Tainted Money.

The big touring car had just whizzed by with a roar like a gigantic rocket and Pat and Mike turned to watch it disappear in a cloud of dust.

"Thim chug wagons must cost a heap av cash," said Mike. "The rich is fairly burnin' money."

"An' be the smell av it," sniffed Pat, "it must be thot tainted money we do be hearin' so much about."

President, Geo. J. Heinzelman

Secretary and Treasurer, Frank VanDeven

Vice-President, Ulysses S. Silbar

## 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



## Fire Arms and Ammunition

### Big Game Rifles

Automatic Guns

Double Shotguns, Single Shotguns

Hunters' Clothing, Carryall Bags, Ponchos

Base Ball Goods

FOSTER, STEVENS &amp; CO.

Grand Rapids, Mich.

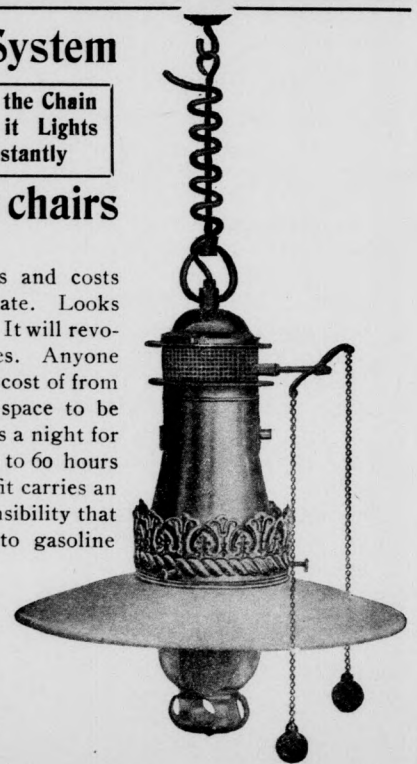
## A Gasoline Lighting System That Requires No Generating No climbing ladders or chairs

Pull the Chain  
and it Lights  
Instantly

Is as convenient as electricity or gas and costs less than one-twentieth as much to operate. Looks like the latest Nernst electric arc lights. It will revolutionize the lighting of stores and homes. Anyone can install and own a lighting plant at a cost of from \$20.00 up, according to the size of the space to be lighted. **500 Candle Power**, two hours a night for **a Nickel a Week**. Will actually run 40 to 60 hours on **one gallon of gasoline**. Every outfit carries an eleven year guarantee backed by a responsibility that is unquestionable. The only objection to gasoline lighting, viz.:—having to generate the lights before using, entirely overcome. Send for our 48 page catalogue showing many beautiful designs.

Gloria Light Company

5-7 N. CURTIS ST., CHICAGO



### Seasonable Hints for Thanksgiving Advertising.

There is a difficulty experienced in every store during times of rush to get the customers properly waited upon. A lack of help may have very much to do with such a difficulty and enough help to care for the wants and demands of a crowd can not always be kept employed at other times. But one way can be found out of such difficulties—do the best possible with every customer. The great majority of clerks do not do the best possible. They wait upon one customer at a time and pay little or no attention to other people standing at the counters until the customers in hand are disposed of.

A customer who waits at a counter ten minutes in order to get an opportunity to ask a clerk about goods which she finally finds is kept in some other part of the store or is not on hand at all is more than displeased—and there is no good reason for it to be so. Clerks should be able to attend to the wants of two or more customers at a time, excepting in rare cases, and clerks who do not understand how to do it can be taught easily. If they are not susceptible to such teaching they will not make good store employees. The fault is as much the management of the store as of the employees.

A sale of Thanksgiving linens, china and associated goods is an accepted thing for middle November in stores of all sizes and grades. The main difficulty is to get enough people to attend to satisfy the hopes of the store. If you can get your advertising well read it will go a long way toward bringing people to see what you have to sell. The newspaper advertisement and the special circular are good if the public can be induced to read through them. Try this year a plan of advertising your advertisement.

At a small cost you can have made two plates that will print the outline of a turkey on white, light weight cardboard in black and red. Have this turkey about three inches high, and across the middle of it print in plain type, "Thompson's Turkey," or whatever may be the name of your store. On the reverse say that, beginning on such a date, you will start a special sale of merchandise relating particularly to the Thanksgiving festival, and that the announcement of goods and prices will appear in the daily papers of such an evening and such a morning, or in a special circular, or whatever may be your most approved method of advertising such sales.

Distribute these turkeys freely all over town, and the districts from which you can draw the morning of the day when the advertisement will appear. Let the children have them and carry them home, throw them into offices and wherever there may be anyone who will read them. A die that will cut the cardboard into genuine turkey shape will add very much to the attractiveness of the turkey. The scheme will work as well in a town of 500 as a city of 50,000.

Make an arrangement with the publishers of the daily paper in your

town to give you two or three bulletins every day of the most important happenings of which they receive telegraphic news. Fasten to the front of your show windows at the main entrance to your store a small metal frame into which you can slide these bulletins, written in a brief sentence for each, either in plain handwriting or in typewriter. Let it be known in your advertising that such bulletins are at your store entrance. The cost can be made slight by an agreement with the publisher to head the bulletins with the name of his paper. Some one will be looking at them all the time and can not help but note what is displayed in your windows.

Business in the fancy goods department of all stores should be booming now, and especially so in the large stores where much attention is paid to embroidery and needlework materials of all kinds. A large department can force ahead its business by advertising free instructions by a competent teacher in the work for which it has materials for sale. This can be carried to the extent of showing peculiar stitches, new ideas of combination and the marking of the numbers of embroidery shades on pieces for uncertain customers who fear they will get things placed wrong in the making of their Christmas gifts. Only very large departments can afford the expense of such teaching and instruction all the year, but a great number of stores can well afford the expense for a couple of months preceding Christmas.

Help along the sales of men's goods by getting the men to talk about the stock and about the store. If you are doing business in a town where there are many men employed in offices, you will find a blotter a very acceptable article to distribute to them, especially if got up in good shape and different from the common kind that are liberally covered with black lettering called an advertisement.

From the new stock of shirts select a cuff in a neat design, perhaps a figured percale would be best, have a plate made that copies the figure, have blotting paper cut the size and shape of a 10½ cuff, and print this design in black and red and blue, equal quantities. Print also in small type a suitable announcement concerning the furnishing goods stock. Distribute these cuffs in pairs, being sure that where two or more men are working in the same office a variety of colors is distributed. Then men will notice the shape of the blotter and the difference in colors and talk about them, almost assuring that they will come to look at your shirts if they need any.

This is quite an old idea in some communities, but it may be new in yours.

If your store is not large enough to warrant a bureau of information you can at least have printed cards giving the schedule of cars that pass the store or near it, and telling what parts of town can be reached by those cars, either directly or by transfer. Have these ready to be handed to enquiring customers everywhere in the store. It will save the usual "I don't know" when a clerk is asked a ques-

tion about cars, and will be a big lot of satisfaction to the customers.

Make a special display in the window of all sorts of goods desirable for infants' wear. Show the ready-made wear and the flannels, cambrics, nainsooks, laces, embroideries, bird's-eyes and other materials needed for infants. Give a portion of counter space to another display of these goods and call attention in the advertising to the full line of goods.

It will have a direct effect on trade in the goods and will have an indirect effect by drawing the attention of women to them. A central figure of a dressed doll and small tickets on each article telling the name and price will make a great difference in the attractiveness by giving information without the asking.

No man can escape the collection by calculating how much the other man is putting in.

It's an empty life that thinks only of the full pay envelope.

## Something Warm

Our line of

### Robes, Blankets and Fur Coats

Write for our price list or call and inspect them before placing order. Our prices are always reasonable.

**Sherwood Hall Co., Ltd.**  
Grand Rapids, Mich.



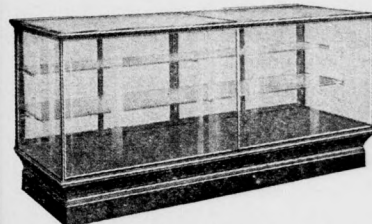
A Good Investment

### PEANUT ROASTERS and CORN POPPERS.

Great Variety, \$8.50 to \$350.00

EASY TERMS. Catalog Free.

KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.



Our Crackerjack No. 25

Write for our catalog A.

Non-binding doors and drawers, non-warping pilasters and frames. Great improvements for our wall cases and show cases.

We guarantee that it is impossible for a door or drawer to bind under any climatic condition.

Do you realize what this means in the wearing qualities of fixtures? 1,000 cases in stock, all sizes and styles.

**GRAND RAPIDS SHOW CASE CO.**  
GRAND RAPIDS, MICH.

The Largest Show Case Plant in the World

# Obey the Law

By laying in a supply of gummed labels for your sales of

## Gasoline, Naphtha or Benzine

in conformity with Act No. 178, Public Acts of 1907, which went into effect Nov.

1. We are prepared to supply these labels on the following basis:

1,000—75 cents

5,000—50 cents per 1,000

10,000—40 cents per 1,000

20,000—35 cents per 1,000

## Tradesman Company

Grand Rapids

## WORK FOR A RAINY DAY.

## How Restless Clerks Found Profitable Employment.

Written for the Tradesman.

It was a bad day for business at the Raymondville general store. There were frequent showers and a strong wind. Clouds hung so low over the town that they seemed to be propped up by the church spires and the roofs of the tall buildings. It was cold, too, and few ventured out in the chill streets.

The long aisles of the store were void of customers, and the proprietor lounged at his desk with a face as long as the snout of a \$5,000 automobile. He grumbled at the wind, the rain, the November chill and the mud in the country roads. Eastern jobbers and banks take no account of rainy days. If you have bills coming due in two weeks' time, drizzly days count with the bright ones.

"I reckon we're in for a week of this," Farrell said, gloomily, "with the store packed with goods and the cash box empty. I think I'd like to go out into the open country somewhere and set up as a hen fancier. Hens don't stop laying on rainy days."

The clerks shrugged their shoulders and shuffled stock nervously. Farrell walked to a rear window and stood looking out over the town and the country beyond, hands in pockets. The ground fell away at the back of the row of structures facing Main street, and he could see over the roofs of the houses to the south.

"Under those roofs," he said, sweeping his eyes over the rain-drenched landscape, "and out there in the muddy country there're thousands of dollars stuffed away in old leather pocketbooks and baking powder tins hidden away in flour barrels. I wish I could bring some of it into this store! It will have to be spent this fall, but the chances are that it will come in too late to do me much good. Confound the luck!"

Hillery, the new clerk, fresh from a city business college, heard the remark and turned thoughtful.

"Why don't you try asking them to bring it in?" he said. "Why don't you make it to the interest of these money-holders to dump it in now?"

"Much good that would do," grumbled Farrell. "You couldn't bring customers out in this rain if you offered ten dollar gold pieces for eight dollars."

"Suppose you try?" suggested Hillery. "It won't cost much to send out the invitations, anyway. That is the only way to find out."

Farrell was not a liberal advertiser. He looked upon advertising as an expense rather than as an investment. When money was plenty and trade was good he was an easy mark for advertising fakers, but when business was bad he wouldn't give up a cent for publicity. Just now, however, he was ready to grab at almost any straw that seemed likely to keep his head above the commercial deluge.

"Have you an idea?" he asked, in reply to Hillery's question. "If you've got anything worth while, go ahead with it. We may as well keep busy."

Hillery nodded and went back to

his counter, where he busied himself over a sheet of wrapping paper. Presently he brought the result of his labors to the merchant.

"Read it," said Farrell, shortly, and the clerk threw back his shoulders and began:

"Are you a fish? No, of course not. Neither are you a lobster! Therefore, water is not your natural element, and you can't keep wet and retain your health.

"Keep dry! The doctor will charge you three dollars a visit out there in the country, and he will leave your house smelling like a back room in a cheap drug store.

"For the price of one visit of the doctor you can supply your entire family with our waterproof rubbers. For the price of three visits you can buy a waterproof coat or cloak that will keep you as dry as a prohibition township.

"Do you feel that cough coming on? Are you willing to sit up nights with it? Then knock it in the head with a suit of our warm, fleece-lined underclothing. It will make you feel as snug as a cat in a feather bed.

"Don't fool with the weather man! Come to our store and let us show you how you can keep warm and dry for little money. Don't wait until you get sick.

"Notice our Rainy Day Reductions."

"Here follows a cut-rate price list," added Hillery. "You can sell the goods at these prices and make money. Look them over."

The reduction was not great, but the figures looked attractive. Farrell would have sold for much less for ready cash. He looked at Hillery approvingly.

"Do you think this will bring 'em in through the mud?" he asked, with a smile. "If you do, you may get out some circulars."

"Pardon me," replied Hillery, "but my notion does not include circulars."

"Well?"

"My idea," said Hillery, courageously, "is to include in this price list goods in every department of the store, from plow-points to shirt waists. Make up a catalogue of two or three pages. I'll go to the printer and get a good job of printing, with an envelope showing a messenger boy running his legs off to get somewhere! That will take, I imagine. Then I'll mail the letters in sealed envelopes."

"That will cost two cents each," said Farrell. "Just as well leave the envelopes unsealed and send 'em for a cent. Where are you going to send 'em?"

"I'm going to the postoffice," replied Hillery, "and get a list of all the people receiving mail on every rural route out of the town. That's where I'll send 'em. I can get the list all right. I'll show these mail order fellows that there are others."

"It will cost a lot of money just for one letter," objected Farrell. "Can't you get up something cheaper?"

"This is the opening wedge," replied Hillery. "These letters go out to-morrow morning, say. Well, the next day the farmer gets something like this, also in a sealed envelope:

"We neglected to ask you, in our letter of yesterday, to bring your price list when you come in answer to our invitation. This will show you that we mean business. Come, rain or shine, and you will save the price of a new hat."

Farrell grunted. He was wondering if there really was anything in the plan.

"And the next day, and the next, and still the next, the farmer gets a follow-up letter, each time with a new hurry-up picture on the envelope. The follow-up system is making millionaires, and you may as well get into the game.

"The reason why these mail order houses are taking so much money out of the country is because you merchants sit still and let them. Now, here's another point:

"Where the people are responsible, I'd place a slip in the first letter something like this:

"Your Credit Is Good. Make your selections from the list and send them in by mail if you can't get into town yourself. We'll pack the goods neatly and send them to you by mail if the package is not too heavy. Pay when you come to town."

"I don't want too much of that," said Farrell.

"Bless you!" said Hillery, "they won't ask for credit. They will feel so proud at receiving such a letter that they'll come right in, with mud up to the hubs, to shake hands with you. And you've got to rubber around and find out who they are when they come, and call 'em by their first name!"

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

## Alabastine

The Sanitary Wall Coating

secure simply wonderful results in a wonderfully simple manner. Write "us or" ask local dealer

Alabastine Co  
Grand Rapids, Mich.  
New York City




## 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.

Everything Is Up  
Excepting

## Mother's Oats

Same good quality

Same old price, but an additional profit for the grocer

## Why?

Because of our Profit Sharing Plan  
which applies to

# MOTHER'S

Oats Twos

Oats, Family Size

Cornmeal

Encourage economy by pushing these brands  
and make MORE PROFIT

The Great Western Cereal Co.  
Chicago

"Go ahead," said Farrell. "I may as well be broke as to be the way I am!"

And Hillery got the clerks busy in their several departments. The store was no longer dull. He had them dragging out goods and making prices, and folding letters, and getting the follow-up letters ready, until all were cheerful and optimistic. Even Farrell took a hand in the game and wrote a follow-up letter which was a peach. The R. F. D. men had something to do for the next week, and they said things about Farrell which would have made his eyes brighter if he could have heard what they told the farmers about his enterprise.

"He's going after these mail order people," one of them said, "and I'm glad of it. The mail order folks won't build no school houses for you."

But, then, it is claimed that Hillery saw the carriers privately, and that they smoked good cigars all the week! Which may be against the rules, but I'm not telling where this plot is laid, so Uncle Sam won't call the boys on the carpet.

About the third day, which was also dark and cold and rainy, the farmers began to come in. They couldn't work, they explained, and they might just as well come to town! The other merchants wondered why most of them went to Farrell's, but they found out only after purchases had been made.

Hillery saw them coming, and he had a can of hot coffee as big as a cider barrel ready for them, and cigars which actually smoked!

"When you go to the city to buy goods," he argued to Farrell, "the wholesale men have a chap to show you the vaudeville shows and tank you up with blue blazers. Why not get into the game with the city chaps? You needn't think you're a back number because you do business in a country town."

Farrell says it was the cut prices that did the business, but Hillery insists that it was follow-up letters. He believes that it keeps a farmer guessing when he gets a friendly letter every day from a city merchant.

"The way to get customers is to invite 'em in," he says, "and the way to beat the mail order men is to meet them on their own ground."

Anyway, Farrell paid his bills when they fell due. Alfred B. Tozer.

#### Every Scrap Now Utilized in the Modern Store.

Once it was said of the New England housewife that whenever she "found something that was of no use she put it in the attic." That the largest dry goods house in Chicago, and one of the largest in the world, should consider the same line of small economies is a novelty, at least.

Does the average customer at this store realize that in dropping a sales ticket on the floor he isn't throwing it away? That the great house sees to it that this sheet of paper is swept up, dumped through a great chute to the third basement, forty-three feet below the street level, and there in a hydraulic press baled out for the junk market?

Does the average customer know

that in the "attic" floor of this great house are stored hundreds of square feet of scrap glass, cut from the broken panes that are inevitable in the great building, and sorted and sized and stacked and listed in a way that it may be found for emergency use?

Does he know that the material used in the wooden packing cases that come into the building by thousands is sorted, patched up, reworked where necessary and put into service again as receptacles for goods that afterward are shipped out of the house?

Does he know that scraps of wrapping twine are sorted from the miscellaneous sweepings of thirty-five acres of floor space and in the deep basement also pressed into merchantable bales for the manufactory which shreds these fibers anew and converts them to merchantable uses again?

Out of the philosophy of efficiency, as determined by a great organization, these small savings from the heaps of waste that otherwise might clog the hamper have been turned into small assets of the business—put on the profit side rather than on the loss side of general business. There is a nice point in discrimination and judgment involved in the wastes of a great merchandise establishment. Long ago the model office boy of the old school lost his exemplary job through his untying all twine, rolling it up and saving it for future use. Time and expeditiousness could not afford it. "Get the wrapper off" now is the order, and the office boy does it with knife and fingers as rapidly as possible.

"Can the big mercantile establishment afford to try to save these small wastages in paper, twine, wood and glass?" was the question.

In deciding the question it had to be looked into whether there were quicker means for its disposition than in the basement bale and the attic rack. Paper could not be burned in the furnaces, if could not be hauled away satisfactorily without baling. Four square feet of glass from a twelve foot window manifestly could not be thrown away without waste. A packing box that suffered from only a few loosened nails manifestly was a good box still.

Thus in the plans of one of the greatest buildings of its kind in the world attic space has been reserved for the stacking of glass into orderly racks; space has been left for carpenters to repair the packing cases of many kinds, and from top to bottom a great chute provides the dumping place for the waste papers, cardboard, strings and scraps of cloth from scores of counters, dropping them upon a great sorting table from which tons of rubbishy waste pass to new utilities.

Around this hydraulic press far below the street is a wilderness of papers, cardboard boxes, twine and rags. Scrap twine goes into one great pile from the hands of the sorters. The bits of cloth that come from the cutting rooms are picked out for another great pile. Cardboard and papers of every description go into the

paper bales. To bale this matter so that it may be easily carted in general divisions is all that is sought; the "junk" pickers do the rest of the sorting. The dust that accumulates from the sweepings is blown into the sewers.

This attic storehouse for a great store has an atmosphere that reminds one of the old time attic of the New England housewife. It is dim enough and dusty enough to suggest the years that some of its contents may lie there awaiting disposition. One of the most impressive things stored there at present is the discarded electrolite. There are hundreds of these great brass cluster lights, each fixture hanging in place carefully to preserve its shape, but each one covered with dust and cobwebs. These lights in their day were regarded as something striking in store illumination, but newer and better lighting methods developed.

Jonas Howard.

Conscience often inflicts a penalty for wrongdoing that is more than frail humanity can bear. A Kansas man who had long suffered the pangs of remorse recently sent a dollar to the Treasurer of the Rock Island Railroad. In the letter he confessed that several years ago he beat his way on a freight train in Oklahoma from Isabella to Enid, having tipped a brakeman with a 50 cent piece. The fare at that time between the two points was 96 cents, and it is presumed that the other 4 cents are for interest.

## 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—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.

## 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



### Some of the Perils of the Mother-in-law.

Those of us who do not possess a mother-in-law are in the way of thinking of her as an invention of the comic papers and a perennial source of humor without which many industrious joke-makers would be deprived of their bread and butter. It seems, however, that this light-hearted view of the situation is merely the swagger and braggadocio of those who undervalue a danger because it does not threaten them personally, as the man who sits safe and peacefully by his own fireside can point out how charges ought to have been made and victories won on some far-off battlefield.

Inasmuch as Adam and Eve are pretty nearly the only married couple that never had to face the mother-in-law question, it looks as if the combined wisdom and experience of humanity for some thousands of years ought to have been enough to discover some solution for the problem. Somebody ought to have found a way of effectually squelching the old lady or else of getting along with her in peace, or, one would think, the mother-in-law herself would have risen to the sublime heights of self-abnegation of keeping her finger out of her son's or daughter-in-law's pie and let them be happy in their own way. Apparently, none of these desirable things have happened, and so far from the mother-in-law trouble being settled it grows worse all the time.

The matter ceases to be a joke and becomes a very serious proposition when you think that the interference of the mother-in-law causes more divorces than drink, infidelity and all other causes combined. A distinguished divorce lawyer has been compiling some statistics on this subject, and he declares that mothers-in-law cause two-thirds of the divorces. In seventeen of the Middle Western States, since last January, 457 divorce suits have been filed in which the husband accuses his mother-in-law of having induced his wife to leave him. In these same States forty-seven suicides have been caused by the mother-in-law taking too much interest in her children-in-law's households. In four of the Eastern States wives are suing their mothers-in-law for alienating their husband's affections and separating them from the man who swore to leave father and mother and cleave only to them.

This state of affairs is explained by the growing custom of young couples going, as soon as they are married, to live with the parents of the man or the girl. Young people marry before they are able to set up a home of their own and they settle down to live on the old people with an inevitable sequence of bickering and strife that spoils all the sweetness of life, even if it does not end in divorce.

Nor need anybody wonder at this. The only surprise to a rational being is that anybody is so foolhardy and values their happiness so little as to be willing to risk being dropped into a strange family to whose ways they must conform, whose cooking they must eat, whose prejudices and religion and politics they must adopt under penalty of everlasting argument. It has all the restraints of a penitentiary and its inevitable result is to make the man or woman so placed feel like a criminal and yearn to commit a few murders.

The first year of married life is a hazardous one, because it sets the key for all the years that are to follow. If it is hard for a man and woman, raised with different ideals and beliefs and habits, to adjust themselves to each other even with all the love they bring to soften each others' angles of character, how infinitely difficult, how well nigh impossible the matter becomes when the unfortunate man or woman must adapt themselves to a whole family who stand looking on with coldly critical eyes, always ready to find fault. If all brides who go to live with their husband's people were a happy combination of the meekness of Griselda and the patience of Job and were blessed besides with being deaf and speechless; if all the bridegrooms who take up their residence at the home of the bride's mother were models of wisdom and tact and discretion and gallantry, and had besides this a complete knowledge of the art of adroit flattery, the experiment might not be an unforeordained disaster. As it is, in the present imperfect state of human nature, it is an act of criminal folly that nobody in their senses ought to contemplate for a single instant.

The theory of acquiring a new daughter or a new son is a charming one in romance, but it does not hold good in real life. It is a cold fact that one's mother-in-law always regards one with suspicion. Every mother is on the watchout for her daughter-in-law to impose on her son. Every mother is determined to protect her daughter from her son-in-law. The things that Mary Jane may do if she is her daughter, Mary Jane may not do if she is her daughter-in-law. If Tom stays out of nights and Tom is her son, she thinks he is unduly persecuted if his wife meets him with a curtain lecture, but she is ready to call time every night at 7 o'clock on her son-in-law. Women simply can not be just in these matters, and there is no use in their assuming that they can. Every mother-in-law thinks her daughter-in-law ought to do her own sewing and economize and that her daughter's husband ought to hire a seamstress and send his wife off for the summer.

Tradition has pictured man as the chief sufferer from the mother-in-law. This is because in voicing complaints men have had the floor and because they are less patient under affliction than women. What the husband endures from the mother-in-law who attempts to run his house is nothing to the agonies the woman goes through from her mother-in-law, who polices



## Putnam's Menthol Cough Drops

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

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

**One Full Size Carton Free**

when returned to us or your jobber properly endorsed.

**PUTNAM FACTORY, National Candy Co  
Makers  
GRAND RAPIDS, MICH.**



## You Take No Risk in Selling the Original Holland Rusk

The Prize Toast of the World

A guarantee of its purity is on file with the Secretary of Agriculture, Washington, D. C.

The Original Holland Rusk is packed only in red and black cartons with a Dutch windmill as a trade-mark.

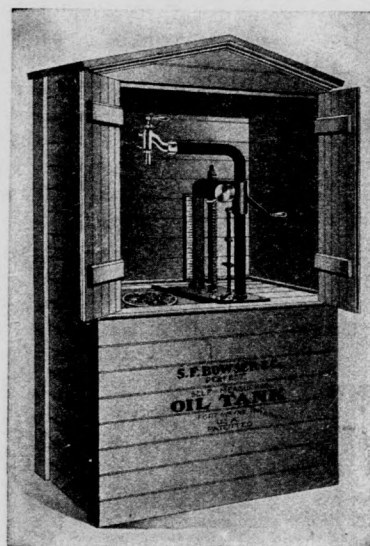
It will pay you to push it.

**HOLLAND RUSK CO.**

**Holland, Mich.**

## Retailing Gasolene With Profit

Is Only Possible When a Bowser Gasolene Tank is Used—Any Other Method Means a Loss



Cut 10  
Out-Door Cabinet

And that's just the reason nine out of ten grocers will tell you they would rather not sell gasolene and only do so because customers demand it.

**The reason the tenth man isn't kicking is because he has a Bowser and so makes a profit on every gallon sold.**

A Bowser Gasolene Tank is leak, evaporation and waste proof—draws and measures ten gallons of gasolene in less time than one gallon takes with the old style tank. With it you can sell all the gas-

olene you buy with the least possible amount of labor. That's why the Bowser insures profit from the sale of gasolene.

How this is accomplished is shown in Gasolene 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."

her every action and criticises her every word. Women are much more apt to like their sons-in-law, anyway, than they are their daughters-in-law, and, besides, a son-in-law, if he is at all eligible, is always a welcome addition to a family, whereas the daughter-in-law rarely is regarded as anything but an intruder. A mother can always enter into her daughter's feeling to a certain extent about falling in love with a man, but she never understands what on earth could have induced her son to fancy the girl he marries and, in her secret soul, she always believes him to have been taken in.

One of the pathetic features of the mother-in-law evil is that the women who wreck so much happiness do it with the best intentions in the world. It is always hard, probably, for a professional to stand silently by and see an amateur bungle the game, and one can understand how a woman who is an experienced housekeeper and who has raised a large family of children must be tempted to interfere and run things herself when she sees an incompetent young wife wasting and mismanaging Tom's hard earned money. It seems actually criminal to Tom's mother, but, if she has sense enough to know it, there is something more important than a few dollars at stake. There are personal liberty and the right to the pursuit of happiness and the privilege of running her house in her own way that are the inalienable birthright of every woman. If Tom's mother has the justice to grant his wife this she will make an adoring daughter of her. If she refuses she has an implacable foe who, sooner or later, will alienate Tom's affection from the mother who bore him. This is worth remembering. The loss of a son's love is a pretty high price to pay for the privilege of criticising your daughter-in-law.

It is a natural vanity for every mother to suppose that her way of doing things and her theories will be a lamp to guide her daughter's feet when she goes to housekeeping, but she forgets that in making a home her daughter's husband has the privilege, as the one who pays the bills, of at least an equal share in determining its tone, and introducing the habits and ideals to which he has been accustomed. I have in mind one home that was broken up by the intemperate temperance opinions of a mother-in-law. The woman in question was a rabid prohibitionist and anti-tobacco and anti-everything else sort of a person. Her daughter was a charming and amiable young girl who married a jolly, good-natured fellow who had been reared in a somewhat Bohemian fashion. He had lived in a bachelor apartment where he smoked all over the place, where friends were welcome at every hour, and it had probably never even occurred to him that a glass of wine or beer could be regarded in the light of dissipation.

When he married he established a delightfully arranged home and prepared to spend the balance of his life in happiness with his beautiful young wife, when the mother-in-law de-

scended on them. She scolded her daughter until she wept about departing from the stern ideals in which she had been bred. She raised a rumpus about the tobacco smoke. She froze out all of the old friends and went into hysterics over the wine at dinner and literally drove the husband to his club, where he could enjoy himself in peace. The end of that household was divorce and alimony. The mother succeeded in establishing her daughter's home on the lines of which she individually approved, but the price it cost was the happiness of two innocent people.

Of course, there are a few cases where mothers-in-law are angels in disguise and where they only enter a home to bless it, but such instances are so rare as not to affect the general proposition that the man or woman who deliberately elects to live in the house with a mother-in-law takes their happiness in their hands and makes a plunge into a sea of trouble in which they stand precious little chance of surviving. No man has a right to ask a woman to run this risk or to propose marriage to her until he can afford a home, however humble, in which they can be alone, and fight out their differences of opinion without any member of his family or hers to referee the quarrel.

In the cases where the fatal step has already been taken it is surely not too much to ask that the mother-in-law will take counsel of good sense, and make the sacrifice, if need be, of letting the young couple, whose well being after all is dear to her, work out their own salvation in their own way. Above the door of every man and woman's happiness there is a No Trespassing sign, and a mother-in-law enters in and intermeddles at the peril of the peace of all concerned.

Dorothy Dix.

#### The Man Down the Street.

The man down the street, the competitor who wants business as badly as anyone else, is a great source of trouble and worry to many merchants.

The less one is acquainted with the man down the street the greater his trouble making possibilities seem to be.

But the fellow down the street is a man, just like other men, susceptible to the same influences, and with a good streak running all the way through him.

It is well worth your while to know him and know him well. If both of you are sensible men a closer acquaintance will save each of you some hours of trouble and worry and much good time spent in wondering what the other fellow is likely to do.

Knowing the competitor helps us to see things from his view-point, and usually that view-point is not half bad. He has ambitions, aggressiveness and faults like all of the rest of us, but usually he is willing to do the fair thing.

In the journey through this life one meets many small men, but even men of small traits, men whose minds seem to be warped, have some good

side. Cultivate that side of them. It will pay you.

A business community is like a family to some extent. Every member of it must make some concessions to promote a spirit of harmony, and the more harmony the more money each will make and the faster the business of the town will grow.—Commercial Bulletin.

#### How It's Done.

Mrs. Post—But how do you avoid making visits that you don't want to pay?

Mrs. Parker—Well, I always send word that I'm coming.

Mrs. Post—Yes?

Mrs. Parker—And then they always write back that they won't be at home.

#### 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.

Ionis, Fountain and Division Sts.  
Opposite Morton House

#### 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.

#### 20 Second Hand Automobiles

For sale at bargain prices. Now is the right time to buy. Send for our latest second hand list.

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

#### LIGHT YOUR STORE

Your Home, Factory or Business Place of Any Kind Better than  
Your Neighbors and Save 50 to 75% by Using Our

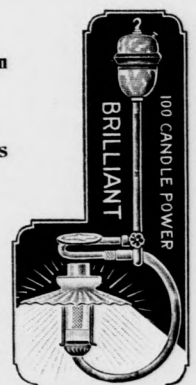


**BRILLIANT** or Böhner Inverted  
Gasoline Gas Lamps

that are always ready for use and can be handled by  
anyone, or our

**Climax Lighting Systems**

Millions of these lamps are in use all over the world. If you want the best home or reading lamp, or the brightest store in your town, for the least money, send us your order at once or write for our M. T. Catalog.



**BRILLIANT GAS LAMP CO.** 42 State St.  
CHICAGO, ILL.

EXCLUSIVE MANUFACTURERS OF THESE GOODS

# TRADESMAN

# COMPANY

## ENGRAVERS

## PRINTERS

## FURNITURE CATALOGUES

## COMPLETE

### STEEL STAMPING

### FOR STATIONERY

#### TRADESMAN BUILDING

#### GRAND RAPIDS MICHIGAN

## WILD ANIMALS.

## The Most Dangerous Beast on Four Legs.

Written for the Tradesman.

This talk of nature fakirs reminds Old Timer of some of the animal yarns and adventures of early days in Western Michigan.

Wolves were plentiful in the forties, deer as thick as bees around a hive; wild cats, now and then a lynx, and bears abounded on every hand. One would suppose human life was very much endangered in those days, yet small children were often lost in the woods, sometimes for a night and a day, yet there is no record of any being devoured by wild animals.

At one time San Tevier, a French settler, had an adventure which he was very fond of telling to the little folk. Sam was a natural woodsman and never felt the least fear in the woods. He heard a man tell of meeting a bear in the swamp and of how the bear ran after him, chasing him up a tree, where he remained all night. In the morning Bruin was gone, having given up all hope of making a meal off human flesh for that time.

"Wonderful!" exclaimed Tevier. "That reminds me of an adventure I had with three of the varmints."

Sam was on a land-looking trip up along the Muskegon. He had taken a run over the bluffs and through some clumps of fine pine, when he headed toward the river. He thought to find a canoe he had hidden some time before, and in it voyage back to the south of the river. He had descended the high bluff and was crossing the flat land next the stream when some object caught his eye on the opposite bank—a black bulk moving down the shore to the water.

Tevier hastened his steps and stood concealed near the edge of the river bank behind a tree. What he saw was a black bear moving down the bank to the water. The animal lifted its snout a moment as if scenting danger, then plunged into the water.

Immediately after followed two more bears, the three aiming to cross the river at a point some rods below the settler's position. Quickly Sam turned back into the undergrowth and crept down to a point where he judged the animals would come to land. Crouching behind a tree he awaited their approach, smiling to himself at the surprise in store for the bears.

As they broke over the bank, dripping, Tevier sprang out with a sharp yell. Up went three black bodies on their haunches, a protest in three pairs of eyes. The animals were too frightened to run. Tevier had no weapon so could do nothing. By the time he had decided on a mode of action the three beasts were back on their feet running from him through the woods for dear life.

Sam Tevier started in pursuit. He felt that he would like to twist his fingers in the long hair of Bruin's coat. The hindmost bear, seeing that his pursuer was likely to overtake him, made for a tree and climbed out of the settler's reach. Sam stood irresolute. The laggard brute's com-

panions had made good their escape in the thickets.

Sam looked upward to see Bruin crawling out on a big limb. Instantly the man began to climb. He had got halfway up to the bear when that chap clung an instant to the limb with a hook of his short tail, then dropped like a ball to the ground. With a whoop Tevier slid down. He was too late, the bear was up and away like a shot.

"I came within an ace of capturing the blame critter," declared Tevier in telling the story.

"But if you had captured him," said a listener, "what then?"

"I dunno, do you?" and the woodsman laughed. "Fact was I never thought what would happen if I caught the bear. I was as anxious to get my hands on him as a young one after a pet kitten. Once I chased an old she bear's cubs, thinking to capture one and take it home with me. The chaps were too keen on foot, however."

"Did the mother bear make no demonstration?"

"Not a demonstrate," chuckled Tevier. "The fellow who was with me said she jest set up and watched the race without even a growl of disapproval. Like enough she might have been ugly if I had captured one of her cubs and the young one had squealed."

On another occasion Tevier related an experience with a bear that gave him a slight start of fear. He had shot a rabbit and was on his knees skinning the animal, his gun leaning against a tree nearby, when a slight noise caused him to look up and turn his head.

Directly behind him, not ten feet distant, he saw a huge black bear, reared upon its haunches, sniffing and watching him with eager interest.

Doubtless the smell of blood had attracted the animal.

"That," said Tevier, "was the first and only time I ever felt fear at seeing a wild animal in the woods, and I did feel just a bit streaked that time, for there was something in the look and actions of that fellow that said murder right out. I whirled to my feet and flung the half skinned rabbit full in the critter's face, then sprang and snatched my Winchester. Bruin gave a grunt of rage and turned. I snapped twice before I remembered that I had used my last cartridge some time before.

"If the bear had been disposed to be real ugly he could have chawed me up all right. He didn't hesitate, however, when he saw the gun, but went off crashing through the brush like a young cyclone. I had to let him go because, like an idiot, I had let myself run short of ammunition.

"Bears in general were," Tevier declared, "most harmless animals. Even wildcats were more to be feared." Wolves he had encountered in plenty, but was never in danger from them. The wolf stories of our boyhood days were evidently fakes.

"The most dangerous animal in the Michigan woods," declared Tevier, "is a wounded buck." He had an encounter with one that came near costing him his life. The buck was a large one and had fallen apparently dead from Tevier's rifle shot. When he approached, knife in hand, to cut the animal's throat it started to rise. The hunter grasped the prongy horns and attempted to overpower it.

Once fastened to the horns Tevier dared not let go. The buck was wild with rage and cut the air with its sharp hind hoofs. A desperate struggle ensued. Tevier's clothing was cut to ribbons before the buck suc-

cumbed from loss of blood and sank down to die.

"If that buck had had a little more life I would have been killed," declared Sam. "Talk about dangerous animals! A wounded buck is the most to be feared of anything on four legs."

Old Timer.

## A Dream.

Wishing to learn what his nephew would say, Uncle Charles asked little Fred: "What would you do if you stood at the root of a tree with your feet on the head of a live rattlesnake, a tiger was crouching on a branch above ready to spring, and you saw a wild Indian running at you with uplifted tomahawk?"

"I should wake right up," was the unexpected reply.

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

**Walter Baker & Co.'s**  
**Chocolate**  
& **Cocoa**



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.

# You have had calls for HAND SAPOLIO

If you filled them, all's well; if you didn't, your rival got the order, and may get the customer's entire trade.

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.



**The Classification of Butter.**

We think it is a question well worth consideration whether the point system of scoring butter, either in commercial practice or in educational or competitive tests, has any advantages over the older method of classifying qualities by grade only; and whether the older method is not really superior, from a practical standpoint, to the point system of scoring.

It is very well known in practice, as it must be evident upon a little consideration of the subject, that the classification of butter qualities on the point system, where a scale of 100 is used, the qualities practically met with being expressed by, perhaps, the points from 75 to 98, is arbitrary and irregular; that the expression of differences in quality by single points in the score can not be done twice alike by the same judge with any degree of certainty and that there can be no reasonable expectation of a uniform classification on so fine a scale by different judges, no matter how expert they may be in their knowledge of the elements of quality. And when we come to the actual judgment of quality by buyers of butter in the markets the point system of scoring is practically ignored in toto.

In view of the present system of settling for consignments of creamery butter by means of a market quotation for named grades, these grades being in part determined technically by a definite range of scores; in view of the irregularity in judgment even under official inspection, and the fact that the point system is ignored by buyers, it seems evident that there is an attempt to throw upon the point scoring a function that is practically impossible.

So long as tastes differ, so long as different judges or butter buyers shall continue to give different degrees of weight to variations in the different elements of butter quality, so long will the attempt to classify butter in differences of single points be practically useless because of the irregularity of judgment; and if the system is useless in practical trading it certainly can not be useful for any other consideration or purpose.

The classification of butter by grades only is open to the same criticism of irregularity in judgment but, manifestly, to a far less degree. There are certain elements of quality whose presence or absence can be determined with far more uniformity of judgment than can be hoped for in an attempt to express differences in their degree by points. This fact will appear so evident to those at all accustomed to judging butter qualities that it is perhaps unnecessary to particularize. But an instance may be cited in "cleanness" of flavor; almost any judge or butter buyer can tell whether a piece of butter is "clean flavored" or not; and so also the presence or absence of high, quick flavor and

aroma can be judged with reasonable uniformity. Similarly the presence or absence of named characteristics of body, color, etc., can be detected with far more uniformity of judgment than can be secured in an attempt to express the degree of these elements in points.

And, after all, is not the classification of butter into four or five named grades, by a careful stipulation of the elements of quality necessary for each, all that is necessary and all that is practically useful? Would it not be better to adopt this system universally, and with uniform requirements for grade in all the markets, than continue the attempt to classify upon the fine distinctions of a scale of points when the result is known to be inherently irregular and when uniformity in so fine a judgment is clearly impossible?

In educational or competitive tests, where it is necessary to select the best two or three tubs judges could, after classifying the exhibits as to grade, go through the highest grade with some system of comparison and elimination which would enable them to name the first, second and third with as much assurance of fairness as now, and the injustice of arranging a lot of butter exhibits in an apparent order of merit which would certainly be changed more or less by another set of judges would be greatly lessened if not practically done away with.

We commend these suggestions to the consideration of our exchanges and butter boards, who could, we think, very properly unite in the first and most effective step toward abolishing the farce of classifying butter on the point system.—N. Y. Produce Review.

**Weight of Lard Packages.**

A Nebraska dealer discovered that packages of lard that were sent him by an Iowa packing concern weighed 50 pounds gross. The lard was charged at 50 pounds, while in reality the package contained but 47½ pounds. The matter was taken up with Deputy Food Commissioner Johnson, who replied with the following letter:

"This department holds that lard packages should be branded with the net weight. The argument put forth by the Iowa packing house that their lard packages are not being sold by any weight and therefore not required to be branded by the net weight is only a convenient excuse and not a reason why their product should not comply with the law.

"The pure food law authorizes this department to seize unlawful goods. I should regret being compelled to use such extreme measures against this Iowa lard. It seems to me when the parties there understand the simple requirement of the Nebraska law to brand the net weight they will, in protection to you as their customer and to their product when it comes into this state, cheerfully comply with the law. I think by forwarding to them a copy of this letter you will find them ready and willing to comply for your sake and for their own."

**Croquet.**

Eben M. Byers, Pittsburg's famous golfer, was talking at a dinner about dawdling players. "Nothing is more vexatious," Mr. Byers said, "than to follow one of these dawdlers over a course. They should all be served as a bow-legged chap was the other day.

"He was playing at Englewood. His play was as slow as it was poor. Setting his warped legs wide apart, he would miss the easiest ball three or four times handrunning. He was retarding half a dozen good, brisk players, but this he didn't seem to mind at all.

"Finally one man, having drawn very near, lost patience, and with a neat shot sent his ball flying directly between the slow player's bow legs.

"The slow player jumped back in a great fright. Then he yelled, angrily:

"Say, do you call that golf?"

"No," said the other, 'but I call it pretty good croquet.'"

**Corpse in No Hurry.**

Respect is due to the man on his last journey to the cemetery, and the New York cabman who was making for the Central Station showed the proper feeling in driving for some distance along the procession without trying to cross it. But at last he could contain himself no longer. Turning his horse across the hearse, he said, in a cabman's whisper: "Look 'ere, my fare's in a 'urry, an' yours ain't!"

If your eggs are fresh and you are offered less than 24 cents for them write or phone me for my offer.

All grades of dairy butter wanted.

**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

**Highest Price Paid for Eggs**

We buy them case count, f. o. b. your station.

Today we are paying 23c.

We also want your Butter, Cheese and Poultry.

Money right back

**Bradford-Burns Co.**

7 N. Ionia Street  
Grand Rapids, Michigan

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



**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 Beet 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**

**SUCCESSFUL CREAMERIES.****Some Points Noted in Their Management.**

We are impressed by the fact the larger and more successful creameries are, to a quite noticeable extent, devoting their attention to certain points that apparently are not considered of importance by smaller or less successful ones.

One point which we note is that, in the stationery which comes to this office, the larger firms use, quite generally, handsomely engraved letter heads notwithstanding the size and recognized reliability of these concerns we have reference to. They appear to realize that handsome and business-like stationery tends to represent them in a business-like manner and to enhance still further their reputation as a firm of importance their line.

A great many creameries—although there are getting to be quite numerous exceptions—appear satisfied with a commonplace type heading, not realizing that what is of benefit to a large and well established concern would also be of corresponding benefit to their own firm. They fail also to consider the significance of the fact that it would cost them no more to have their own stationery printed from an engraved plate—outside of the cost of the plate, which is not excessive—than it does to have it printed from type. The advertising value of handsome business stationery to a firm desirous of establishing a reputation and extending its business is considerable.

And a great many creameries, while sparing no pains to make their butter come up to the very highest standard possible in buttermaking, are also neglecting another exceedingly important detail of business management. We refer to the style and appearance of the package itself in which they present their butter for sale. One great aim of the present day in the preparation of food products of all kinds is evident in the endeavor of the manufacturers to put their product up in as handsome and attractive a package as possible and to create an impression by the outward appearance that the contents are high grade. This appears to have been taken up by those creameries noted for their business-like and successful methods and the growing demand for their brand of butter. They are placing their brand of butter on the market enclosed in the parchment wraps, carton wraps, or carton box shapes, bearing elegantly designed and engraved labels, making what would otherwise be a dull and uninteresting package a bright and handsome one. This can not fail in helping to create an impression that the butter contained in such packages is of a choice brand to justify its being put up in such attractive form.

That this has a distinct value in an advertising way is apparent from the fact that the creameries that have made a success in creating a

large demand for their brand have paid special attention to putting it up in handsome form as being one of the points which would tend to attract favorable attention to it.

We mention these points which have come under our observation as being worthy of attention from the smaller creameries—or any creamery for that matter—if they desire to push the sale of their butter, create a demand for it and establish a market for it.

Attention to these points, or neglect of them simply represents the difference between good and poor business methods. These matters can easily be given the proper attention by any live, wide-awake creamery that is desirous of pushing its brand of butter and reaping the benefits now being attained by successful creameries of the present day by similar methods.—Elgin Dairy Report.

**The Parcels Post an Advantage.**

The Department of Agriculture is taking a paternal interest in the prosperity of the farmer. It is teaching him to have better crops, better machinery and better buildings.

Now comes Postmaster General Von Meyer with an intimation that the Postoffice Department also wants to take a paternal interest in the farmers. It wants to give rural residents the parcels post. "This," according to Mr. Von Meyer in a Philadelphia speech, "will be a great boon to the farmers on the rural routes, because when they are able to order their goods by telephone or postal card it will relieve them of the inconvenience of going to town to obtain the necessities of life."

The Postmaster General admits that country storekeepers strongly object to this form of benevolence to the farmers. But, he says, he will quiet their objections by giving farmers a lower parcels post rate on their local delivery routes than from outside. Does Mr. Von Meyer imagine that even this concession will protect country stores from the aggressive city mail order houses?

The fatal flaw in Mr. Von Meyer's reasoning, as quoted above, is the supposition that the farmer needs to be pampered until his conditions of living are as artificial as those of the average city resident. He is to have the trolley car at his door, the telephone in his house, his daily mail delivery, which will include all his groceries and store supplies. Neither the farmer, nor his wife, nor his children, are to feel the need of "going to town." One may well doubt whether the average rural resident appreciates or needs quite so much attention on the Government's part.

The country storekeeper needs as much protection as the farmer, perhaps more. The farmer should be encouraged to deal in the nearest town or village. The parcels post is an enemy to this rural community life. It will increase the artificial markets in the cities and curtail the natural home markets.

The Government's paternalism could find more legitimate objects than the suppression of normal,

healthy neighborhood exchange in the rural centers.—Chicago Evening Journal.

A few days ago a well-known Washington woman, being unexpectedly bereft of her kitchen assistance, advertised for a colored woman capable of performing general housework. The first caller in response to the advertisement was a mulatto damsel, bedecked with ribbon and finery. From her airs and graces she might have been a graduate of a seminary. She announced that she had noticed the advertisement and was desirous of securing employment. "Are you a good cook?" enquired the lady of the house. "No, indeed, I don't cook," was the reply. "Are you a good washer and ironer?" was the next query. "I wouldn't do washing and ironing; it's too hard on the hands," declared the caller. "Can you sweep?" the housewife then wanted to know. "No," was the answer, and it was a positive one, "I'm not strong enough for that." "Well, in the name of goodness, what can you do?" said the lady of the house, exasperated. The placid reply was: "I dusts."

"Uncle Joe," said an American gentleman to an old negro who was complaining of the way his son behaved,

"I am afraid that boy of yours is giving you a great deal of trouble." "Yes, sah," was the reply, "him's the wuss nigger I eber see. Him's de reg'lar white sheep ob de flock!"

**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.

**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.**

# 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.

# Yuille-Miller Co.

**Commission Merchants**  
**GRAND RAPIDS, MICHIGAN**

We buy and sell all kinds of Fruit and Produce.  
Keep in touch with us—It will pay you.



### Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Nov. 23—The general situation in the coffee market is almost exactly as last week. There is little occasion for rejoicing and yet matters might be worse. Rio No. 7 closes at 6@6½¢ in an invoice way. Sales amount to quite a good total, but are not individually large. In store and afloat there are 3,891,008 bags, against 3,932,346 bags at the same time last year. Mild coffees show no change whatever and are steady.

Teas are well sustained. Not for a long time has there been so firm a feeling as exists to-day. It is altogether likely that for the remainder of the year we shall have a very satisfactory trade. Some look on the dark side, but, as a rule, the trade is hopeful.

Sales of rice are usually of small quantities and the week has shown little animation on the part of buyers. Receipts have been rather larger and some complaint has been made as to the quality. Prime to choice domestic, 5½@6½¢.

Sugar seems to have a fairly steady undertone, but sales are altogether in the way of withdrawals under previous contracts. One refinery quotes at 4.65¢, less 1 per cent. cash, the others holding at 4.70¢.

Spices show no change in quotations. There is, perhaps, a little better demand for some lines, but there is room for improvement.

Molasses is quiet. Receipts are somewhat more liberal. Good to prime centrifugal, 22@35¢. Syrups are dull and without change in rates.

It is reported in canned goods circles that some alleged standard 3s of Maryland production, sold at 80¢ f. o. b., failed to turn in a satisfactory manner, as the cans were said to contain two parts of water to one part of tomato. Other goods at the same price showed up fairly well and no fault was found. The supply is not large; in fact, there is no great quantity to be found here at 85¢. Jobbers are not inclined to purchase ahead of current needs. Maine corn, \$1@1.02½ here. Standard State, 75@80¢, but the former might not pass rigid inspection as "standard."

The very best grades of butter—creamery special—are doing pretty well and continue at 28½¢. Aside from this, the feeling is weak. There is quite an accumulation here of stock that works out at about 25¢. Creamery firsts, 26½@27½; held stock, 25@27½¢; imitation creamery, 22½@23½¢; Western factory, 19@21¢; process stock is dull and, except for the very top grades, meets with practically no sale; firsts to extras, 21@23¢; specials, 23½@24¢.

The cheese market is lifeless and ¼¢ off from last week for top grades—15¼¢. Holders, however, claim to

have confidence in the future and are not pressing sales.

Eggs are firm. Fresh gathered Western extra firsts, 32¢; firsts, 30@31¢; seconds, 26@29¢; refrigerator stock, 16@20¢ and the market is decidedly weak, the latter price being obtainable only in rare instances. What are known as "near-by" stock are quoted at 45@50¢ and, it is said, some retailers are selling at retail at 75¢. This is bringing in letters to the papers. One thousand, three hundred and twenty-seven cases were received yesterday from England, being the first importation from there on record. It would seem, however, that at present prices the duty could be paid and a mighty good profit shown.

### The Catalogue House Monopoly.

In these days of trade evils the catalogue house should not be overlooked. It lives by a benefit as unfair as though it were a freight rebate. It buys from the same manufacturer who sells the jobber, but at a special price in many instances. It sells to the consumer over the head of the middleman and of the retailer at a less price often than the retailer pays for the article. In conducting this business it uses the United States mail.

Were the legitimacy of the catalogue house admitted, there would be no field for jobbers or country retailers. The small town would not exist. The farmer would have no convenient place to barter. The system of doing business that now gives support to millions of people would have to give way to a centralized store system at the large centers.

The catalogue house, by use of the mail, invades every community. Its competition is of a monopoly character, in that it undersells the home merchant by employing cheap solicitation of business to the benefit of which it is not entitled in fairness to those who risk their money in mercantile investment in the usual way. Business men of all classes find it difficult to defend their interests against this kind of competition.

It may be said that to interfere by legal enactment with the catalogue house is an interference with the liberty of the citizen who engages in the catalogue business. It is charged against the Standard Oil Company that their great prosperity has been due to the fact that they enjoyed the benefit of a lower freight rate than competitors paid. The catalogue house enjoys the low cost of mail service as against railroad fares and hotel charges in the solicitation of goods. It is able as a result to buy of manufacturers in large quantities for each payment at a reduced price from that paid by jobbers. The result is a monopoly benefit just as pronounced and sure as that derived by the Standard Oil Company from a favored freight rate or rebate.

The catalogue house is not American, and it should be abolished as a menace to legitimate trade. The department store is not a parallel, neither is it a menace. It is entitled fairly to the benefits it may have to offer the public, because it does a public service on legitimate lines. It serves the mass of people at a price that

pays only a fair return on the investment, and is unable to find market for its goods outside of a legitimate field. The catalogue house, by virtue of its monopoly benefit, invades all fields, and thus unsettles business in its natural working.

It has resorted to all sorts of specious argument and opprobrious language, and appropriated the mails for their circulation. It has resorted to unfair competition along many lines that are wholly questionable, and which have placed competitors at their wits' end as to methods of meeting it. If some of these methods have been in violation of statute, they will, perhaps, serve useful purpose in emphasizing the illegitimacy of the catalogue house.—Commercial West.

### From Clerking To Inventorying.

As a clerk in a fashionable dry goods store in New York, I received twenty dollars a week, but I had to spend a good deal on dress to meet the requirements of my position. After five years of this work, I was pretty familiar with all the details of the position, but more than that I had acquired an intimate knowledge of velvets, silks, laces and similar goods. Then a change in the personnel of the store made me lose my position. Instead of seeking another right away, I advertised as a buyer for out-

of-town patrons. I worked up a good trade, and my commissions amounted to more than my former salary. I became more critical in my study and selection of goods.

This work brought me into close contact with the proprietors of a number of large stores. Then one season I was asked to look over the stock of a large store and make an inventory of certain high-grade goods. This I did with such satisfaction that I was called in again. The idea occurred to me that there was a future for me in this line. I asked and secured similar work from other stores. In time I had half a dozen stores on my list. I had meanwhile retained some of my wealthy out-of-town patrons, and I was given commissions to perform that netted me in a tidy little sum.

Now between making inventories and buying on commission for patrons, I make several times the salary I received as a clerk. The work is pleasant and lucrative and I enjoy it.

W. E. G.

Folks who advertise their troubles never are willing to part with them at any price.

If you would have any blessings to count you must count the blessings you have.

**BEANS** We are in the market for all kinds. When any to offer either for prompt or future shipment, write us.

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

**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.

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.

### THE INCORPORATING COMPANY OF ARIZONA

makes a specialty of the LEGAL INCORPORATION and REPRESENTATION of corporations under the VERY LIBERAL and INEXPENSIVE corporation laws of Arizona. Attends to every detail, furnishes By-Laws and Instructions for organizing and presents FREE to each company a copy of the most complete and authentic work on CORPORATE MANAGEMENT issued. Get a copy of RED BOOK of complete information and laws before incorporating. It's Free. Box 277-L, PHOENIX, ARIZONA.

References: Phoenix National Bank, Home Savings Bank.

It is not what we say but what we do for you that counts, so send us your next shipment as we have the outlets for all grades.

**L. O. SNEDECOR & SON, Egg Receivers, 36 Harrison St., New York**

We handle dairy butter, ladles and packing stock.

## READY-MADE MEALS.

## Provision Trade Shows Changes in Domestic Life.

Written for the Tradesman.

The grocer opened the street door for his latest customer, closed it after him, and walked back to the desk where the pretty stenographer was at work. The stenographer made her appearance whenever the grocer's letters, statements and literary work, as he called it, got behind. She was 25, blonde, straight of figure and inclined to sit in judgment on the world generally.

"Did you notice the purchase that man made?" asked the grocer, as the stenographer seized her pad and pencil. "That will be his dinner tonight. Cold corned beef, cold canned beans, bakery bread, tomatoes out of a tin can, coffee with condensed milk, warmed up on the back of a coal stove! It's a shame!"

"Is he living alone and doing his own cooking?" asked the stenographer.

"Living alone! I should say not. He has a wife and two daughters of 16 and 18. I rather think that he sometimes wishes he did live alone."

"Why should he, with an interesting family like that? Surely the girls ought to keep him amused."

"Keep him amused!" repeated the grocer. "I don't know whether they keep him amused, but I do know that they keep him busy. I'd like to support three women and then sit down to a meal like that!"

"That's a ready-made meal," laughed the stenographer. "That is the sort of feed men get when the women earn the living—when they get up at 6 o'clock, get to the office at 7 and leave two cold pancakes and a pot of red tea for the man of the house when he gets up at 8 o'clock."

"I don't know whether this man's women work or not," said the grocer. "Anyway, they ought to make more of a home showing than that. There are too many ready-made meals in city life. And too many ready-made suits, and hats, and—everything. I don't envy the children who are reared in these ready-made homes."

"Yes," observed the stenographer, with a smile which showed gold-filled teeth, "exactly. Since women have to work in shops and offices, there is little studying of the domestic sciences. They don't have time, and, then, there are no kitchens any more. Just a closet with a gas stove and a kitchen cabinet."

"My trade shows that there are few kitchens in this precinct," said the grocer. "It is ready-made meals around here. The man who just went out is not the only one. The provision trade is undergoing a great change. I wonder why that man's daughters don't get up home-like meals for him."

"They probably work in some shop or office, and don't have time," replied the stenographer. "Most young girls do have to work or go without clothing."

"If they would stay at home and learn to cook and keep house they wouldn't think so much about clothes," observed the grocer. "No,

the ready-made meal has come to stay, I'm afraid. Women wouldn't get the old-fashioned kind if they had the big kitchen and all the goods in bulk, as they used to have. They want to get through with feeding with the least possible amount of trouble and get off to a neighbor's house, or to a club."

"They couldn't remain at home and learn cooking if they wanted to," insisted the stenographer. "They have the future to look out for."

"You mean a career?"

"I mean bread and butter and suitable clothing."

"You talk as if there wasn't such a thing as marriage in the world."

"There isn't—not to depend on!"

"What! With all the pretty girls and handsome men? You're joking!"

"Mother of Moses!" said the old book-keeper, turning around from the high desk. "I wonder what is getting into the girls!"

"The modern girl can't spend all the best years of her life getting ready to keep house when there is no prospect that she will ever have one to keep," sighed the stenographer. "The young men who are really worth having are not in the market."

"They are not in the market for ready-made meals," laughed the grocer, "and I can't say that I blame them. This feeding the flat-dwellers is getting to be a problem for the grocers. The whole system of living is changing. Why, we have to keep cooked pork and beans in pans now, so we can sell a nickel's worth. Pretty soon we'll have to keep these little fried fish on a platter in the window. There isn't much attention paid to cooking in the homes of the middle classes nowadays. We grocers will soon have to serve cabbage soup out of a big kettle at 11:30 every day except Sundays. The good Lord only knows what folks will get to eat on Sunday."

"Well, a girl won't learn to cook when there is no necessity for it, will she?" asked the stenographer. "Anyway, you can never think of anything but your eatings. I shouldn't wonder if you struck St. Peter for a luncheon at the Golden Gate, that is, if any of you ever get up to the Golden Gate."

"If a fellow didn't expect to better his condition," said the grocer, "he wouldn't marry, would he? The reason there are so many divorces is that women who can't run a house fit to live in get married. I can't say that I blame the young men for not marrying. Can you, honestly?"

"It seems to me that there was another party, years ago, who said it was all the fault of the woman," said the stenographer. "That old Adam set the pace for you all, I take it. Young men expect too much of girls. Where is there a girl who wouldn't marry if she got a chance at the right man? It isn't any fun to go looking around for a job. And when you get one you've got to listen to all the silly stuff the bosses and the clerks want to unload on you!"

"If the girls were home-bodies the young men would marry 'em fast enough," said the grocer. "Then they wouldn't have to go looking for jobs."

"Much they know about it!" cried

the girl, her nose in the air. "It isn't the home-bodies who catch husbands, if you please, sir! It is the flighty little things with dimples and kittenish ways. It is the girl who knows how to dress, and who has the price to dress on that gets the young man. It is the frail, slender young creature who can stand in the lime-light and never seem to know it who gets the man with the bank account. Your domestic puss doesn't count."

"Then I suppose it is the ready-made meal for all future time," said the merchant, with a grin. "Well, we'll have to meet the new conditions, I take it. We can boil up a big kettle of potatoes to sell with the cabbage soup, I suppose! If the women can't and won't cook, we must provide for the men! Say, but this grocery business is getting to be a diversified interest! How would it answer to put up meals in tin cans and sell 'em in a chunk to the flat dwellers?"

"I think you'd make quite a hit with your ready-made dinner," replied the girl, "if you would include a pre-dinner cocktail and a couple of ante-dinner black cigars. The masculine man has to be served with all the comforts, you know."

"Well, if the girls know exactly what they want, why—"

"Because they don't choose to," snapped the stenographer. "You go right on with your made-to-order dinners, and your cabbage soup, and your boiled potatoes, and your little fish on a platter in the window! The girls aren't going to sit around waiting for some man with a past and no

future to come and take them! They are going out to get jobs! They're going to work and earn their own living, and the young men can go hang! There!"

The grocer laughed and observed that the young men wouldn't go into mourning when they heard the decree of banishment.

"Oh, we don't banish them," corrected the girl. "We only stop looking for them. They can come if they want to, and if we like their style and their earning capacity we'll take them. What I mean is that we are not going to sit around any longer waiting for some man to buy our food and clothing. We're going to buy them ourselves, and if we take positions away from young men we can't help it. Few of the girls who marry are properly supported, anyway, so what's the use?"

"So that's why girls go out and get jobs, is it? The fear that they will never become a wife?"

"W-e-l-l! That is the point of view in some cases, to be honest, but some of them expect to find their young man in the business world. But they don't, and you may as well go on with your arrangements for supplying flat-dwellers with warm meals. Why not serve hot roast beef at 11:30 with your potatoes?"

"This is no joke," replied the merchant. "The grocer of the future must look out for new conditions. Cooking at home is going out of fashion, and there are fewer homes, in comparison with the population, every year. There are too many men

## Cash Is King These Times

We are overloaded on some lines and want to realize, hence our prices. All quotations f. o. b. Saginaw; terms cash in current exchange.

500 cases High Grade Corn - - 67½¢ per doz. A big snap.

G. & S. 16 oz. Fancy Seeded Raisins 9¼¢

G. & S. 12 oz. Fancy Seeded Raisins 7½¢

G. & S. 16 oz. Fancy Seedless Raisins 8¼¢

Excelsior 16 oz. Clean Currants - 8¼¢

Salmon car, due from the coast, Balena, Choice Pink, 92½¢.

Arch Rock Fancy Red, \$1.22½.

Our Toledo friends offer Michigan Granulated at \$4.72. To customers north and west of Saginaw we can save 10 cents per 100 under this price.

We have been headquarters past thirty years on Japan Teas.

We offer 25 pkgs. May picked Japs at 31 cents.

Have a nice line of Japs at 16, 17, 18, 19, 20 and 21 cents.

250 pkgs. Fancy Siftings at 11 cents in pound pkgs. and 10 cents in bulk.

Write for one of our famous "Cash Flyers." We can save close cash buyers a nice margin on everything.

**The Stewart Mercantile Co.**  
Saginaw, Mich.

Nov. 27, 1907.

like that chap who just went out with his ready-made meal."

"Of course lay it to the woman, Mr. Adam!"

"I'm not laying it to any one; I'm studying conditions," was the reply.

Alfred B. Tozer.

### Larkin Church Help Plan.

While the box car men and the catalogue houses make inroads into the trade of country merchants, the soap club people find their most productive fields in the larger cities and towns. One large concern operating out of Buffalo, N. Y., Peoria, Ill., and with branches in a number of other cities, draws 50 per cent. of its trade from towns of 5,000 population and over. During the past five years it is conservatively estimated that out of the city of Omaha this one concern has taken more than \$250,000. The soap club fever appeals to the foolish women, who have no idea of business, and who have a weakness for joining every kind of an alleged social club. In one small suburb of Omaha, which contains a population of about 2,000 people, there are in operation seven or eight of these soap clubs, each with a membership of ten. These women, once they acquire the habit, keep contributing their one dollar a month year in and year out, getting for their dollar a lot of cheap extracts, soaps, face wash, perfumes and a miscellaneous collection of stuff, which could be purchased for half the price in the nearest street corner drug store. Back in Pennsylvania an effort is being made to devise means of taxing the "sacretaries" of these alleged soap clubs the same as itinerant peddlers. So far no system has been devised whereby this can be done, as these local solicitors seek protection under the inter-state commerce law. It might be well for the merchants of Nebraska to closely watch the goods that come from the Larkin Company, and other like concerns, and put them to the test to find whether they comply with the Nebraska pure food laws relative to contents being named on the package and weights, etc. It is barely possible that thus may be discovered a means of curtailing the operations of the Larkin outfit in the State of Nebraska. But one of the important things that the merchants of each town should do is to discourage the organization of the Church Help Club advocated by the Larkin outfit. Wherever it is found that a minister or some church worker is using this scheme for securing furniture for the parsonage, or money for the church, the merchants should immediately take the matter up with the local pastor and give him to understand that he draws his support from the local community, and any assistance that he gives to the people of his congregation to encourage patronizing foreign institutions is disloyal to those who are supporters of his church.—Omaha Trade Exhibit.

Mother—Bertie, you must stop asking your father questions. Don't you see they annoy him? Bertie—No, mother, it ain't my questions that annoy him—it's the answers he can't give that make him wild!

## 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.			
New Rival—For Shotguns.			
No.	Powder	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 1/2	1 1/2	5
154	4 1/2	1 1/2	4
200	3	1	10
208	3	1	8
236	3 1/2	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		
Plow	50		
BUCKETS			
Well, plain	4 50		
BUTTS, CAST			
Cast Loose, Pin, figured	65		
Wrought, narrow	75		
CHAIN			
1/4 in. 5-16 in. 3/8 in. 1/2 in.			
Common	7 1/2 c.	6 1/2 c.	5 1/2 c.
BB.	8 1/2 c.	7 1/2 c.	6 1/2 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		
Yerkes & 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
Castors, Bed and Plate	50 & 10 & 10
Dampers, American	50
MOLASSES GATES	
Steibins' 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 Tool Co.'s fancy	40
Sciota Bench	50
Sandusky Tool Co.'s fancy	40
Bench, first quality	45
NAILS	
Advance over base, on both Steel & Wire	
Steel nails, base	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 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	09
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	3 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	
1/2 @ 1/2	26
The prices of the many other qualities of solder in the market indicated by private brands vary according to composition.	
SQUARES	
Steel and Iron	70%
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, Nicked	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
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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 40
Quarts	4 75
1/2 gallon	6 65
Caps	2 10

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	4 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

Best Lead Glass.

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

No. 1, wrapped and labeled	Per doz. 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
2 Opal globes	1 20
Case lots 3 of each	1 10
565 Air Hole Chimneys	1 20
Case lots, 3 of each	1 10

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 Ruby	2 00
No. 0 Tub, Green	2 00
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, 1 in. wide, per gross or roll.	38
No. 2, 1 1/4 in. wide, per gross or roll.	60
No. 3, 1 1/2 in. wide, per gross or roll.	90

COUPON BOOKS

50 books, any denomination	1 50
100 books, any denomination	2 50
500 books, any denomination	11 50
1000 books, any denomination	20 00

Above quotations are for either Tradesman, Superior, Economic or Universal grades. Where 1,000 books are ordered at a time customers receive specially printed cover without extra charge.

COUPON PASS BOOKS

Can be made to represent any denomination from \$10 down.

50 books	1 50
100 books	2 50
500 books	11 50
1000 books	20 00

CREDIT CHECKS

500, any one denomination	2 00
1000, any one denomination	3 00
2000, any one denomination	5 00
Steel punch	1 00

## DRY GOODS

### Effect of Violent Decline in Silk.

During the first days of the fortnight there was such a violent decline in the prices of raw silk in the Yokohama market that the high prices previously ruling fell with a dull thud. In our last report we showed the influences which had boosted the prices of silk to their highest point. We want no better evidence of the speculative element that has been dominating this market than is afforded by the demoralized state into which its operators were plunged by the frenzied selling that forced prices down to a point so dangerous that the exchange had to be closed to prevent further recessions. Of course, the local market at once became easier, and may remain so for a time, unless a sudden demand for raws arises and again sends prices soaring. Domestic silk mills have been operating conservatively on the high market and have been keeping out of the market in expectation of a decline in prices. Now that lower quotations have been reached they may get in to cover their shorts. Of course, any raws bought on the declining market may not affect the spring prices of neckwear, inasmuch as the orders already taken were on the higher price basis, and whatever advantage the silk mills secure from buying cheaper raws will accrue to them in the way of a little more profit for a short interval only. The lower prices, however, if continuing, should result in the recession of prices per yard for tie silks for late spring or summer delivery, or on such orders as have yet to be placed. At any rate, there should be an improvement in the qualities of the silks and lower prices as a result of this early evidence of declining prices, although those changes may not come before another season.

Variable views are given regarding the progress of business. There are more steadiness to demand and an absence of the spurts which bring figures up to abnormal heights, so that the average figures are being maintained. While manufacturers are well engaged on orders for immediate delivery and with their early preparations on the spring business taken, yet they are early being affected by more conservative retail policy that has become quite general since the publication of our last number.

As noted in these reports some time ago furnishers are not putting money into special holiday neckwear, but more to-day than when holiday lines were first submitted to their inspection, they are disposed to make regular goods serve the purpose of holiday attractions. This virtually means selling the stocks they own, or are yet to come in on order, and which were bought as regular goods, not possessing any holiday features.

In neckwear to retail at from \$1 to \$2.50 larger shapes are being or-

dered, folded styles with broad imperial ends.

Foresighted merchants, who early became conservative in their buying for immediate season needs, and for the advance season, to-day recognize the wisdom of that foresightedness. There is safety in being reasonably conservative at all times, and especially is it a commendable policy in such times as the present. During the height of the prosperity buyers were apt to get intoxicated with the prospects of greater business and overstock. As that was the extreme then that should have been avoided, so foolish caution now might be disastrous to a business. The merchant has to have merchandise to do business with. Sell what you have and buy what you want, and work harder to get more business. There is lots of business to be had, and lots more can be done, but it is going to take harder work and closer application to get it. Stick to the business you know most about and that has brought you the success that influenced you to look for outside investment chances. Keep your energy and resources for the development of your own business and don't speculate in things foreign to it. Put more effort into your own business right now.—Apparel Gazette.

### Change From Time To Piece Work.

Marshall, Nov. 26—Commencing December 1, the skilled mechanics in the Michigan Central shops in this city will be paid by the piece instead of by the day as heretofore. The railroad has found this necessary because skilled workmen are in demand all over the country and are able to earn more money at piece work. This system has recently been inaugurated in the shops at Jackson, Detroit, Saginaw and Michigan City. The repair work on the Michigan Central is something enormous and two or more of the smaller type of engines are received here each week for repairs, the big engines all going to Jackson. Several influential citizens are trying to induce the company to build shops on the big grounds opposite the station here.

### The Big Catalogue.

"I suppose you go to the city at least once a year," said the summer boarder.

"I used tew," replied the old farmer, "but I ain't been thar fer nigh onto three years neow. Since we got rural free delivery I kin git bunkoed jist as well by mail, b'gosh!"—Chicago News.

Maine is widely known as the great potato producing state, but this year it is fortunate in having the largest apple crop ever known in that northern country. With a shortage of over 24,000,000 barrels in the entire country, the million barrels grown in Maine will add a handsome sum to the income of the farmers. The product of the state is in greatly increased demand, both at home and for export, and good stiff prices are insured. Three-quarters of Maine's apple crop goes to England and the continent.



## Try Our Corset Department

Let us compare values. Our aim is to carry in stock both up-to date and standard models that can be retailed at popular prices. Numerous duplicate orders from our customers prove that the various styles we offer give entire satisfaction. We have the following brands:

Victor Girdle	- - - -	18 x 26	- - -	\$2 25
Special	- - - -	18 x 30	- - -	2 25
Princess Batiste with supporters	- - - -	18 x 30	- - -	4 50
Sampson	- - - -	18 x 30	- - -	4 50
Just Right	- - - -	18 x 30	- - -	4 50
Stand By	- - - -	18 x 30	- - -	4 50
Gainsboro	- - - -	18 x 30	- - -	4 50
Batiste Girdle	- - - -	18 x 24	- - -	4 50
Satin Girdle	- - - -	18 x 26	- - -	4 50
Misses' Waist	- - - -	19 x 30	- - -	4 50
Ladies' Waist	- - - -	19 x 30	- - -	4 50
Comfort Nursing	- - - -	21 x 30	- - -	4 50
W. T. 68	- - - -	18 x 30	- - -	8 50
F. P. 503 with supporters	- - - -	18 x 30	- - -	8 50
W. T. 603 with supporters	- - - -	18 x 30	- - -	9 00
Armorside	- - - -	18 x 30	- - -	9 00
Armorside, extra sizes	- - - -	31 x 36	- - -	11 00

**Grand Rapids Dry Goods Co.**

Exclusively Wholesale  
Grand Rapids, Mich.

## Sleepy Hollow Blankets

We have in stock for **immediate delivery** all numbers in the famous **Sleepy Hollow Blankets**.

Each pair is separately papered.  
Borders are either pink or blue.

Woven and finished like  
Look like the finest  
Wear like the best

## Wool Blankets

Goods in stock as follows:

Marken grey	- - -	\$1.50 per pair
Leyden white	- - -	1.50 per pair
Tilburg grey	- - -	1.75 per pair
Voorne white	- - -	1.75 per pair
Netherland grey	- - -	2.00 per pair
Tholen white	- - -	2.00 per pair
Terms, 2% 10 days, usual dating.		

To facilitate the sale of these goods we will send with orders a beautiful Sleepy Hollow poster. This is of artistic design and represents a scene from Washington Irving's classic story:

### "The Legend of Sleepy Hollow"

We are sole selling agents for these goods and control the American copyrights to the poster and the tickets.

**EDSON, MOORE & CO., Detroit, Mich.**

MILLINER'S METHODS.

She Tells Her Experience With Men Customers.

Written for the Tradesman.

While I was waiting for my frau, the other day, in a milliner's, I amused myself by watching her methods with an out-of-town couple.

The man was quite on the shady side of 50, while the lady was some years his junior. Looked to me decidedly like she was No. 2; they acted "Second-Wifey."

I wasn't near enough to the trio, at first, to distinguish what was said, but by and by they moved nearer to me, and then I couldn't help hearing their conversation.

Soon the milliner got Second-Wifey to lay aside her wraps. I wasn't positive it was Second-Wifey until I saw the wrap-removing incident and then I knew all about it.

It afterwards transpired that the couple had been married just three weeks!

I congratulate myself on being somewhat of a Sleuth-on-the-Trail about second wives. They always give it away somehow in their actions—if not one of the duo, then the other.

Mr. Fussy-Budget took off Second-Wifey's coat oh, so lovingly, folded it up oh, so tenderly and laid it oh, so carefully on a chair back. Then he sat himself down and critically contemplated his spouse; but ever and anon he arose and walked way around her, surveying each hat that the adroit milliner placed on her head as if both their lives depended on his opinion thereof.

If Mr. Fussy-B. had been a woman he couldn't have been more observing! He saw things and pointed them out to the milliner even before she noticed them herself—and the milliner wasn't asleep, either. He was a funny old duck, but he knew what's what just the same.

It couldn't have been fewer than twenty hats that the patient little milliner sat on Second-Wifey's devoted head, and Hubby Fussy-B. had a good deal to say about them all; each came in for its full quota of attention.

For a man his ideas were good. He could discern if a particular chapeau wasn't becoming and he ventilated his reasons for his dictum.

Second-Wifey hadn't much to say. But I couldn't help but see that Mr. Fussy-B. dutifully carried away, in the give-away square box, the very hat that the Second Partner of his Joys and Sorrows exclaimed over the most.

It was the most expensive one of the whole score, too! I'd be willing to "betcher money" that No. 1 never fared so well at one whack!

The milliner knew her business and when she found out, with that Sixth Sense of hers, which hat Second-Wifey really preferred to the others she concentrated all her forces on that. Not ostensibly—oh, no, she is too cute for such open tactics as that would come to. She would try on others, but ever coming back to that most costly hat of all and expatiating on it enthusiastically. As a finishing stroke she laid great stress on

the fact that "it looked just like her." Now who could withstand such flattery? Not Second-Wifey, indeed! To "look just like" a \$40 Paris creation didn't gladden her willing auriculars every day in the twelve-month. Then it was so light. "Actually nothing to it, as to weight," was declared of it; "and such a delight to be the possessor of such an exquisite work of art!"

When \$40 was mentioned as the price, in answer to Mr. Fussy-Budget's query, I looked to see him go right up in the air. But he didn't do anything of the sort. He dutifully dug deep down in his jeans and forked over the \$40 like a little man—like the devoted husband that he evidently is. If Mr. F.-Budget felt the blow at his wad he never said "Boo!" at least not at the millinery shop. One would have imagined that \$40 grew on every bush he ran across and that all he had to do was to pick 'em off and store 'em away in his pockets, so beautifully did he rise to the occasion of providing Second-Wifey with what struck her expensive fancy in headgear.

"There's such a difference in men," remarked the milliner when the couple had taken their departure.

"Some of them seem to consider it a profound joy to go shopping with their wife and are really a great help in the selection of head-covering; and the wife seems to like to have the husband accompany her on these hat-buying tours.

"Then again, a man will trot into a millinery shop with that unmistakable bored expression stamped all too strongly on his physiognomy. He will drop into the nearest chair with an, Oh-why-did-I-come? air and either keep harrying and hurrying up his poor wife or else bury himself in a newspaper in a way to make the on-looker become possessed with a desire to grab the meat-axe and annihilate him instantler!

"This latter sort act as if they are so mighty obliging to come out with their wife at all that the latter ought to fall down and kiss the ground they walk on. Oh, I've no patience with these old prigs. And when their long-suffering wife arouses them sufficiently from their lethargy to humbly ask their opinion of the contemplated purchase (the hat to take having been decided upon) their condescension is something stupendous. More likely than not they will spit out some hateful observation that gives those within hearing a fine impression of their amiability—nit!

"When I see the ungraciousness of some men towards the unoffending women they have sworn to love and honor, I know, if I could only be the Lord High Executioner for just once, whose heads would come off first! I never could abide a man who is mean to his wife in public. It's bad enough for these husbands to be ugly to the wife at home, where nobody but maids listening at keyholes may hear their tirades, but when it comes to a man's giving his wife a tongue-lashing before the public he certainly ought to get the punishment that 'fits the crime.'

"Perhaps you are thinking that

I'm speaking rather too vehemently on this subject of men scolding their wife before folks, but if you were in a position such as mine you would not think I put the matter a bit too strong. Many and many's the time I've just ached to lay my hands on a man for his orneryness to a meek little woman who wasn't getting much of a 'natural protector' when she drew him. But I suppose till the end of time we shall have to stand supinely by and see this sort of thing go on."

A. M. M.

200 Machines Each Day.

Ionia, Nov. 26—Factories here seem to have a good outlook for the coming year. The Marvel Manufacturing Company, manufacturing washing machines, has just closed a

contract for the manufacture of \$100,000 worth of machines the coming year, which will require an output of 200 machines a day. The concern is Ionia's youngest factory. Gen. F. W. Green, John Thwaites and F. A. Chapman are the members of the Marvel Company.

When you pray for easy circumstances it may be you only are asking to have the track greased on the up grade.

HATS At Wholesale

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

GOING FAST



Our handkerchiefs, mufflers, neckwear, glove boxes, handkerchief boxes, perfumes, box writing paper, pin cushions, etc., etc.

Just arrived a shipment of TEDDY BEARS

Special to close:

\$2-\$2.25 ink wells reduced to \$1.25	
3.50 " " " " 2.25	
6.00 " " " " 4.50	
8.50 " " " " 6.00	

P. Steketee & Sons., Wholesale Dry Goods  
Grand Rapids, Mich.

1908

This is to remind you that the end of the year is close at hand and it is time you placed your order for your next year's calendars. You know our reputation as calendar makers, so send for our new line of samples.

Tradesman Company  
Grand Rapids



### Some of the Factors of Good Salesmanship.

In making rules for the guidance and control of your salesmen let the first one be: "Get orders," and the second: "Get more orders." Let your men understand that all the edicts and manifestos you issue from your sanctum are simply other wording of these two rules.

You carry the system of reports, routing and expenses too far when you tie with red tape the antennae of your business. A corps of fighting units is more effective than an army of disciplined automatons. If your methods destroy the element of personal initiative in your men, cut out the methods.

Your first effort in the method line should be the compilation of a little pamphlet containing a digest of all you know about salesmanship as applied to your own goods; it is safe to assume that you know more about your own line and the best methods to be employed in selling it. Put in extracts from your own experience on the road, and the best bona fide instances of success by others. Let each extract teach a lesson. For example: A salesman friend of mine had spent four hours with two members of a firm, with a large contract under consideration; he had named a price 10 per cent. higher than the goods were sold for the year before; substantial grounds for the advance had been explained and noted; the session had been long and nerve-racking with but little encouragement to Mr. Salesman. In a moment of weakness, thinking that he was about to lose the business, he made a slight price concession on one of the items. The younger member of the firm turned to the elder, "Shall we close with Mr. S.?" "No," was the reply, "he has started to come down, wait until he reaches the bottom."

It was only an "immediate and frank confession on the part of the salesman that saved him, together with the fact that those buyers knew him well and favorably. The lesson is obvious, and let your first suggestion be: Don't "jockey," Don't "meet cuts." Quote your lowest prices, and get them or nothing.

You know the points that you wish to keep always before your men and the main factors of success in selling your line. Put these in your pamphlet, cover the matter thoroughly and concisely down to details, however trivial they may appear to you. For instance, it won't do any harm to suggest that the last man to get into the hotel 'bus is the first one out at the hotel, and when rooms are scarce the first man of the 'bus load to register sometimes gets the room he wants, when the last man goes to a boarding house or wastes the money of the firm on a higher priced room than would have been necessary had he planned better.

The pamphlet should contain all

the main points of your goods, a careful comparison with competitive lines and the "talking points" set forth in order and the logical sequence in which they should be used. You know how it is in putting on a new man. He spends so much time in the factory, then you devote hours and days in teaching him the goods, and filling him with your own enthusiasm and personality, but at best the new man is "cramming" and will not remember all he has seen or heard, perhaps will miss some vital point which you have made. Now, if he could have this boiled down and put in shape so that he could read it over many times and absorb it properly, it would be of infinitely more use and benefit.

When you start your men out you give them a list of customers, but what kind of a list? Doubtless it is your policy to have but one dealer in each town, but have you the best dealer as your customer? In some cases you have, but in more you have not. Get a list of the possible customers—don't confine yourself to the well rated names in Bradstreets or Duns—go to Boyd or some other professional list maker, and get all of them, good, bad and indifferent. Have your salesmen investigate every one and correct your list accordingly.

You know how it was yourself when you struck a town and booked a good order from the first man you called on. You hustled out of that place as soon as possible, although there might have been a dealer on the next street who was anxious to handle your line, and would have given you an order for twice the amount of goods you did sell. Instruct your men to look up every man on the list for each town, and find out which appears to be the best dealer; investigate especially the man who sells the largest quantity of your competitor's goods. Build for the future. Drill & Co., at Cleveland, may be all right now, and desirable customers, but if they should fail or burn out have you the name of the next best concern there?

Make note of the dealer's name who, your man says, is a "hard proposition." These buyers are usually the best customers. It takes more time and tact to sell them, but once on your ledger you can count on their business. They are not switchers, and just because they are "hard propositions," "difficult to interest," "close buyers," and all that, they will be least likely to divert their trade to the next smooth talker who comes along.

There is a standard method by which such men may be approached, and it consists of a "crab" policy of "backing up." Your salesman calls: "Good morning, Mr. Carborundum, my name is Smiles, representing Engine, Lathe & Co. I have just closed with Slow & Poke for the exclusive agency for our line, and while we are tied up with them for this season, my people have asked me to call on you. They know you have a superior organization and are in position to get the business. Would like to have you put this photograph of our New Swivel Base Vise in your files; yes,

the technical description is on the back. Price? That wouldn't be hardly fair to Slow & Poke, now would it? My people merely asked me to suggest that any time you wanted to change they might be able to fix it up. Glad to have met you. Thanks. Good morning."

The telephone? Oh, yes. A contrivance for the indolent. Selling goods by phone is about as successful as courting a girl by correspondence. The girl must be awfully anxious or the postage is wasted, and your buyer has already decided to buy if you get his order by phone. "But," you say, "the appointment by phone saves lots of time; I always find out if my man is at home before I call." True enough, but you never find out by phone whether or not he is in the market. You have heard him say over the phone: "Yes, glad you called up, it will save your coming over. No, there absolutely isn't a thing in your line we need." You have the rest of the three minutes to get in your 10 per cent. talk, but the 90 per cent. personality, judgment, photographs, samples and enthusiasm don't have a chance. By all means use the phone, and find out where Mr. Purchasing Agent is, but don't call for him personally, the office boy can tell you just as well. If you never use the phone for any other purpose, you will err on the safe side.

The majority of salesmen know that direct, personal appeal to the undivided attention of the buyer is about the only way to sell goods, but many, while able to arouse his interest, are unable to close; and many do not appreciate the advantage of a good start. A salesman goes into a buyer's office, full of the goods he wishes to present, but with no knowledge of the personality of the buyer and with no pre-arranged plan for presenting his story. He is embarrassed, and spars for an opening; he begins to "ramble" and is lost.

The start, the approach, is most important in an interview, and it must be something to get the attention of the buyer at once after the introduction. If the salesman has a bargain some inside information as to prices should be presented at once, briefly and clearly, or the latest business news in regard to consolidation of manufacturers, a new tool of striking characteristics in direct connection with the buyer's business.

The salesman should always bear in mind the fact that the motive of his argument is to show the buyer that it is to his (the buyer's) advantage, in profit, reputation, increased business or otherwise, to place his order. If the salesman makes this the governing principle of his argument, that he must create a desire for the goods, he will have grasped the essential idea of salesmanship.

The logical arrangement is the next most important factor and means simply that when you have the attention of your man present your facts clearly and simply, avoiding the use of words or phrases that he might not understand, and in teaching the superior merit of your goods go over the minor points first and reserve your main features until the last. Be

ready to close the deal with your biggest gun if your man seems undecided.

After all, there is really no factor applicable to all cases except one, which is honesty. Be honest, sincere, make your buyer understand that you believe what you are saying to be the truth; carry that conviction in every statement and expression of your face, that you are telling the absolute truth, that your goods are exactly what you represent them to be, and when you say the price is \$100.01, let Mr. Buyer understand that an all day session of "jeweling" will not enter the order at \$100.—J. R. Babcock in Selling Magazine.

### Movements of Michigan Gideons.

Detroit, Nov. 19—Ray Blakeman, Flint, F. S. Frost, Grand Rapids, S. Ed. Minard, Imlay City, and Alfred Sieby, Detroit, were in the Thumb last week throwing out "sunshine" while representing their side and regular lines.

The Detroit Camp of Gideons has changed its hotel meetings from Hotel Pontchatrain back to the Griswold House, where it will hold meetings in the hotel parlor every Sunday evening. At the last meeting twelve Gideons were present and the room was well filled with those interested, being travelers from New York and Indiana. Brothers Webb, Smith, Barron and Kinsey favored us with music.

We can not all sing or preach, but we can all be like "The Little Pansy" in Lena H. Tucker's poem on Contentment:

The master walked in the garden  
One beautiful summer morn,  
And he looked around on the flowers  
That the beds and bowers adorn.

He paused by a queenly rosebush:  
"Sweet rose, can you tell me why  
The flowers I love so fondly  
All hang their heads and die?"

Then he went to the fragile lily  
To ask it she could tell  
Why Death came to blight and wither  
The flowers he loved so well.

Thus on through the garden he wandered,  
Each flower had a ready excuse,  
"Because I am not like another  
I am sure I can be of no use."

"Sweet flower," said the weary master  
As his lips to its leaves he pressed,  
"What mean you by smiling so brightly,  
Why don't you die with the rest?"

"Truly royal board and  
kingly furnishment."

—SHAKESPEARE.

**Hotel  
Livingston**

**Grand Rapids**

But he saw with surprise and sorrow  
That the blossoms he tended with  
care  
Were pale and drooping and with-  
ered,  
While nothing but Death reigned  
there.

"Dear master, I bear only blossoms,"  
The sweet rose bush replied;  
"No fruit like the vine I bring you,  
So I drooped until I died."

"Oh, I am so useless and tender,"  
Said the lily, hanging her head,  
"I can not be bright like the roses  
So I thought I had better be dead."

At last he espied 'neath the bushes,  
Where the sun could scarce find a  
place,  
A dear little pansy; 'twas hidden,  
With a smile on its bright little  
face.

"Why, I can not do much," said the  
flower,

"But I think I am right, am I not,  
If you had wanted a rose bush  
You'd have planted it in this spot?"

"But I thought you wanted a pansy,  
So I just determined to be  
The very best little pansy  
That the master ever did see."

Aaron B. Gates.

Nov. 26—C. T. Bower, Field Sec-  
retary, started on his duties Nov. 18  
at Columbus, Ohio. The itinerary  
for his work in the Buckeye State is  
as follows: Zanesville, Nov. 26 to  
Dec. 1; Dayton, Dec. 2-8; Cleveland,  
Dec. 9-15.

Chicago Camp of Gideons is  
swarming lively these days. Thirty-  
five different pulpits were filled last  
Sunday in the various churches of  
the city by Gideons. Next Sunday  
will find them massed on Normal  
avenue, where they have charge of  
services at the Covenant Baptist  
church.

There were about twenty present  
at the Griswold House service in De-  
troit Sunday evening, and two trav-  
eling men found a new way of liv-  
ing. During the meeting Landlord  
Postal sent in his words of welcome  
to the Gideons and wished it an-  
nounced that the Christian traveling  
men were "thrice welcome" with  
their gospel meetings at his hotel.

#### Butter, Eggs, Poultry, Beans and Po- tatoes at Buffalo.

Buffalo, Nov. 27—Creamery, fresh,  
25@28½c; dairy, fresh, 22@26c; poor  
to common, 18@20c; rolls, 20@25c.

Eggs—Strictly fresh, candled, 28@  
30c; cold storage, candled, 19@20c.

Live Poultry—Springs, 8@10c;  
fowls, 8@9c; ducks, 11@12½c; old  
cox, 7@8c.

Dressed Poultry—Springs, 10@13c;  
fowls, 10@12½c; old cox, 8@9c.

Beans—Marrow, hand picked, \$2.25  
@2.35; medium, hand-picked, \$2.25@  
2.30.

Potatoes—White, 55@60c per bu.;  
mied, 50@55c. Rea & Witzig.

M. Halsted has opened a grocery  
store near Lowell. The Judson Gro-  
cer Co. furnished the stock.

The better things of life become  
the worst when they shut out the  
best.

#### SUCCESSFUL SALESMEN.

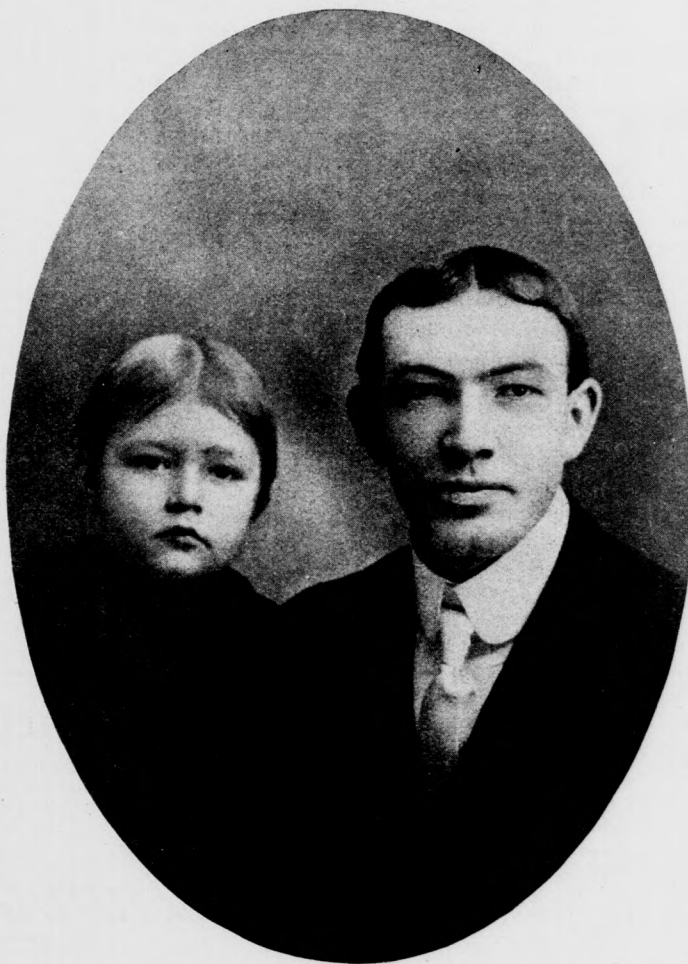
##### E. Formsma, Representing Burnham, Stoepel & Co.

Edward Formsma was born in  
Grand Rapids, Jan. 14, 1874, being the  
second child in a family of nine chil-  
dren. He attended the public schools  
of the city, graduating from the High  
School in the English course. He  
then entered the employ of P. Stek-  
ette & Sons as entry clerk in the  
wholesale department. He was sub-  
sequently promoted to the position  
of house salesman and afterward  
promoted to the position of shipping  
clerk. About ten years ago he was  
offered a position as traveling sales-  
men for the house, which he very  
promptly accepted. His territory

same year he lost an 8-year-old boy  
by death, his family now comprising  
a boy of 11 and a girl of 7. A portrait  
of the boy appears in connection with  
this article. The family reside on a  
farm of five acres at the junction of  
the Lake Shore Railroad and the Hol-  
land Interurban.

Mr. Formsma is a member of the  
LaGrave Street Christian Reformed  
church and the Western Traveling  
Men's Association. He has no other  
affiliations of a social or fraternal  
character. He has only one hobby  
and that is base ball.

Mr. Formsma attributes his suc-  
cess to steady plugging, keeping his  
mouth quiet and making good friends  
with the trade.



originally included all the available  
towns north, south and east of Grand  
Rapids, except such as were covered  
by Burt Keyers and David Hooger-  
hyde. Later on he relinquished  
his northern territory to C. Broene.  
He undertook to see his trade every  
four weeks with the regularity of  
clockwork. About four weeks ago he  
was offered the position of Grand  
Rapids representative for Burnham,  
Stoepel & Co., which he accepted,  
and he is now located at 207-210 Ash-  
ton building, where he carries a com-  
plete line of samples. He calls per-  
sonally on the city trade and expects  
to be able to secure the orders of  
many visiting merchants as well.

Mr. Formsma was married Sept. 23,  
1896, to Miss Cora Hemkes, who died  
March 21, 1905. August 11 of the

#### News from the Wisconsin Lumber District.

Milwaukee—Curtailment of logging  
operations throughout the State has  
thrown from 800 to 1,000 men out of  
work. Wages in the woods have  
been reduced from \$45 to \$30, with  
the prospect of a further cut. The  
reason given for the curtailment of  
sawmill and logging operations is the  
condition of the lumber market. The  
demand has fallen off almost entire-  
ly, despite a reduction in lumber  
prices of \$3 or more a thousand.  
Lumbermen are not disposed to cut  
lumber with no orders in sight. While  
work will undoubtedly be scarce dur-  
ing the winter, it is expected that the  
spring will bring improved condi-  
tions. The financial stringency is  
not entirely responsible for the ces-

sation of operations. None of the  
sawmills were shut down because of  
financial embarrassment or lack of  
credit. It was simply a proposition  
of whether or not to make something  
which could not be sold, at least for  
some time.

Marinette—The Sawyer-Goodman  
Co. and the Hamilton & Merryman  
Co. have closed their summer sawing  
operations. The mills of the N. Lud-  
ington Co. will be able to run for  
some time, as there is a large amount  
of available timber. The Sawyer-  
Goodman mills will start on their  
winter sawing during the coming  
month.

Eau Claire—The Northwestern  
Lumber Co. has closed its sawmills  
at Stanley and this place. It is un-  
derstood that orders have been issued  
to drop several hundred men from  
the pay roll.

New London—The Hatten Lumber  
Co. has completed its sawmill work  
and has closed until after the Christ-  
mas holidays. The season's cut  
amounts to about 8,000,000.

Green Bay—The sawmill of the  
Diamond Lumber Co., which started  
operations this summer, has been  
closed down because of the financial  
conditions.

New Richmond—The Willow Riv-  
er Lumber Co. has closed its sawmill  
for the winter season.

Numerous complaints have come  
to the Michigan Railroad Commission  
concerning the practice of the Chi-  
cago, Kalamazoo & Saginaw Rail-  
way in charging 3 cents per mile since  
the 2 cent fare law went into effect.  
The matter has been the subject of  
careful investigation by the Commis-  
sion. The capital stock of the Chi-  
cago, Kalamazoo & Saginaw Railway  
is owned in equal shares by the Mich-  
igan Central Railroad and the Lake  
Shore & Michigan Southern Rail-  
road, each of which is under the 2  
cent law. The Chicago, Kalamazoo  
& Saginaw Railway is, however, oper-  
ated independently from either of the  
above companies and it is the opin-  
ion of the Commission, as well as of  
the Attorney General, that in view of  
decisions of the courts in parallel  
cases the Chicago, Kalamazoo & Sag-  
inaw could not be required to come  
under a 2 cent basis on account of  
its relation with the Michigan Cen-  
tral and Lake Shore & Michigan  
Southern companies. As its earnings  
are under the \$1,200 limit specified  
in the law, the company can still le-  
gally charge 3 cents per mile.

Lewis E. Davies, formerly on the  
road for the J. M. Bour Co., of Tole-  
do, has engaged to cover Northern  
Michigan for the Peck-Johnson Co.  
and will start out on his initial trip  
with the new house next Monday.  
Mr. Davies will see his customers  
every two months.

James Gardella has sold a half in-  
terest in his grocery and fruit store  
at 300 West Fulton street to his  
brother, Anthony Gardella. The new  
firm will be known as Gardella Bros.

Ralph Stoepel (Burnham, Stoepel  
& Co.) is spending Thanksgiving  
with friends in Grand Rapids.



**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 Sld 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.

**The Relations of Pharmacists and Physicians.**

At the recent meeting of the American Pharmaceutical Association, Dr. J. N. McCormack, a delegate from the American Medical Association, read a paper under the above title. In it he referred to the address he had made at Atlantic City, in which he had charged that a strong force of drug men working under the direction of expert lobbyists representing the N. A. R. D., and backed by proprietary interests, are to be found in every capital, working against the legislation proposed by the medical profession in the interest of pure food and drugs; he had stated that the discovery of this almost universal ascendancy of the quack interests over the drug trade was a painful one to a real friend of the pharmacist, and that it evidently meant that we have come to the parting of the ways with these druggists, and must arrange to dispense for ourselves, as is being done in other countries, unless prompt steps are taken in a comprehensive way to restore proper relations with them. Dr. McCormack now stated that his remarks were by no means intended to apply to all pharmacists, as a respectable minority had been found in all the states who would not join in the effort to debase and mislead legislators. He said that a part of the everyday business of druggists, of the class of which he was speaking, was to sell to innocent men and women, and even to helpless children, trying to obtain relief from disease, habit-producing liquors and drugs. There were three factors essential to the continued existence of such traffic, he declared—i. e., the proprietor or manufacturer, the public and religious press as advertising mediums, and the drug trade. So fully had the lust for wealth taken possession of our people, the speaker charged, that a large majority of the personnel of these three classes is made up of men occupying the most exalted positions in the business, social and religious world. The doctor then reverted to the evils of counter-prescribing, mentioning particularly the drug-store treatment of venereal diseases, and stating that his investigations had convinced him that in most

sections of the country in from 50 to 75 per cent. of cases, the primary treatment is taken in drug stores at the hands of those having no training for such work. The speaker did not spare his own profession for its sins of omission and commission, in, for instance, the prescribing of pills, tablets, and other preparations of doubtful composition, short in weight, and otherwise so defective as to have no therapeutic value.

**International Pure Food and Drug Congress.**

Dr. Harvey W. Wiley, chief of the Bureau of Chemistry of the Department of Agriculture, is planning to put into practical form the suggestion evolved by him during his recent European tour for an international pure food and drug congress to be held in Washington in the near future. Dr. Wiley has given much thought to the subject, and while abroad discussed it with many prominent government officials, all of whom viewed the proposition with the highest favor. In discussing his plans, Dr. Wiley said:

As to the scope of the deliberations of such a congress, it seems to me that the first question to be considered would be the desirability of the adoption of uniform standards of purity for food and drug products. Such standards when proclaimed by all the parties to such an agreement would have the greatest possible weight and would facilitate the work of executive officers operating under pure food and drug laws in every country in the world. It would also be well to adopt uniform systems of analysis and determination and generally to provide the greatest possible uniformity in the data upon which the pure food and drug laws of all countries are to be administered. It would not be practicable to attempt to outline a statute for general adoption nor to circumscribe administrative methods, but uniformity in standards, analyses, etc., would be of great advantage and would be entirely practicable.

**The Drug Market.**

Opium—Is a little lower on account of lack of demand.

Morphine—Has declined 20c per ounce.

Codeine — Has declined 30c per ounce.

Quinine—Is weak.

Citric Acid—Is weak and lower.

Cocoa Butter—Has declined.

Glycerine—Is very firm. Another advance is looked for.

Menthol—Is dull and lower.

Canada Balsam Fir—Is very firm and advancing.

Oregon Balsam—Is also advancing.

Balsam Peru—Is weak and tending lower.

Cubeb Berries—Are very firm and advancing.

Oil Lemon—Has declined.

Oil Bergamot—Is lower.

Oil Peppermint — Is dull and lower.

Oil Wormwood—Is tending higher.

Oil Cassia—Is very firm and advancing on account of small stocks.

Oil Cloves—Has declined on account of lower price for spice.

Oil Cubebs—Has advanced on account of advance in berries.

Gum Shellac—Is dull and declining.

**Formula for a Casein Massage Cream.**

We have published from time to time numerous formulas for the above, of which one of the most satisfactory was that which appeared in our July, 1906, issue on page 453. However, here is still another, which, we trust, will prove satisfactory:

Milk (free from fat).....2 gals.  
 Powdered borax .....1 oz.  
 Boric acid .....1½ ozs.  
 Alum, pulverized .....4 ozs.  
 Carmine coloring, q. s.  
 Perfume, q. s.

Some druggists add a small amount of 40-per-cent. solution of formaldehyde as a preservative, since preparations of casein or cheese will at times decompose, and when they do they smell to high heaven.

Dissolve the borax, acid, alum, coloring and perfume in some water, add to the milk, and set on a fire, being careful not to burn or scald the milk. After the casein is precipitated, or the whey shows clear, strain through cheese-cloth. Do not let it get too dry. Then put in the ariemulsifier and beat up. This fluffs it up, breaks all the granular particles of casein and makes a beautifully smooth cream. If too thick a small quantity of boiled water can be added, and the whole can then be beaten or whipped again in the machine.

P. H. Quinley.

**Red Pepper to Banish Rats.**

A Kansas man gets rid of mice and rats by wrapping cayenne pepper in a cloth and stuffing it into the holes where the animals pass in and out.

They gnaw at the rags, and the first thing they know they have a dose of the pepper that makes them wish they had not been so industrious.

Great records are made not because of adversities but in spite of them.



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 Chloroform, Knife or Pain  
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 Wholesale Drugs  
 Stationery and Holiday Goods  
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A druggist who takes advantage of our big advertising campaign in the leading fashion and women's magazines can make money by handling this Christmas package of

*Dorothy Vernon*

**PERFUME**



This package sells over the counter for a dollar, and you will get many calls for it. Write us for our proposition to druggists.

**THE JENNINGS CO., Perfumers**

**Grand Rapids, Mich.**

## WHOLESALE DRUG PRICE CURRENT

<b>Acidum</b>		<b>Copaiba</b> .....1 75@1 85	<b>Scilla Co.</b> .....@ 50	<b>Liquor Potass Arseni</b> .....10@ 12	<b>Salacin</b> .....4 50@4 75	<b>Oils</b>	
Aceticum.....6@ 8		Cubebae.....2 15@2 25	Tolutan.....@ 50	Magnesia, Sulph. bbl @ 1 1/2	Sapo, W.....13 1/2@ 16	Whale, winter .. 70@ 70	
Benzoinum, Ger. 70@ 75		Erigeron.....2 39@2 50	Prunus virg.....@ 50	Mannia, S. F. .... 45@ 50	Sapo, M.....10@ 12	Lard, extra ..... 85@ 90	
Boricum.....@ 17		Evechthitos.....1 00@1 10		Menthol.....2 65@2 85	Sapo, G.....@ 15	Lard, No. 1 ..... 60@ 65	
Carbolicum.....26@ 29		Gaultheria.....2 50@4 00	<b>Tinctures</b>	Morphia, SP&W 3 25@3 50	Sapo, M.....10@ 12	Linseed pure raw 45@ 48	
Citricum.....62@ 65		Geranium.....oz 75	Anconitum Nap'sR 60	Morphia, SNYQ 3 25@3 50	Seidlitz Mixture.. 20@ 22	Linseed, boiled .. 45@ 49	
Hydrochlor.....3@ 5		Gossypii Sem gal 70@ 75	Anconitum Nap'sF 50	Morphia, Mal...3 25@3 50	Sinapis.....@ 18	Neat's-foot, w str 65@ 70	
Nitrosum.....8@ 10		Hedeoma.....3 00@3 50	Aloes.....50	Moschus Canton. @ 40	Sinapis, opt.....@ 30	Spts. Turpentine ..Market	
Oxalicum.....14@ 15		Junipera.....40@1 20	Arnica.....50	Myristica, No. 1. 25@ 30			
Phosphorium, dil. @ 15		Lavendula.....30@3 60	Aloes & Myrrh .. 50	Nux Vomica po 15 @ 10			
Salicylicum.....44@ 47		Limonis.....2 00@2 15	Asafoetida.....50	Os Sepia .....35@ 40			
Sulphuricum.....1 1/4@ 1 1/2		Mentha Piper ..... 1 80@2 00	Atrope Belladonna 50	Pepsin Saac, H & P D Co ..... @ 1 00			
Tannicum.....75@ 85		Menta Verid. .... 3 25@3 35	Aurantii Cortex.. 50	P D Co.....@ 1 00			
Tartaricum.....38@ 40		Morrhuae gal ..... 1 60@1 85	Benzoin.....50	P D Co.....@ 1 00			
<b>Ammonia</b>		Myricia.....3 00@3 50	Benzoin Co. .... 50	P D Co.....@ 1 00			
Aqua, 18 deg. .... 4@ 6		Olive.....1 00@3 00	Barosma.....50	P D Co.....@ 1 00			
Aqua, 20 deg. .... 6@ 8		Pisic Liquida ..... 10@ 12	Cantharides.....75	P D Co.....@ 1 00			
Carbonas.....13@ 15		Pisic Liquida gal. @ 12	Capicum.....75	P D Co.....@ 1 00			
Chloridum.....12@ 14		Ricin.....1 06@1 10	Cardamon.....75	P D Co.....@ 1 00			
<b>Aniline</b>		Rosmarini.....@ 1 00	Castor.....1 75	P D Co.....@ 1 00			
Black.....2 00@2 25		Rosae oz. .... 6 50@7 00	Catechu.....50	P D Co.....@ 1 00			
Brown.....80@1 00		Succini.....40@ 45	Cinchona.....50	P D Co.....@ 1 00			
Red.....45@ 50		Sabalina.....90@1 00	Cinchona.....50	P D Co.....@ 1 00			
Yellow.....2 50@3 00		Santal.....40 50	Cinchona Co. .... 60	P D Co.....@ 1 00			
<b>Baccae</b>		Sassafras.....90@ 95	Columbia.....50	P D Co.....@ 1 00			
Cubebae.....28@ 33		Sinapis, ess, oz. @ 65	Cubebae.....50	P D Co.....@ 1 00			
Juniperus.....8@ 10		Tigil.....1 10@1 20	Cassia Acutifol.....50	P D Co.....@ 1 00			
Xanthoxylum 30@ 35		Thyme.....40@ 50	Cassia Acutifol Co 50	P D Co.....@ 1 00			
<b>Balsamum</b>		Thyme, opt ..... @ 1 60	Digitalis.....50	P D Co.....@ 1 00			
Copaiba.....70@ 80		Theobromas ..... 15@ 20	Ergot.....50	P D Co.....@ 1 00			
Peru.....75@2 85		<b>Potassium</b>	Ferri Chloridum 35	P D Co.....@ 1 00			
Terabin, Canada 65@ 70		Bi-Carb.....15@ 18	Gentian.....50	P D Co.....@ 1 00			
Tolutan.....40@ 45		Bichromate ..... 13@ 15	Gentian Co.....60	P D Co.....@ 1 00			
<b>Cortex</b>		Bromide.....22@ 27	Guaiaca.....60	P D Co.....@ 1 00			
Abies, Canadian. 18		Carb.....12@ 15	Guaiaca ammon .. 60	P D Co.....@ 1 00			
Cassiae.....20		Chlorate ..... 12@ 14	Hyoscyamus.....50	P D Co.....@ 1 00			
Cinchona Flava. 18		Cyanide ..... 30@ 40	Iodine.....75	P D Co.....@ 1 00			
Buonymus atro. 60		Iodide ..... 2 50@2 60	Iodine, colorless 75	P D Co.....@ 1 00			
Myrica Cerifera. 20		Potassa, Bitart pr 30@ 32	Kino.....50	P D Co.....@ 1 00			
Prunus Virgin. 15		Potass Nitras opt 7@ 10	Lobelia.....50	P D Co.....@ 1 00			
Quillaja, gr'd 24		Potass Nitras ..... 6@ 8	Lyrrh.....50	P D Co.....@ 1 00			
Sassafras, po 25		Prussiate ..... 23@ 26	Nux Vomica.....50	P D Co.....@ 1 00			
Ulmus.....20		Sulphate po ..... 15@ 18	Opil.....1 25	P D Co.....@ 1 00			
<b>Extractum</b>		<b>Radix</b>	Opil, camphorated 1 00	P D Co.....@ 1 00			
Glycyrrhiza Gla. 24@ 30		Aconitum.....20@ 25	Opil, deodorized.. 2 00	P D Co.....@ 1 00			
Glycyrrhiza, po. 28@ 30		Althae.....30@ 35	Quassia.....50	P D Co.....@ 1 00			
Haematox.....11@ 12		Anchusa.....10@ 12	Rhatany.....50	P D Co.....@ 1 00			
Haematox, 1s. 13@ 14		Apum po.....20@ 25	Rhel.....50	P D Co.....@ 1 00			
Haematox, 1/2s 14@ 15		Calamus.....20@ 40	Sanguinaria.....50	P D Co.....@ 1 00			
Haematox, 1/4s 16@ 17		Gentiana po 15. 16@ 18	Serpentaria.....50	P D Co.....@ 1 00			
<b>Ferru</b>		Glycyrrhiza pv 15 16@ 18	Stromonium.....60	P D Co.....@ 1 00			
Carbonate Precip. 15		Hydrastis, Cana. @ 2 50	Tolutan.....60	P D Co.....@ 1 00			
Citrate and Quina 2 00		Hydrastis, Can. po 12@ 15	Valerian.....50	P D Co.....@ 1 00			
Citrate Soluble. 55		Hellebore, Alba. 18@ 22	Veratrum Verde 50	P D Co.....@ 1 00			
Ferrocyanidum S 40		Inula, po ..... 2 00@2 10	Zingiber.....60	P D Co.....@ 1 00			
Solut. Chloride. 15		Ipecac, po ..... 35@ 40	<b>Miscellaneous</b>	P D Co.....@ 1 00			
Sulphate, com'l. 2		Iris plox ..... 25@ 30	Aether, Spts Nit 3f 30@ 35	P D Co.....@ 1 00			
Sulphate, com'l. by bbl. per cwt. 70		Jalap, pr ..... 15@ 18	Aether, Spts Nit 4f 34@ 38	P D Co.....@ 1 00			
Sulphate, pure .. 7		Maranta, 1/4s ..... 15@ 18	Alumen, gr'd po 7 3@ 4	P D Co.....@ 1 00			
<b>Flora</b>		Podophyllum po. 75@1 00	Annatto.....40@50	P D Co.....@ 1 00			
Arnica.....20@ 25		Rhel ..... 1 00@1 25	Antimoni, po.....4@ 5	P D Co.....@ 1 00			
Anthemis.....50@ 60		Rhel, cut .....1 00@1 25	Antimoni et po T 40@ 50	P D Co.....@ 1 00			
Matricaria.....30@ 35		Rhel, pv.....75@1 00	Antipyrin.....25	P D Co.....@ 1 00			
<b>Folia</b>		Spigella.....1 45@1 50	Antifebrin.....20	P D Co.....@ 1 00			
Barosma.....40@ 45		Sanguinari, po 18 @ 15	Argentii Nitras oz @ 55	P D Co.....@ 1 00			
Cassia Acutifol, Tinnevely 15@ 20		Serpentaria.....50@ 55	Arsenicum.....10@ 12	P D Co.....@ 1 00			
Cassia, Acutifol, 25@ 30		Senega.....35@ 90	Balm Gilead buds 60@ 65	P D Co.....@ 1 00			
Salvia officinalis, 1/4s and 1/2s 18@ 20		Smilax, off's H. .... 48	Bismuth S N.....2 10@2 25	P D Co.....@ 1 00			
Uva Ursi.....8@ 10		Smilax, M.....25	Calcium Chlor, 1s @ 9	P D Co.....@ 1 00			
<b>Gummi</b>		Scilla po 45.....20@ 25	Calcium Chlor, 1/2s @ 10	P D Co.....@ 1 00			
Acacia, 1st pkd.. @ 65		Symplocarpus.....25	Calcium Chlor, 1/4s @ 19	P D Co.....@ 1 00			
Acacia, 2nd pkd.. @ 45		Valeriana Eng.....25	Cantharides, Rus. @ 90	P D Co.....@ 1 00			
Acacia, 3rd pkd.. @ 35		Valeriana, Ger.....15@ 20	Caplici Fruc's af @ 20	P D Co.....@ 1 00			
Acacia, sifted sts. @ 18		Zingiber a.....12@ 16	Caplici Fruc's po @ 22	P D Co.....@ 1 00			
Acacia, po.....45@ 65		Zingiber j.....25@ 28	Cap'i Fruc's B po @ 15	P D Co.....@ 1 00			
Aloe Barb.....22@ 25		<b>Semen</b>	Carphyllus.....20@ 22	P D Co.....@ 1 00			
Aloe, Cape.....25		Anisum po 20.....@ 16	Carmine, No. 40 @ 4 25	P D Co.....@ 1 00			
Aloe, Socotri.....45		Apium (gravel's) 13@ 15	Cera Alba.....50@ 55	P D Co.....@ 1 00			
Ammoniac.....55@ 60		Bird, 1s.....4@ 6	Cera Flava.....40@ 42	P D Co.....@ 1 00			
Asafoetida.....35@ 40		Carui po 15.....14@ 15	Crocus.....60@ 70	P D Co.....@ 1 00			
Benzoinum.....50@ 55		Cardamon.....70@ 90	Cassia Fructus.....@ 35	P D Co.....@ 1 00			
Catechu, 1s.....13		Coriandrum.....12@ 14	Centraria.....@ 10	P D Co.....@ 1 00			
Catechu, 1/2s.....14		Cannabis Sativa 7@ 8	Cataceum.....@ 35	P D Co.....@ 1 00			
Catechu, 1/4s.....16		Cydonium.....75@1 00	Chloroform.....34@ 35	P D Co.....@ 1 00			
Comphorae.....90@1 00		Chenopodium.....25@ 30	Chloro'm Squibbs 60	P D Co.....@ 1 00			
Euphorbium.....@ 40		Dipterix Odorate. 80@1 00	Chloral Hyd Crss 1 35@1 60	P D Co.....@ 1 00			
Galbanum.....@ 1 00		Foeniculum.....@ 18	Chondrus.....20@ 25	P D Co.....@ 1 00			
Gamboge.....25@1 35		Foenugreek, po. .... 7@ 9	Cinchonidine P-W 38@ 48	P D Co.....@ 1 00			
Gaulacum.....po 35		Lini.....4@ 6	Cinchonid'e / Germ 38@ 48	P D Co.....@ 1 00			
Kino.....po 45c		Lini, gr'd. bbl. 2 3/4 3@ 6	Cocaine.....2 70@2 95	P D Co.....@ 1 00			
Mastic.....@ 75		Lobelia.....75@ 80	Corks list, less 75% @ 45	P D Co.....@ 1 00			
Myrrh.....po 50		Pharlaris Cana'n 9@ 10	Creosotum.....@ 5	P D Co.....@ 1 00			
Opium.....6 25@6 35		Rapa.....5@ 6	Creta.....bbl 75 @ 2	P D Co.....@ 1 00			
Shellac.....45@ 55		Sinapis Alba.....8 10	Creta, prep.....@ 5	P D Co.....@ 1 00			
Shellac, bleached 60@ 65		Sinapis Nigra.....9@ 10	Creta, precip.....9@ 11	P D Co.....@ 1 00			
Tragacanth.....70@1 00		<b>Spiritus</b>	Creta, Rubra.....@ 8	P D Co.....@ 1 00			
<b>Herba</b>		Frumentum W D. 2 00@2 50	Cudbear.....24	P D Co.....@ 1 00			
Absinthium.....45@ 60		Frumentum.....1 25@1 50	Cuori Sulph.....8 1/4@ 12	P D Co.....@ 1 00			
Eupatorium oz pk 20		Juniperis Co O T 1 65@2 00	Dextrine.....7@ 10	P D Co.....@ 1 00			
Lobelia.....oz pk 25		Juniperis Co.....1 75@3 50	Emery, all Nos.....@ 8	P D Co.....@ 1 00			
Majorium.....oz pk 28		Saccharum N E 1 90@2 10	Emery, po.....@ 6	P D Co.....@ 1 00			
Mentha Pip. oz pk 23		Spt Vini Galli.....1 75@6 50	Ergota.....po 65 @ 65	P D Co.....@ 1 00			
Mentha Ver. oz pk 25		Vini Oporto.....1 25@2 00	Ether Sulph.....45@ 60	P D Co.....@ 1 00			
Rue.....oz pk 39		Vini Alba.....1 25@2 00	Flake White.....12@ 15	P D Co.....@ 1 00			
Tanacetum.....V. 22		<b>Sponges</b>	Galla.....@ 30	P D Co.....@ 1 00			
Thymus V. oz pk 25		Florida sheeps' wool carriage 3 00@3 50	Gambler.....8@ 9	P D Co.....@ 1 00			
<b>Magnesia</b>		Nassau sheeps' wool carriage 3 50@3 75	Gelatin, Cooper.. @ 60	P D Co.....@ 1 00			
Calcined, Pat.....55@ 60		Velvet extra sheeps' wool carriage @ 2 00	Gelatin, French.. 35@ 60	P D Co.....@ 1 00			
Carbonate, Pat.....18@ 20		Extra yellow sheeps' wool carriage @ 1 25	Glassware, fit boo 75%	P D Co.....@ 1 00			
Carbonate, K-M. 18@ 20		Grass sheeps' wool carriage @ 1 25	Less than box 70%	P D Co.....@ 1 00			
Carbonate.....18@ 20		Hard, slate use.....@ 1 25	Glue, brown.....11@ 13	P D Co.....@ 1 00			
<b>Oleum</b>		Yellow Reef, for slate use @ 1 40	Glue white.....15@ 25	P D Co.....@ 1 00			
Absinthium.....4 90@5 00		<b>Syrups</b>	Glycerina.....18@ 25	P D Co.....@ 1 00			
Amygdalae Dulc. 75@ 85		Acacia.....@ 50	Grana Paradisi.. @ 25	P D Co.....@ 1 00			
Amygdalae, Ama 8 00@8 25		Aurantii Cortex.. @ 50	Humulus.....35@ 60	P D Co.....@ 1 00			
Anisi.....1 90@2 00		Zingiber.....@ 50	Hydrarg Ch.....Mt @ 90	P D Co.....@ 1 00			
Aurantii Cortex. 2 75@2 85		Ipecac.....@ 60	Hydrarg Ch Cor. @ 90	P D Co.....@ 1 00			
Bergamii.....4 50@5 75		Ferri Iod.....@ 50	Hydrarg Ox Ru'm @ 1 00	P D Co.....@ 1 00			
Cajiputi.....85@ 90		Rhel Arom.....@ 50	Hydrarg Ammo'l @ 1 15	P D Co.....@ 1 00			
Caryophylli.....1 20@1 30		Smilax Offi's.....50@ 60	Hydrarg Ungue'm 50@ 60	P D Co.....@ 1 00			
Cedar.....3 75@4 00		Senega.....@ 50	Hydrargyrum.....@ 80	P D Co.....@ 1 00			
Chenopadi.....3 75@4 00		Scilla.....@ 50	Ichthyobolla, Am. 90@1 00	P D Co.....@ 1 00			
Cinnamoni.....2 00@2 10		<b>Acacia</b> .....@ 50	Indigo.....75@1 00	P D Co.....@ 1 00			
Citronella.....65@ 70		Aurantii Cortex.. @ 50	Iodine, Resubi.. 3 85@3 90	P D Co.....@ 1 00			
Conium Mac.....80@ 90		Zingiber.....@ 50	Iodoform.....3 90@4 00	P D Co.....@ 1 00			
		Ipecac.....@ 60	Lupulin.....@ 40	P D Co.....@ 1 00			
		Ferri Iod.....@ 50	Lycopodium.....70@ 75	P D Co.....@ 1 00			
		Rhel Arom.....@ 50	Macis.....65@ 70	P D Co.....@ 1 00			
		Smilax Offi's.....50@ 60		P D Co.....@ 1 00			
		Senega.....@ 50		P D Co.....@ 1 00			
		Scilla.....@ 50		P D Co.....@ 1 00			

# Drugs

We are Importers and Jobbers of Drugs, Chemicals and Patent Medicines.

We are dealers in Paints, Oils and Varnishes.

We have a full line of Staple Druggists' Sundries.

We are the sole proprietors of Weatherly's Michigan Catarrh Remedy.

We always have in stock a full line of Whiskies, Brandies, Gins, Wines and Rums for medical purposes only.

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All orders shipped and invoiced the same day received. Send a trial order.

## Hazeltine & Perkins

### Drug Co.

### Grand Rapids, Mich.

## GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

## ADVANCED

## DECLINED

## Index to Markets

## By Columns

A	
Ammonia	1
Axle Grease	1
B	
Baked Beans	1
Bath Brick	1
Bluing	1
Brooms	1
Brushes	1
Butter Color	1
C	
Candles	1
Canned Goods	1
Carbon Oils	1
Catsup	1
Cereals	1
Cheese	1
Chewing Gum	1
Chicory	1
Chocolate	1
Clothes Lines	1
Cocoa	1
Cocoanut	1
Cocoa Shells	1
Coffee	1
Confections	1
Crackers	1
Cream Tartar	1
D	
Dried Fruits	1
F	
Farinaceous Goods	1
Fish and Oysters	10
Fishing Tackle	1
Flavoring Extracts	5
Fresh Meats	1
G	
Gelatine	1
Grain Bags	1
Grains and Flour	1
H	
Herbs	1
Hides and Pelts	10
I	
Jelly	1
L	
Licorice	1
M	
Matches	1
Meat Extracts	1
Mince Meat	1
Molasses	1
Mustard	1
N	
Nuts	11
O	
Olives	1
P	
Pipes	1
Pickles	1
Playing Cards	1
Potash	1
Provisions	1
R	
Rice	1
S	
Salad Dressing	1
Saleratus	1
Salt Soda	1
Salt	1
Salt Fish	1
Seeds	1
Shoe Blacking	1
Snuff	1
Soap	1
Soda	1
Soups	1
Spices	1
Starch	1
Syrups	1
T	
Tea	1
Tobacco	1
Twine	1
V	
Vinegar	1
W	
Wicking	1
Woodenware	1
Wrapping Paper	10
Y	
Yeast Cake	10

1		2	
ARCTIC AMMONIA		Oysters	
12 oz. ovals 2 doz. box	Doz. 75	Cove, 1lb.	@1 10
AXLE GREASE		Cove, 2lb.	@1 85
Frazer's		Cove, 1lb. Oval	@1 25
1lb. wood boxes, 4 dz.	3 00	Plums	1 45@2 50
1lb. tin boxes, 3 doz.	2 35	Peas	
3 1/2 lb. tin boxes, 2 doz.	4 25	Marrowfat	1 00@1 3
10lb. pails, per doz.	6 00	Early June	1 00@1 60
15lb. pails, per doz.	7 20	Early June Sifted	1 25@1 80
25lb. pails, per doz.	12 00	Peaches	
BAKED BEANS		Pie	
1lb. can, per doz.	90	Yellow	2 25@2 75
2lb. can, per doz.	1 40	Pineapple	@2 50
3lb. can, per doz.	1 80	Sliced	@2 40
BATH BRICK		Pumpkin	
American	75	Fair	85
English	85	Good	90
BLUING		Fancy	1 00
Arctic		Gallon	2 75
6 oz. ovals 3 doz. box	40	Raspberries	
16 oz. round 2 doz. box	75	Standard	@
Sawyer's Pepper Box		Russian Caviar	
Per Gross		1/4 lb. cans	3 75
No. 3, 3 doz. wood bxs	4 00	1/2 lb. cans	7 00
No. 5, 3 doz. wood bxs	7 00	1lb. cans	12 00
BROOMS		Salmon	
No. 1 Carpet, 4 sew.	2 75	Col'a River, tails	1 95@2 00
No. 2 Carpet, 4 sew.	2 40	Col'a River, flats	2 25@2 75
No. 3 Carpet, 3 sew.	2 25	Red Alaska	1 35@1 45
No. 4 Carpet, 3 sew.	2 10	Pink Alaska	1 00@1 10
Parlor Gem	2 40	Sardines	
Common Whisk	90	Domestic, 1/4 s.	3 3/4 @ 4
Fancy Whisk	1 25	Domestic, 1/2 s.	@ 5
Warehouse	3 00	Domestic, Must'd	6 1/2 @ 9
BRUSHES		California, 1/4 s.	11 @ 14
Scrub		California, 1/2 s.	17 @ 24
Solid Back 8 in.	75	French, 1/4 s.	7 @ 14
Solid Back, 11 in.	95	French, 1/2 s.	18 @ 28
Pointed Ends	85	Shrimps	
Stove		Standard	1 20@1 40
No. 3	90	Succotash	
No. 2	1 25	Fair	85
No. 1	1 75	Good	1 00
Shoe		Fancy	1 25@1 40
No. 8	1 00	Strawberries	
No. 7	1 30	Standard	
No. 4	1 70	Fancy	
No. 3	1 90	Tomatoes	
BUTTER COLOR		Fair	@1 05
W. R. & Co.'s 25c size	2 00	Good	@1 10
W. R. & Co.'s 50c size	4 00	Fancy	@1 40
CANDLES		Gallons	@3 60
Paraffine, 6s	10	CARBON OILS	
Paraffine, 12s	10	Barrels	
Wicking	20	Perfection	@10 1/2
CANNED GOODS		Water White	@10
Apples		D. S. Gasoline	@17
3lb. Standards	1 35	Gas Machine	@24
Gallon	4 00	Deodor'd Nap'a	@14
Blackberries		Cylinder	29 @34 1/2
2lb.	1 25@1 75	Engine	16 @22
Standards gallons	6 50	Black, winter	8 1/4 @10
Beans		CEREALS	
Baked	80@1 30	Breakfast Foods	
Red Kidney	85@95	Bordeau Flakes, 36 lb.	2 50
String	70@1 15	Cream of Wheat 36 lb.	4 50
Wax	75@1 25	Egg-O-See, 36 pkgs.	2 85
Blueberries		Excella Flakes, 36 lb.	4 50
Standard	1 25	Excella, large pkgs.	4 50
Gallon	7 00	Force, 36 2 lb.	4 50
Brook Trout		Grape Nuts, 2 doz.	2 70
2lb. cans, spiced	1 90	Malta Ceres, 24 lb.	2 40
Clams		Malta Vita, 36 lb.	2 85
Little Neck, 1lb.	1 00@1 25	Mapl-Flake, 36 lb.	4 05
Little Neck, 2lb.	@1 50	Pillsbury's Vitos, 3 doz	4 25
Clam Bouillon		Ralston, 36 lb.	4 50
Burnham's 1/2 pt.	1 90	Sunlight Flakes, 36 lb.	2 85
Burnham's pts	3 60	Sunlight Flakes, 20 lbs	4 00
Burnham's qts.	7 20	Vigor, 36 pkgs.	2 75
Cherries		Voigt Cream Flakes	4 50
Red Standards 1 30@1 50		Zest, 20 2lb.	4 10
White		Zest, 36 small pkgs.	2 75
Corn		Crescent Flakes	
Fair	80@85	One case	2 50
Good	1 00@1 10	Five cases	2 40
Fancy	1 25	One case free with ten cases.	
French Peas		One-half case free with 5 1/2 cases.	
Sur Extra Fine	22	One-fourth case free with 2 1/2 cases.	
Extra Fine	19	Freight allowed.	
Fine	15	Rolled Oats	
Moyen	11	Rolled Avena bbl.	7 50
Gooseberries		Steel Cut, 100 lb. sks.	3 90
Standard	1 75	Monarch, bbl.	7 25
Hominy		Monarch, 90 lb. sacks	3 60
Standard	85	Quaker, 18-2	1 60
Lobster		Quaker, 20-5	4 75
1/2 lb.	2 25	Cracked Wheat	
1 lb.	4 25	Bulk	3 1/4
Picnic Tails	2 75	24 2 lb. packages	3 50
Mackerel		CATSUP	
Mustard, 1lb.	1 80	Columbia, 25 pts.	4 15
Mustard, 2lb.	2 80	Snider's pints	2 25
Soused, 1 1/2 lb.	1 80	Snider's 1/2 pints	1 35
Soused, 2lb.	2 80	CHEESE	
Tomato, 1lb.	1 80	Acme	@16
Tomato, 2lb.	2 80	Climax	@16 1/2
Mushrooms		Elsie	@16
Hotels	@ 24		
Buttons	@ 28		

3		4		5	
Emblem	@16 1/2	Cracknels	16	Kaisina	
3em	@17	Coffee Cake, pl. or iced	10	London Layers, 3 cr	
Ideal	@16	Cocoanut Taffy	12	London Layers, 4 cr	
Jersey	@16 1/2	Cocoanut Bar	10	Cluster, 5 crown	
Riverside	@16 1/2	Cocoanut Drops	12	Loose Muscatels, 2 cr	
Springdale	@16 1/2	Cocoanut Honey Cake	12	Loose Muscatels, 3 cr	
Warner's	@16 1/2	Cocoanut Hon. Fingers	12	Loose Muscatels, 4 cr	10
Brick	@18	Cocoanut Macaroons	18	Loose Muscatels, 4 cr	10
Leiden	@15	Dandelion	10	L. M. Seeded 1 lb 9 3/4 @11	
Limburger	@18	Dixie Cookie	9	Sultanas, bulk	
Pineapple	40 @60	Frosted Cream	8	Sultanas, package	
Sap Sago	@22	Frosted Honey Cake	12	FARINACEOUS GOODS	
Swiss, domestic	@16	Fluted Cocoanut	10	Beans	
Swiss, imported	@20	Fruit Tarts	12	Dried Lima	7
CHEWING GUM		Ginger Gems	8	Med. Hd. Pkd.	2 45
American Flag Spruce	55	Graham Crackers	8	Brown Holland	
Beaman's Pepsin	55	Ginger Nuts	10	Farina	
Adams Pepsin	55	Hippodrome	7	24 1lb. packages	1 75
Best Pepsin	45	Honey Cake, N. B. C.	12	Bulk, per 100 lbs.	3 00
Best Pepsin, 5 boxes	2 00	Honey Fingers, As. Ice	12	Hominy	
Black Jack	55	Honey Jumbles	12	Flake, 50lb. sack	1 00
Largest Gum Made	55	Household Cookies	8	Pearl, 200lb. sack	4 00
Sen Sen	55	Household Cookies Iced	8	Pearl, 100lb. sack	2 00
Sen Sen Breath Perf	1 00	Iced Honey Crumpets	10	Macaroni and Vermicelli	
Long Tom	55	Imperial	8	Domestic, 10lb. box	60
Yucatan	55	Iced Honey Flake	12 1/2	Imported, 25lb. box	2 50
CHICORY		Iced Honey Jumbles	12	Pearl Barley	
Bulk		Island Picnic	11	Common	4 40
Red		Jersey Lunch	8	Chester	4 50
Eagle	5	Kream Klips	20	Empire	5 00
Franck's	7	Lem. Yem	11	Peas	
Schener's	6	Lemon Gems	10	Green, Wisconsin, bu.	2 15
CHOCOLATE		Lemon Biscuit, Square	8	Green, Scotch, bu.	2 25
Walter Baker & Co.'s		Lemon Wafer	16	Split, lb.	04
German Sweet	26	Lemon Cookie	8	Sago	
Premium	38	Mary Ann	8	East India	6 1/2
Caracas	31	Marshmallow Walnuts	16	German, sacks	7
Walter M. Lowney Co.		Mariner	11	German, broken pkg.	
Premium, 1/4 s.	36	Molasses Cakes	8	Taploca	
Premium, 1/2 s.	36	Mohican	11	Flake, 110 lb. sacks	7
COCOA		Mixed Picnic	11 1/2	Pearl, 130 lb. sacks	6 1/2
Baker's	35	Nabob Jumble	14	Pearl, 24 lb. pkgs.	7 1/2
Cleveland	41	Newton	12	FLAVORING EXTRACTS	
Colonial, 1/4 s.	35	Nic Nacs	8	Foote & Jenks	
Colonial, 1/2 s.	35	Oatmeal Crackers	8	Coleman brand Van. Lem.	
Epps	42	Orange Gems	8	2 oz.	1 20 75
Huyler	45	Oval Sugar Cakes	8	4 oz.	2 00 1 75
Lowney, 1/4 s.	40	Penny Cakes, Assorted	8	8 oz.	4 00 3 00
Lowney, 1/2 s.	39	Pretzels, Hand Md.	8	Jaxon brand Van. Lem.	
Lowney, 1 s.	38	Pretzellettes, Hand Md.	8	2 oz.	2 00 1 25
Van Houten, 1/4 s.	12	Pretzellettes, Mac. Md.	7 1/2	4 oz.	4 00 2 40
Van Houten, 1/2 s.	20	Raisin Cookies	14	8 oz.	8 00 4 50
Van Houten, 1 s.	40	Reverse, Assorted	14	Jennings D. C. Brand	
Webb	35	Scotch Style Cookies	8	Terpeness Ext. Lemon	
Wilbur, 1/4 s.	39	Snow Creams	10	Doz.	
Wilbur, 1/2 s.	40	Sugar Fingers	12	No. 2 Panel	1 50
COCOANUT		Sugar Gems	12	No. 4 Panel	1 50
Dunham's 1/4 s & 1/2 s	26 1/2	Sultana Fruit Biscuit	16	No. 6 Panel	2 00
Dunham's 1/2 s	27	Spiced Gingers	9	Toper Panel	1 50
Dunham's 1/4 s	28	Spiced Gingers Iced	10	2 oz. Full Meas.	1 20
Bulk	14	Sugar Cakes	8	4 oz. Full Meas.	2 25
COCOA SHELLS		Sugar Squares, large or small	8	Jennings D. C. Brand	
20lb. bags	4	Superba	8	Extract Vanilla	
Less quantity	4	Sponge Lady Fingers	25	Doz.	
Pound packages		Sugar Crimp	8	No. 2 Panel	1 20
COFFEE		Vanilla Wafers	16	No. 4 Panel	2 00
Rio		Waverly	8	No. 6 Panel	3 00
Common	13 1/2	Zanzibar	9	Taper Panel	2 00
Fair	14 1/2	In-er Seal Goods		1 oz. Full Meas.	85
Choice	16 1/2	Albert Biscuit	1 00	2 oz. Full Meas.	1 60
Fancy	20	Animals	1 00	4 oz. Full Meas.	3 00
Santos		Butter Thin Biscuit	1 00	No. 2 Assorted Flavors	1 00
Common	13 1/2	Butter Wafers	1 00	GRAIN BAGS	
Fair	14 1/2	Cheese Sandwich	1 00	Amoskeag, 100 in bale 19	
Choice	16 1/2	Cocoanut Dainties	1 00	Amoskeag, less than 19 1/2	
Fancy	20	Faust Oyster	1 00	GRAIN AND FLOUR	
Maracaibo		Fig Newton	1 00	Wheat	
Fair	16	Five O'clock Tea	1 00	New No. 1 White	95
Choice	19	Frotana	1 00	New No. 2 Red	95
Mexican		Ginger Snaps, N. B. C.	1 00	Winter Wheat Flour	
Choice	16 1/2	Graham Crackers	1 00	Local Brands	
Fancy	19	Lemon Snap	50	Patents	5 60

6	7	8	9	10	11
<b>Meal</b> Bolted ..... 3 40 Golden Granulated ..... 3 50 St. Car Feed screened 26 50 No. 1 Corn and Oats 26 50 Corn, cracked ..... 26 50 Corn Meal, coarse ..... 26 50 Winter Wheat Bran 26 00 Cow Feed ..... 26 00 Middlings ..... 26 50 Gluten Feed ..... 28 00 <b>Dairy Feeds</b> Wykes & Co. O P Linseed Meal ..... 31 60 Cottonseed Meal ..... 29 50 Gluten Feed ..... 28 00 Malt Sprouts ..... 23 00 Brewers Grains ..... 23 00 Molasses Feed ..... 26 00 Hammond Dairy Feed 26 00 <b>Oats</b> Michigan, carlots ..... 52 Less than carlots ..... 54 <b>Corn</b> Carlots ..... 67 Less than carlots ..... 69 <b>Hay</b> No. 1 timothy car lots 15 00 No. 1 timothy ton lots 16 00 <b>HERBS</b> Sage ..... 15 Hops ..... 15 Laurel Leaves ..... 15 Senna Leaves ..... 25 <b>HORSE RADISH</b> Per doz. ..... 90 <b>JELLY</b> 5 lb. pails, per doz. 2 35 15 lb. pails, per pail ..... 55 30 lb. pails, per pail ..... 95 <b>LICORICE</b> Pure ..... 30 Calabria ..... 23 Sicily ..... 14 Root ..... 11 <b>MATCHES</b> C. D. Crittenden Co. Noiseless 1/2 p. 4 50 @ 4 75 <b>MEAT EXTRACTS</b> 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 <b>MOLASSES</b> New Orleans Fancy Open Kettle ..... 40 Choice ..... 35 Fair ..... 26 Good ..... 22 Half barrels 2c extra <b>MINCE MEAT</b> Per case ..... 2 90 <b>MUSTARD</b> Horse Radish, 1 dz. 1 75 Horse Radish, 2 dz. 3 50 <b>OLIVES</b> 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 <b>PIPES</b> Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob ..... 90 <b>PICKLES</b> Medium Barrels, 1,200 count ..... 9 25 Half bbls., 600 count ..... 5 25 Small Half bbls., 1,200 count 6 00 <b>PLAYING CARDS</b> 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 Tourn't whist ..... 2 25 <b>POTASH</b> 48 cans in case Babbitt's ..... 4 00 <b>PROVISIONS</b> Barreled Pork Mess Clear Back ..... 17 50 Short Cut ..... 17 00 Short Cut Clear ..... 16 75 Bean ..... 16 00 Brisket, Clear ..... 18 50 Pig ..... 20 00 Clear Family ..... 16 00 <b>Dry Salt Meats</b> S P Bellies ..... 12 Bellies ..... 12 Extra Shorts ..... 11 <b>Smoked Meats</b> Hams, 12 lb. average ..... 11 1/2 Hams, 14 lb. average ..... 11 1/2 Hams, 16 lb. average ..... 11 1/2 Hams, 18 lb. average ..... 11 1/2 Skinned Hams ..... 12 Ham, dried beef sets ..... 15 California Hams ..... 8 1/2 Picnic Boiled Hams ..... 13 1/2 Boiled Ham ..... 18 Berlin Ham, pressed ..... 10 Mince Ham ..... 10 Bacon ..... 14 1/2 @ 21 <b>Lard</b> Compound ..... 8 3/4 Pure in tierces ..... 10 80 lb. tubs ..... advance 1/4 60 lb. tubs ..... advance 1/4 50 lb. tins ..... advance 1/4 20 lb. pails ..... advance 1/4 10 lb. pails ..... advance 1/4 5 lb. pails ..... advance 1 8 lb. pails ..... advance 1	<b>Sausages</b> Bologna ..... 7 Liver ..... 7 Frankfort ..... 9 Pork ..... 9 Veal ..... 7 Tongue ..... 7 Headcheese ..... 7 <b>Beef</b> Extra Mess ..... 9 75 Boneless ..... 13 50 Rump, new ..... 14 00 <b>Pig's Feet</b> 1/2 bbls. ..... 1 25 1/4 bbls., 40 lbs. ..... 2 25 1/2 bbls. ..... 3 25 1 bbl. ..... 7 75 <b>Tripe</b> Kits, 15 lbs. ..... 70 1/4 bbls., 40 lbs. ..... 1 50 1/2 bbls., 80 lbs. ..... 3 00 <b>Casings</b> Hogs, per lb. ..... 28 Beef, rounds, set ..... 16 Beef middles, set ..... 40 Sheep, per bundle ..... 70 <b>Uncolored Butterine</b> Solid dairy ..... 10 @ 12 Country Rolls ..... 10 1/2 @ 15 1/2 <b>Canned Meats</b> 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, 1/2 s ..... 45 Deviled ham, 1/2 s ..... 45 Potted tongue, 1/2 s ..... 45 Potted tongue, 1/4 s ..... 85 <b>RICE</b> Fancy ..... 7 @ 7 1/2 Japan ..... 5 @ 6 1/2 Broken ..... 4 @ <b>SALAD DRESSING</b> Columbia, 1/2 pint ..... 2 25 Columbia, 1 pint ..... 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 <b>SALERATUS</b> 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 %s ..... 3 00 <b>SAL SODA</b> Granulated, bbls. ..... 85 Granulated, 100lb. cs. 1 00 Lump, bbls. ..... 80 Lump, 145lb. kegs ..... 95 <b>SALT</b> Common Grades 100 3 lb. sacks ..... 2 10 60 5 lb. sacks ..... 2 00 Bulk, 2 gal. kegs ..... 1 90 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 <b>Warsaw</b> 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 <b>Solar Rock</b> 56 lb. sacks ..... 24 <b>Common</b> Granulated, fine ..... 80 Medium, fine ..... 85 <b>SALT FISH</b> Cod Large whole ..... @ 7 Small whole ..... @ 6 1/2 Strips or bricks ..... 7 1/2 @ 10 1/2 Pollock ..... @ 5 <b>Halibut</b> Strips ..... 13 Chunks ..... 13 <b>Holland Herring</b> White Hoop, bbls. ..... 11 00 White Hoop, 1/2 bbls. 6 00 White Hoop, keg 65 @ 75 White Hoop mchs. ..... 85 <b>Norwegian</b> Round, 100 lbs. ..... 3 75 Round, 40 lbs. ..... 1 75 Scaled ..... 12 <b>Trout</b> No. 1, 100lbs. ..... 7 50 No. 1, 40lbs. ..... 3 25 No. 1, 10lbs. ..... 90 No. 1, 8lbs. ..... 75 <b>Mackerel</b> 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 <b>Whitefish</b> No. 1, No. 2 Fam 100lb. ..... 9 75 4 50 50lb. ..... 5 25 2 40 40lb. ..... 1 12 60 8lb. ..... 92 50 <b>SEEDS</b> 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 <b>SHOE BLACKING</b> Handy Box, large, 3 dz 50 Handy Box, small ..... 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85	<b>SNUFF</b> Scotch, in bladders ..... 37 Maccaboy, in jars ..... 35 French Rappie in jars ..... 43 <b>SOAP</b> 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 cakes ..... 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 <b>LAUTZ BROS. &amp; CO.</b> Acme, 70 bars ..... 3 60 Acme, 30 bars ..... 4 00 Acme, 25 bars ..... 4 00 Acme, 100 cakes ..... 3 50 Big Master, 100 bars 4 25 Marseilles, 100 cakes ..... 6 00 Marseilles, 100 cakes 5c 4 00 Marseilles, 100 ck toilet 4 00 <b>A. B. Whisley</b> Good Cheer ..... 4 00 Old Country ..... 3 40 <b>Soap Powders</b> 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 Rabbit's 1776 ..... 3 75 Roseine ..... 3 50 Armour's ..... 3 70 Wisdom ..... 3 80 <b>Soap Compounds</b> Johnson's Fine ..... 5 10 Johnson's XXXX ..... 4 25 Nine O'clock ..... 3 35 Rub-No-More ..... 3 75 <b>Scouring</b> 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 <b>SODA</b> Boxes ..... 5 1/2 Kegs, English ..... 4 1/2 <b>SOUPS</b> Columbia ..... 3 00 Red Letter ..... 90 <b>SPICES</b> 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 ..... 35 Nutmegs, 105-10 ..... 25 Nutmegs, 115-20 ..... 20 Pepper, Singapore, blk. 25 Pepper, Singp. white. 25 Pepper, shot ..... 17 <b>Pure Ground in Bulk</b> Allspice ..... 16 Cassia, Batavia ..... 28 Cassia, Saigon ..... 55 Cloves, Zanzibar ..... 15 Ginger, African ..... 18 Ginger, Cochina ..... 18 Ginger, Jamaica ..... 25 Mace ..... 65 Mustard ..... 18 Pepper, Singapore, blk. 17 Pepper, Singp. white. 28 Pepper, Cayenne ..... 20 Sage ..... 20 <b>STARCH</b> Common Gloss 1lb. packages ..... 4 1/2 @ 5 3lb. packages ..... 12 1/2 @ 5 6lb. packages ..... 24 1/2 @ 5 40 and 50lb. boxes 3 1/2 @ 3 1/2 <b>Common Corn</b> 20lb. packages ..... 5 40lb. packages ..... 4 1/2 @ 7 <b>SYRUPS</b> Corn Barrels ..... 29 Half Barrels ..... 31 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 1/2lb. cans 2 dz. in cs. 2 10 <b>Pure Cane</b> Fair ..... 16 Good ..... 20 Choice ..... 25 <b>TEA</b> 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	<b>Gunpowder</b> Moyune, medium ..... 30 Moyune, choice ..... 32 Moyune, fancy ..... 40 Pingsuey, medium ..... 30 Pingsuey, choice ..... 30 Pingsuey, fancy ..... 40 <b>Young Hyson</b> Choice ..... 30 Fancy ..... 36 <b>Oolong</b> Formosa, fancy ..... 42 Amoy, medium ..... 25 Amoy, choice ..... 32 <b>English Breakfast</b> Medium ..... 20 Choice ..... 30 Fancy ..... 40 <b>India</b> Ceylon, choice ..... 32 Fancy ..... 42 <b>TOBACCO</b> Fine Cut Cadillac ..... 54 Sweet Loma ..... 34 Hiawatha, 5lb. pails. 55 Telegram ..... 30 Pay Car ..... 33 Prairie Rose ..... 49 Protection ..... 40 Sweet Burley ..... 44 Tiger ..... 40 <b>Plug</b> Red Cross ..... 31 Palo ..... 35 Hiawatha ..... 41 Kyllo ..... 37 Battle Ax ..... 37 American Eagle ..... 37 Standard Navy ..... 37 Spear Head, 7 oz. 47 Spear Head, 14 1/2 oz. 44 Nobby Twist ..... 55 Jolly Tar ..... 39 Old Honesty ..... 43 Toddy ..... 34 J. T. ..... 34 Piper Heidsieck ..... 38 Boot Jack ..... 66 Honey Dip Twist ..... 80 Black Standard ..... 40 Cadillac ..... 40 Forge ..... 34 Nickel Twist ..... 52 Mill ..... 32 Great Navy ..... 36 <b>Smoking</b> Sweet Core ..... 34 Flat Car ..... 32 Warpath ..... 26 Bamboo, 16 oz. ..... 25 I X L, 5lb. ..... 27 I X L, 16 oz. pails. 31 Honey Dew ..... 40 Gold Block ..... 40 Flagman ..... 40 Chips ..... 33 Kiln Dried ..... 21 Duke's Mixture ..... 40 Duke's Cameo ..... 43 Myrtle Navy ..... 44 Yum Yum, 1 1/2 oz. 39 Yum Yum, 1lb. pails 40 Cream ..... 38 Corn Cake, 2 1/2 oz. 25 Corn Cake, 1lb. ..... 22 Plow Boy, 1 1/2 oz. 39 Plow Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 38 Air Brake ..... 36 Cant Hook ..... 30 Country Club ..... 32-34 Forex-XXXX ..... 30 Good Indian ..... 25 Self Binder, 16oz. 8oz. 20-22 Silver Foam ..... 24 Sweet Marie ..... 32 Royal Smoke ..... 42 <b>TWINE</b> 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 <b>VINEGAR</b> Malt White, Wine, 40 gr 9 Malt White, Wine 80 gr 12 1/2 Pure Cider, B & B ..... 15 Pure Cider, Robinson 15 Pure Cider, Silver ..... 15 <b>WICKING</b> No. 0 per gross ..... 30 No. 1 per gross ..... 40 No. 2 per gross ..... 50 No. 3 per gross ..... 75 <b>WOODENWARE</b> 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 <b>Bradley Butter Boxes</b> 2lb. size, 24 in case ..... 72 3lb. size, 16 in case ..... 68 5lb. size, 12 in case ..... 63 10lb. size, 6 in case ..... 60 <b>Butter Plates</b> 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 <b>Churns</b> Barrel, 5 gal., each ..... 2 40 Barrel, 10 gal., each ..... 2 55 Barrel, 15 gal., each ..... 3 70	<b>Clothes Pins</b> Round head, 5 gross bx 55 Round head, cartons. 70 <b>Egg Crates and Fillers</b> 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 <b>Faucets</b> Cork, lined, 8 in ..... 70 Cork lined, 9 in ..... 80 Cork lined, 10 in ..... 90 <b>Mop Sticks</b> Trojan spring ..... 90 Eclipse patent spring. 85 No. 1 common ..... 85 No. 2 pat. brush holder 80 12lb. cotton mop heads 1 40 Ideal No. 7 ..... 85 <b>Pails</b> 2-hoop Standard ..... 2 15 3-hoop Standard ..... 2 35 2-wire, Cable ..... 2 25 3-wire, Cable ..... 2 45 Cedar, ait red, brass ..... 1 25 Paper, Eureka ..... 2 25 Fibre ..... 2 70 <b>Toothpicks</b> Hardwood ..... 2 50 Softwood ..... 2 75 Banquet ..... 1 50 Ideal ..... 1 50 <b>Traps</b> 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 <b>Tubs</b> 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 <b>Wash Boards</b> Bronze Globe ..... 2 50 Dewey ..... 1 75 Double Acme ..... 2 75 Single Acme ..... 2 25 Double Peerless ..... 4 25 Single Peerless ..... 4 25 Northern Queen ..... 3 50 Double Duplex ..... 3 00 Good Luck ..... 2 75 Universal ..... 3 65 <b>Window Cleaners</b> 12 in. ..... 1 65 14 in. ..... 1 85 16 in. ..... 2 30 <b>Wood Bowls</b> 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 <b>WRAPPING PAPER</b> Common straw ..... 1 1/4 Fibre Manila, white. 2 1/4 Fibre Manila, colored. 2 1/4 No. 1 Manila ..... 3 Cream Manila ..... 3 Butcher's Manila ..... 2 1/4 Wax Butter, short c't. 13 Wax Butter, full count 20 Wax Butter, rolls ..... 15 <b>YEAST CAKE</b> Magic, 3 doz. ..... 1 15 Sunlight, 3 doz. ..... 1 00 Sunlight, 1 1/2 doz. ..... 50 Yeast Foam, 3 doz. ..... 1 15 Yeast Cream, 3 doz. ..... 1 00 Yeast Foam, 1 1/2 doz. 58 <b>FRESH FISH</b> Per lb. Whitefish, Jumbo ..... 20 Whitefish, No. 1 ..... 15 Trout ..... 10 Halibut ..... 11 Clasico or Herring ..... 8 Bluefish ..... 15 Live Lobster ..... 30 Boiled Lobster ..... 30 Cod ..... 11 Haddock ..... 8 Pickerel ..... 12 1/2 Pike ..... 9 Perch, dressed ..... 8 Smoked, White ..... 12 1/2 Red Snapper ..... 11 1/2 Silver Salmon ..... 12 Mackerel ..... 20 Finnan Haddier ..... 12 <b>HIDES AND PELTS</b> Hides Green No. 1 ..... 6 Green No. 2 ..... 5 Cured No. 1 ..... 7 1/2 Cured No. 2 ..... 6 1/2 Calfskin, green, No. 1 10 Calfskin, green, No. 2 8 1/2 Calfskin, cured, No. 1 11 Calfskin, cured, No. 2 9 1/2 <b>Pelts</b> Old Wood ..... @ 20 Lambs ..... 50 @ 100 Shearings ..... 40 @ 80 <b>Tallow</b> No. 1 ..... @ 4 No. 2 ..... @ 3 <b>Wool</b> Unwashed, med. .... @ 18 Unwashed, fine ..... @ 14	<b>CONFECTIONS</b> Stick Candy Pails Standard ..... 8 1/2 Standard H H ..... 8 1/2 Standard Twist ..... 9 <b>Cases</b> Jumbo, 32 lb. ..... 8 1/2 Extra H H ..... 16 Boston Cream ..... 12 Big stick, 30 lb. case. 8 1/2 <b>Mixed Candy</b> Grocers ..... 6 1/2 Competition ..... 7 Special ..... 8 Conserve ..... 8 Royal ..... 8 1/2 Ribbon ..... 10 Broken ..... 8 1/2 Cut Leaf ..... 9 Leader ..... 8 1/2 Kindergarten ..... 11 Bon Ton Cream ..... 8 1/2 French Cream ..... 9 1/2 Star ..... 11 Hand Made Cream ..... 17 Premio Cream mixed 14 O F Horehound Drop 11 <b>Fancy-In Pails</b> Gypsy Hearts ..... 14 Coco Bon Bons ..... 13 Fudge Squares ..... 13 Peanut Squares ..... 10 Sugared Peanuts ..... 12 Salted Peanuts ..... 13 Starlight Kisses ..... 11 San Blas Goodies ..... 13 Lozenges, plain ..... 10 Lozenges, printed ..... 11 Champion Chocolate 14 Eureka Chocolates ..... 15 Quintette Chocolates 17 Champion Gum Drops 9 Moss Drops ..... 10 Lemon Sours ..... 11 Imperial ..... 11 Ital. Cream Opera ..... 12 Ital. Cream Bon Bons 12 Golden Waffles ..... 13 Old Fashioned Molass- es Kisses, 10lb. box 1 30 Orange Jellies ..... 50 Red Rose Gum Drops 10 <b>Fancy-In 5lb. Boxes</b> Lemon Sours ..... 60 Old Fashioned Hore- hound drops ..... 60 Peppermint Drops ..... 60 Chocolate Drops ..... 75 H. M. Choc. Drops ..... 1 10 H. M. Choc. Lt. and Dark No. 12 ..... 1 10 Bitter Sweets, as'd 1 25 Brilliant Gums, Crys. 60 A. A. Licorice Drops. 90 Lozenges, plain ..... 60 Lozenges, printed ..... 65 Imperial ..... 60 Mottoes ..... 65 Cream Bar ..... 60 G. M. Peanut Bar ..... 60 Hand Made Cr'ms ..... 80 @ 90 Cream Wafers ..... 65 String Rock ..... 60 Wintergreen Berries ..... 60 Old Time Assorted ..... 2 75 Buster Brown Goodies 3 50 Up-to-date Assmt. .... 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 <b>Pop Corn</b> Cracker Jack ..... 3 25 Checkers, 5c pkg case 3 50 Pop Corn Balls, 200s 1 35 Azulikit 100s ..... 3 00 Oh My 100s ..... 3 50 <b>Cough Drops</b> Putnam Menthol ..... 1 00 Smith Bros. ..... 1 25 <b>NUTS-Whole</b> Almonds, Tarragona ..... 18 Almonds, Avica ..... 18 Almonds, California sft. shell ..... 14 @ 15 Brazil ..... 14 @ 15 Filberts ..... 13 Cal. No. 1 ..... 13 Walnuts, soft shelled 18 @ 19 Walnuts, Chili ..... 15 Table nuts, fancy ..... 13 @ 16 Pecans, Med. .... 13 Pecans, ex. large ..... 14 Pecans, Jumbos ..... 16 Hickory Nuts per bu. Ohio new ..... Cocoanuts ..... Chestnuts, New York State, per bu. .... <b>Shelled</b> Spanish Peanuts ..... 9 @ 9 1/2 Pecan Halves ..... 70 Walnut Halves ..... 35 Filbert Meats ..... 27 Alicante Almonds ..... 42 Jordan Almonds ..... 47 <b>Peanuts</b> Fancy H. P. Suns ..... @ 6 1/2 Roasted ..... 7 1/2 @ 8 Choice, H. P. Jumbo Roasted .....

# Special Price Current

## AXLE GREASE



Mica, tin boxes.....75 9 00  
Paragon .....55 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



### G. P. Bluing

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

## CIGARS

G. J. Johnson Cigar Co.'s bd.



Any quantity .....31  
El Portana .....33  
Evening Press .....32  
Exemplar .....32

Worden Grocer Co. brand  
Ben Har

Perfection .....35  
Perfection Extras .....35  
Londres .....35  
Londres Grand .....35  
Standard .....35  
Puritans .....35  
Panatellas, Finas .....35  
Panatellas, Bock .....35  
Jockey Club .....35

## 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

Carcass .....5 1/2 @ 9  
Hindquarters .....7 1/2 @ 10  
Loins .....8 @ 14  
Rounds .....6 1/2 @ 7 1/2  
Chucks .....5 @ 6 1/2  
Plates .....5 @ 5  
Livers .....5 @ 5

### Pork

Loins .....@ 14  
Dressed .....@ 7 1/2  
Boston Butts .....@ 13  
Shoulders .....@ 10 1/4  
Leaf Lard .....@ 10 1/4  
Trimnings .....@ 9 1/4

## Mutton

Carcass .....@ 9 1/2  
Lambs .....@ 10 1/2  
Spring Lambs .....@ 10 1/2  
Veal  
Carcass .....6 @ 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..1 29

### Jute

60ft. ....75  
72ft. ....90  
90ft. ....1 05  
120ft. ....1 50

### Cotton Victor

50ft. ....1 10  
60ft. ....1 35  
70ft. ....1 60

### Cotton Windsor

50ft. ....1 30  
60ft. ....1 44  
70ft. ....1 80  
80ft. ....2 00

### Cotton Braided

40ft. ....95  
50ft. ....1 35  
60ft. ....1 65

### Galvanized Wire

No. 20, each 100ft. long 1 90  
No. 19, each 100ft. long 2 10

## COFFEE

### Roasted

Dwinell-Wright Co.'s B'ds



White House, 1lb. ....  
White House, 2lb. ....  
Excelsior, M & J, 1lb. ....  
Excelsior, M & J, 2lb. ....  
Tip Top, M & J, 1lb. ....  
Royal Java .....  
Royal Java and Mocha .....  
Java and Mocha Blend .....  
Boston Combination .....  
Distributed by Judson  
Grocer Co., Grand Rapids;  
Lee, Cady & Smart, De-  
troit; Symons Bros. & Co.,  
Saginaw; Brown, Davis &  
Warner, Jackson; Gods-  
mark, Durand & Co., Bat-  
tle Creek; Fleibach 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 feet .....5  
No. 2, 15 feet .....7  
No. 3, 15 feet .....9  
No. 4, 15 feet .....10  
No. 5, 15 feet .....11  
No. 6, 15 feet .....12  
No. 7, 15 feet .....15  
No. 8, 15 feet .....18  
No. 9, 15 feet .....20

## Linen Lines

Small .....20  
Medium .....25  
Large .....34

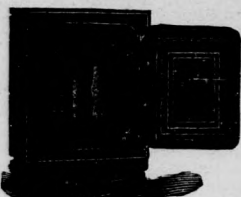
## Poles

Bamboo, 14 ft., per doz. 55  
Bamboo, 16 ft., per doz. 60  
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's .....1 50  
Knox's Acidu'd. doz. 1 20  
Oxford .....75  
Plymouth Rock .....1 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, large .....3 75  
Halford, small .....2 25

Use

Tradesman

Coupon

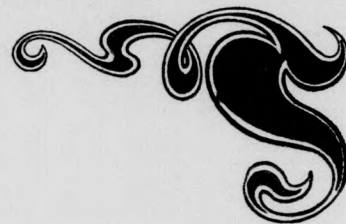
Books

Made by

Tradesman Company

Grand Rapids, Mich.

# FINE CALENDAR



**N**OTHING 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.

Mossler's special ten-day sales never fail to bring results. Your entire stock closed out or reduced at good prices, on your own premises, on a small commission basis. Write us for terms and dates, stating size of stock. M. L. Mossler & Co., 1158 E. 56th St., Chicago, Ill. 338

To Exchange—320 acres good land, Grand Forks County, North Dakota; make offer. Address H. C. Meihnsner, Walnut, Ill. 337

Wanted—Partner for an established manufacturing business. Water-power plant. Good opening. Address Lock Box 33, Constantine, Mich. 336

For Sale—Clean up-to-date stock of general merchandise, invoicing about \$1,500, stock and fixtures. I have reduced stock from \$3,000 in 15 days special sale. Good town and good surrounding country in fruit belt of Western Michigan. Best location in town. Rent cheap. A bargain. Reason for selling, other business. I. J. Jewell, Grand Junction, Mich. 335

For Sale—To a hustling business man who can furnish A1 references and \$2,500 cash, I will sell half interest in the best moneymaking proposition I know of. I own the U. S. patent right (granted 1907) and am having the invention manufactured and sold. Nothing else like it. No competition, \$5,000 to \$10,000 per year profit should be earned and the field for operation is practically untouched. My reasons for selling is because of a large business enterprise which occupies my entire time. Please do not answer this through curiosity, but if you mean business and fill the requirements mentioned above, I will take pleasure in giving full particulars. Address "Invention" care Michigan Tradesman. 334

Farm lands within and around Duluth, Minn., for sale at wholesale prices. L. A. Larsen Co., 215 Providence Bldg., Duluth, Minn. 333

For Sale—One of the finest up-to-date drug stores in Michigan. Corner store, low rent, full prices. Invoice stock and fixtures about \$6,000. Annual sales \$10,000. A proposition that will stand rigid investigation. Proprietor not a druggist and desires to devote his entire time to other business. Don't write unless you mean business. Address No. 332, care Michigan Tradesman. 332

Will sell or exchange, for good real estate, good grocery stock doing good business in factory town. Address 331, care Tradesman. 331

For Sale—A 45-room \$2 per day hotel; modern in every respect; has good trade and is beautifully located. Call or write, E. M. Worden, Ladysmith, Wis. 330

Wanted—Position as salesman. Have had fifteen years' experience retail grocery business. E. J. Cheney, 1251 So. Division St., Grand Rapids. 329

\$10 invested in formula for concrete work. Government test. Will make you \$5 per day. Address M. Jacobs, Marshall, Mich. 327

For Sale—Stock general merchandise invoicing \$2,000 in small town on Grand Rapids and Indiana railroad, in good producing country. For further information address Calvert, Valentine, Ind. 326

For Sale—A good paying clean drug stock and line of fancy groceries in brick building. Located in excellent farming community. Good reason for selling. Address George Kritzer, Bailey, Mich. 325

Wanted—Two thousand cords bass-wood and poplar excelsior bolts, green or dry. Highest market price paid, cash. Excelsior Wrapper Co., Grand Rapids, Mich. 359

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 1905, \$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

For Sale—One of the best meat markets in Holland, Mich. Doing nice cash business. Good reasons for selling. Address No. 317, care Michigan Tradesman. 317

Will pay 10 per cent. on \$1,800 for one year, good security. Address Lock Box 121, Kenosha, Wis. 322

For Sale—Stock of farm implements, wagons, carriages, harnesses, robes, blankets and harness shop. First-class location. No competition. Fine farming country. Terms cash. No trade. Address Y. Z., care Michigan Tradesman. 316

To Rent—Desirable store in Flint, Mich., main street. Good for any business. Size 21x110 ft. Flint Buggy Co., Flint, Mich. 314

For Sale—Only drug stock in town of 500 inhabitants. Sales \$5,000 a year. Stock invoices \$2,000. Rent \$14. Terms cash. Good reason for selling. Address No. 312, care Michigan Tradesman. 312

For Sale or Rent—Lumber yard doing business in the same location thirty years. For rent or sale January 1, 1908. J. M. Ritter, Sedalia, Mo. 311

As I am retiring from business, I offer my general stock of merchandise, consisting of dry goods, clothing, shoes, crockery, groceries, etc., at a big bargain. It is the best opening in the United States. Located at Howell, Mich., County seat. Only two other general stores. Will sell whole or 1/2 interest, cash or approved paper. Stock about \$20,000. Can be reduced. Established 25 years and a moneymaker. Address A. J. Prindle, Howell, Mich. 310

A large beautiful farm for sale, or will trade for stock of furniture or hardware. Address Farmer, care Michigan Tradesman. 301

Wanted—A responsible sawmill man with good mill (band mill preferred), and logging outfit, to take full charge of log and saw merchantable timber on 20,000 acres, estimated at 100,000,000 feet, and get out, say, 3,000,000 hardwood ties. Must have capital to erect and operate his mill, do logging and meet his payrolls until first month's cutting is on sticks or at railroad. Payments monthly for lumber sawed and ties delivered to railroad (on property) under direction owner's local superintendent. Ralph H. Waggoner, 309 Broadway, New York. 309

## 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

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—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

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—Clean stock general merchandise and fixtures, invoicing about \$5,000. Building with basements and warehouse for sale or rent. Main sales-room 30x110 feet, heated by furnace. Two churches. Only Academy in state is located here. Splendid farming and fruit country. Good class of associates, morally and intellectually. Case Mercantile Co., Benzonia, Mich. 278

Special Attention—Drug stores and positions anywhere desired in United States or Canada. F. V. Kniest, Omaha, Neb. 951

## SITUATIONS WANTED.

Wanted—Position in grocery store by young man of three years' experience. Address No. 339, care Michigan Tradesman. 339

Wanted—A position as clerk by a middle age christian man. Experienced in general store. Good recommends. Address John Graybill, Clarksburg, Ill. 313

Want Ads. continued on next page.

**If** you want to sell your business.

If you want to buy a business.

If you want a partner.

If you want a situation.

If you want a good clerk.

If you want a tenant for your empty store-room.

If you want to trade your stock for real estate.

If you want at any time to reach merchants, clerks, traveling salesmen, brokers, traders—business men generally—

**Try a  
Michigan  
Tradesman  
Business  
Want Ad.**

**THE REAL REASON.**

President Roosevelt's strenuous movements against law-breaking corporations and trusts have aroused against him among that class intense enmity and opposition, and they have not hesitated to charge the present financial stringency upon him.

Of course, this is intended to wreck if possible his political plans and ambitions, and should a long continued industrial and business depression succeed to the present conditions, so that the great body of the people, among whom his personal popularity is so general, shall be brought to suffer loss of employment to many and reduced wages to those who remain employed, his prestige and popularity will come to an end before the holding of the Republican National Convention next June. In a time of business depression labor is the last to suffer, but when the blow falls which causes the closing or cutting down of factory operations to half-time or reduced wages, labor gets the greater weight of the stroke.

Whatever may be the effect upon President Roosevelt's political future, it is certain that the present financial trouble is no more justly to be charged upon him than was that of 1893 upon President Cleveland, although he had to bear the entire brunt of it. The panic in his time was the result of general distrust of our money system, which had become frightfully complicated with the free silver craze that had seized like a virulent disease upon the country. At home and abroad in financial circles it was feared that fifty-cent dollars were to be used to pay all debts, public and private.

To-day no such weakness in our system exists. The country is solidly on a gold basis and has more gold in its vaults than is possessed by any other nation, while our own mines are producing \$100,000,000 of the precious metal every year. Our staple crops, which always command gold and are largely shipped to European countries, where this year their crops of grain are deficient, insure good prices for all we can export in the way of wheat and corn, while our rather short crop of cotton is going to command big prices.

There has been nothing in agricultural conditions to create financial trouble. Nothing can be charged to our commercial and industrial operations. They have been prosperous for several years and there have been little, if any, signs of overproduction. As to the railroads, so far from having been built in excess of needs, as has been the case in some past panics, their facilities are actually inadequate for the business of the country, and they are at present in need of hundreds of millions of dollars to develop their terminals, their tracks and their equipment. Their lack to-day is not that of business, but of the money necessary for development, and should there be an early easing up of the stringency, they would be eager to go to work on extensions and equipments for which their transportation facilities are suffering.

A careful survey of the situation

shows that the money troubles of the present moment are not the result of excessive expansion of any proper and legitimate business, nor were they caused by the movement of the President against law-violating corporations and trusts. Excessive speculation, chiefly in the stocks of various corporations, has done the work. It commenced early last spring, and in May operations up and down had been carried to such an extent that the shrinkage in values on May 14 was estimated to equal one thousand million dollars.

Not a few of the New York banks were deeply implicated in those operations; and heavy losses, for which the stocks are still being held, drove some of those institutions to suspend payment, an act which reflected on all the others so seriously that general suspension was found necessary. The situation at the end of October was thus graphically set forth by the New York Independent:

This acute and alarming financial disturbance in New York has taken place at a time when the entire country is still enjoying prosperity. Wages are high and great activity in the industries of manufacture has not been checked. The continuing large volume of traffic on the railroads makes earnings greater than last year's. Southern planters get high prices for a large crop of cotton. Although the yield of two or three cereals is smaller than the very abundant harvest of 1906, owing to high prices, the farmers' receipts will exceed those of last year by \$500,000,000. In New York we have a panic, with runs on the banks and the suspension of great financial institutions.

Let us see what the causes of this disturbance were. They have been almost exclusively local. The immediate cause was the miserable collapse of a wild speculation in the shares of a copper mining company. As the company was not widely known and had not attracted many investors, this affair might soon have been forgotten if the originators of the reckless speculative movement had not been closely connected with the management of a national bank, and if that bank, on account of the unsuccessful corner, had not been forced to apply to the Association of Banks for help. Aid was given, as the bank was solvent, but upon the condition—suggested by an examination of the bank's loans—that the controlling owners and officers should retire from the banking business. At the same time several other second-rate financiers and speculators who had obtained control of a group of banks were also forced to sell out and withdraw.

In recent years certain speculators and promoters have gained control of banks in New York in order that they might use depositors' money to bolster up their speculative projects, such as the making of ice trusts and the consolidation of steamship companies. It was their practice to use the stock and securities of one bank as a basis for loans with which they bought control of another, and so on, until a "chain" was completed.

Here is the entire matter. The New York banks, being so deeply involved, eagerly sought money wherever it could be got to carry on their operations. They offered big interest and they drew all the surplus money from the South and West. They swallowed up \$220,000,000 of Government deposits, they have drawn \$50,000,000 of gold from Europe and yet they have not money enough to meet the vast shrinkage in stocks for which they stand as principals or sponsors.

Whenever the New York banks shall be able to resume, that is to say, pay the money they owe the banks of the West and the South, all signs of the panic here will disappear, because we had no excessive speculation or over-expansion of any sort of business, but were all right, sound and solvent in every way, and if our people had kept their money at home instead of putting it in the insatiable maws of New York speculators, we would have had no panic here, and as soon as we can get it back our panic will disappear.

Menominee—The cedar situation is the gloomiest in years. The dealers, having paid topnotch prices for poles and posts last winter, were unable to dispose of the bulk of their stock before the slump in prices came. This stock is now held in the local yards and a large amount of money is therefore tied up. This makes it impossible for the larger cedar dealers to go into extensive cedar cutting or buying for the coming season. It may be that this condition will resolve itself into a more favorable outlook for next season. It is safe to say that this winter's output of cedar in the Upper Peninsula will be less than one-half of that of last winter, while the prices are indefinite and will not be firmly established until some time next spring.

Fish—Cod, hake and haddock are slow and unchanged in price. Salmon is quiet at ruling prices. Domestic sardines are a trifle firmer on reports of the close of the packing

season after a short pack. The demand, however, is light. Imported sardines grow scarcer and firmer all the time. Mackerel shows no recession in price, not as to Norway or Irish or shore fish, but the demand is very light. It usually is so around the end of the year, and this condition is intensified this year by money conditions.

The man who mortgages his place for an automobile is going a pretty fast and dangerous gait.

No one except a man's immediate family knows how high a regard he entertains of himself.

The time to be most wary of new sin is when you bury an old one.

**BUSINESS CHANCES.**

Physician—Good opening wanted in good town. Write No. 345, care Tradesman. 345

For Sale—Bazaar stock in manufacturing city of 6,000. Inventories about \$2,500, including Christmas stock coming. Can reduce. Easy terms. Address No. 343, care Tradesman. 343

Here is a good opening. A good clean department store stock in one of the best cities of 6,000 in Southern Michigan. Good location, good reputation with the local trade. Growth of business shows a splendid record. A chance for party that wants a good retail business. Address W. E. C., care Michigan Tradesman. 342

For Sale—I wish to sell my shoe stock. Will invoice about \$2,100. Address P. W. Holland, Ovid, Mich. 341

For sale or part exchange for merchandise, centrally located rooming and boarding house in Kalamazoo. Calvin Forbes, Dowagiac, Mich. 344

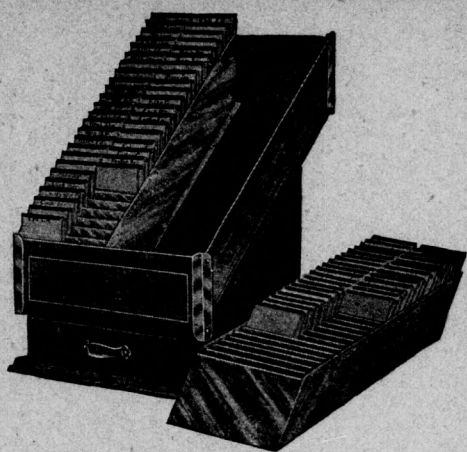
No difference where you live, if you are plaintiff or defendant in a lawsuit or need the advice of a lawyer, we can render you valuable assistance. For particulars address P. O. Box 128, Niagara Falls, N. Y. 340

# Warning To Shoe Dealers

## Don't Countermand Your Orders

Information has come to the office of the Michigan Tradesman that certain retail shoe dealers are inclined to cancel orders. Take our advice, and DO NOT DO IT. You will make the mistake of your life. You will want these goods ordered by you about April 1st, or Easter Time, and the result will be, if you cancel your orders, you will not be able to receive them, and the loss to you will be something that cannot be estimated at the present time. Simply because a lot of financial bulls and bears are manipulating the market and making the money situation a little hard just at present, do not believe for an instant that this great country of ours is going to the dogs. Conditions were never better. We have 80,000,000 people in the United States who must be clothed and fed, and we have never yet seen the time in our history but what they have been looked after. We have been up against this panic game three or four times in the last thirty or forty years, and each time the retail dealer has suffered on account of the scare, and the fact that he has not had goods on hand to supply the trade when it came to his store. During these panic days, the live, wide-awake, progressive merchant, who has the courage to order his goods, is the man who will make the money. Do not consider this hot air, because such is not the case. They are Simon pure facts. If you have been foolish enough to countermand orders, write your manufacturer at once, and replace the order with him, so you can have the goods when you want them.

## Do You Know Where You're At?



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

You should know all the time just where you're at.  
The amount of cash received on account and for merchandise sales each day.  
The amount of credit business for the day and the total amount you have on your books.  
The amount you owe your wholesale houses.  
The manner and time to place a limit on the amount of credit to be given to any customer.  
The Keith System will give you this information and do much more for you in the bargain.  
It will cut out all posting of accounts to ledger from memorandum slips, day-book or journal.  
It will give your customers with every purchase an itemized duplicate bill with the total amount they owe appearing on the same.  
It will pay for itself ordinarily in three months' time.  
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### The Simple Account Salesbook Co.

Sole Manufacturers, also Manufacturers of Counter Pads for Store Use  
1062-1088 Court Street Fremont, Ohio, U. S. A.

## Cut Down Expense

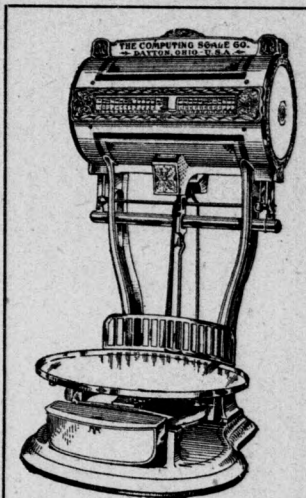
ELECTRIC CARS are cheaper to operate and give quicker and more satisfactory service than horse or cable cars. At a great cost the old equipment has been disposed of and the lines remodeled and brought up-to-date and are now run with the greatest efficiency and least expense.

CONTINUAL LOSS is endured by users of old style pound and ounce scales and a brief comparative test with a modern MONEY WEIGHT SCALE will convince you of this fact.

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Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

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Grand Rapids



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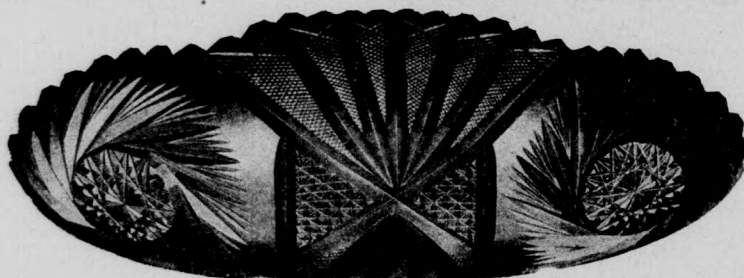
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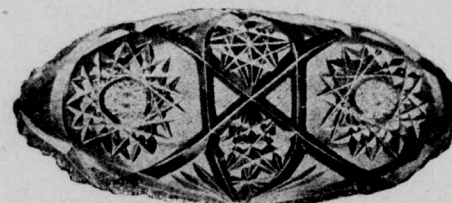
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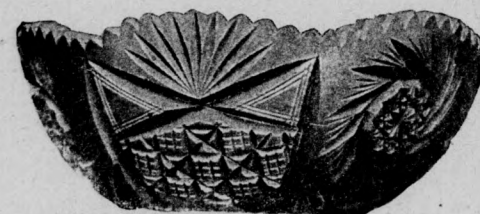
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