

That Window Display Problem

Let Us Solve It For You

We have solved it for hundreds of grocers and are ready to help you make your window an effective salesman at no cost to you save a few minutes' time of one of your clerks.

Here's Our Liberal Offer:

We have on our staff an expert window trimmer—a man who knows window salesmanship, who devotes his entire time to the devising and installing of windows *that sell goods*.

He has planned a very simple but effective window (the other day a grocer wrote us that it had *doubled his sales* on K. T. C. F.) that your junior clerk can install in 20 minutes without worry or trouble on your part. We will send you absolutely free, *transportation prepaid*, all the necessary material and full instructions, if you will agree to install it promptly and leave it up, say two weeks.

May we do it?

A simple request on your business stationery is all we ask.

Address all correspondence to the house

TOASTED CORN FLAKE COMPANY

BATTLE CREEK, MICHIGAN

WORDEN GROCER COMPANY

Grand Rapids, Mich.

The Prompt Shippers

Judson Gro. Co.

Grand Rapids

and



Are a Mighty Good "Pair to Draw to"

Every Cake



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

The Fleischmann Co.,

of Michigan

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

On account of the Pure Food Law
there is a greater demand than
ever for * * * * *

Pure Cider Vinegar

We guarantee our vinegar to be
absolutely pure, made from apples
and free from all artificial color-
ing. Our vinegar meets the re-
quirements of the Pure Food Laws
of every State in the Union. * *

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

SNOW BOY WASHING POWDER.

GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

Twenty-Sixth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 30, 1908

Number 1306

GRAND RAPIDS FIRE INSURANCE AGENCY THE MCBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

Commercial Credit Co., Ltd.

Credit Advices and Collections

MICHIGAN OFFICES

Murray Building, Grand Rapids

Majestic Building, Detroit

ELLIOT O. GROSVENOR

Late State Food Commissioner

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

2321 Majestic Building, Detroit, Mich.

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

Kent State Bank

Grand Rapids

Has the largest Capital and Deposits of any State or Savings Bank in Western Michigan.

Pays 3½ per cent. on Savings Certificates of Deposit.

Checking accounts of City and Country Merchants solicited.

You can make deposits with us easily by mail.

**FIRE AND
BURGLAR
PROOF**

SAFES

**Grand Rapids
Safe Co.**

Tradesman Building

SPECIAL FEATURES.

2. Awaiting the Outcome.
4. News of the Business World.
5. Grocery and Produce Markets.
6. Association Formed.
8. Editorial.
9. City vs. Country.
10. Six Kinds of Coffee.
12. Butter, Eggs and Provisions.
14. New York Market.
16. Double Dealing.
17. The Demon Debt.
18. Live Salesmen.
20. Woman's World.
22. Our Ancestors.
23. Two Extremes.
24. One of Many.
26. The Corner Club.
28. Wind and Wave.
31. Fine House for Sale.
32. Review of the Shoe Market.
34. Behind the Counter.
36. Dry Goods and Notions.
38. Window Trimming.
39. The Beauty Parlor.
40. Commercial Travelers.
42. Drugs.
44. Grocery Price Current.
46. Special Price Current.

BUYING OUTSIDE.

Plausible Excuse Offered by an Elk Rapids Lady.

Elk Rapids, Sept. 29.—The article in your issue of Sept. 23 on "How To Down the Mail Order Incubus" struck me with such force that I find it impossible to down the desire to give my side of the subject.

That there are two sides to this question—as to every question—no one will deny, but, like the old maid and the mother-in-law and other like worn-out subjects, only one side is dwelt upon, and this to such an extent that I long to scream my side from the housetops. If this article gets no farther than the editor's waste basket I shall feel that I have done my duty by the world, even if the editor shirks his by depriving a cold, unsympathetic public of a recital of the righteous indignation of a down-trodden, abused and misunderstood woman.

I am of the class who lives in the small town and of the number who send to the large cities for various things, including hats, shoes, gowns, coats and gloves for myself and children.

The local dry goods stores keep a good stock for the trade here and no criticism of that stock is intended, and whenever I can buy the thing I want in my own town I do so; but if there is any man or woman who can give me any good reason why I should buy any of the above named articles which do not suit nor fit me I should like to hear it.

Why should I buy a suit or coat which I expect to last me two years or more which I do not like, which does not fit me and is not the style I wish, simply because our home merchants have them for sale, or a hat of my home milliner which is a fright on me, simply because she has them and must sell them to somebody?

I do not ask them to buy a larger stock for me to select from or com-

plain because they do not have what I want, but I would like to be allowed to use my judgment in buying my own and my children's clothing.

It might be suggested at this point that one may order any one or all of these articles through our home merchants; and I would say in this connection that I have done this repeatedly, and they never fitted and were never exactly as ordered. Then the question is open for discussion as to what shall be done with the misfit article, for, as I heard one woman say, "If I keep it I am mad and if the merchant keeps it he is mad." So I long ago decided to cast my lot with the city merchant—the one who gets out the catalogue—for if the article is returned there are no questions asked and all is well, barring the express money. This has vanished, but of the two evils this is far pleasanter than the wrath of the "party of the first part."

On a day of an excursion to a nearby larger town I entered one of our dry goods stores and remarked laughingly that I was the only woman in town, whereupon the proprietor turned on me and with the most telling, not to say vituperative, language told me a few things. Like the proverbial worm we have heard about, I turned on this same dry goods man and asked if his wife bought her last new gown in this town. He looked out of the window and said, "No." I went on with a volley of questions: Did she buy the trimming here? Did she have it made here? Did she buy her new hat in this town? Did she own anything in the shape of clothing that she did buy here? To all of which he answered: "No—but," and then proceeded to give reasons: Her sister in Grand Rapids is a dress-maker. She has a friend in Chicago who is a milliner. He bought her silk waist when he bought his goods in Chicago, etc., none of which, as you may believe, were satisfactory to me or exonerated him from finding fault with others who did what he evidently was doing.

This same dry goods man makes it convenient—they all do—to need a suit of clothes and buys them when he goes to the city to buy his fall or spring stock of goods, notwithstanding we have two tailors and two stores where one may buy men's clothes. I claim it is his privilege to buy his clothes wherever he wishes, as it is also mine.

It is a bore to have always to send away for things—neither a convenience nor a pleasure to do so—but a necessity if one would be suited.

It is monotonous enough at best to spend one's life in a small town, but to gaze on the same pattern in wall papers or carpets or dress

goods, whether one sits at home or visits one's friends, is maddening and too much to ask of "live folks."

To be sure, I am not in business, but if I were I hope my sense of justice would not be so warped that I would ask or demand of others the patronage I did not give.

One Woman.

Novel Plan Inaugurated by Lansing Manufacturers.

Lansing, Sept. 29.—The Committee appointed to prepare a programme for Manufacturers' Day for the purpose of promoting a better acquaintance among the manufacturers and also to give the general public some idea of what the manufacturing institutions of this city are doing, have decided to devote three days to the visitation and to divide the city in six sections in order that those who desire to do so may have an opportunity to visit every manufacturing institution.

The dates selected are Tuesday, Wednesday and Thursday, Oct. 13, 14 and 15. On the forenoon of Tuesday, Oct. 13, all the factories south of St. Joseph street will be open to visitors, and as this section includes both automobile factories, the Gas Power Co., Hugh Lyons & Co. and several others, it will keep the visitors pretty busy. In the afternoon all the factories located between St. Joseph and Kalamazoo streets will be inspected.

On the second day the factories between Kalamazoo and Shiawassee streets will be open to the public and in the afternoon those between Shiawassee and Saginaw streets may be inspected.

The third day the institutions between Saginaw and Franklin streets will be open and in the afternoon all those located north of Franklin street will receive visitors. This includes the Lansing Brewing Co.

For the wind-up of the three days the manufacturers will meet at the Hotel Downey for a social time and banquet. The latter function will be held at 8:30 and will be for manufacturers only.

Lansing manufacturing institutions to-day are all in a flattering condition and with few exceptions are running full time and are employing a full force of men. This is an opportunity to visit the factories that should be taken advantage of and it will prove a surprise to many citizens and will open their eyes as to the importance of Lansing as a manufacturing center.

Those who marry for money usually earn it.

Any virtue dies as soon as it vaunts itself.

AWAITING THE OUTCOME.**Money Being Held Back Until After Election.**

The bank statements published Monday, showing conditions at the close of business on Sept. 23 indicate that the process of liquidation still continues, that ventures and new enterprises are lagging until election is over. The September statements usually show a pronounced expansion as compared with the July and May statements. This year, however, the loans and discounts show a further shrinkage, and are at a lower level to-day than at any time during the year. While the loans and discounts show shrinkage the deposits have increased, commercial savings and bank alike, and are now at the highest level of the year. A reasonable interpretation of the showing is that money is not going into new business at this time but is being held back until political conditions are settled. There is less activity now, but the promise is good for stirring times in the new year.

Loans and discounts, \$16,739,415.07. Omitting the small change, this is \$25,000 less than on July 15, \$544,000 less than on May 14 and \$2,386,000 less than on Aug. 22 a year ago. The comparison with a year ago is a fair measure as to how the "hard times" have affected Grand Rapids. The shrinkage is about 10 per cent. This may not be pleasant to contemplate, but it is not as bad as it might be. A year after the panic of '93 the loans and discounts were 25 per cent. off.

Bonds and mortgages, \$6,197,824.34. This is \$335,000 greater than on July 15, \$894,000 greater than on May 14 and \$693,000 greater than a year ago. The only significance in this is that the bankers are putting some of their idle money into good securities which are still offered at bargain prices. These investments will yield 4 or 5 per cent., which is better than having the money in the vaults eating its head off in interest to depositors.

Due from banks, \$4,321,171.17. This is \$901,000 greater than on July 15, \$699,000 greater than on May 14 and \$1,301,000 greater than a year ago.

Cash and cash items, \$2,100,295.50. This is \$264,000 less than on July 15, \$348,000 less than on May 14 and \$263,000 greater than a year ago.

Total quick assets, due from banks and cash and cash items, \$6,421,467.67. This is \$637,000 greater than on July 15, \$350,000 greater than on May 14 and \$1,563,000 greater than a year ago. The significance of this is that the banks have more money that is not working, and the return of confidence is shown by the larger proportion carried in reserve and other banks instead of as cash in the vaults. As compared with the total deposits, the quick assets represent 25 per cent. as compared with 23.4 per cent. on July 15, 24 per cent. on May 14 and 18.8 per cent. a year ago.

Surplus and undivided profits, \$1,606,799.85. Because of the two bank consolidations the last six months comparisons are hardly fair.

The total, however, is \$52,000 greater than on July 15 or about 1½ per cent. on the total capital stock, which is not bad for two months.

Commercial deposits, \$9,932,207.33—\$591,000 increase since July 15, \$271,000 greater than on May 14 and \$340,000 greater than a year ago.

Certificates and savings, \$12,685,308.09. This is \$208,000 greater than on July 15, \$294,000 greater than on May 14 and \$459,000 less than on Aug. 22, '07. The statement a year ago was issued just before the panic, when the savings deposits were at the very highest notch. The panic pulled \$990,000 out of the savings deposits, as shown by the statements of Feb. 14 last. Since the February statements the volume has been steadily although slowly growing until more than half the shrinkage has been recovered.

Due to banks, \$2,706,054.13. This is \$165,000 greater than on July 15, \$228,000 greater than on May 14 and \$46,000 less than a year ago. Our country friends seem to be following the same policy as the Grand Rapids banks.

Total deposits, exclusive of Government deposits, \$25,447,716.95. This is \$1,014,000 greater than on July 15, \$484,000 greater than on May 14 and almost identical with the deposits of a year ago, showing an increase of about \$15,000. The total deposits now, exclusive of United States deposits, are very close to high water mark.

How long the steadily accumulating volume of money as represented by the deposits will be content with bank interest or to be unemployed is problematical, but it is not an unsafe prediction that as soon as the election is over and the people know where they are at things will loosen up again and be doing.

Traverse City Council Has Seventy Members.

Traverse City, Sept. 29—Traverse City Council, No. 361, U. C. T., held a very successful meeting Saturday evening, Sept. 26. Three more worthy travelers were added to our list, making our Council seventy strong. After the initiation, refreshments were served and a smoker enjoyed. We had the pleasure of having with us Brother Moody, of Auto Council, No. 305, Lansing, and he delivered an interesting lecture, which he did with credit to himself and honor to the fraternity.

Fred C. Richter, Sec'y.

Trade Changes in the Hoosier State.

Gary—The Rawless Shoe Co. has been incorporated with a capital stock of \$10,000.

Indianapolis—The Home Drug Co. has been incorporated with a capital stock of \$10,000.

Progress Reported.

"Did you have any luck fishing?"

"Yes."

"How many did you catch?"

"I didn't catch any. But I thought up some mighty good stories to tell the folks at home."

"Hand Raised" Shrubs from Cuttings and Seeds.

This city's "consumption" of shrubs is between 200,000 and 300,000 a year. As shrubs, once planted, are as enduring as trees it might be supposed that at this rate of supply in a very few years there wouldn't be any places left in which to plant them. Perhaps the time will come when shrubs are no longer in demand, but that time has not yet arrived, nor is it even in sight. The building of every new house means shrubs to plant around it or in the yard, and there are a lot of new houses being built every year. The opening of new additions to the city means more shrubs. Shrubs are being planted, not to any great extent yet, but increasingly, in the parkways along the streets. Some shrubs die and have to be replaced. The greatest encouragement to the trade is that desire for more which the possession of one or a few shrubs awakens. Having one clump we see where another would look well, and on we go until the house is bordered with shrubs, the walks are lined with them and the lawns surrounded with green. And the dealer in shrubs is ever ready to suggest new uses for his goods.

Most of the shrubs used here are grown in the Eastern nurseries; some are imported from Holland and France. Why somebody around here does not take up the growing of shrubs as a business is not easy to understand. Perhaps nobody has thought of it. This is an age of specialization. The grower of flowers does not often bother with lettuce or mid-winter radishes and in the same manner he leaves the production of shrubs to others. And the "others" are the nurserymen in other parts of the country.

Some of the popular shrubs are almost ridiculously easy to propagate, and it is a great wonder instead of spending many dollars for shrubs that other people grow that more home owners do not grow their own. For quick action it is of course necessary to call on the nurserymen, but where the need is not pressing a person can have his own "hand raised" shrubs as well as not, and in addition can gain the satisfaction of knowing they are of his own creation.

For those who would grow their own shrubs the time is at hand to get busy. Gather the seeds of the snowberry and barberry when fully ripened and plant them where they will not be disturbed in the spring. Not all of them will come up, but enough will grow to represent a substantial increase in the shrubbery row. The first year with proper care they will grow six or eight inches or even more and about the second year they will be worth having. Syringa, althea and other seed or berry bearing shrubs can be raised in the same way. It may be a slow way, but there is as much of interest in seeing the seedlings develop as in watching the flowers or vegetables grow.

A little later in the season along toward the end of October or before

the weather gets too cold for the city man to work in comfort in the back yard will be the time to get action on the shrubs which grow best from cuttings. In this list are the various spiraeas, the hydrangias, the roses, the lilacs, the deutzias and several others. Take clippings of these shrubs, tie them loosely in bundles and plant them, right end down, of course, in a sheltered corner of the garden. In taking the cuttings be sure they are of well ripened wood and healthy stock. They will not be rooted when spring opens, but they will be all ready to root, and will make a good growth the first year. Rose cuttings should be dealt with slightly different from the others. Cover the planted cuttings with an old glass fruit jar. Most of the hardy outdoor roses grow very readily when treated in this way.

Several of the shrubs, the lilacs, flowering currant and the snow berry, for instance, "sucker" freely. These suckers can be dug out with roots attached and planted as in divided shrubs. This can be done equally well in fall or spring, as may be most convenient.

"Hand raised" the shrubs cost nothing but the time and attention given to them and the small space they occupy. The same shrubs if purchased would cost from 15 to 50 cents each. The nurserymen do not guarantee their stock. If you grow your own stock you furnish your own guarantee.

The growing of shrubs from cuttings or seeds is as fascinating as the growing of flowers, and if you raise more than you can use yourself—and, once started, it is likely you will—you will have something to give to your friends.

Dividend Oct. 1.

The Grand Rapids Greenhouse Company at a directors' meeting held Monday, Sept. 21, declared its first semi-annual installment of a 6 per cent. dividend on the preferred stock of the company and checks will go forward on Oct. 1.

It has been a very successful year for the new company considering low prices for its products. It has more than doubled its glass area, having now over a quarter million feet of modern greenhouse equipped with all the latest improvements. It has erected at its floral plant on Burton avenue a fireproof office building and a large showhouse for palms and decorative plants, and now has over 40,000 chrysanthemums partly in bloom and asks all lovers of flowers to visit its new floral houses just across from the playgrounds, where Mr. N. B. Stover, in charge, will take pleasure in showing these giant blossoms.

H. J. Hartman Foundry Co.

Manufacturers of Light Gray Iron and General Machinery Castings, Cistern Tops, Sidewalk Manhole Covers, Gate Bars, Hitching Posts, Street and Sewer Castings, Etc. 270 S. Front St., Grand Rapids, Mich. Citizens' Phone 5329.

Movements of Michigan Gideons.

Detroit, Sept. 29—Herbert W. Beals, of Jackson Camp, was in Toledo last week and was making his rounds. There are some in his Camp still marked 1908, which indicates that these brothers should have paid \$2 last July. F. S. Porter, of Jackson, is now a 1909 Gideon.

Lafayette Van Delinder, of Lansing Camp, was in Canada last week selling barbers' supplies. He reports W. D. Redfern, T. G. Adams, A. E. Andrews and himself all 1909 Gideons and that W. S. Sly is their Secretary.

The Gideons met in the parlors of the Y. M. C. A. at Warren, Pa., Sept. 19 and organized Warren Camp No. 7 under the direction of the State President, C. C. Dornbush, assisted by W. H. Reed, both of Pittsburg. The following officers were elected: President, M. M. Sanderson; Vice-President, A. Mintzer; Secretary, F. C. Tochtermann; Treasurer, J. H. West; Chaplain, A. J. Nathan. The next day after the Camp was organized enthusiastic meetings were held in the First Methodist church, Y. M. C. A. auditorium and the First Presbyterian church, and the Gideons had a glorious day, a goodly number of commercial travelers becoming members, showing their willingness to enter into the service of their Lord and Master, Jesus Christ. Speaker Reed was enthusiastically received, voicing the great necessity of the gospel of Jesus Christ in the daily lives of the commercial travelers, as well as the business men whom they might come in contact with. A seven day religion instead of a professed religion one day in seven was the thing most urged. C. C. Dornbush gave an outline of the purposes and plan and foundation of the organization of the Gideons.

The Volunteer meeting last Saturday evening was conducted by Geo. S. Webb, C. M. Smith and the writer. Brother Smith gave the address. About forty were present.

The main address at the Griswold House meeting last Sunday evening was given by L. R. Montgomery, of the Peoples State Bank of Detroit, and he took for his subject the 53d chapter of Isaiah, which he gave as the A, B, C, D of the gospel. Every seat was filled and every heart was touched as Brother Montgomery made clear the plan of salvation and sang two songs fitting his theme. Miss Evo, Mrs. C. F. Louthain and Geo. S. Webb favored us with a song. A meeting was called after the service to consider a plan to raise a Gideon bible fund and it was decided to correspond with John Adams Sherrick for one of his lectures.

The Christian Herald of Sept. 16 contains an editorial on Gideon bibles worth reading, and many dailies are sounding the call as all are interested. Aaron B. Gates.

Detroit, Sept. 29—Iowa Gideons held their State convention last Saturday and Sunday at Cedar Rapids. Pennsylvania Gideons did likewise at the same time at Reading, where Camp No. 6 was recently formed.

National Secretary F. A. Garlick attended the Iowa State convention and we noticed his name on the programme as speaker at the Y. M. C. A. service in the afternoon and again for the evening service, held in St. Paul's M. E. church.

National Field Secretary C. G. Bowers expects to go to Kansas City to help rejuvenate the Camp there and, incidentally, help in raising funds for placing bibles in hotels of that city.

A cabinet session will be held in National headquarters Oct. 24. Very important business relative to bibles in hotel work will there be decided, and it is now expected that a full board will be present. The National Field Secretary will probably attend and render his final report.

Charles M. Smith.

Business Changes in the Buckeye State.

Dayton—Weber & Schenck are about to engage in the clothing business.

Delphos—E. B. Hansen has entered the dry goods business conducted by A. J. Schmidt & Bro.

Lancaster—O. H. Wetzell, grocer, has made an assignment to G. C. Miller.

Findlay—W. T. Miller is about to engage in the confectionery business.

Fostoria—Cunningham & Manecke have sold their drug stock to E. R. Pillars.

Greenville—The Irwin Furniture Co. has just engaged in business.

Fostoria—Lease, Linhart & Co., dealers in shoes, are succeeded in business by M. A. Lease & Co.

Ansonia—Warren Bailey is about to engage in the hardware business.

Athens—Clarence Roach has embarked in the grocery business.

Butler—Quaid & Lewis will open a clothing and furnishings store.

Cleveland—The Gary Clothing Co. has merged its business into a stock company under the same style with a capital stock of \$10,000.

Akron — The Akron Associated Drug Co. has increased its capital from \$150,000 to \$200,000.

Cumberland — Langley & Petty have sold their hardware stock to Fred White.

Dayton — The Dayton Grocers' Baking Co. has been incorporated with a capital stock of \$50,000.

Jackson—John Joseph & Bros. are succeeded in the confectionery business by Jos. Abraham.

Lancaster—Simon Brown is about to engage in the clothing business.

Lebanon—M. Kohlagen has purchased the jewelry stock of Jos. H. Drake.

Lockwood—Robert Rowley has sold his grocery stock to Harry Rice.

Alvordton—E. B. Hilton will continue the meat business formerly conducted by Tearney & Hilton.

It's slow work climbing to heaven on smooth words.

Mercantile Changes in the Badger State.

Neillsville—The Pine Valley Butter Co. has been incorporated with a capital of \$2,000.

Antigo—Wm. Burch has purchased the grocery stock of W. F. Miller.

Beloit—The E-Z Go-cart Co. has been incorporated with a capital stock of \$25,000.

Chippewa Falls — The McMalley Mercantile Co. has been incorporated with a capital stock of \$40,000.

Eau Claire—A. Hanson has just engaged in the furniture business.

Sturgeon Bay—Brandt & Miller are succeeded in the general merchandise business by the Wright Co.

Appleton—C. Fahey has just started in the grocery business.

Green Bay—A furniture store has been opened by P. J. Schauer.

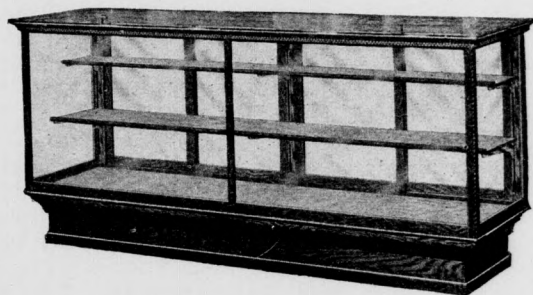
West Allis—Epstein & Parnass have just engaged in the clothing business.

Cumberland—G. Hafslund is succeeded in the bakery and confectionery business by J. Gaerth.

Rhineland—The business formerly conducted by the Rhineland Manufacturing Co. will be continued under the style of the Rhineland Refrigerator Co.

South Milwaukee — The Badger Malleable Manufacturing Co. has been incorporated with a capital stock of \$75,000.

The best way to fight sin is by being friend to the sinner.



**1200
Cases with a
Conscience**

Are Stored in Our Immense Factory

That means several things of value to you:

First. It means prompt shipment of any style and quantity you desire.

Second. It means that we have capital enough, good material enough and men enough to take time to make the best, most durable and most beautiful case—just the kind of a case you would expect would have a conscience—if that were possible.

We buy the best lumber. We thoroughly air and kiln dry it. Then, it's right.

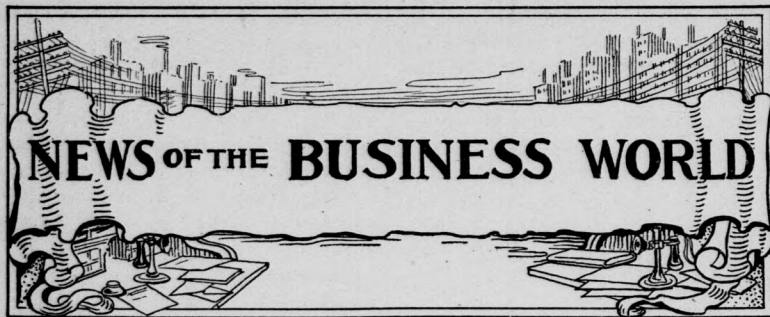
So remember, when you buy our "case with a conscience" you get the best—and that's what you want—and the price is right, too.

Our catalog is of unusual interest. Probably it would help you decide your case and fixtures problems in just the right way. Better have it anyway. Just write and we'll send at once.

Grand Rapids Fixtures Co.

Jefferson and Cottage Grove Aves.

Grand Rapids, Mich.



Movements of Merchants.

Evart—L. Loudon has engaged in the bakery business.

Allegan—The Crescent Egg Co. has opened a store here.

Gower—A. D. Boher will shortly engage in the drug business.

Bangor—A grocery store will soon be opened by J. E. Wilson.

Manistee—Don Smith is about to engage in the grocery business.

Mulliken—Catlin & Hovey succeed Catlin & Son in the meat business.

Muskegon—The Flickinger Co. has opened a bakery at 17 South First street.

Otsego—A millinery and bazaar store has been opened by Mrs. E. J. Stover.

Eaton Rapids—J. E. Crane is erecting a new elevator, 25x60 feet in dimensions.

Clayton—W. E. Sladden has sold his stock of general merchandise to B. A. Nessel.

Detroit—The People's Ice Co. has increased its capital stock from \$150,000 to \$500,000.

Petoskey—Stabler & Olson will continue the meat business formerly conducted by John Stabler.

Lansing—The capital stock of the Lansing Pure Ice Co. has been increased from \$35,000 to \$40,000.

Owosso—Williams & Bro. are succeeded in the candy business by Arvanite & Ide, of Sandusky, Ohio.

Sault Ste. Marie—A. J. Fair, formerly of Grand Marais, succeeds John H. Roe in the meat business at 500 Spruce street.

Woodland—The clothing business formerly conducted by E. Flewelling & Co. will be continued in the future by Mrs. Flewelling.

South Boardman—James Patterson has sold his dry goods, shoe and millinery stock to J. Jay Raby, who will continue the business at the same location.

Muskegon—The Peoples Steam Laundry Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Grand Ledge—O. G. Bretz has sold his dry goods stock to L. F. Leonard, of Farwell, and will remove to Oregon, where he will engage in the lumber business near St. Helms.

Greenville—C. H. Gibson & Co. are erecting a new grain elevator in North Greenville 20x120 feet and containing 6,000 feet of floor space. The building is nearly ready for occupancy.

Reed City—H. J. Stowell & Son have sold their grocery stock to Berger & Baker, who are also engaged in the grocery business here and

who will consolidate the two stocks at the Stowell stand.

Vassar—The Vassar Hay & Produce Co. has merged its business into a stock company under the same style with an authorized capital stock of \$2,000, all of which is subscribed and paid in in cash.

Detroit—Beecher, Peck & Lewis have merged their wholesale paper business into a stock company with an authorized capital stock of \$9,750, all of which has been subscribed and \$8,150 paid in in cash.

Saranac—S. E. Tucker has sold his elevator and warehouse to Chas. E. Huhn, Thomas S. Barber, W. S. Allen and Gilbert Ayers, who will continue the business under the style of the Saranac Produce Co.

Merrill—The Schaefer-McKinnon Co. has been incorporated to conduct a general merchandise business with an authorized capital stock of \$3,000, all of which amount has been subscribed and paid in in cash.

Lapeer—The ownership of the Lapeer Grain Co. has been changed. In future George Churchill will continue the business here as the Lapeer Grain Co., while the elevators at Elba and Davison will be conducted by John S. Smith.

Boyer Falls—J. J. Robbins lost his boarding house, shop, barn and other farm buildings by fire Sunday. The loss is about \$4,000, with only \$1,500 insurance. The sawmill and residence were saved from destruction only by strong effort.

Buckley—A corporation has been formed under the style of the Buckley Mercantile Co. to conduct a general merchandise business with an authorized capital stock of \$20,000, of which \$10,000 has been subscribed and \$5,000 paid in in cash.

Manistee—Emerson J. Woolfitt has resigned his position as manager for E. J. Cornwell & Co., wholesale meat dealers, and will be succeeded on Oct. 1 by D. Wheaton, formerly of the Traverse City Cornwell house. Mr. Woolfitt will return to Bay City.

Muskegon—The Muskegon Lumber & Fuel Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$40,000, of which amount \$36,000 has been subscribed, \$860.27 being paid in in cash and \$35,139.73 in property.

Manufacturing Matters.

Pontiac—The Auto Top & Trimming Co. has decreased its capital stock from \$25,000 to \$20,000.

Bay City—W. D. Young is building an addition to his sawmill. The output of the mill when completed will be 75,000 feet a day.

Calumet—A company is being formed under the name of the Ideal Curtain Pole Co. to conduct a manufacturing business with the factory at Houghton.

Traverse City—The capital stock of the Edw. Payson Manufacturing Co. has been increased from \$30,000 to \$50,000, \$10,000 to be retained as treasury stock.

Hanover—The Hanover Creamery Co. has been incorporated with an authorized capital stock of \$3,200, all of which has been subscribed and paid in in property.

Detroit—The Detroit Vault Co. has been incorporated to manufacture cement burial vaults with an authorized capital of \$10,000, all of which has been subscribed, \$8,000 being paid in in property and \$2,000 in cash.

Battle Creek—The Schell Remedy Co. has been incorporated to manufacture medicines. The company has an authorized capital stock of \$1,000, all of which has been subscribed, \$600 being paid in in cash and \$400 in property.

Detroit—A corporation has been formed under the style of the Michigan Food Co. to manufacture cereal foods with an authorized capital stock of \$50,000, of which amount \$27,800 has been subscribed and \$5,560 paid in in cash.

Rose City—The Prescott-Miller Lumber Co. has finished its season's cut. The company sold the entire output of the mill last winter. The plant will resume operations in the winter. The company handles about 10,000,000 feet annually.

Kalamazoo—A corporation has been formed under the style of the Kalamazoo Regalia Co. to manufacture uniforms, flags, etc. The company has an authorized capital stock of \$1,000, of which amount \$500 has been subscribed and \$250 paid in in cash.

St. Joseph—The Celeryade Co., which manufactures soft drinks, has merged its business into a stock company under the same style, with an authorized capital stock of \$250,000, of which \$126,500 has been subscribed and \$18,390 paid in in cash and \$6,610 in property.

Saginaw—The Rice & Meyer Wood Manufacturing Co. has decided to locate at Carrollton, just outside of the city limits of this place. This concern will manufacture cheese boxes, veneering, butter dishes and baskets. The timber required is hard maple, beech, birch, elm and basswood. A large heading plant will be operated in connection.

Schoolcraft—The Eureka Furniture Co. has been incorporated with a capital stock of \$25,000. The incorporators are Fred W. Ulm, Charles A. Weaver and Cora A. Ulm. The company has taken over the site of the former casket factory and will manufacture all kinds of furniture. Fred Ulm was formerly located in Kalamazoo, having been proprietor of the Kalamazoo Kitchen Cabinet Co. before the plant was destroyed by fire.

The greatness of any man's present depends on the length of his view of the future.

He Silenced Her.

Dinner had been over only ten minutes when Jones made a move down the hall for the hall-tree and his hat, and the long-suffering Mrs. Jones followed after to say:

"You have been out every night for a month. How long is this thing to last?"

"Only until the campaign closes, my dear."

"But I don't see that it is necessary for you to be out every night until midnight. Last presidential election you were not out a single evening. In fact, you said the men who were whooping around nights were a pack of soft-heads."

"So they were, dear, but last campaign is not this campaign. Last campaign things ran themselves, and there was nothing for the patriots to do. Now the country calls upon every one of them. Mrs. Jones, the very life of our country is hanging in the balance."

"The bulwarks of liberty are tottering to their fall."

"Shall this country be ruled by patriots or traitors?"

"Is Bunker Hill to go for nothing and are our liberties to be sold for a mess of pottage?"

"Shall I stand supinely by and see this great and glorious country go to destruction, or shall I lead the movement to still farther exalt her?"

"Shall the American Eagle still continue to soar on pinions proud, and Old Glory wave in every breeze that blows, or shall the bird become a crow and the flag a dish-cloth?"

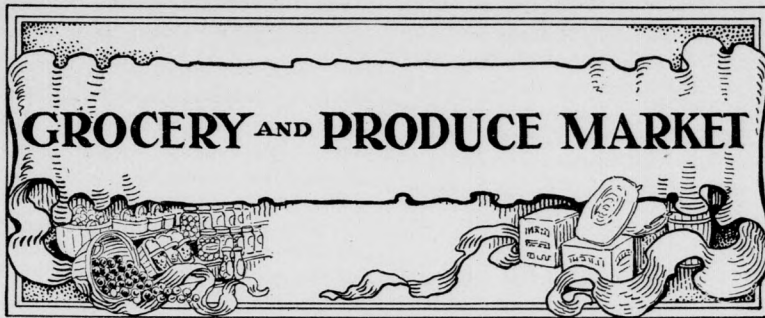
"Why, Thomas, is it as bad as that?" asked the wife in alarm.

"It's worse. The next gale that sweeps from the West—"

"Then hurry right along and be gone as long as you want to."

And Jones went down to his club and played poker until 3 o'clock next morning.

The statement was recently given out from the Patent Office at Washington, that 900,000 patents have been granted since the first one was recorded January 15, 1836. The first patent on record was issued to J. Beverly Allen for "improvement in a box for packing tobacco." This statement has brought to light a patent of an earlier date. Josiah C. Stoddard, of Washington, is the owner of a document showing that a patent was granted to Josiah C. Sperry, his grandfather, in 1827, for an improvement in "the machine for turning hoe and rake handles." The letters patent are dated December 3, 1827, and are signed by John Quincy Adams, President of the United States, and Henry Clay, Secretary of State, and are attested by William Wirt, Attorney General. The parchment on which the document is printed and written is in an excellent state of preservation. The ink used in the writing, while a little faded, is distinct and no trouble is experienced in deciphering it. The front page of the document is the printed form then in vogue with the insertion of the proper places of the names of the persons seeking the patent, the kind of machine patented and the date, etc.



The Produce Market.

Apples—Choice fall apples fetch \$1 per bu. Cooking stock is in fair demand at 75c. Winter varieties are being shipped in New York State and are finding an outlet on the basis of \$4 per bbl. The best sellers are Kings, Twenty Ounce Pippins, Hubbardstones and Greenings.

Bananas—\$1.50 for small bunches; \$2 for Jumbos and \$2.25 for Extra Jumbos.

Beets—60c per bu.

Butter—The market is firm at an advance of about 2c per pound on all grades of creamery. There has been a general increase in the consumptive demand for all grades, and the make has shortened off considerably. A combination of these strengthening elements has made the market very firm on the present basis, and if the coming week brings any change it will probably be in the nature of a slight advance. The quality of the butter arriving just now is very fine. Fancy creamery is held at 27c for tubs and 28c for prints; dairy grades command 19@21c for No. 1 and 17c for packing stock.

Cabbage—Home grown commands 45c per doz.

Carrots—60c per bu.

Cauliflower—\$1.35 per doz.

Celery—12½c per bunch for home grown.

Citron—60c per doz.

Cocoanuts—\$5 per bag of 90.

Crabapples—\$1 per bu. for Hyslips.

Cucumbers—60c per bu. for large.

Eggs—The market is firm at an advance of 1c per doz. The receipts of fresh eggs are very light and sell readily at market prices. The market at present is very healthy and no important change is looked for during the coming week. Local dealers pay 19c on track, holding cancelled at 21c.

Grapes—Concords and Niagaras fetch 14c per 8 lb. basket. Delawares, 18c per 4 lb. basket.

Green Corn—10@12c per doz.

Green Onions—15c per doz. bunches for Silver Skins.

Honey—16c per lb. for white clover and 15c for dark.

Lemons—Messinas and Californias are steady at \$4.50@5.

Lettuce—Leaf, 50c per bu.; head, 90c per bu.

Musk Melons—Home grown command 90c per crate of about 12.

Onions—Yellow Danvers and Red and Yellow Globes are in ample supply at 50@60c per bu.

Oranges—\$4.50@5 for California Valencias.

Parsley—25c per doz. bunches.

Peaches—Smocks and Salways fetch \$1.25@1.50 per bu.

Pears—Sugar, 90c; Duchess and Clapp's Favorite, \$1@1.25 per bu.; Kieffers, 50c per bu.

Peppers—\$1.25 per bu. for green and \$2.25 for red.

Pickling Stock—White onions, \$2.25 per bu.; small cucumbers, 20c per 100.

Potatoes—The local market ranges around 65@70c per bu.

Poultry—Local dealers pay 9@9½c for fowls, 10½@11c for broilers and 9c for spring ducks.

Radishes—10c for Round and 12½c for Long.

Spinach—60c per bu.

Sweet Potatoes—\$3 per bbl. for Jerseys and \$2 for Virginias.

Tomatoes—50c per bu. for ripe and 40c for green.

Veal—Dealers pay 5@6c for poor and thin; 6@7c for fair to good, 7½@9½c for good white kidney.

A Boston gentleman recently opened by mistake a letter addressed to his son, and was shocked when he read the following dreadful words: "Dear Bob—You really must show more caution in constructing your plots, or the governor will be sure to discover the dead body of Geraldine in the cellar, and then your secret will be out. You consult me about the strychnine. I certainly think you are giving it to him in rather large doses. Let Emily put her mother in a madhouse. It will answer your purpose well to have the old girl out of the way. I think your forgery is far too small a sum. Make it \$3,000. Leave the rest of your particularly nice family circle to me. I will finish them off, send you back the 'fatal dagger' afterward by book post.—Yours, Jack." He lost no time in calling on the young man for an explanation and it was easy. He and "Jack" are writing a modern novel, and these startling references to murder, forgery, etc., are suggestions that will add to the thrilling interest.

Chamberlin Bros. are about to engage in general trade at Kendall and have purchased their dry goods stock of the Grand Rapids Dry Goods Co.

A general store has been opened at Sidney by Fish Bros., who purchased their stock of dry goods of the Grand Rapids Dry Goods Co.

Daniel C. Steketee, who has been spending two weeks in Colorado, seeking relief from hay fever, has returned home.

The Grocery Market.

Coffee—The strike at Santos has greatly cut down the receipts of Santos coffee at primal points, but how long this will continue is in doubt. The hand-to-mouth policy of buying, however, will prevent this fact from having the effect which it otherwise would, as there is plenty of coffee for the present small demands. Milds are strong statistically, but the financial situation is such that these coffees are not moving into consumption to the extent expected. Java and Mocha are steady and rule at unchanged prices.

Canned Goods—The tomato market is now on a more quiet basis, but displays a firm tone. It is estimated that the crop will not exceed 52 per cent. of last year's crop. Corn continues firm and offerings of new packed goods are light. There is a little more demand, but buyers are not speculatively inclined and orders are mainly for small quantities. The demand for cheap peas is increasing, but offerings are not large and the market is firm. California peaches and apricots are receiving quite a little attention, orders coming chiefly from the country trade and being of moderate quantities. The market is firm. Southern peaches are not being urged, but buyers are not giving them much attention and, while the market is firm, prices do not improve. Gallon apples are firm, with an upward tendency. Cherries are dull and easy. The market for red Alaska salmon on the spot is firm and the tendency of prices is upward, owing to the fact that many of the most favorite brands have already been closely sold up. Sockeyes and chinooks are out of first hands. There is a fair demand from the consuming trade and the market has a firm tone.

Dried Fruits—Apricots are selling fairly at unchanged prices. New currants are coming in, prices on both spot and future being unchanged. Raisins are unchanged and dull, the Armsby corner being still uncertain and undecided. Other dried fruits are dull and unchanged. Prunes are somewhat weaker and can be bought at about ½c off. Lack of demand seems to be the only reason. Peaches are unchanged and dull.

Syrups and Molasses—Sugar syrup is in very light demand except for export. Prices are unchanged throughout. Molasses is in usual fall demand at unchanged prices. Glucose is unchanged for the week. Compound syrup is in fair demand at ruling prices.

Cheese—The drouth in the cheese producing section of the country has created a short supply of milk and the present make is 25 per cent. below normal. The consumptive demand is good, as is the speculative. Cheese made in September is always the finest of the season, and the quality is at present running extra fancy.

Farinaceous Goods—Rolled oats, both bulk and package, are high and strong and further advances are probable. A steady market characterizes sago, tapioca and pearl barley.

Provisions—There is a good consumptive demand for smoked meats and a short supply. Pure lard is ½c above a week ago, owing to scarcity and good consumptive demand. Compound lard is also ½c higher, owing in part to the higher cost of raw materials. Canned meats are unchanged, as are dried beef and barrel pork.

Fish—Cod, hake and haddock are in fair demand at unchanged prices. Sardines of all grades are steady, unchanged and in fair demand. Salmon shows no change and is in moderate demand. Prices on new autumn Irish mackerel have been made during the week—350 to 400 count, the price being \$13.50@14, which is spring mackerel. No prices have as yet been named on new Norway mackerel. The demand is better really than the supply.

Will Continue Without Interruption.

Chicago, Sept. 29—An auditing committee's investigation of the books of the Egg-O-See Cereal Co. resulted today in a statement by its officers that the concern is in no financial trouble and will continue without interruption. Assets totaling \$1,500,000 were submitted to the committee as security for liabilities of \$400,000.

The assets include the two mills at Quincy, Ill., and Buffalo, N. Y., and the good will of the company, which has been carried on the books at a valuation of only \$300,000.

Business for the first eight months of 1908 represented receipts of more than \$1,000,000, according to the assistant manager, L. D. Wallace, Jr. He explained that the examination was the sequel to a meeting of principal creditors called by the officials. A conference was deemed necessary because of delay in bank transactions due to the feeling of bankers aroused by the Booth receivership.

Will S. Jones, formerly publisher of the Minneapolis Commercial Bulletin, has joined hands with his brother, H. V. Jones, in the purchase of the Minneapolis Journal, the leading daily newspaper of the Northwest. The Jones boys are both men of exceptional ability and the Tradesman confidently expects to see them achieve remarkable success in their new relation. The retirement of Will Jones from the Commercial Bulletin was an irreparable loss to trade journalism.

Guy W. Rouse, Manager of the Worden Grocer Co., left Saturday for Colorado Springs, where he will spend a week with relatives and friends. He expects to be absent about two weeks altogether.

The Lemon & Wheeler Co., of Kalamazoo, has furnished a stock of groceries to the Stover Grocery Co., which has embarked in trade at that place.

M. M. Hodgboon has engaged in the grocery business at Kalamazoo and purchased his stock of the Lemon & Wheeler Company, of that place.

ASSOCIATION FORMED.

Grand Rapids-Saginaw Valley Deep Waterway Association.

No better evidence could be required as to public interest in Michigan relative to the proposed deep waterway across Michigan via the valleys of the Grand, the Maple and the Saginaw Rivers, than was furnished by the fact that at the first meeting held to further the proposition, in which the towns along the route suggested, were represented, was attended by twenty delegates representing nine cities and towns.

The meeting was called to order by E. A. Stowe, President of the Grand Rapids Board of Trade, who gave a very brief review of the history thus far of the effort to improve Grand River as a waterway and continued:

Gen. George Washington during the Revolutionary War examined the Mohawk River from Albany west around the rapids to see as to the practicability of building a canal from the Hudson River to Lake Ontario.

In 1792 the Western Inland Navigation Locks Co. was organized and five years later that company had completed six miles of a canal around the Mohawk Rapids, thus providing a waterway connection between Lake Ontario and the Hudson for fifteen ton boats.

Just 100 years ago Gouverneur Morris suggested the building of a canalized waterway from the Hudson River to Lake Erie.

In 1810, two years later, Dewitt Clinton advised the creation of a Commission to investigate and report upon the feasibility, practicability and cost of a canal from the Hudson to Lake Erie.

In 1815 a memorial was addressed to the State government in behalf of the proposition.

On July 4, 1817, the first ground was broken at Rome, N. Y., in the construction of the canal.

On Nov. 4, 1825, the canal was opened for navigation from Albany to Buffalo.

Thirty-three years of effort, and the result was a canal 352 miles long, costing \$7,602,000.

This canal had a rise of 20 feet to overcome at Albany and another rise of 180 feet at West Troy—a total rise of 200 feet at the very beginning of the project. Moreover, the canal as built was required, en route, to pass through two aqueducts, above and across the Mohawk River and through others across two or three lesser streams. Originally this waterway was 40 feet wide at its top and 4 feet deep, having a maximum capacity for 76 ton boats, which were required to pass through fifteen single locks and fifty-seven double locks.

The immediate result of this work was a reduction of freight rates: New York to Buffalo, from \$100 per ton to \$10 per ton. Later the rate was reduced to \$3 per ton.

The great, big, timely result, which was in force for fifteen years, was the speedy settlement of the Far West—now known as the Northern Central States.

Gentlemen, this record is practically 100 years old. It was made when the territory west of the Hudson River was a wilderness; when New York State counted its population by the thousands instead of by the millions; when peltries were the chief medium of exchange; when barter was most common. More than that, this record bears no relation to steam or electricity. It is a record of man's physical power, backed by the splendid faith and patriotism of our forefathers.

In brief, gentlemen, it is the out-

line record of an achievement by good citizenship infinitely superior to the present National plan of improving our inland waterways; it is the history of a project by the side of which our Grand Rapids-Saginaw waterway proposal is a mere pigmy.

Fancy for an instant the State government of New York and the people of that State listening to and heeding the irony, the sarcasm, the dire predictions, the bitter persecutions and the ignorant assaults made by opponents of the enterprise between A. D. 1792 and A. D. 1825.

What would be the present condition of New York, Ohio, Michigan, Indiana, Illinois, Wisconsin, and so on farther west, had Gov. Dewitt Clinton and his brave, public spirited and far-seeing fellow citizens lost their courage, held back their influence and storehoused their energies?

Those States would still be wildernesses compared with their present developments, and instead of having industrial, commercial, financial and educational centers all over our commonwealth, the great State of Michigan would still be a struggling frontier territory.

And, gentlemen, I pray you consider the record of this meeting; the record of the great convention to be held in Chicago next week; the record of President Roosevelt's ride down the Mississippi a year ago; the record of all the meetings held by the local deep waterways associations throughout our land; the record of the building of the Panama Canal; the records of reforestation, of good roads building, of the great American process of irrigation. All these will be quite as much ancient history one hundred years hence as are to-day the records of the Erie Canal which I have outlined to you.

Where do you wish to stand in those records? Dead and gone, we will still have descendants who will have the ordinary human qualities; who will be required to express feelings of pride or otherwise as to their forefathers; who will, in their turn, be called upon to exhibit civic pride, local loyalty and to exhibit National, state and local patriotism. What examples in these directions do you wish to set for those who are to follow us?

I feel confident as to your answers. I am confident that you, each of you, can see beyond your own local horizon; that you are able to project your living interest and influence far into the years that are to come. I am convinced that the people of Michigan as a unit love their State, the whole of it, as sincerely and deeply as do the peoples of other states love their respective commonwealths.

And so, gentlemen, let us, as pioneers in a constructive movement for the good of our State, see Michigan as a tiny factor in a world wide movement of progress; as an atom which, if lost sight of through the selfishness and bigotry born of ignorance and indifference to the general welfare, will be forever forced into oblivion so far as the greatest system of public improvement in the United States is concerned. And, seeing this atom in its extreme of littleness, let us now look at it as the neighbor of the Far East; as the close-by sister of every city, village and neighborhood in our land; as the strong, healthy and dependable first cousin of every nation, province and principality on all the continents.

Concluding his introduction, President Stowe explained that as the purpose of the meeting was the organization of an association entirely separate and apart from the Board of Trade, in which all communities might be represented and directed wholly toward furthering the proposed deep waterway, he suggested

that the meeting choose a chairman.

On motion of C. Gallmeyer, Chairman of the Board of Trade River Improvement Committee, B. G. Coryell, of the Business Men's Association of Chesaning, was unanimously elected temporary Chairman.

On motion of Mr. Jones, of Maple Rapids, Chas. S. Hathaway was chosen temporary Secretary.

G. W. Bunker was called upon and gave in a clear convincing way the outlines of the proposed plan. He showed how the Grand-Saginaw Valley is a natural waterway which may readily be made available and profitable; how the Valley has been selected and approved by Lyman E. Cooley, C. E., one of the most eminent of American hydraulic and engineering experts, as the best route available for the purpose and has declared that the canalization of that route, as proposed, can be accomplished in a shorter time and at less expense than any other oute that has been suggested.

It was clearly shown by Mr. Bunker that in meeting the requirements of the proposed canalization process, not only will all flood damages along the route be forever eliminated, saving many hundreds of thousands of dollars each year, but the reclamation of lands now worthless will represent taxable values annually of very large proportions. In addition, basing an estimate on the experience of the State of Illinois with its deep waterway, the development of water powers along the Grand-Saginaw route will produce sufficient electric power to industrialize dozens of salient points and produce values annually sufficient to meet the cost of constructing, maintaining and operating the canal within a very few years. It is estimated by the people of Illinois that their waterway will pay for itself in this way within ten years. Mr. Bunker continued, showing that the proposed way is absolutely without even serious engineering problems and went thoroughly into a description of the position occupied by such a waterway, as the connecting link between the Canadian deep waterway (now building) from Montreal to the Georgian Bay, via the Ottawa and French River Canals, and the Lakes-to-the-Gulf Deep Waterway (now building) from Lake Michigan to the Gulf of Mexico.

"It is a large proposition. A very large proposition," said Mr. Bunker, "and must be viewed large. The people of Michigan must get out and beyond their own horizon and must realize that our State has an opportunity which they can not afford to put aside. Grand Rapids must not see only the forty miles to Grand Haven, Saginaw must look beyond their eighteen or twenty miles to the Bay, the people of Michigan must extend their vision to the oceans and across all the commonwealths comprehended in the watersheds of the Ohio, the Mississippi and the Missouri Rivers.

"Why is it that the United States Steel Co. has expended millions of dollars in the creation of a new har-

bor and a new port at the head of Lake Michigan? Why is it that the cities of Pittsburg, Youngstown, Cleveland, Ashtabula and Detroit are iron manufacturing centers? It is because of their being within waterway reach of the ore and short haul reach of fuel. The ore comes to the fuel. The Saginaw country has millions of tons of fuel which, with a canal across the State, would attract manufacturers of iron. I tell you again, gentlemen, this project is genuine, feasible, practical and big. It contains tremendous possibilities for Michigan; it is a project about which the people of Michigan must be educated; a project which is worthy of being talked about and encouraged every day and all the time."

Charles R. Sligh, being called upon, gave his hearty approval of the deep waterway project, having been an advocate of such an enterprise for fifteen years or more and he gave an interesting but brief review of the systems of canals built by the Republic of France, connecting the waters of the Atlantic with the Mediterranean. He also spoke of the Manchester Canal and the improvement of the River Clyde as examples of the benefit to both Manchester and Glasgow of those enterprises.

Harvey W. Hubbell, of Saginaw, being called upon, responded with an interesting account of the situation at Saginaw. "We have dropped referring to Saginaw River because we are at Lake level and are building a harbor. We are a part of Saginaw Bay. After forty years of lumbering it is not strange that our river was filled with slabs, edgings, rafting pins, sawdust and sawlogs; it is not strange that the sand filled in and so lessened the depth of the stream; but even now we have a better depth than we had ten years ago, and if we wait fifty years or so we might get back our old deep waterway by natural processes. But we are not going to wait. We are going to build a harbor, as I said, by dredging our stream forty feet wide and twenty feet deep. This is the day and the generation for river improvement, and while I am not authorized to do so, I can almost promise you that your deep waterway project will receive the hearty support of Saginaw. We will go on building our canal and when you come our way we will greet you with a finished harbor three miles in length, 400 feet wide and twenty feet deep; a harbor where the largest vessels may lie alongside of our six miles of wharf, discharge their cargoes of hard coal from the South, take on cargoes of our soft coal and go on up the Lakes to Duluth. There is a difference between a harbor and a river. A river may be shallow along either bank now and then, but a harbor must be twenty feet deep over its entire area, so that a deep draft vessel may take on half its cargo at an elevator on one side of the harbor and then, if the supply gives out there, may be warped across to the other side of the harbor for the balance of its load without incurring a towage fee. Saginaw, I feel sure, will greet you

and work with you heartily and you will find a hustling, broad minded lot of men there who have the money and know how to spend it. You have started on a noble, a grand object, but to carry it out you must get legislation changing your State constitution, and every community in the State should help you to get the change. I feel that it is or should be the duty of every township supervisor, when he views a bridge in his district, to view also the stream, up stream and down stream, over which the bridge passes, and he should have the authority to bring about needed improvements. Again, I wish to assure you that, in my judgment, your project as I shall report it to our Board of Trade will receive the hearty support not only of our Association, but of our entire community.

Secretary Hathaway read, by request, an extract from a report made in 1872 by the late Prof. Alexander Winchell, Michigan State Geologist, as follows: "Viewing the Lower Peninsula as a whole, we discover, first of all, a remarkable depression stretching across from the head of Saginaw Bay up the valley of the Saginaw and Bad Rivers and down the valleys of the Maple and the Grand Rivers to Lake Michigan. This depression attains, nowhere, an elevation greater than 72 feet above Lake Michigan. This elevation is in the interval of three miles, separating the waters flowing in opposite directions. This spot was chosen in 1837 as the location for a canal connecting Saginaw Bay with Lake Michigan by way of the Grand-Saginaw Valley."

Van A. Wallin spoke heartily in support of the project under discussion, and described how the State of Illinois, in its waterway building, has, by the development of water power, the reclamation of lands and the development of a tremendous fish culture industry (at the various pools caused by the building of dams) realized tremendous values. He said that Prof. Cooley had assured him that from these three sources alone Illinois would realize enough to pay the cost of the canal within ten years.

Mr. Hubbell said that the large project was hailed with greater respect and more confidence by the United States Engineers than are the small ones and that the very large projects would receive greater consideration at their hands than the small ones. "And so," he continued, "do not make the mistake of belittling your project in any way. Give it to the Government at its full value. Don't ask for 12 or 14 feet depth, but ask for 21 feet. And I want to say, right here, that when the Government Engineers have charge of a large project, at least 85 per cent. of the cost of that project goes into the project itself. Those gentlemen of the Engineer Corps are proud of their positions; they are proud of their work and they are the greatest and most careful estimators I know of. And I know, having been engaged on Government work as contractor for many years."

Mr. Gallmeyer made brief remarks heartily supporting the enterprise and the proposition to form an organization which would have the right to representation in the Lake-to-the-Gulf Deep Waterway Convention at Chicago October 7, 8 and 9. He moved that the meeting proceed to the organization of the Grand Rapids-Saginaw Deep Waterway Association. The motion was supported and was unanimously adopted.

Mr. Wallin moved that the temporary officers continue until after the meeting of the Chicago convention, which was unanimously adopted. Thereupon the following gentlemen signed the roll of the new association: B. G. Coryell, Willis Miller and Albert Cantwell, Chesaning; Charles Kerr, Ashley; Harvey W. Hubbell, Saginaw; Charles R. Sligh, Grand Rapids; James E. Jones, Maple Rapids; N. Robbins, Grand Haven; E. A. Stowe, Chas. S. Hathaway, Van A. Wallin, G. W. Bunker, C. Gallmeyer, A. W. Brown, J. W. Spooner, T. W. Strahan and H. D. C. Van Asmus, Grand Rapids.

With this beginning—a fine one considering the short notice given of the meeting—assurances were given of the addition of members from Bay City, Saginaw, St. Charles, Owosso, Chesaning, Maple Rapids, Muir, Lyons, Ionia, Saranac and Lowell at a very early date.

John F. Nellist was called upon and gave a clear exposition as to the details of the geological map of the proposed route.

Charles Kerr of Ashley, told of his observations while superintending, for the county, a dredging operation on Maple River and showed clearly that the water power possibilities in that section correspond with possibilities elsewhere along the route.

Mr. Hubbell showed that there is a fall of 65 feet in 35 miles of the lower Tittibawassee River, also that there are good power possibilities in the Cass, Flint and Shiawassee Rivers.

Mr. Nellist referred briefly to the power possibilities provided by the tributaries to the Maple and the Grand Rivers, below Maple Rapids, and Mr. Bunker predicted the development, in case the larger project carries, of lateral waterways in all directions until the State of Michigan is gridironed with them. This will be the case because of the flood protection afforded, because of the reclamation of land now valueless and because of the power possible to develop, to say nothing of the transportation phase of the problem.

Mr. Wallin moved that the Chairman (Mr. Coryell) the Secretary (Mr. Hathaway) and Mr. Gallmeyer be asked to act as a committee to nominate and appoint delegates to the Deep Waterway Convention at Chicago next week. The motion was supported and unanimously adopted.

According to Article III of the Constitution of the Lakes-to-the-Gulf Deep Waterway Association, the basis of representation at the convention is as follows:

"All river improvement and commercial associations shall be entitled to one representative and an addition-

al representative for each 100 members of such association. By the term 'commercial association,' as used in this article, is meant any association which has for its objects the general advancement and betterment of the community in which it is situated, but is not intended to embrace those organizations or associations which are formed for the sole and exclusive purpose of advancing the special business or occupations of their members."

On this basis the newly organized Grand Rapids-Saginaw Deep Waterway Association is entitled to eighteen delegates to the Chicago Convention. These delegates will be named within the next three or four days.

Otsego To Hold a Fall Jubilee.

The business men of Otsego have decided to hold a grand fall jubilee here soon and the preliminary steps have been taken to put on such an event.

The Soliciting Committee is meeting with excellent success, far better than was anticipated, over \$200 having been subscribed by the business men, with several yet to see.

It will be no cheap affair. It is expected to raise \$250, which will make a gala day of it. It is proposed to have a band contest with a prize sufficient to bring four or five bands there for the day. Then, if present plans mature, there will be a balloon ascension by a daring lady aeronaut, hose races, horse races and an endless amount of other sport.

Otsego has had a good year. No celebration has been attempted of any kind, and it is thought best to put on one cracking good programme rather than attempt several half days of sports as in the past. We are sure the business men will respond generously to this one attempt to give something worthy the lively town of Otsego. The firemen are ready to do their part of the boosting.

Everything will be free and it is expected, if the day is pleasant, the old town will be filled with people.—Otsego Union.

Can This Be True?

"Don't you know that you have the reputation of being the politest drug clerk in town?" she gushed as she entered the big drug store and picked up a dozen candies and two sample packages of chewing gum at one sweep.

"Thank you, miss," replied the modest clerk with a bow. "I always try to do my best."

"That is very commendable. Now, I want a stamp and want to use your pen and ink and also your blotter, and I'd like to look at your directory."

The clerk busied himself in passing over the above articles and then she said in the sweetest tones:

"Would you mind taking up this big blot? I'm nervous."

"Yes, miss, I—"

"And attaching the stamp? I don't like the flavor of the gum."

"Really, I—"

"And dropping the letter into the box out on the sidewalk? My fingers are inky. Thank you! That's a good boy."

The clerk dropped in a chair from exhaustion.

"Well, of all the—" he exploded. But she was back again.

"Would—would you mind standing by the window and watching for the collector? I've made a mistake."

"What, miss?"

"Why, I actually forgot to dot an i."

Where Twenty Conventions Have Been Held.

The twenty annual conventions of the Michigan Knights of the Grip have been held as follows:

- 1889 Lansing.
- 1890 Kalamazoo.
- 1891 Jackson.
- 1892 Detroit.
- 1893 Saginaw.
- 1894 Grand Rapids.
- 1895 Lansing.
- 1896 Detroit.
- 1897 Kalamazoo.
- 1898 Saginaw.
- 1899 Bay City.
- 1900 Grand Rapids.
- 1901 Lansing.
- 1902 Battle Creek.
- 1903 Flint.
- 1904 Detroit.
- 1905 Jackson.
- 1906 Port Huron.
- 1907 Saginaw.
- 1908 Manistee.

It will be noted that Lansing, Detroit and Saginaw have each entertained the convention three times while Grand Rapids, Kalamazoo and Jackson have each been favored two times.

The next convention will be held in Lansing the last week of December, 1909.

Mrs. Clarence H. Mackay, a prominent New York society lady in the millionaire class, has become an advocate of woman suffrage and she proposes to engage actively in the promotion of the cause. She has sent a letter to the principal of the school at Roslyn, L. I., where the Mackays have an elegant summer residence, in which she offers two prizes of \$25 each for the best compositions by the pupils on "The Need and Right of Woman Suffrage." She says: "I want the compositions submitted in May next, so the competitors will have the coming months in which to learn and think about a movement full of promise for the future of the United States." Mrs. Mackay wants the pupils of all ages to study the subject, for one \$25 prize is offered to a graduating student, the other to an eighth grade pupil.

FLOWERS

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E. A. STOWE, Editor.

O. L. Schutz, Advertising Manager.

Wednesday, September 30, 1908

RIGHT HERE.

Ever since the coming out of the grand army of the diploma-bearers in June the question of locality has been a leading one. There seems to be a settled conviction on all sides that "off somewhere" is the only proper thing to do and that the first movement toward success is the getting there as soon as possible and "starting in." "I think," and the I was given with much emphasis, "that a young fellow stands more of a chance of getting along among strangers; because, you see, he knows that nobody knows him, and all he has to do is to start right in and make a name for himself just as soon as he can. A good many times, you know, he will be hampered by the crowd he has been running with and it is hard to break off with them; and then, too, say what you're a mind to, the folks think he's got to do what they tell him to and if he doesn't there's sure to be trouble. I know lots of cases where a fellow's dad never finds that the boy isn't a kid any more and that he can't treat him as a kid any longer. Well, a little of that goes a great ways after a fellow comes out with his diploma, and it isn't a great while before the chip of the old block and the block itself have an understanding. Of course, all this is obviated when the boy leaves home. He has to start in all over again with everybody and every thing; and then, if things don't go right, he has only himself to find fault with. So I want to get away as soon as I can and it is the 'Where?' that is bothering me."

There seems to be "much reason in these sayings," but not much. It all depends upon the diploma holder. If he is made of the right stuff, it is no disadvantage to have the people of the community where he is going to live acquainted with him. Such knowledge is a gain and not a leading part of his stock in trade. Then, too, "the crowd he has been running with" need not necessarily

be given up. A young man must have some companionship and it is the "old friend, tried and true," that this same young man wants, not the new one. If—and the word here is a tremendous one—the crowd is one that must be broken with, the young fellow may learn here as well as anywhere else that it will make no difference where he locates, he takes the old crowd with him and right there under his own recently planted vine and fig tree he must fight the fight that kills or cures.

That "a fellow's dad" should be a halt or hindrance to his own son in his early struggles in winning success is little less than astonishing, and yet there are many instances to make the statement true. Within the twelve month a number of instances have found their way to this desk. "I'd like to go into the office with my father"—this is the latest instance of them all—"but father is one of these men that has to have everything exactly as he says and if I fail in that 'exactly' he comes at me as he used to do when he ended the interview with a strap. He doesn't do that now because I am larger than he is and stronger; but I have to take the same old tongue-lashing that I did when I was 14 years old, and I'm not going to have that any more, and unless he is willing to understand I am now a man to be treated as such by every other man, that place in his office, where I want to be and where he wants me to be, is going to be open to the first man who is willing to put up with the abuse sure to come every time dad gets mad."

Aside from the young man's idea of going away from home and starting in for himself—an idea that can not be too heartily commended—it is much to be doubted whether that is always the best thing to do. All parents are not stupid and there are too many instances where delightful companionship has pleasantly supplanted the parental relation to consider the first as the regular rule rather than the last. If, then, the young fellow wants to see something of the world, let him see it. Travel is the best of eye-openers. The Western born boy ought to meet the fellows he is to do business with where they were born and reared, to see them at home and, if possible, to live with them awhile; and if submitted to those who have had a chance to know, whether much of the provincialism prevailing to-day in the East is not largely due to the fact that the East, as such, has never been westward beyond Chicago and southward not at all; and so, short-sighted geographically and hide-bound they know neither what distance is nor the wonders which that distance holds.

With the sight-seeing over right here at home is after all the best place to locate. Here are the friends, here the already established reputation and so the best place for working out one's salvation. Grand Rapids has two such instances almost within hearing of the scratching of this pen. The one in the midst of trial and discouragement with an "I

will," determined enough to crack the heavens, cleared a place for his feet and "sailed in!" He is a success in capitals large enough to satisfy the most exacting. The other, home bred, is still at home, every day of his life refuting the absurd idea that a boy to amount to anything must get out of sight of the home chimney and fight on his own feet and with his own fists for the success that can be won in no other way.

The fact is, the same energy that succeeds elsewhere will succeed at home; and that same success devoting its energies towards the home town where the success was won will do more to settle the question of keeping the country boy from the city than any endeavor which has so far been made.

PROTECTION OF THE FLEET.

According to the advices recently received from the Orient Asiatic cholera is spreading rapidly at Manila and at Amoy, China. According to the admitted facts the number of cases at Manila has been sufficiently large to indicate that the disease has become virtually epidemic and is spreading instead of diminishing in intensity. Owing to the climatic conditions and the habits of the natives the chances are favorable to the spread of the dread disease.

What has attracted more than common attention to the cholera situation in Manila is the fact that the Atlantic fleet, with its 14,000 officers and men, is now on its way to Manila from Australia, and the next stop on the long journey is at the Capital of the Philippines. As all these men are practically unacclimated their presence in Manila Bay, with free access to the city of the same name, would be tantamount to inviting an outbreak of the cholera in the fleet. How deadly such a disease could become if it once got a foothold on the ships is obvious.

While careful attention to water and diet would go a long way towards preventing an outbreak of the disease on the ships, there would be no guarding against the danger the men would run when they go ashore. Sailors, after a long period on ship-board, are apt to be somewhat careless when they get ashore as to what they eat and drink and where they secure their refreshments. It would therefore be very easy for the sailors to contract the infection ashore and bring it aboard ship, with consequences too alarming to be patiently contemplated.

Considering the risk that would be run it would seem wise to cut Manila out of the itinerary. Such coaling as may be necessary can be done as well as Olango or elsewhere where the risk of infection is less serious. In any event the Government has had ample warning, hence there can be no excuse for placing the officers and men of the fleet in danger of cholera infection.

RAILROAD TRAFFIC BETTER.

During the past spring and early summer something like 200,000 railroad freight cars were idle and lying scattered on side tracks and in shops

all over the country. Now practically all of these cars have been called into service again. The larger part of these cars have been diverted to the West and South to aid in moving the crops.

The fall season invariably brings a demand for great numbers of railroad freight cars for the purpose of hauling to market the country's crops. In recent years the demand for cars has been greater than could be supplied owing to the general expansion in all lines of trade, but this year there is every prospect that the car supply will be sufficient for crop purposes owing to the fact that conservatism in general industrial lines has tied up smaller numbers of cars than was formerly the case.

The ability of the railroads to divert large numbers of cars to the work of harvesting the crops promises to permit of a more rapid movement of these wealth-producing mediums than common. The marketing and distribution of the staple crops will give the stimulus to trade which is needed, and by the time the crop movement slackens the transportation companies will again find need for all their rolling stock in meeting the expanding needs of general commerce.

FOLLOWED OUR SUGGESTION.

With becoming modesty the Tradesman adverts to the fact that in the late winter and early spring months this year it published various editorial recommendations and suggestions as to the value which might accrue to any city or village in Michigan whose business men and citizens generally would join hands in organizing and carrying out a special day for the entertainment of neighboring citizens, home-comers and any other guests who could come to join in the festivities.

While some of those communities which have acted upon our suggestions may have escaped our notice, we have recorded fourteen cities and villages which have taken up and carried out such enterprises and profited thereby.

There have been home-coming days, farmers' and merchants' festivals, street fairs, public improvement carnivals, and so on, and each event has been alive with local pride and a splendid spirit of local co-operation, so that not only will each community gain by the experience, but our commonwealth at large can not fail to receive generous benefits thereby.

Chicago imposes a tax on everything on wheels in that city except baby carriages. The receipts from this source from May 1 to September 15, were \$274,323.44. Three-fourths of the owners of carriages and automobiles have not yet paid the tax for the fiscal year, and notices are being sent to them to call and settle. It is believed the above amount will be doubled when the automobile tax is gathered in. The entire receipts are to be expended in repair of the streets.

Smartness is never a match for sincerity.

CITY VS. COUNTRY.

Which Lad Is Likely To Be More Honest?

One of the accepted reasons for the alleged superiority of the boy from the country in a position of trust is that he is more likely to be honest than the city boy. It is a common thing for the biographer of the man whom circumstances have permitted to achieve success to write: "His sterling honesty, founded during those early years spent on the farm, instantly won for him the favor of his employer," etc.

Office managers to a certain degree cling to the same idea, although the bonding of employes in responsible positions makes their honesty only a question of convenience. The honest farmer's boy of song and fable is too well known to need any comment.

The reason for this alleged honesty is stated forcibly: Lacking in the sophistications of the city, unknowing the chicanery and machinations of dishonest corporations, the boy from the country comes in with a soul as fresh and clean as his mother's butter and begins his career upon a basis of "squareness," which is, of course, the only basis upon which true success may be built. He has a benefit over the city boy in that his ideals are cleaner, the examples by which he forms his character truer and more worthy of emulation. In other words, his environment has made him honest. This is according to the accepted idea.

But does his environment do this for him? Are the surroundings and associates of a country-reared young man such as to furnish him with that sterling quality, a respect for the truth? Or is the theory of his superiority in this regard merely another popular fallacy?

Beginning at home, it is safe to assume that his mother tries her best to instill in him the best principles of life. She is "good folks," that mother, but her influence reaches not beyond the confines of the farm. The father will whip him if he catches him in falsehood or theft; but this same father will cheat the eyes off a neighbor or stranger in a deal of horseflesh, provided he has the chance to do it. And the boy will notice and remember that a bad spavin is only a blister when on your own horse, and although a horse was 14 yesterday it becomes 8 to-day, when you're selling.

Debt is the curse of the average farmer's life, or would be had he not reached a stage of complacency in regard to his obligations which makes them matters of little moment to him. If a debt doesn't happen to be paid, well, that's the other man's lookout, sure.

But it is really in the nearest town that the boy from the country comes into contact with humanity and gets his point of view, and if there is one place in the world less qualified for furnishing the young with high standards of honesty it is the American small town. The standard of existence in such a town—it usually is under 4,500 in population—is low,

low and often rotten. Secured from exposure by family connections, and cursed with opportunity due to much leisure, conditions existing among the inhabitants of such towns often are so vile that more than mention of them is impossible. It is a pleasant tribute to the hypocrisy of the American reading public that our stories of small town life have mainly to do with rose bushes, maidens in white, with green sashes, and dignified old men. In reality, the broad pen of a Balzac, even the clinical one of a Zola, would find a surfeit of material in the average small American municipality. It is natural that it should be so. There is there no spur to great achievement, no overwhelming ambition, nothing to choke to death the animal of self-indulgence. It is a strong man or woman who keeps clean in the small town. The

sober fact it isn't a poor place from which to catch a glimpse of a town's life, but it is bad for the young mind. Here the tales of the town are told, how "Doc" Blank went to attend Mrs. So-and-So so drunk that he fell out of the buggy; how the Mayor promised the church people to close the saloons on Sundays and sent word around simply not to make so much noise on that day; how the Rev. This and That had better be careful about calling on Noname's wife, or there'll be another reverend gentleman filled full of shot, and so on.

And when he comes to town to sell his crops he knows the buyer has his scale fixed and steals 50 or 100 pounds on a load, and that if the farmer can conceive some way of beating the buyer he will be hailed by his fellows for his smartness. He sees the

ture establishment. I have a way of keeping my eyes open as I go through the world, and those optics noticed that the hundreds of chairs on one floor were all set off into large squares with wide aisles around each square. On all the floors was practically the same arrangement of other pieces of furniture—stands, library and parlor tables, bookcases, etc. The same system, as I say, was everywhere plainly observable. High above the center of each group was a large banner on a pole attached firmly to the floor in an upright position. On this banner was printed, in very distinct characters, the price governing each separate group.

Said the salesman who was politely showing me through the store:

"Do you see how we have all our goods set in the form of a square and plainly ticketed so that not the ghost of a mistake can happen as to the cost?"

"Indeed, I do," I replied, "and that is a good idea, too."

"You're right when you say that," averred the salesman. "We used to have all kinds of trouble in regard to prices when people were making a selection until we hit upon this plan," he continued. "Formerly we had everything standing in long rows, all mixed up as to prices, wood and size. This was the worst thing we could do. Customers would get so confused, when trying to make a choice, that more valuable time was needlessly consumed than you could shake a stick at. We would walk the whole length of the long rows and by the time we had trailed the patrons down to the farther end they had forgotten all the styles and cost marks we had passed. And it wasn't a bit to be wondered at, either, for it is a hard feat for even a salesman to keep everything in a corner of his cranium. So we hit upon this plan of massing the various sorts of goods into rather large squares, care being taken to grade the different pieces of furniture as to cost-to-the-consumer, style of wood or finish and size, also any other noticeable peculiarities. This method simplified matters at once and for all time. It saves lots of time, too. Now an outsider can step around and wait upon himself, practically. Often when we are short of help we turn a customer loose among the samples, explaining, regretfully, the situation, and allow him the freedom of the place. And nine times out of ten he enjoys this way much more than being tagged around by a salesman, no matter how patient and courteous-speaking he may prove. The patron can look around perfectly unrestrained and feels much better than when taking up a salesman's valuable time to guide him. He does not have that little sense of restraint that the presence of the clerk entails. If he is accompanied by a friend they can talk unreservedly about the furniture, as they could not do if the store employes were with them. Yes, we find this scheme works to a T and we are not likely to discontinue it in a hurry."

W. W. W.

The prayerful heart will be proven by the practical life.

THE MAN BEHIND THE PLOW.

There's been a lot to say about the man behind the gun,
And folks have praised him highly for the noble work he's done;
He won a lot of honor for the land where men are free—
It was he that sent the Spaniards kitin' back across the sea.
But he's had his day of glory, had his little spree, and now
There's another to be mentioned—he's the man behind the plow.

A battleship's a wonder and an army's mighty grand,
And warrin's a profession only heroes understand;
There's something sort o'thrillin' in a flag that's wavin' high,
And it make you want to holler when the boys go marchin' by;
But when the shoutin's over and the fightin's done, somehow
We find we're still dependin' on the man behind the plow.

They sing about the glories of the man behind the gun,
And the books are full of stories of the wonders he has done;
The world has been made over by the fearless ones who fight;
Lands that used to be in darkness they have opened to the light;
When God's children snarl the soldier has to settle up the row,
And folks haven't time for thinkin' of the man behind the plow.

In all the pomp and splendor of an army on parade,
And through all the awful darkness that the smoke of battles made,
In the halls where jewels glitter and where shoutin' men debate,
In the palaces where rulers deal out honors to the great,
There is not a single person who'd be doin' bizness now
Or have medals if it wasn't for the man behind the plow.

We're a-buildin' mighty cities and we're gainin' lofty heights;
We're a-winnin' lots of glory and we're settin' things to rights;
We're a-showin' all creation how the world's affairs should run;
Future men'll gaze in wonder at the things that we have done,
And they'll overlook the feller, just the same as we do now,
Who's the whole concern's foundation—that's the man behind the plow.

S. E. Kiser.

country boy is neither a man nor strong.

He comes—usually at night—and where does he go? Where could he go except to the place where his fathers have gone before him, the place where he is certain to meet somebody and relieve the lonesomeness and monotony of the farm? And this is—the saloon. There really isn't any other place to attract him, for a raw boned, full blooded boy, ramping with heavy eating and strong from hard labor, demands more virile fare in his entertainment than is furnished by the local Y. M. C. A., or kindred institutions. At the saloon there always is company of his kind. There is noise, there is horseplay, there is all that the soul of the raw young barbarian craves. Thither he goes; and from the vantage point of this place he sees life. In

petty ways by which men strive to acquire dollars and even pennies, and in all the world there is no other such display of pettiness as in the small town.

The boy loses the ideals of his school books. He knows now that these same ideals are conceived in the hypocrisy and falsehood they pretend to loathe; for now he sees that the men who preach them are everything that they should not be, if they would preach. And this is the diet upon which he is accredited with development, sterling honesty, the reason for his success in the commercial world.

Martin Arends.

A Salesman Tells How He Arranges Furniture Samples

Written for the Tradesman.

Recently I was leisurely making the rounds of an immense retail furni-

SIX KINDS OF COFFEE.

How It Is Prepared in Different Countries.

The coffee of a nation is as much an individual institution as its flag or its money, as the American who travels finds—sometimes to his cost. He will learn to take at least eight different brews, some of them more delicious than anything he has at home and some infinitely worse.

The place where his coffee luck will be the worst is England. The English national drink is tea. Tea for breakfast, tea in the afternoon and with bread and butter and jam, and only a small cup of black coffee, which is not coffee but some disappointing adulteration, after dinner. This is served usually in the "drawing room" even at the most unpretentious boarding house. An American can have his cup of breakfast coffee by asking for it, but after the first morning he will not ask. The second morning he will say "tea" and he will say it meekly enough to challenge the least possible attention. He doesn't want any more accommodating landladies to offer to make coffee for him because he is an American.

And yet the English have a national way of making coffee, at least they claim it as their national way, and you can see how it is done at Simpson's, in the Strand. This is a place where they make a specialty of another unquestioned national dish, and that is roast beef, which is served from dinner wagons trundled around to the orderer's table and cut hot from the roast to your plate.

The coffee here would do anybody credit, and this is the way they make it: Two pounds of it is put in the patent coffee boiler. The boiling water is added and the residue is gradually lifted out of the water by a traveling crane, which works slowly and automatically. The coffee is free from adulteration or chicory, which is more than can be said of that which can be procured by the English housewife or is served at the majority of restaurants.

Of course it is the fact that there is no demand for it that keeps down the quality. The Englishwoman has a notion that coffee makes her bilious.

"I can drink coffee occasionally," said a housekeeper, who had been a professional nurse. "Perhaps a cup once a week, but if I should take more than that I should be horribly bilious."

Yet you see a great many extremely yellow looking middle aged women among the English tea drinkers side by side with those who have kept up their reputation for having beautiful complexions. One of the places where the coffee isn't half bad is at the theater, where they bring it in between acts in small cups at a sixpence each.

The French people have experimented more than anybody else with coffee. They have evolved the coffee machines and the steam method. That called cafetiere is the one in general use and can be had over

there for a quarter of what it costs in this country.

This machine is sometimes called the coffee percolator. French people have become firmly addicted to coffee made in this way with the stream. At the same time they are particular about getting a good blend.

What they learned even before they got to using the coffee percolators was the secret of getting the full strength out of the coffee as well as the first delicate aroma. Even when they make the coffee by the boiling process they accomplish this and by a plan which can't be found in an American cook book—it is one, too, which the American cook hesitates to try until she sees it done and the good result.

The coffee is boiled from three to five minutes—depending on whether hot or cold water is used. The grounds from the meal before are saved and left in with the new coffee. This old coffee furnishes the strength and base for the brew, while the short boiling of the fresh coffee catches the aroma and the result is delicious for the person who likes strong coffee, but of course like all good things it doesn't want to be overdone. And the grounds which are to be used again must have all the liquid drawn off of them after the first boiling.

The Arabian coffee is delicious in flavor, due to the freshly roasted berries and the presence of cinnamon. It is roasted almost immediately before it is used. It is then ground and passed through a sieve so that only the fine brown flour is used with two tiny cups of water, and used. Two teaspoons of this are it is boiled with a little cinnamon. It is boiled and then allowed to cool off and then boiled again, until it is thick and creamy. Then half a cup of boiling water is added and the coffee is drunk in thimble sized cups with sugar and a teaspoonful of thick cream.

Turkish coffee is also ground to an exceedingly fine powder and put in a small pot—a teaspoonful to a cup. Cold water is added and powdered sugar. Strictly speaking, the pot should be placed on the hot cinders. It is left there until it bubbles two or three times and then it is removed, and then returned to the hot cinders, until it bubbles afresh. This process is repeated two or three times, until there is a froth on the top, which is technically called cream. This is a great delicacy and a little of it is put in the cups before pouring in the coffee. This is the way they make it in the New York and London restaurants, which import Turks for the special purpose of making Turkish coffee, and it is generally served with whipped cream on top.

In Chicago one can go into the Armenian quarters and see it made nearer than this to the original standard. If you can make an excuse to be friendly with a pretty Armenian girl she probably will make it while you are visiting her and regale you with it. The houses where these people live are not usually fitted with gas and the fire in the big kitchen

stove never goes out. In these places when coffee time comes the lid is taken off and they really boil it on the coals. A tall slender nickel or copper coffee pot is used and the pretty Armenian maid watches breathlessly to see the foam come up. Quickly and daintily as a cat she springs and takes it off each time this point is reached, and she is as attractive when she skims off the foam into the cups as a fashionable 4 o'clock tea hostess.

The Russian coffee drinker is an epicure, almost too much of one for the American. He mixes fruit and cognac with his coffee, and he does it in an open bowl such as is used for punch. The coffee is first put in the bowl and a quantity of finely chopped apples and pears form the second layer. The whole is then covered with cognac, which is lighted and there remains a highly aromatic and delicious syrup. This drink becomes popular with those who stay long enough to acquire a taste for it.

Small Economies May Be Turned to Good Account.

Written for the Tradesman.

In these days of such strenuous competition no store should let go one small opportunity to further its individual interests. Some things may seem to some of you storekeepers as beneath your august notice. Not so. No matter how insignificant they seem, taken singly, in the aggregate they may form quite a respectable pillar of strength. If the biggest stores of the country can find it to their advantage to be mindful of the tiniest concerns of those establishments surely there is no good reason why those in the minor towns and little burgs should not "go and do likewise."

There is the matter of the saving of twine. One piece of stout string, to be sure, amounts to next to nothing, but if you throw away all the good lengths that you get gratuitously in the course of a twelvemonth you have thrown away a nice little source of profit. The twine that comes to you around large boxes may just as well as not be saved for the sending out of your own smaller ones. The minutes of a valuable man need not be taken up to care for this item, that is not to be expected, but a cheap underling's spare

chinks of time may better than not be put to this use.

Likewise the matter of paper. I am not, understand, advising penuriousness along the line of unwastefulness, but there should be a proper regard for the economical side of merchandising. The quantities of serviceable paper that cover the valuables that cross the threshold of your storeroom may be saved, like the twine, to use for packages not so large.

And as to brooms. This is another item that counts up by the end of 365 days. In some places a broom lasts no length at all. After a broom is used it should be hung up by a strong linen cord put through a hole in the handle, or by a good sized screweye in the top. This helps to save the splints from getting lopsided. When a broom gets too far gone in shape to do good service on the store's floor it may still be good enough to sweep the sidewalk or to scrub out with. When brooms are utterly past usefulness the sticks may still serve a homely purpose. Saw off the handles close to where the splints begin, sharpen the lower ends and when you have a quantity make them up into neat bundles and sell them to a florist or to housewives for the propping up of small shrubs. If these bundles of broomsticks are stacked in a conspicuous spot you will be surprised to see how many lovers of horticulture will be glad to get them.

If you have occasion to reroof your store, don't let the shingles linger for every pilfering little rapscallion on the street to get his hand in at lugging them off, but have them neatly piled up out of temptation to petty thieving.

If a keg of nails accidentally loses a handful wait not for them to get swept up and be thrown on the dump. Let an urchin's time be employed to pick them up and put them where they belong. Of course, spilled things like tea and coffee and sugar, when scattered in small quantities, can not be saved and here is where the available "ounce of prevention" is worth seeing to.

If you have never considered any on the subject of these freely-granted suggestions let them simmer a bit in your brainpan. Ph. Warburton.

Any religion is easier to describe than to demonstrate.



Mo-Ka COFFEE

Annual Sales

1905	-	-	-	162,720 lbs.
1906	-	-	-	239,469 "
1907	-	-	-	432,190 "
1908	(Estimated)	-	-	600,000 "

High Grade
Low Price

Its widespread popularity is proof of its quality. Always the same.

Tongue-Tickling Drinks Dispensed by Young Lady.

Written for the Tradesman.

There's a young woman of 22 years whom I know who not only supports herself but a smaller sister—about 13 years of age—by the sale of gum and candies and the things that go with a soda fountain.

She is a comely lassie and that's what attracted me to her at the first. I'm a great admirer of female beauty and when my eyes fell on the girl I said to myself:

"That's certainly a lovely young creature."

From dropping into her little shop to buy gum for my old aunt—plus some for yours truly—I have come to know the bonny proprietor quite well.

She is always chatty and cheerful with her patrons. She serves delicious concoctions and light lunches from her soda fountain with the deft hand of an artist. She has the work down pat. It is a pleasure to watch her at the counter on one of the hot days or evenings when it seems as if everybody and all their relation are on soda water bent. Little knots of people stroll in from the theater for an appetizing midnight lunch and it is a busy half-hour along about 11 o'clock. At those times she has to have a boy to help her take care of the rush.

When this girl began business it was by peddling her gum and bonbons around in offices after school and on Saturdays. Her pretty face and polite, unassuming manners soon gained for her a clientele that was

worth having. Many were the sales she made just on account of her manners whether people wanted her goods or not. After four or five years she was able to open up the merest box of a place under a stairway between two stores. She kept it as neat as a pin and as clean as wax and trade kept on growing. She stayed in school, hiring a cousin of hers to run the little nook when she was away. When she was graduated she had, by close economy and saving, a snug bank account, which she now drew on.

To make a long story short, a spare corner in a popular grocery store was secured at a small rental and then this enterprising young woman made things hum.

The tactics that made the unpretentious little gum peddling a bright success have proved a drawing card since she branched out in the soda water business. Gum and sweetmeats are still dealt in, and, as before, are always to be relied on. And clean! You can actually see yourself in the shining nickle of the soda fountain and you "wouldn't be afraid to eat off the floor," as the homely saying is. She has always aimed to have everything about the outfit just a little nicer than it is anywhere else and in this way has a class of customers that prefer her place to any other in the town.

There's one point greatly in its favor, and that has had more to do with people's liking to go there than any other one item, and that is that all the tumblers and other dishes are washed in clean water with a plenty

of good soap and are rinsed and dried on clean linen and polished until they will bear the closest of critical inspection—not just swashed around in a tub of nasty water and turned over on a pierced and sloppy metal tray to be given out to disgusted humanity.

There's one thing I never could understand—that is why the health officers don't get after the soda water folks and compel them to deal out their stuff in something approaching a healthful way. When I go to the ordinary soda water counter or parlor I am so sickened by the sights that are inevitable and universal that each time I register a solemn vow that never, never, never again will I put into my stomach refreshments(?) which smack so of the seventeenth-rate restaurant. In one's own home one wouldn't dream of drinking out of a glass that even another member of the family had used, unless it had gone through the ordinary process of dishwashing and received an inviting and at the same time sanitary shining-up, and, as to eating with a spoon that had not been washed and wiped clean, it would not within the four walls of one's own domicile be tolerated by anyone who has regard for the well-being of his internal mechanism. Filthy towels that make china and silver wetter than when they came out of the swashing-tub and a hundred per cent. more nauseating would not be brooked in one's own residence. Why they should be endured in public is past my comprehension.

For two or three years I never touched the output of the average soda fountain because of the miserable conditions prevailing at the majority of these public institutions, but I am so fond of the effervescent and fascinating drink and of the other good-tasting beverages dispensed therefrom that I again allowed my appetite to run away with my better judgment and, like thousands of foolish others, I habitually "shut my eyes and down with it."

Since I became acquainted with the cleanly methods prevailing at the soda fountain presided over by the young lady I told you about at the beginning of this article, I am easily reconciled to indulging in the tongue-tickling things she has for the public in her particular "cozy corner."

Any one with a pleasant personality who is placed in similar circumstances to those of this young woman can get to the front in like fashion.

W. W. W.

He Was Greatly Disappointed.

"Prisoner," said the police justice, "you are charged with drunkenness. The officer says he found you in a disgusting state of intoxication, asleep on the steps of a private dwelling."

"Is that all, your honor?"

"Yes; that is all. What have you to say for yourself?"

"I'm guilty, all right, your honor," said the prisoner, deeply chagrined, "but I thought I had cleaned out a saloon, whipped two or three policemen, and got away in an automobile. I wasn't havin' nearly as good a time as I thought I was!"

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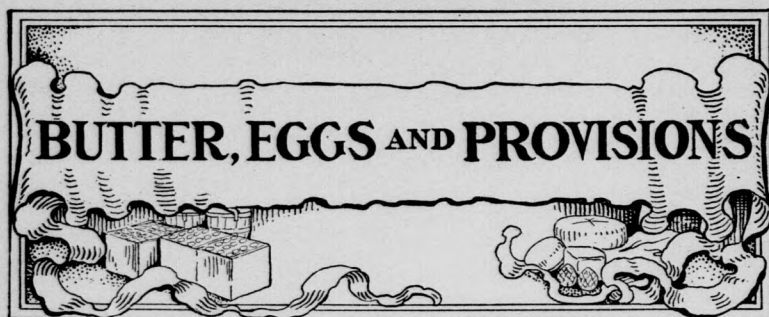
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Various Methods of Curing Meats.

In Germany the pickling of meats is done by dipping the pieces of meat into water, then by rolling them in powdered salt; the salt-covered pieces are then piled in a keg. Upon each layer of meat some salt and a few spices are strewn, such as, for example, juniper berries, bay leaves, caraway seed, cloves or pepper. After the keg has been filled in this manner almost to the top with meat a well-fitting lid is placed upon the meat and weighted down with stones. Instead of salt in the form of powder, salt solution (brine) may be used. The commonly used pickling salt, as well as the pickling brines, contain 16 parts common salt, $\frac{1}{2}$ part saltpeter and from $1\frac{1}{2}$ to 2 parts sugar. For 100 kg. of meat 5 kg. of this mixture or 4,350 grammes of common salt, 150 grammes of saltpeter and 500 grains of sugar are used. During storage the meat must always be covered by the brine. If no attention is paid to this, and if the meat is exposed to the air, it covers itself with bubbles and white froth. At the same time a precipitate forms which is at first of a light reddish color and later turns to a yellowish red, the meat loses its normal color, turns gray, adopts a stale taste and is no longer fit for consumption. Pickling or curing on a large scale is done in special receptacles made of cement.

According to a more recent method (the so-called Swedish method), the thoroughly refrigerated slices of meat are placed in a tight tin cylinder which can be shut. By means of an air pump all the air is removed from the cylinder and from the meat, and, immediately thereafter, salt brine is pumped with strong pressure into the cylinder and allowed to act upon the meat for from about seven to eight hours. Thereby the pickling is said to be more even than with the old method, and, above all, to be considerably speedier. Meat prepared in this manner is said to keep considerably longer than that treated according to the old method; furthermore, it is said to lose less in color, taste and nutritive substances, and consequently also to obtain a higher price. With a quick-pickling device, patented a number of years ago, a thorough pickling is said to take place with such speed that the meat may be gotten ready for sale and for cutting in from one to two days' time. According to another method, which is much employed by meat-exporting works, the bacons are placed for ten days in a pickling receptacle, which is also exhausted of air.

Fjelstrup endeavors to introduce a method of pickling which makes use of

the blood course as a transporting medium for the pickling brine. The animals are shot dead. Upon death they are skinned in the usual manner; after the processes customary in this connection the blood is still entirely liquid, which is an important factor, if the injection is to be successful. The animal is then placed with its back upon a deepened table where the blood may run off completely and in a pure condition. The cavity of the chest is then opened by means of a longitudinal cut through the chest and by sawing the breast bone through, then a canula is inserted through the left opened heart chamber into the main artery, and tied fast. With the canula a pump is connected by means of which, after the right heart chamber has also been opened, the salt brine is driven in with a pressure that corresponds to the normal pressure of the main artery. The salt brine thus drives the blood out through the right heart chamber, fills of itself the system of blood vessels, and in from three to four minutes the process is at an end. After the meat has been cut up, refrigerated and stored for a short time it is ready to be exported or smoked. Pinto allows an electric current to pass through the meat which lies in the brine, and he intends thereby to bring about a speedy, thorough pickling in from ten to twenty hours. The method does not appear to have any practical value.

The dry-pickling method customary in America is employed also by some German meat-exporting firms. A 20 per cent. salt brine is prepared with a slight addition of saltpeter and sugar, and the meat is thus thoroughly pickled in a moist condition. Before being sent out the meat is dried by special machines, and sprinkled with borax; the addition of borax is to amount to from 1 to 2 per cent. After the meat has been strewn with borax it is pressed by machine power.

The essence of the pickling method and its preserving effect upon meats is based, in the first place, upon the action of the common salt, which abstracts the water from the meat and shows, at the same time, disinfecting qualities. The disinfecting action of the common salt consists in a general retarding of the increase of the micro-organisms, in the arrest of their effect upon the decomposition of albumen at a comparatively low concentration, and, with regard to certain micro-organisms, also in the reduction of the remainder of their chemical effects. However, common salt is suitable only for the preservation of the meat of healthy animals; the pickling of the meat of diseased animals, especially of those

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suffering from infectious diseases, has in the main only this effect—to keep the meat for a longer time from passing over into putrescence. In the majority of cases the bacteria which cause the disease are not destroyed, and some author has, therefore, justly characterized the pickling of the meat of diseased animals as "the application of a coat of a sort of health varnish."

The effect of common salt upon the meat is shown by a decolorization of the muscling. In order to prevent this saltpeter is added to the salt brines. According to more recent investigation it is, as a matter of fact, not due to any saltpeter action if the meat retains its red color, but to an action of the nitrites forming in the brine from the saltpeter, and, perhaps, of nitric oxide. Moreover, the addition of sugar to the brines also acts somewhat as a rubefacient. However, the latter is used above all on account of its strong effect in favor of arresting putrescence.

By pickling the meat suffers a loss of elementary substances; the brine abstracts from the meat nitrogen, phosphoric anhydride and potassic salts. According to the duration of the pickling process this loss of elementary substances differs in such a manner that, together with the prolonging of the duration of the pickling process, the lixivation of the meat by the pickling brine increases also. The weight of the meat increases considerably in consequence of the mutual exchange of meat juice and brine. When the pickling process has lasted for three weeks the increase in weight amounts to about 12 per cent. of the original weight.

According to the loss of alimentary substances in each case we are, therefore, to consider pickled meat as a more or less inferior article; but it means, nevertheless, one of the most important meat preserves for the victualing of ships and for the equipment of the army and of expeditions into distant countries.

Egg Trade in Smyrna.

Consul Ernest L. Harris states that within recent years an entirely new industry has sprung up at Smyrna in the exportation of eggs, and it is rapidly becoming a source of considerable profit to the villagers and farmers in that part of Turkey. He gives the following trade particulars:

"The success achieved along this line, however, is but nominal, compared to what the results would be if a system of poultry raising were introduced all over the country. There are few farmers in this part of Asia Minor who raise poultry as a source of income, as far as the production of eggs is concerned.

"There are some ten firms interested in the egg trade at Smyrna, but the bulk of the business, comparatively speaking, is in the hands of one of these firms. This firm has a number of active agents whose business it is to visit the villages in the interior of the country and buy up all the eggs possible for shipment to Smyrna. A part of these eggs are consumed in Smyrna, while a part are shipped to Europe in cases packed by experts. In 1907 this firm shipped

7,112 cases, each containing 1,440 eggs.

"The total export of eggs from Smyrna during 1907 amounted to 24,322,372, valued at \$264,573. France took \$102,300 worth, Greece \$63,228, Austria-Hungary \$48,312, Italy \$32,607 and Germany \$4,295. The total number exported during 1900, 1901 and 1902 combined only amounted to 1,132,125 eggs.

"The great demand for eggs abroad naturally creates a scarcity and fluctuation in prices at home. During that part of the season when there is the greatest foreign demand the price of eggs rises to 2 cents each, when they can ordinarily be bought for 1 cent each, or even less."—Daily Consular Reports.

Experience of Two Farmers Who Wanted Justice.

He wanted justice. You could see that in his eyes afar off. He didn't want a little bit of justice weighed out in a gingerly manner and done up in a coarse brown paper, but he wanted justice by the carload, and at wholesale rates. He hitched his old white horse and dilapidated buggy in front of the drug store, mounted the stairs running up outside to the second story, and his eyes brightened as they rested on the tin sign on the door: "Gregory Whitestone, Attorney at Law." The lawyer was in. Also a two-dollar desk, two fifty-cent chairs, a huge cuspidor and a rusty stove.

"Morning."

"Morning."

"I'm Bob Saunders, sir. Live out by Capitol Corners. Bought the Thompson farm, you know."

"Ah!"

"Summer joins farms with me. His steers got into my corn. I want damages, but he laughs at me. I turn my hogs into his potato patch as the only way to get even with him."

"Good! I like a man of spunk."

"And he kills one of 'em."

"What!"

"He kills a hog worth \$2."

"You don't say! Well, that man ought to be made to understand that he doesn't own this country. What an outrage! Have you seen him and have you demanded pay?"

"Oh, yes; and he said he would like to shoot me."

"Is it possible? Why, he's a dangerous man, very dangerous!"

"I came to ask you if—if—"

"Why, of course you have the best kind of a case against him, and it is your duty to push it."

"Yes, I want justice, but how—how much will—"

"Oh, the cost will be nothing. Just leave me \$5 as a retainer and we'll make Summer sweat. I haven't heard of such an outrage for years. He probably reasons that you are chicken-hearted and afraid of him."

"Well, he'll find that the Saunderses have as much grit as the Summerses."

"And as much money to law with?"

"You bet."

"That's the talk. We'll make him a very sick man. Your case appeals to me as a citizen as well as a lawyer. Now, we'll secure a warrant as a starter."

Summer visits the other lawyer in the same village, and the conversation is about the same. Saunders gets a warrant for Summer, and Summer gets a warrant for Saunders.

First year: Two adjournments, a disagreement, twenty-four days' lost time, and a cash expense of \$58 to each farmer.

Second year: Three trials, one disagreement, four adjournments, one appeal, and a cash expense of \$150 to each farmer. Time lost—thirty-five days.

Third year: Two trials, two appeals, two decisions and two farms pass into the hands of two lawyers. L. W. Spearing.

The Main Chance.

Jack Garney, who used to be a Columbus, Ohio, man before he got to selling wine, told a story the other day to illustrate some point.

"We were hard at work building a new church out in Columbus," said he, "and all of us that belonged gave what we could to it. One day the priest went to Riley, who kept a saloon. 'Riley,' he says, 'Riley, you ought to give the church a handsome stained glass window. You're doing well here and c'd afford it.'"

"I will," says Riley.

"Next day he went to a place where they sold stained glass windows. 'I want to buy one for our new church,' said he.

"Here's one at \$100, Mr. Riley," said the clerk. 'Too cheap,' says Riley.

"Would a \$500 window be too dear, Mr. Riley?"

"'Tis a cheap windy," says Riley. 'I want the best ye have in the house.' 'So they sold him a \$900 window.

"And what will you have on it, Mr. Riley?" they asked.

"'Nawt'in'," says Riley, 'nawt'in' at all.'

"But, Mr. Riley," says the clerk, 'it's customary to have something on an expensive window like this—some nice design or motto, you know.'

"Well, all right," says Riley. 'Ye might put on the bottom of it, "Drop into Riley's Afther Mass."'

Must Have Inhuman Customers.

A food inspector in New Hampshire found a lot of beef and pork in a butcher's stall that was questionable. He called the owner of the place.

"Look here," said he, "what is your opinion of this meat?"

The butcher looked it over.

"I had forgotten all about that," he said. "It is pretty old stock."

"Well, what is your opinion of it?" "My opinion," said the butcher slowly, "is that it is unfit for human food, but it would do for sausage."

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Printing for Produce Dealers

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Sept. 26—Three-quarters of the year gone and we are still hoping for the "good times coming." While only a few of our citizens have actually starved to death as yet, we can report an attendance at the baseball games of 30,000 to 40,000 and the theaters are packed from floor to ceiling. Immigration is mighty light and, taking all things into consideration, we have much to be thankful for. Everybody says, "Just wait until after 'lection. Then you'll see the wheels of industry turn at a great rate." So everybody is waiting, and a hundred carloads of Christmas trees will be brought in by the "Christmas Tree King," and 1909 will come in on joyous wing.

In the spot coffee market there is simply one stereotyped reply to your correspondent's enquiries as to business: "Just about the same as a week or two weeks or two months ago." With the government of Brazil holding the key to the situation the trade can only hope the bottom will not drop with a sickening thud. At the moment the demand is of an easy everyday character and quotations show little, if any, change. In store and afloat there are 3,257,883 bags, against 3,998,070 bags at the same time last year. Rio No. 7 closes at 6@6½c in an invoice way. Mild coffees show no change, although in one or two cases a little better feeling exists. Good Cucuta, 8½@9½c.

We have had a better report in the trade for tea. Supplies in grocers' hands have become somewhat depleted and there is a call for the cheaper sorts to make good. Prices show no apparent change and are steady.

The activity that characterized the refined sugar market for a week or so has subsided and new business is very light. Still dealers are hopeful and anticipate a pretty good trade for the ensuing weeks or until beet sugar reaches the market.

Fancy rice is in not overabundant supply and, with a pretty good demand, the quotation on such grade is well sustained. Varying reports as to damage to crops are coming to hand and no one seems to know the real condition Down South. Anyway, buyers are taking very small quantities and there is no excitement. Quotations are unchanged. Good to prime domestic, 5½@6½c.

There is a steady even call for spices and, as the season advances, greater strength is shown on many articles; but, as yet, there has been no appreciation in quotations. Singapore black pepper, 6¾@7c; white, 10½@10¾c; Zanzibar cloves, 10¾@11c; Amboy, 20@20½c.

Molasses is firmer, and with the season advancing dealers show a good degree of confidence. All sorts are in freer movement, but quotations are without change. Syrups are quiet.

In canned goods not an item of interest can be picked up. There was

supposed to be a big trade in tomatoes, but at this writing the situation is quiet. Eighty cents is the talking price and we are assured that if goods are being picked up for less it is because they have been packed by some small canner and cut no figure in the market as a whole. Corn is well sustained as it becomes evident that the pack of really desirable goods will be light, and would-be buyers are showing more interest than for some time. New York State, 80@85c; Maine, \$1@1.10. Peas are quiet and well sustained. Beans are firm. Other goods are moving about as usual. The supply of fresh fruit is seemingly great and at the moment this has an effect on the trade in tinned stuff.

The butter market is dull except for the very top grades. There is said to be a big accumulation of stock here, held at 20@23c, and holders are making desperate offers to unload. Western imitation creamery, 19½@20c; Western factory, firsts, 19c; seconds, 18@18½c; process, steady, with moderate supplies, 20@21½c.

The better grades of cheese show some improvement, and with only moderate supply the situation is in favor of the seller. Full cream specials, 13¼@14¼c; New York State fancy, 13c.

Medium grades of eggs, which constitute the bulk of the supply, are dull and the outlook seems unfavorable for any advance for some little time. Best Western extra firsts, 24@24½c; firsts, 22@23c; seconds, 20@21c; refrigerator stock, April pack, 21@22½c.

The Lunch Box and the Dining Car.
Written for the Tradesman.

It is not a difficult matter to select the dining car passengers in a railway coach. I mean, not persons who may on occasion, as necessity compels, take a meal in a dining car, nor commercial travelers whose expenses are paid by the houses they represent, but real dining car passengers, people who are spending their own money and who, when traveling, patronize the dining car because it is the most convenient means of supplying themselves with food.

One of the signs by which the observer knows the dining car passenger is his grips. They are few in number and of a make and material that indicate unmistakably the real thing. The suit case is of sole leather, the bag is English in cut and hand-sewed. The umbrella is close rolled. The dining car passenger may take considerable baggage, but most of it is checked.

The ugly drab telescope, the bulging package handled by a shawl strap, the pasteboard boxes and bundles wrapped in newspapers, the baskets of fruit, the bird cages and house plants—all the innumerable impedimenta with which the inexperienced load themselves down when taking a journey—these never belong to the dining car passenger.

Other sure indicators of the dining car passenger are his clothes and the way they are worn, and the general air and manner. There are no eagerness and excitement; instead an easy nonchalance. Travel is no novelty.

A trip is not something looked forward to for years beforehand, and referred back to for as long a time afterward. The dining car passenger has traveled much in the past; he doubtless will take many journeys in the future. It is all rather a bore anyway.

In selecting the passengers who will go to the dining car the shrewd observer will make a variation for sex in his schedule of indications. A woman is higher up in the scale of prosperity before she essays to patronize the dining car than a man. A man will dare begin the practice on a lower capitalization, so to speak. The Eternal Womanly just naturally hates to pay anything for what she eats. She learns to spend money freely on dress, fine furniture, knick-knacks for the house, on a hundred other luxuries, long before she is willing to pay a swell price for a swell meal. Accordingly, it is not a matter of surprise to see a dainty, well-groomed woman take from the rack above a neat box and eat very quietly, perhaps even a little furtively, her small luncheon. When a woman goes to the dining car, unless there is a man with her to pay the bill, it is safe to assume that the state of her finances is such that she has ceased to worry about her clothes.

The signs by which the passenger of the lunch box may be distinguished are much the same as those by which his brother of the dining car may be known, only, as the mathematicians say, take the propositions inversely. If "regardless of cost" aptly describes the equipment of the one, "regardless of cost" is equally applicable to the belongings of the other.

"Regardless of cost!" To how few is the expression not fraught with serious, even painful meaning!

For who that has it not does not in his heart long for the luxury of the dining car! Refinement and cultivation may go with the lunch box as hard-earned accompaniments, but ease and elegance never. Who does not sigh for surcease from the perpetual misery of small economies, from the soul-wearying struggle of forever trying to make one dollar do the work of five?

So innate is this desire for release from the straits of ever-recurring pecuniary shortage that the figures of speech by which heaven itself is presented to our poor understandings are synonymous of opulence and splendor. The popular idea of that blessed state is expressed aptly if crudely by the old lines:

No sin can be there, not a shade of transgression;
No sickness can reach them, that country is healthy,
No poverty there, the saints are all wealthy.

Perhaps the dining car passenger has always been accustomed to the elegancies of life, and his father and grandfather before him. Has he come to believe that he is made of finer fiber than his fellow of the lunch box? Let him not plume himself on any superiority. His humble companion may experience a sudden accession of good fortune. As by a magic sleight-of-hand the lunch box disappears, the ugly telescopes and shawl-straps are replaced by the

best grips that money can buy, and fashionable tailoring is worn instead of the old ready-made clothing.

The newspapers may continue to crack their jokes about Mrs. Parvenu's doing her own "buttlings," and attribute all manner of gaucheries to that much maligned lady, but in real life the lunch box can ascend to the dining car with ease and grace, as compared to the awkward and distressing process by which the dining car comes down to the lunch box.

There is a gulf between the dining car and the lunch box. It is the yawning chasm, wide and deep, which exists, which has always existed, between silk and calico, between the automobile and the lumber wagon, between capital and labor, between the palace and the shanty.

Can this chasm be bridged? Can the lunch boxes all be tossed away and everybody swing gaily into the dining car? Or, if this be impracticable, shall we drop the dining car off the train entirely, devote it to other purposes, and use the money now expended in its maintenance to provide more sumptuous lunch boxes for everybody?

These seem simple enquiries, even trivial and fanciful, yet it will be the mighty triumph of this age if it shall settle these questions with tongue and pen, with conscience and reason, and not with blood.

From the all-pervading desire to get into the dining car, it would seem that it must have some permanent benefit to confer, something which can be passed down from generation to generation. But the student of sociology tells us and, indeed, common observation teaches us that the children of the dining car passengers commonly have less vigor than their parents, and that in a few generations a family either gets back to the lunch box or perishes from the earth.

Can we do that which no people before us ever has done, enjoy luxury and still retain strength? Is it possible to have elegance without the sacrifice of virility?

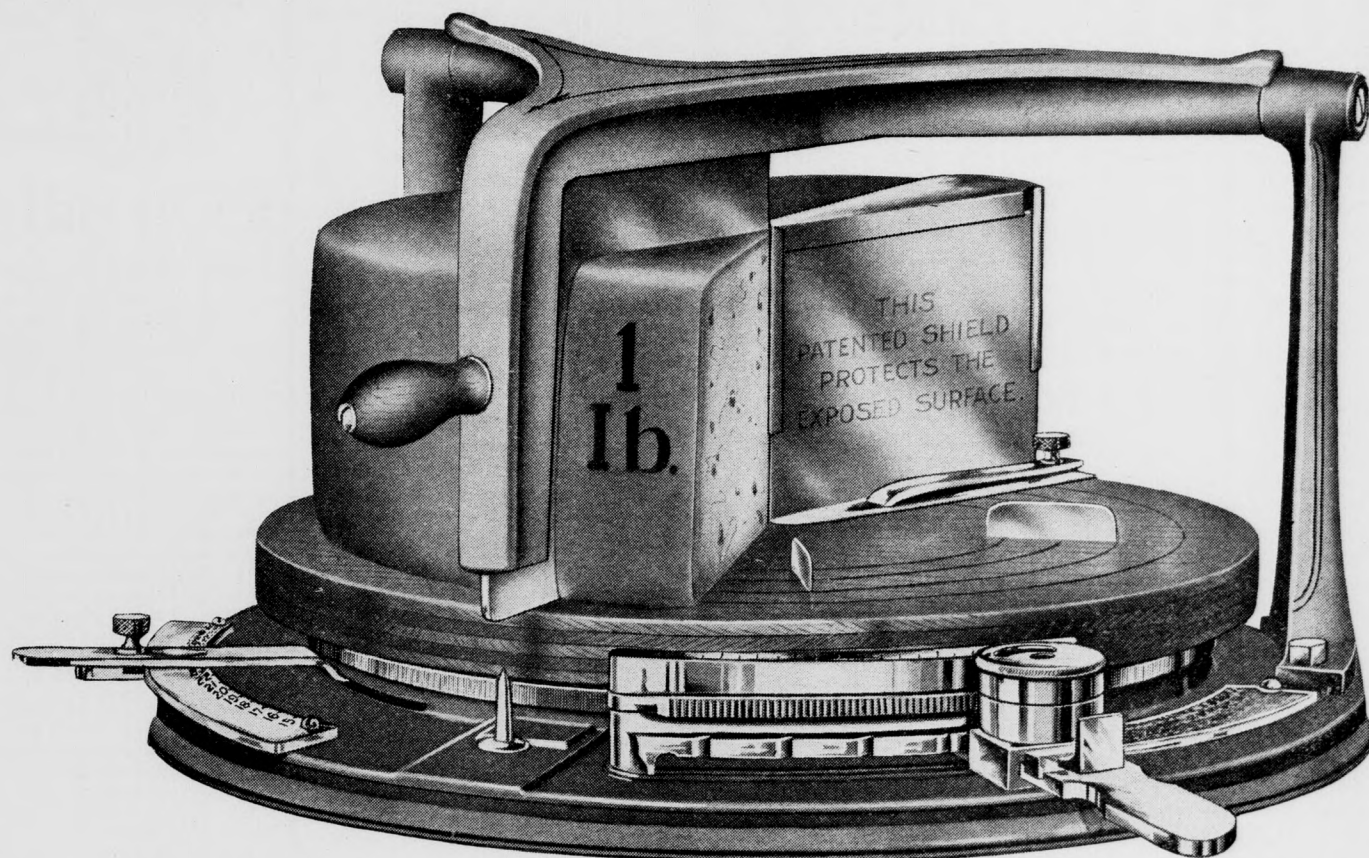
These also are questions for this generation to answer.

Oh, ye of the lunch box! eat your homely fare with self-respect and quiet assurance. Despise not your ham sandwiches and hard-boiled eggs, your homemade cucumber pickles and moist jelly cake. Partake with zest of your crisp celery and juicy peaches. Look not with disdain upon your dingy telescopes and shabby near-leather bags. Let no envy corrode your souls that your lot is not the lot of the habitues of the dining car. Would that some voice might whisper to you your real worth! Would that some vision might reveal to you your true measure! In our hour of need it is to you we must turn, not to your elegantly appareled brother. The hope of the Nation lies with the lunch box and not with the dining car!

Quillo.

Salvation is more than consciousness of my soul; it is the sense of the worth of every soul.

Some people are never grateful until they get hungry.



The Dayton Templeton Cheese Cutter at \$20.00

Do You Know The Difference Between Stove Iron and Pressed Steel?

Of course you do, and perhaps it's our fault in carelessly withholding from you the fact that our Cheese Cutters are not built like the other fellow's.

Did anyone ever mention the fact to you that Dayton Templeton Cheese Cutters are made of pressed steel—the entire sub-base stamped out of extra heavy steel plate? We'll venture to say they never did! Maybe you have one on your counter and know now for the first time just what a meritorious article you invested in. Did anyone ever point out to you that the Dayton Templeton Cheese Cutter will cut to weight in ounces and any fraction of a pound; or in money value by cent's worth, five cents' worth, ten cents' worth, and estimate the total selling value of your cheese?

Did anyone ever point out to you that cheese constantly displayed on a handsome cutter sells twice as fast as a cheese hidden under a rancid cheese box?

Did anyone ever point out to you the advantages of selling cheese on a machine that cuts exactly what the customer asks for, and prevents errors in weighing and wrong valuations given cuttings by careless and thoughtless clerks?

Did anyone ever show you how we keep off the nibblers? If they haven't done so, maybe it's our fault in keeping this information from you. Now let us say in conclusion, if you are the keen and far sighted business man we think you are, adopt this little motto, have a sign painter put it over your desk:

"Get the habit of wanting the Best to be had at the price you pay—IT'S A PART OF THE POLICY OF EVERY SUCCESSFUL MAN."

Sold under a one year guarantee.

The Computing Scale Co. = Dayton, Ohio

DOUBLE DEALING.

Reasons Why Falsehood Is Bound To Fail.

A man without principle is like a shifting quicksand, which to-day may be on the heights, to-morrow submerged in the depths below. The philosophers of the olden time regarded a man without principle, no matter how brilliant his talents or how high his station in society, as a person dangerous to the community, inasmuch as his words and actions could not be relied upon at a crucial moment or when the affairs of state or society demanded implicit confidence in his assertions as to his intentions or manner of procedure in affairs of vital importance to the issue at stake.

Seneca said: "Give me a man of principle rather than of power." Who can doubt the wisdom of the old philosopher in his demand? Conscience ever comes before power. A ruler or potentate or czar may have power to will the life or death of thousands, yet may not have enough principle upon which a single individual could rely when the decisive time arrives.

We often hear the remark, "Oh, he is a man of no principle," which is equivalent to saying he is a person on whose word no person can depend, one in whom the public can have no trust whatever.

Such is an unenviable character to gain among one's fellow citizens, but many seem to court it by their actions rather than repudiate it by straightforward conduct and manly observance of duty. Many make principle depend upon policy, unfurling the banner of honesty only when it pays them best to fight beneath its standard. As soon as it is for their own emolument to be crooked they desert the colors of decency and become recruits under the black flag of dishonesty, aiding the cohorts of evil against those of good to the utmost of their wicked endeavors.

It is impossible, however, to show a Janus face to the world all the time. Honor and dishonor have never been affinities and never will. Sterling principle can have nothing in common with a double dealing policy—they are opposed to each other and can never amalgamate into a homogeneous whole.

Without principle to back them the virtues can have no value, nor can the material things of life add happiness or contribute to the common welfare.

No legacy is so rich as a spotless reputation and no wealth so valuable as that reputation harnessed to a useful purpose in life.

A spotless reputation is the noblest crown the human head can wear. Riches after all are but evanescent at any time—they may take wings and fly when least expected to do so, but character, if upheld, remains as constant as the adamant rocks of time.

Knavery, falsehood, double dealing, perjury, chicanery, oppression, and all their attendant train of evils may flourish for a season, but in the end

they are bound to fail, miserably fail in degradation and in shame.

The unprincipled man's money does not always take wings and flee from its source of being, but often seems to flourish in the parent nest. Here below the balances do not always swing evenly, but faith teaches us to believe that the seeming imperfections and inequalities of the moral law will be adjusted in another and a better world where wrongs will be converted into rights.

Ill-gotten gains can never make the possessor happy, but on the contrary they bring misery in their train. The unprincipled man is always haunted by shadows, which, like Banquo's ghost, will not down. His conscience troubles him, there is a constant gnawing at the heart which never allows surcease from suspicion and apprehension of the future. Not alone is his mental equilibrium unbalanced but his physical being is indicative of the strain in the sunken eye, the pale cheek, the nervous tremor, the uncertain step. A fear is ever upon him which he can not shake off, and although he may be a Croesus, he can not purchase that contentment of mind and poise of body which confer their happiness on the poor man who has led an upright life, true to principle, and who, like Longfellow's blacksmith, can look the whole world in the face and fear not any man.

The unprincipled man sails in a ship like the fabled one of old which, when it approached the magnetic mountain, had all the nails and bolts drawn and went to pieces in the depths of the sea. But the man of principle, self-sustained, is invulnerable, can surmount every difficulty, withstand every siege, and triumph in his own vindication.

When Gen. Reed, who was President of the Continental Congress, was offered 10,000 guineas by foreign commissioners to espouse the royal cause he indignantly spurned the offer and scathingly retorted: "Gentlemen, I am poor, but tell your King he is not rich enough to buy me."

We stand much in need of such men in politics to-day, men whom the desire for office does not kill, men whom the spoil of office can not buy. We need honest men in all ranks and conditions of life, men who will keep their conscience to the magnet of right as the needle keeps to the pole.

The world has confidence in the man of principle, and it is this confidence which makes life really worth living, for when a man loses the respect of his fellows he had better be out of the world than in it.

Especially the young men of our day have much to guard against and much to learn of the precedent of those who have gone before. Let them not be blindfolded by the apparent success of tricksters, swindlers who have risen to power and pelf by trampling on the rights of others and defying the laws of society and the moral laws of a higher power.

Temptation may be strong, but they must resist, realizing that only honor and integrity can ultimately prevail to enable them to reach the

true heights of a righteous manhood.

The world never angles for true men in mud and slime, but always casts its line in the clear waters of unsullied reputation. A fresh fish from a tiny rivulet may be small, but it is better than a bloated one fed on decomposed sewage.

A hovel wherein dwells a good conscience is preferable to a mansion that houses the glittering gift of perfidy and moral corruption and better, far better, the grassy mound that covers the dust of righteousness than the marble mausoleum which towers over the bones of a scoundrel.

Madison C. Peters.

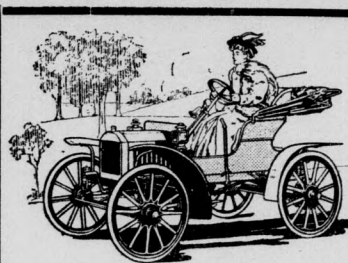
Arranging Many Small Articles of Same Kind.

Written for the Tradesman.

In almost any trim that aims to display a quantity of a single article, like kitchen knives of various descriptions, for instance, they show off well if placed in circles on the floor and in the background attached to a one-color surface. Put only knives of the same size and style in a circle as they look better so arranged than if of different sizes and kinds. Or they may be placed in diamonds, squares or ovals. These geometrical designs may be used only one sort at a time or they may be pleasingly combined; but the largest design should always be put in the center, with the smaller ones around it.

The same rule may be applied to hosiery, only here is the additional element of color to be taken into consideration.

J. W.



\$500 BRUSH

Designed by Alanson P. Brush, designer of the Single Cylinder Cadillac

The Common Sense Car for two people; all the speed you want; more power than you can use; snappy, symmetrical design and finish; the easiest riding thing on wheels; more reliable and steady than a horse and buggy.

Runs 25 to 30 miles per gallon of gasoline and a trifle of oil and is less expensive than a horse—why, you will see from catalogue. The wonderfully balanced single cylinder vertical motor and complete power plant is under the hood—a marvel of accessibility. For ordinary use at moderate speeds, solid tires are perfectly satisfactory, and even with pneumatics (\$50.00 extra) the lightness of the car reduces tire expense to a small figure.

The Brush is not a toy nor experiment. It is made complete in one plant in large quantities by a skilled and experienced force with ample equipment and capital, and is marketed by reputable and reliable people with reputations to protect. There are no "hard times" with us. If you are interested call or write for catalogue.

MANLEY L. HART

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GRAND RAPIDS, MICH.

Rapid
BATH HEATER

For
Hot Water
and
Steam Heat

DON'T WORRY about
your heat.

LET THE RAPID DO
IT.

We can give the best
heat there is known at a
cost you never dreamed of.

RAPID HEATERS are a POSITIVE INSURANCE against fire, sickness, extravagance in fuel, and a littered basement.

Constructed, manufactured and guaranteed with the idea of giving more heating satisfaction at a less cost than can otherwise be procured.

HUNDREDS OF SATISFIED USERS ALL OVER
MICHIGAN.

NO COMPLAINTS ANYWHERE.

We want to relieve your heating wants, and after an investigation of our catalogue and information, sent free on request, you will want us to do it.

RAPID HEATER COMPANY

Louis and Campau Streets

Grand Rapids, Mich.



THE DEMON DEBT.

It Makes the Debtor a Sneak and a Liar.

Honesty is often another name for freedom from debt. The honest man always will try to discharge his just obligations, otherwise he can not appropriate to himself the title.

Many have such a dread of debt that they would rather forfeit life itself than contract it. Carlyle hated debt to such a degree that he could not be induced to borrow to relieve real distress. All through his life the sage of Chelsea labored hard for merely enough to keep himself and his wife and died a poor man.

John Bunyan was another that never could be induced to borrow a shilling. Many a time he traveled the roads hungry and with insufficient clothing, yet would not allow his friends to relieve his necessities.

When Sir Walter Scott got into debt he never had an hour's contentment of mind, so he sat down to work as perhaps never man toiled before and turned out the Waverley novels, which happily were the means of relieving him from the incubus that pressed him down. These men realized, as all self-respecting men realize, that debt takes away independence of character, saps the manhood and leads the way to disgrace and ruin in the end.

A man in debt is in a state of servitude. He is not his own master. He belongs to another. "Owe" is the original from the Anglo-Saxon of the verb "own," which means to possess, so that which is owed is something which belongs to another; therefore, he who puts himself in debt virtually is a slave to his creditor. He has no freedom of mind, but is bound down by the thought of his responsibility. There is always a fear upon him which he can not shake off and this fear predisposes him to cowardice, falsehood, deceit and even worse vices.

How different feels the man who is free and independent. He is afraid of nobody, he walks with a buoyant step and erect head, courageous in the faith of righteousness. He bends to no superior, for he considers himself the equal of any. He can enjoy life and get the best that is in it out of it.

John Randolph once sprang from his seat in the House of Representatives and exclaimed: "Mr. Speaker, I have found it!" and then in the stillness which followed this strange outburst he added: "I have found the philosopher's stone—it is, pay as you go!"

That is the best advice any man can get—pay as you go. Especially is it good for the young, those just crossing the threshold of manhood to play their parts in the great world.

Many a promising career has been blasted by the debt monster. The youth sets out with high hopes, the skies are cloudless, the sun shining, the flowers springing, the birds singing, but anon a little speck of financial difficulty appears on the horizon and the young imagination magnifies it to a mighty proportion. It worries him, it gets upon his mind, and apparently grows larger and larger, so

instead of trying to scatter it by patience and perseverance he resolves to wipe it out at once and to do so he goes to the money lender and borrows.

He is unconscious then that he is taking the first step on the downward path. He finds that he can get trusted easily and this gives him false hope. When the time comes to pay off he can not do so and, instead of being out of the mire, he is only in the deeper.

The decent man, the just man, the man of principle will sink the dearest interests and suffer the worst privations rather than discard his manhood by putting his head in the noose of debt.

Horace Greeley wrote:

"Hunger, cold, rags, hard work, contempt, suspicion, unjust reproach are disagreeable, but debt is infinitely worse than all. If you have but 50 cents and get no more for a week buy a peck of corn, parch it, and live on it rather than owe any man a dollar." The life of Greeley himself was a noble commentary on these words. He fought his way from poverty to competence, from obscurity to honorable fame.

Another great American who carved his way to the foremost ranks, Benjamin Franklin, has this to say concerning debt: "Think what you do when you run in debt; you give to another power over your liberty. If you can not pay at the time you will be ashamed to see your creditor; you will be in fear when you speak to him; you will make poor, pitiful, sneaking excuses, and by degrees come to lose your veracity and sink into base, downright lying, for the second vice is lying, the first running into debt."

It is the misery of debt that carves the wrinkles on the brow of frankness and transforms the goodly face into a mask of brass. It metamorphoses the man of past honor into a trickster.

When debt comes in at the door contentment flies out of the window. If you would keep contentment in the corner you must shut the door in debt. With the former present a cup of cold water will taste sweet and refreshing, a crust of dry bread will be a toothsome dainty, a threadbare coat will afford warmth, and a battered hat feel easy on the head. Never mind poverty. Keep your credit and it will encircle you with the white glow of a noble manhood.

Make your needs subservient to the present. If they tend to outrun it curtail them until they become adapted to its requirements. Keep within the limit of your means, and there will be no occasion to get into debt. You will not have to fear your fellow man when you meet him. You can look him squarely in the eye with a clear conscience and with an independence which brings with it the conviction that you are as good as he is.

Madison C. Peters.

Indigestion.

Jiggs—Dr. Emlee has started a new thing to boom his business.

Joggs—What's that?

Jiggs—Got his wife to start a pie bakery.

Tea Talk

Our new crop

Japan Teas

have arrived.

The quality is excellent.

They are picked and fired especially for and imported by us direct from Japan.

Our 1908 crop

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are now en route direct to us from China.

A new importation of

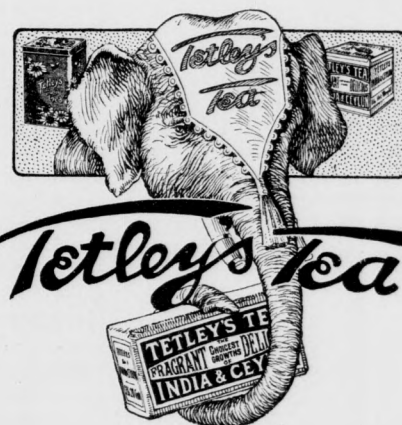
Ceylon Teas

is now on the water direct to us.

We Do Not Buy Old Crop Teas

because they are cheap.

Our goods are fresh and new. Our grades are maintained to the highest point and our prices as low as the lowest.



We are Western Michigan Distributors for Tetley's Celebrated Ceylon and India Teas.

Judson Grocer Co.

Direct Tea Importers

Grand Rapids, Mich.

LIVE SALESMEN.

The Difference Between Them and Bundle Wrappers.

The proprietor of a store once said to a clerk: "Henry, you have been taking money out of the cash drawer."

"Me? Taking money!" exclaimed the clerk, horrified.

"Well, it is practically the same thing," answered the proprietor. "The money you could put in, and do not, is about the same as just that much taken out, isn't it?"

"How is that?" asked the clerk, relieved, "I do not quite understand you."

"Well, you kept twenty dollars out of the cash drawer to-day that should have gone in there," explained the proprietor. "You remember this morning John Ferrill came in and bought a fifty-cent necktie. You waited on him. Then you let him go right across the street and pay twenty dollars for a suit of clothes."

"But how did I know he wanted to buy a suit of clothes?" asked the clerk.

"You might have found out if you had taken the trouble to ask him," replied the proprietor. "But you cheated the cash drawer, because you did not even try to sell him anything besides the article he asked for." The proprietor frowned. Henry was a nice boy, but he could not get on to the selling game.

"You tie up bundles nicely," went on the proprietor, "and you keep your own department neat, but that does not help to overflow the cash drawer. So I guess I will have to transfer you to the bundle wrapping department."

This idea of clerks neglecting to land all the sales that come their way is no exaggeration. It is a plain truth that too many customers are neglected instead of cultivated. Letting good fish get away, and robbing the cash box is a practice entirely too common in the retail stores.

There is no excuse for the clerk who does not at least attempt to sell a customer something besides the article asked for. And there is also little chance for the clerk who is continually letting the big fish get away.

Every man who enters a store to purchase one article is a prospect that can easily be interested in other goods for sale. Mere store equipment and the display of goods will not sell goods. It requires salesmanship, and it is up to every clerk to find out all about the needs and desires of every visitor, and then manipulate a sale at once.

It is not human nature for people to even be interested in articles they have never seen nor heard of, but it is a most natural thing for a man to buy something which has been explained to him fully.

But robbing the cash drawer by letting good customers get away without trying to sell them something else is not the most deplorable thing. The clerk who does not try to interest a customer in "something else" is cheating himself out of a good position with possibility of a high salary.

An immediate sale may not result with every attempt to sell something else besides the goods asked for, but it is the most direct method of profitable sales and regular customers. A customer is made a regular customer only by a clerk's courteous attention, willing advice and exact information and knowledge of the line of merchandise being sold.

The clerk or salesperson who simply wraps up bundles and makes change might just as well take money out of the cash drawer equal to the amount of sales he overlooks every day. In fact, it is the same thing, because when a clerk permits customer after customer to walk out without trying to sell them some of the other goods in stock, he is cheating his employer and himself.

This lack of initiative is simply taking away from the bank account the money which rightfully belongs there. And at the same time it is losing future trade by slighting customers.

Every experienced salesman knows that before a deal can be closed the customer's attention must be attracted, interest secured and desire created. From this it will plainly be seen that the only way in which a sale may be made is for a clerk to show the goods and explain the quality and kind.

Any traveling salesman will tell you that it is ten times as easy to get business on a new article by showing it when a customer enters a store to purchase something else than it is to go to a man's place of business and try to sell him there.

When the customer is on the ground the approach is made, the attention is attracted, the way is paved for explanation and arguments. Your customer is away from the perplexing problems of his own business or private affairs. If the customer is a woman you may depend upon it that she is most willing to be shown, and is anxious to learn something which will be of advantage to her to know. In any case, the customer who is actually in the store can give your wares undivided attention, which is the first element necessary in a sale. Getting a customer's attention is an important step in making a sale.

Why does a retail store spend large sums of money annually for newspaper advertising, for circulars, programmes and all sorts of mediums for publicity? There is only one answer: To get business.

Why is the buyer of a retail store always anxious to keep the most modern and up-to-date line in his community? To get business.

Why does the average retail merchant devote hours to trimming his windows and decorating his store? Why does he spend large sums on form and personal letters to his customers?

Why? Why, half of the time to get business, which at some time or other his own clerks have neglected, when it might have been clinched with a little attention.

Perhaps the housewife, on whom all the newspaper advertising and circulars are supposed to take effect, was in the store only a few days before all the advertising literature

reached her. If she has received a personal letter calling her attention to a new line of goods, she is wondering why the clerk did not tell her about it when she was in the store before.

But that clerk was not a salesman. If he had been he would have found out all about that woman's desires and needs in his lines, and he would have done it pleasantly, logically and the chances are his talk about new goods would have been persuasive.

If clerks would only realize that customers like to be shown new arrivals, and articles which may be of some profitable use to them, the clerks would find the art of holding trade an easy matter.

The average customer is not a good judge of merchandise goods in any line. And most every customer goes to the clerk who has at some time taken interest in her wants and given advice freely. People like to be told about the things they are buying for their own use, they want to be convinced, and if the clerk can not convince them, their own ignorance of the thing they are buying acts as a barrier against the sale.

When the average customer enters a store he throws aside all barriers. He is open to conviction. The customer enters a door with the intention of buying if he can be convinced he is getting the best value for his money. First he must be shown, he must be informed, he must be advised, and then comes the inducement and naturally follows the sale.

But this never happens in the store where the clerk simply wraps up the

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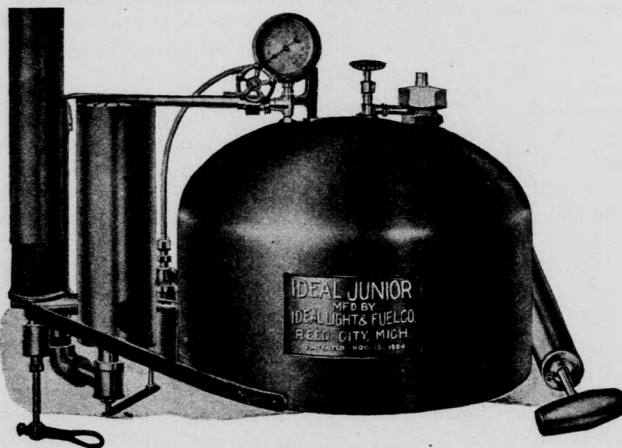
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The Ideal Junior Lighting System

is conceded by all to be the safest and most durable, and furnishes a better light at less cost than any other. Write for our latest catalog which explains fully our machine.



If you want a cheap light don't write

IDEAL LIGHT & FUEL CO.

Reed City, Michigan

A HOME INVESTMENT

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

HAS REAL ADVANTAGES

For this reason, among others, the stock of

THE CITIZENS TELEPHONE CO.

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

article asked for, and lets the customer go out. And while the clerk is in the act of robbing the cash drawer the advertising man is puzzling his brain over the problem of getting people into the store, and the proprietor is frowning on the bills for advertising space and wondering why the advertising they have run has not paid better.

The best advertising can do is to bring the people into a store, then it is up to the clerks to make sales and keep people coming back time after time.

Now, what is the reason so many clerks do not make the sales that they have the opportunity to close?

The cheating clerks are diamond hunters. You have all heard the story: All diamond hunters are so dazzled by the large gems in the distance that they never see the small, but perfect, stones lying at their feet.

For instance, take Henry, the clerk, in this story. His ambition is to be an advertising man or a traveling salesman. There is little difference—they are both salesmen.

But Henry's mind is constantly on a lofty flight. The marvelous stories of the high salaried traveling men fascinate him. He grows tired of the monotony of waiting on customers who just come in to look around—perhaps to buy. Henry forgets that the salesman on the road must talk a man into a sale, and that is what Henry should do. That is about the only way people can be persuaded to spend their good money. They must be convinced that they should exchange their money for something else.

But Henry does not see it that way. If a customer comes in for a necktie or a couple of collars, Henry hands them over and takes the money. That is all there is to the transaction. Henry goes on dreaming of the great things he will do some day, and the necktie customer goes out thinking of the suit of clothes he is going to buy when he sees something he likes.

After awhile the necktie customer enters the store across the street to buy a handkerchief. The clerk sees the man needs a suit of clothes, or if he does not see it, he knows that one of these days that man will want a suit. So he takes the time to show his lines and explain their make to the just-dropped-in customer. He did not sell the man a suit because the man came in and asked for it, but because he convinced the customer that it was money in his pocket to buy it then and there.

But Henry never thought of this man being persuaded to buy a suit. He went on dreaming and cheating. Henry is one of those fellows who are too ambitious in their dreams and not enough in actual work. The glare of the big things beyond has destroyed his vision for the sales that rush up to him daily.

The proprietor wonders why sales are off.

The advertising man worries because the cumulative results of his advertising are not greater.

Henry wonders why he is not promoted.

The customers wonder about the new things they see on the shelves, but which they know nothing about. They wonder why Henry does not say something about these new things, and the customers continue to wonder until they are snapped up by a live, wide-awake salesman and persuaded to buy.

Back of every customer there is always more business than the regular business. All merchants are after more business. They want more than their regular share. But neglecting customers will not get more business. That is certain.

Here is the remedy: Get closer to your customers. This is meant for proprietors as well as clerks. Talk with them about their affairs, and show some interest in their purchases. Find out what a man uses, what he needs, what his difficulties are, and you will always find a way to help that man to mutual advantage.

There is only one way to get business and that is to go after it good and hard. And remember this, you will never get anything worth while until you ask for it.

The chances are, the clerk who is afraid to ask a man to buy something which he has not expressed a desire to own is scared to death of work, or else he is dreaming of buried treasures.

The way to sell more than the one thing a customer asks for is to make suggestions and offer advice. The customer is interested in his own affairs first of all. The clerk who talks about the things that are of interest to a customer is in line to make a sale. Most any man appreciates suggestions about the things he needs and uses in his business or private life.

The salesman who can make suggestions, who can show the housewife where she can save money, worry and trouble, or the business man where he can stop a leak, or increase his profits by either earning or saving, has secured a regular customer. And a regular customer is both the store's and clerk's most valuable asset.

A successful salesman always displays genuine interest in the desires of the customer who comes to him. Interest of this kind produces friendship, and this is the beginning of confidence. And confidence, as you all know, is the whole foundation of success in business and success in life.

So a little thing like taking interest in a customer is a mighty important thing after all. It guards against robbing the cash drawer and against the fall of a retail salesman.

It seems a trivial thing—this letting the fish get away and cheating the store out of a bite—but it makes the difference between a real live salesman and a bundle wrapper.

Already Invented.

"I see they've invented another automatic machine that takes the place of a man," remarked Miss Peppery. "But they'll never invent a machine that could take the place of a woman."

"Oh, I don't know," replied Knox, "there's the phonograph."

Dream of Country Life Dispelled.

A man connected with the wholesale grocery trade of Grand Rapids used to be somewhat of a harvester. Twenty years ago he went with threshing machines and participated in the arduous toil and the accompanying jollity of the erstwhile happy harvest. He has two long scars on his hands to prove that he got too close to the band cutter.

A dream of country life was dispelled recently when he telephoned to his brother-in-law and expressed a desire to go and help thresh the ripened grain.

"I'll come down and hold sacks, if I can't do anything else," he remarked over the telephone.

"That's all done by machinery, now," came the answer.

"Well, then, I can feed the machine," he said.

"We have a self-feeder," came back over the wire.

"Anyhow, I guess I can get busy with a pitchfork on the strawstack," said the wholesaler.

There were a laugh and the information that the straw was stacked by a blowing machine.

"Well," answered the jobber, "the last straw of his anticipation broken, 'I guess I can get in on the big harvest-time dinner.'"

"No," came the reply, "the job is let by contract; the men all bring their dinners. We don't have to cook for the help."

The cityfied harvester who had been weaned away from the farm was non-plussed when this last illusion was dispelled.

"I'm coming down, anyhow," he said, defiantly. "I can sit back and smoke a cigar with you while your machinery gives an exhibition of what times are now."

In Double Harness.

Jack—Smith asked me to come to his home this evening. Says he's going to celebrate his golden wedding.

Gladys—Why, he's been married only three years.

Jack—That's what I told him. He said it seemed like fifty.

H. LEONARD & SONS

Wholesalers and Manufacturers' Agents
Crockery, Glassware, China
Gasoline Stoves, Refrigerators
Fancy Goods and Toys
GRAND RAPIDS, MICHIGAN

CASH CARRIERS
That Will Save You Money
In Cost and Operation
Store Fixtures and Equipment for Merchants
in Every Line. Write Us.
CURTIS-LEGER FICTURE CO.
265 Jackson Boulevard, Chicago

MERCHANTS

The best is the cheapest in everything
When you have that

AUCTION or SPECIAL SALE

Get the BEST and you will be the gainer by
LONG ODDS

Let us tell you all about what our twelve years' experience can do for you in reducing or closing out your stock at a profit.
We can please you as we have hundreds of others, and leave you smiling when we say good-bye.
Our methods are strictly up-to-date, everything high class, and we get the business.

W. A. RALSTON & CO.
Suite 407-409 Exchange Place Bldg.
Rochester, N. Y.

Trunks Suit Cases Traveling Bags

We have just put in
the celebrated line of
these goods manufactured by ABEL & BACH CO. It's the finest line on the market.

All prices.
Ask for catalog.

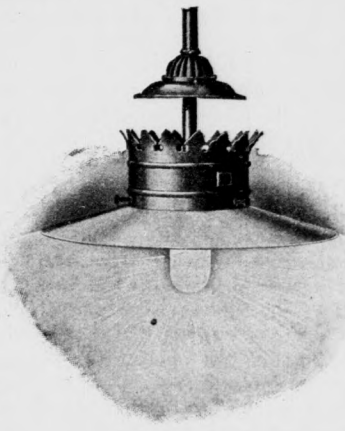
Brown & Sehler Co.

Grand Rapids, Mich.

WHOLESALE ONLY

The Eveready Gas System Requires No Generating

Nothing like it now on the market. No worry, no work, no odor, no smoke, NOISELESS. Always ready for instant use. Turn on the gas and light the same as city gas. Can be installed for a very small amount. Send for descriptive matter at once.

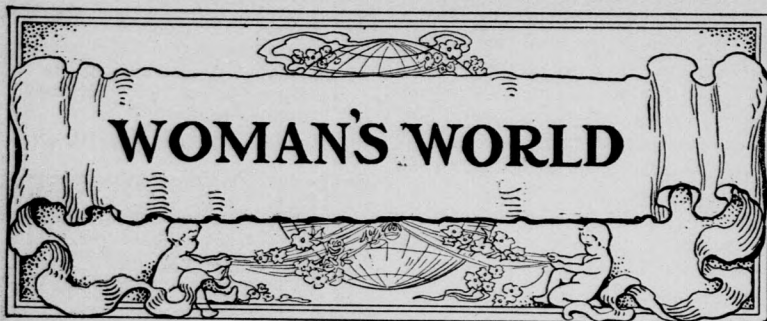


Eveready Gas Company

Department No. 10

Lake and Curtis Streets

Chicago, Ill.



Talk About the Shadow on the Honeymoon.

The other day the papers contained an account that was both amusing and pathetic of a Cincinnati girl who started out on a sentimental journey to the West to marry the young man to whom she was betrothed. No sooner, however, had she boarded the train that was to carry her to her impatient lover than the black pall of homesickness began to blot out the rosy mists of love's young dream, and she commenced to cry. By the time she was out of the city limits she was sobbing into the best handkerchief of her trousseau. From Cincinnati to Chicago she laid the dust with her tears. Detroit found her still a Niobe, all weeps, and when she reached her destination with swollen eyelids and a red puffy nose, the discouraged bridegroom, who had not contracted to marry a saltwater geyser, bought her a return ticket and sent her back home.

It is not often that homesickness overtakes Cupid so early, but the Cincinnati girl's experience is peculiar only in that she took her bridal trip before the wedding instead of after it, and so got what was coming to her in the way of nostalgia in advance. Thousands of married women who have been through the awful agony of homesickness, who recall the appalling sense of desolation with which they first realized that they were actually separated for life from their family and old friends, and were a stranger among strangers, will bear testimony to the fact that the only reason they didn't throw up their job as brides and pike back home to mother was because they couldn't without raising a scandal.

This is no reflection on the young husband, and no indication that the bride's affection is not of the all-wool and a yard wide quality that she has represented it to be, but you can not pull up a life by its roots without a wrench, or transplant it to an alien soil without its leaves drooping for awhile. This is what the bride's homesickness means. After a bit it passes. Her spirits revive. Her heart puts out new tendrils, but while the attack lasts she undergoes a purgatory of despair and regret that makes the sufferings of the ancient Christian martyrs look like thirty cents, and it is a solemn truth that most women pack down the memories of their honeymoon in brine.

This homesickness is one of the experiences of life which always finds us unprepared, for nobody expects it to happen to them. When a man thinks of the duties of matrimony he does not picture one of them as wiping the tears from the eyes of a

bride who is crying mo-mo-mo-mo-mother and the gir-gir-girls. Nor does a young woman when she thinks of entering upon the holy state of wedlock imagine herself as sitting up and wailing because she does not know the people next door, and nobody speaks to her going down the street. On the contrary, both of them expect to enter into an enchanted paradise, where they will be all in all to each other, and sublimely indifferent to old ties and old friends, and even parents, except as beneficent bestowers of checks.

Yet, except in the cases where a man is sensible enough to marry a neighbor's homely daughter, and the woman has discretion enough to espouse the man who boards across the street, few escape this damp, unpleasant episode of early married life. There is a fatal fascination about strangers that makes the man from New York marry the girl from New Orleans, and the man from San Francisco chase across the continent for the girl from Boston. The result is that the average bride spends her time wondering between her sobs if it is not better to marry the freckled-faced grocer at home than a swell stockbroker who takes you where you are neither acclimated nor acquainted.

It is a state of affairs with which a man has curiously little sympathy, and the whole of succeeding matrimony brings to him no such shock as when he discovers that his wife is homesick. She has told him during the days of courtship that all she asked of Fate was the privilege of gazing at his manly beauty, and being near him, and when he realizes that the pleasure and excitement of seeing him at breakfast and sitting by him when he reads the paper are not enough for her, and that she is pining for her own people, and her old home, he gets the jar of his life. It is a case of "Christy's minstrels are in town, and still she is not happy," and he feels like throwing up his hands in despair over the unreasonableness of woman.

Nor should one wonder at his taking this view of the matter. It is not inspiring to be met with tears in place of smiles that are one's due. It is not flattering to one's vanity to feel that the woman for whom one is toiling and slaving, and for whom one has sacrificed all of one's bachelor luxuries, is pining for another even if that other is her own mother. It is a blighting disappointment to find that the wife is utterly miserable, and that she even regards the home one has prepared for her with such loving care as a prison from which she would escape if she had nerve enough to break out. It is all idiotic, unrea-

sonable, unjust, a man tells himself as he goes out and bangs the door behind him. She married him because she wanted to, and was precious glad of the chance to get him. She knew she would have to leave her home, and he has no patience with a grown-up woman doing the baby act.

The man is right. He has reason on his side. The trouble is that a woman's emotions are not subject to logic, and it is a waterspout and not a theory he has with which to deal, but something, too, may be said for the bride's side, for there are few more patient figures than that of a young girl who marries and goes away to live among strangers. First comes the inevitable disillusionment of matrimony, when love cools down from fever heat to normal, and one begins to feel that one could relish a beefsteak and onions as a change from a steady diet of chocolate creams. This is a surprise to the bride, for she had supposed that she would never desire to do anything but hold Adolphus Augustus' hand and ask him, "Oos ducky is me?"

Perhaps she would not, except that the American husband is a dissolving view to his wife. Adolphus Augustus has all he can do to hold a hand with the business men with whom he comes in rivalry, and he has no time to play hands with his wife. Besides, he did not marry to make love, but to quit, and he ceases talking sentiment and comes down to prose with a suddenness that loosens her back hair.

He does not mean to neglect her,

"Send me a sack of good flour."

SHE has shown by this order that she wants good flour but doesn't know its name, so she's left it to you, Mr. Grocer.

Be good to her. Send flour you positively know to be good.

She will thank you, her folks will thank you, and when you get a whole family telling about the good things in your store you're bound to succeed. Be prepared by having "Voigt's Crescent" in stock. You'll be surprised at the opportunities you'll have to boost your business.

Voigt Milling Co.
Grand Rapids, Mich.

**Sixty-Six
Years of
Superiority**

**KINGSFORDS'
OSWEGO CORN
STARCH**

Acknowledged by the best cooks everywhere to be indispensable in the making of fine desserts, delicious sauces, soups, gravies, filling—dainty cooking of all kinds.



All Jobbers

T. KINGSFORD & SON,
Oswego, N. Y.
NATIONAL STARCH CO., Successors

or be unkind, but he forgets what a change it must be to a girl who has been a belle and who has had admirers sighing at her feet to be transported by a wedding ceremony from ballrooms and theaters and gay society to a domestic mud puddle, where, after splashing around all day in a two by four flat, she has the hilarious excitement of sitting up all the evening by the side of a dummy with a paper in its hand that only grunts when she speaks to it.

If a girl comes from a small town her plight is even more piteous, for the city girl at least knows how to amuse herself, whereas the country girl is in an undiscovered country of new ways. At home the village maiden was a personage. In the city to which she is taken as a bride she is a nonentity, unless her husband has a large circle of friends who take her in on sufferance, or a family who are unusually angelic and who make her one of them. This seldom happens. The majority of men have few friends, except business ones, and when they marry they leave their wives to fight out the social campaign alone. They simply wed a girl, take her to the home they have prepared for her, and dump her down with an air that seems to say, "You have got me. Being married to me is excitement and amusement enough for any woman. Be happy!"

The result is a thumb nail tragedy—the bad quarter of an hour of a woman's life who has a good husband. At home there was not an hour of the day when people were not dropping in. In her new home the bride is as lonely as Robinson Crusoe on his desert island. At home she managed the church affairs, and was an authority on decorations and charity bazaars. She soon finds that a city church can diffuse more frigid atmosphere to the square inch than any other cold storage plant on earth. The brand new carpets and the brand new furniture of the new home are hopelessly clean, even the brand new clothes, to which nothing ever happens, can not be mended, and so she has nothing to do but think of what the people at home are doing, and wonder why she left them. Is it any wonder that she breaks down with hysterical loneliness and boredom?

There is, of course, no way to prevent brides from suffering with nostalgia, except to quarantine against strangers and force everybody to marry within their own bailiwick. Something might be done to assuage its agonies if women would only save the delights of shopping and the absorbing joy of getting their trousseau until after they are married, but as long as girls persist in falling in love with fascinating men from a distance and marrying them, homesickness is the price they must pay for a husband—and sometimes he is worth it. Dorothy Dix.

By the Bushel Measure.

"To think," sighed the disheartened poet, "of having to write a bushel of love songs for a barrel of flour!" "Why," said the other poet, "you are in great luck, my friend. I have two bushels of returned love songs on hand; tell me where your groceryman is!"

Widowed Mother Always the Best Worker.

In nearly every large office or store there will be found at least one or two widow mother workers, and the responsibility of the little ones dependent upon them for maintenance invests in these mothers an earnest desire to prove satisfactory so their services will be retained.

The widow without children is prone to be as independent as her single sister, having but herself to support, but the widow mother worker never "talks back" to her employer or manager, and being asked to write a short important letter a few minutes after closing hours when she has not been busy all the afternoon will not tend to furnish fuel for a sulking fit. For even although she is most anxious to be home with the little one, who she knows is waiting for her coming and ready for the race to meet her when she turns the corner a block from home, she remains graciously.

Responsibility has made her tactful and adaptable, and while the few minutes' over-time may necessitate her taking a later train or a more crowded car home, she makes manifest no evidence of displeasure. Her accommodation she believes will make her position more secure, and "out of employment" with a baby to keep is not to be thought of by the widow mother without a shudder.

The mother workers are careful to be always on time to work, for punctuality might cause them to be dismissed, and if visions of blue eyes and golden curls flit over their desks or counters many times during the day, it makes them work the harder, for is theirs not a work of love as well as monetary consideration? If baby has tossed with fever during the night, she is obliged to leave it with aunt, sister, or grandmother, or perhaps a stranger hired for caretaking and hurry to work, and even although her heart be heavy she attends strictly to her duties. The extra cost of medicine for baby makes her efforts to please more essential.

Not so with the carefree girl. If she has had a lovers' quarrel with George the evening before, she comes down to work in the throes of peevishness, and before 10 o'clock she has George on the wire, and if he is repentant and melty she spends the remainder of the forenoon in a roseate day dream, while her work lies unheeded on her desk or customers line up unnoticed at the counter. She feels she can be independent.

Roselle Dean.

Pictures of the Cave Men.

Prehistoric pictures hang in the grottos of Altannia in Spain. At the entrance are found all kinds of kitchen refuse, mussel shells, broken bones, antlers and flints, and crudely hewn tools of stone, all embedded in greasy black ashes. On the walls and roof of a hall 75 feet long and nearly 19 feet broad are animal pictures, some hewn, some painted, black, red or other colors. These animals, drawn singly or in groups and usually strongly faithful to nature, belong to a world that inhabited almost all Europe at the end of

the ice age, but is now almost extinct in the south of the European continent, and are recognized as the wildhorse, wild boar, stag, bullock, cow, goat. There also are a considerable number of peculiar drawings which finally were concluded to be human beings. They have an animal head with strongly projecting snout. It is supposed by some that these remarkable creatures with their arms, hands, legs and ears are dancing persons with arms uplifted to implore and with animal masks. But this supposition is held to be highly improbable. As the artists of remote antiquity knew how to picture various animals with perfect fidelity to nature it is thought that in this instance they also drew from life and that at that time there still lived in Europe such creatures closely related to the common ancestors of man and ape. The artists themselves remain mysteries.

Not Intentional.

The little girl was very fond of pleasant days, and at the close of a heavy rain-storm petitioned in her prayer for fine weather; when, the next morning, the sun shone bright and clear she became jubilant, and told her prayer to her grandmother, who said:

"Well, dear, why can't you pray tonight that it may be warmer tomorrow, so that grandma's rheumatism will be better?"

"All right, I will," was the quick response; and that night as she knelt she said: "Oh, Lord, please make it hot for grandma."

POST TOASTIES

(Formerly called) **Elijah's Manna**
The "Supreme Hit" of the
Corn Flake Foods—
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Postum Cereal Co., Ltd. Battle Creek, Mich.

G. J. Johnson Cigar Co.

S. C. W. El Portana
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These Be Our Leaders

Our registered guarantee under National
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Walter Baker & Co.'s Chocolate & Cocoa



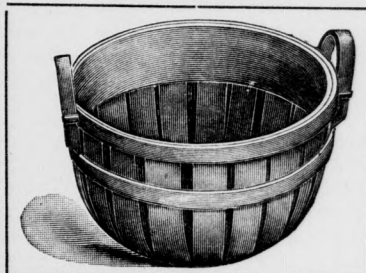
Our Cocoa and Chocolate preparations are **ABSOLUTELY PURE**—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all National and State Pure Food Laws.

48 HIGHEST AWARDS
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But made of good material with good workmanship, not simply thrown together.

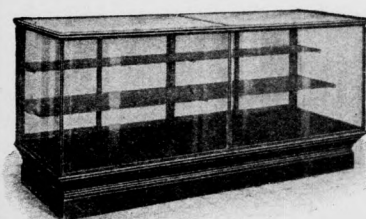
Demand Ballou Baskets and get them—All Kinds—especially Stave Baskets with Wide Band.

Yes, and Potato Baskets, made for the purpose. Tightly braided and reinforced. One

will outlast dozens of common baskets.

Write for particulars.

BALLOU MFG. CO., Belding, Mich.



Display Case
No. 600

Display — Display — Display

That's what makes sales. Improve the appearance of your store and the trade will come your way. Let us tell you why our cases are superior to other cases.

Send for our catalog A.

GRAND RAPIDS SHOW CASE CO.
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Branch Factory Lutke Mfg. Co., Portland, Ore.
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Under our own management
The Largest Show Case Plant in the World

OUR ANCESTORS.

The Knowledge of Their Character
Helpful To Us.

Written for the Tradesman.

The tracing of one's genealogy may be an interesting diversion or it may be a waste of time and effort, especially if the only motive is to discover heirship to a great fortune or kinship to titled personages. It may be profitable if one seeks to learn of the characters of his ancestors, how and where they lived, their surroundings and opportunities and what they attempted or achieved.

Genealogical history is valuable if rightly used. Pride in the attainments of one's family may inspire to worthy ambition or it may produce only conceit and arrogance. Family pride may be a strong deterrent force, preventing one from yielding to weak, vacillating tendencies. On the other hand, the theory that every one is the architect of his own fortune militates against pride in family achievements; or perhaps, rather, it precludes due credit being accorded to one's ancestors.

One may not realize that his inclinations or predilection for certain things have come to him from a long line of ancestors. Did he know what they had done, in what lines they best succeeded, it might serve to guide him in his choice of a life work. It would be helpful also for him to know what were their environments and their advantages, whether they accomplished great things or only dreamed of doing. He should seek also to discover whether he has received additional training, whether he is richer in purpose and power or weaker. He may then be able to decide whether it is wise for him to attempt what no predecessor has ever accomplished.

The young person to-day who has his way to make in the world may never have thought that it might be beneficial for him to know what his ancestors did. He may never have thought otherwise than that his desires, inclinations or hopes originate with himself. His independence and self-importance might dwindle considerably could he come to realize that he is only a link in a chain, that he is not alone the arbiter of his destiny, that he chooses to do certain things because of inclinations delegated, transmitted to him from preceding generations. He may be only one of a long series who make similar impressions upon the world each in his own time and place.

And yet if he is a link in a chain it is important that his life—his work—shall be no weaker, no less effective than any other link. What he may do, what he may accomplish, may not depend so much upon himself as upon the augmented or diminished force which has been transmitted to him.

The knowledge that one comes from a distinguished family may lead him to strive to distinguish himself, or it may lead only to conceit and failure. That depends upon the view one takes in the matter. Fame is not hereditary, although ambition, courage and other desirable qualities may be. If one has back of

him a long line of ancestors who have made substantial progress along certain lines, each generation showing an advance, provided it enjoyed equal advantages, there having been no falling back, no decline in principle or purpose, no spasmodic attempts at progress followed by relapses, then may one feel that he has a substantial foundation in character upon which to build. And this is an inheritance, a legacy of far greater value than gold, silver, lands or titles.

Even although a person strive long and earnestly to attain a certain object and still fail to accomplish his purpose, the endeavor may not be all lost. The desires of one generation may be but preparatory to the work of the following, and those desires and aims and purposes may be intensified in the next generation because of the struggles of the preceding one. The environments of a later generation may be more favorable for accomplishing the desired ends. The time is ripe—rather the purposes and plans are ripe in the proper season for fruition. There is consolation for the disappointed one who can accept this view.

Those with whom we co-operate in any great work may not be all contemporaries. Some precede and some succeed us. Having learned somewhat of the lives of our ancestors we might be able to fall in line with them and accomplish much more than we could if we chose our life work without regard to what they thought, planned or achieved.

Our whole life may be spent in some work which we did not originate and which we can not complete. We come into action to relieve those who are spent in battle. As in some great conflict a regiment, a brigade or a division of an army win undying honors if they but hold their ground against great odds, so we may be accounted worthy of commendation if we have but fought nobly in a worthy cause. To some following generation may come the day of victory, while to many may belong the honors.

Many legacies have come to us from the past. Have we an inheritance of physical, mental or moral power, let us prize it highly and endeavor to transmit it to our successors in augmented or at least in undiminished measure. Studying the lives of our ancestors we may discover the nature of our legacies and gain suggestions how best to use them.

We may learn also that we have inherited tendencies which are not desirable. We may not be able to discover that our ancestors ever accomplished anything worthy to mention with pride.

One need not therefore settle down to the conclusion that he can be no better than his fathers. Surely the advantages and opportunities of the present should compensate to a large extent for a lack of family prestige. And the knowledge that undesirable traits of character which one possesses are strongly entrenched

in his family should spur him to greater endeavor to overcome them.

E. E. Whitney.

Don't Be a Croaker.

What makes the prosperity of this country is the richness of its natural resources, the skill and ambition of its people and size of its population, coupled with the tremendous opportunities afforded that population.

Beef and oil and locomotives and steel rails and other commodities are not being used because of the beef trust or the steel trust, but because the people need them—and will need and buy them no matter how elections go.

The next time a man whose mouth droops at the corners tells you the country is going to the dogs, and that the financial sky is tremendously overcast, and that there is no prospect of the sun shining again, do not let the goose flesh rise all over you and pass the scare on to the next man.

Just use your own common sense. You know two and two make four, and that every stage of the world's progress is a step ahead of the stage that went before.

Don't be afraid and

Don't be a croaker.—Macey Monthly.

Increased Business

follows with better light in your store. The public prefers to buy in well lighted, bright, inviting stores. The **Hanson Lighting System** costs little to install and reduces your light expense 50 per cent.

Let us tell you how.

**American Gas
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Albert Lea, Minn.



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SPECIAL DEPARTMENT DEALING
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ORDERS EXECUTED FOR LISTED
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CITIZENS 1999

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411 MICHIGAN TRUST BUILDING,
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Successful Progressive
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No. 1 Canal St.

Capital and Surplus
\$1,200,000.00

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THE NATIONAL
CITY BANK
GRAND RAPIDS

Forty-Eight Years of Business Success

Security for Deposits \$1,400,000

Any Business Intrusted to us by Mail or in Person will be
Strictly Confidential

WE PAY INTEREST ON DEPOSITS, BOTH ON CERTIFICATES AND IN
OUR SAVINGS DEPARTMENT

TWO EXTREMES.

Rich and Poor Discuss Their Respective Situations.

Written for the Tradesman.

The two girls sat directly in front of us all the way out to North Park, and then all the way out to the Lake, and back again to Division street, where they transferred and went south as far as Fifth avenue. Evidently they were out for the evening to cool off, the same as were my chum and myself.

One of the duo in front of us was much better dressed than the other, wearing her glad rags with the jaunty air of being completely familiar with them. She was a "tailor-made" through and through, to judge by appearances, while the other occupant of the seat was simply a "working-maid." I know she works in some office downtown for I see her every single morning, at exactly the same time of the day, and she generally goes home at night in the same car that I do.

You see, I am nothing but a poor little office girl myself and, like all the rest, I have gotten to know the earmarks. When a body works downtown you become familiar with the types of the vast army of the "employed" as well as those of that other vast army, the "unemployed." Naturally you can call but few of them by name and, of course, are unaware of where most of them live; but, from being thrown with them so often, you are able to tell to a nicety about what sort of work they perform. Occasionally you fall to talking with some of them, through the force of contiguity, and quite frequently a warm friendship springs up between you which may be destined to last for years.

"Of course, I don't have to work," the dressier of the two girls was saying, as my chum and I dropped into the only empty seat in the car, "but," she continued, "honestly, I often wish I were obliged to earn my own living; I wish necessity forced me to it. I get so everlastingly tired of going along with no definite aim in life—no special object to live for.

"I went to school long after I was graduated, just for the sake of not being idle so much of the time. I don't know of what earthly use is such a person as I, any way you can fix it. Of what value is my costly education if it does no one except myself any good, pray tell?

"I have my music?"

"Oh, yes, I know. I am a member of the Saints and so I keep up my practicing a plenty so as not to 'fall down' when I am asked to 'contribute of my talent.' My parents, both of them, are fine musicians and so I came by inheritance into my love for the piano and other instruments. My father plays the cornet, flute, violin, and 'cello, while my mother plays divinely on five instruments, the piano, harp, guitar, mandolin and dulcimer. So you see it would be strange if I didn't know something about music. I love it dearly and it would be a great distress to me to be without it.

"I am never stingy about entertaining people?"

"No, I'm not. My parents saw to it that I was brought up with right ideas about that and I am never mean enough to refuse to give any one else all the pleasure I can in the musical line.

"I have everything that heart could wish?"

"Well, in a material way, yes; but, do you know, I often and often wish I might be earning my own living, just to taste the joys of independence; to know that I can be the 'boss' of myself in the money way. It must be a very pleasant experience not to be beholden to others for all the money one spends. I presume I have all I ought to have, although I'd like more money inside my pocket.

"I spend a lot of money as it is?"

"Well, perhaps. I suppose the habit of shopping does grow on one. When so many tempting things are put on view it is hard to resist buying them. The only way for one to do who has money burning in the pocket is not to see the stores—to keep strictly away from them."

The speaker paused and the other girl began:

"There isn't the ghost of a hole ever burned in my pocket by money waiting to be spent!"

This was said with a tiny tone of bitterness, but followed by a bright little smile.

"But maybe 'tis just as well that I'm situated as I am, for the self-denial is, without doubt, the very thing I need. It develops my bump of economy. I'm dreadfully afraid that if the chance presented itself I would be more than inclined to be extravagant. As it is, I have to make the most of everything, no matter what it is. Only I wish I didn't have to work quite so hard as I do.

"I'm very busy all the day long and then when I get home as soon as I am through eating I have to go at my wardrobe. I have to turn and twist all kinds of ways in order to make a presentable front. I am helping Father to pay for our small home and I make a quarter go as far as the average girl makes three. I tell you, I know how to pinch the eagle until he squeals if anybody ever did. I turn old clothes and dye them and press them and make them over until you'd never know them for the same garments. My older sister, who lives at home and attends to the housework, does all my mending. She is so handy with her needle. I don't know what I would do if she did not help me the way she does. She can embroider beautifully and adds so many little dainty touches to my clothes that I am able to pass for a much better dressed damsel than the money at my disposal would allow. I really spend very little on dress. Of course, I have to shop some, but you would be surprised were I to tell you the exact average per year. It wouldn't keep you in shoes for the twelve-month."

"About ten V's," laughed the richly dressed girl.

"I presume that's a low estimate, too."

"Yes," assented the other, "it's often more. One has to have shoes for so many, many special functions that it's hard to get along with less."

"But, you see, I don't have any 'special functions' in my life. A working girl isn't 'in society.' She'd be in hot water the whole blessed time if she made even the ghost of an attempt to keep up with the procession. She must be content with simple amusements and exchequer all efforts at 'doing the grand.'"

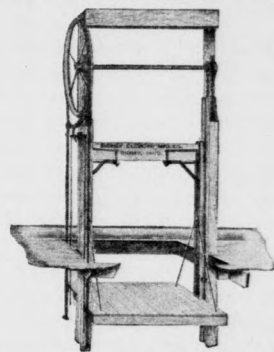
"Several years ago I thought I'd try that sort of thing. I rented a room in a nice cottage at Ottawa Beach. It cost me \$5 a week. I stayed two. My board and the extra clothes I had to go to the expense of getting made my outing figure up to just \$39.75. Pretty big luxury for an impecunious little office girl. To compass all that extravagance my payments on our home had to suffer woefully, and in the end I came to the conclusion that 'all that glitters is not gold' and that the 'glitter' was not worth the price I paid. Mother had to go without her new cloak that following winter and I didn't get caught up for almost a year. After that I never tried the fashionable life again. It is too great a strain on my slender finances. Such gayety must wait until I draw a more princely salary than I get in my pay envelope every Saturday at 5 p. m. Since that experience I find my pleasure in things that do not cost so much: During the hot weather I take my Mother or my sister for a street car ride nearly every evening. After the heat of the day it's very refreshing. Once a week the ride is supplemented by an evening on the water out at the Lake. Sunday afternoons we often take books or magazines and a hammock and lazy it out at John Ball Park in a quiet spot. Once in a while we go there in the morning, take our lunch and stay all day. We get good rest at the same time that we are breathing all outdoors. I feel stronger all the week for such a communion with Nature.

"Of course, my existence is exceedingly tame compared with the exciting one that you lead, but I have to live the life where I was placed, and there's seemingly no way to get out of my niche just at the present."

Here the girl who saw "no way to get out of her niche just at the present" touched the electric button at her side and the two girls of such different environments dropped from the high street car step to the ground and I saw them no more.

Jeannie.

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Our Elevators are time, labor and money savers and are the standard of perfection—strong, durable and easy running.

Any carpenter can install in a few hours.

Write for further information, stating your requirements.

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Dandelion Vegetable Butter Color

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and one that complies with the pure food laws of every State, and of the United States.

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

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The Double A Kind

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The latest model containing many improvements—notably "Peanut Butter Center," which has enabled them to beat all records to date.

We don't have to advertise Auto Bubbles any more, they are in everybody's mouth.

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PUTNAM FACTORY Grand Rapids, Mich.
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ONE OF MANY.

Story of a Heroic Woman Who Won Out.

After all, we have written too many of these little tales about men. They all have been about the men, about how men have won success, or how they have not won it; how brilliant promise has come into glorious fulfillment, or dropped by the wayside and wound up in the dismal sloughs of dissipation or other unfitness; how men have fought and won or lost; cheated and played faithful; about the many and varied things that happen to man when he gathers in numbers for the prosecution of an institution like the general office of Going & Co.

And this is not well; for any attempt to chronicle the stories of a big office without attending the ways of the women must fail in completeness as any attempt must fail which neglects one-sixth of the whole. Neither is it fair, for although the spotlights in the office are monopolized by men, back of them there always is a small army of the fairer and supposedly weaker sex, which has its stories, its failures and triumphs, its smiles and its wrecked hopes in full measure. Only one will not find there stories of great business crises, of blaring money victories, for in spite of her best efforts to be a business man, the story of woman in the office touches more often the heart than the pocketbook. Which shows how far she is out of place.

This is one of those stories. It is not the history of a perambulating bank account. The dollar sign scarcely figures in it, and then only because of its remarkable smallness. But in spite of this it is a story of success—success so great, so strong, so pure and inspiring that in the midst of the claptrap tales of how men won millions it stands forth like a pillar of light or, better, like a clear voice uttering in the darkness, "Have faith."

It is the story of a woman. Properly, a woman should write it, for only a woman could plumb and comprehend its sensitive depths; the best that a man can do is to blunder with half seeing eyes around the edges. It possesses none of the dramatic incidents which our best judges deem so necessary in a story, no startling, surprising denouement. It is just a plain history of what one little woman did, and is doing to-day, what circumstances had wrought with her and how a few men learned of the same and felt ashamed.

The name of the woman shall be Miss Barrett. This is because, in fact, it is nothing of the sort. The "Miss" part is true to life, for two years ago a judge gave the little woman the right to resume her maiden name, at the same time freeing her legally from the drunken burlesque of a man who had sworn to love and protect her for the rest of his natural life. He, the judge, said at the time that he grieved sorely because the law gave him no basis for ordering the husband to hard labor for life, but to hear the man who once had been all the world to her thus upbraided and denounced didn't help the woman any. She took her

decree, perhaps with a sigh, took the younger child in her arms, the elder by the hand, and walked out of the courtroom, out into the wide, wide world, free—free to make a living for herself and children if she could.

So much for the reason of why there is a story.

She was conspicuous in the office because of her cheerfulness. She had come in a year before and the chief of stenographers had been attracted first of all by the brave little smile with which she had admitted that she had no references or recommendations, for the simple reason that this was her first attempt at stenography, that she had not learned the art in a business college, and that consequently there was no one to say for her whether she was efficient.

"But how did you learn?" asked the chief.

"I taught myself," she said, still smiling.

"Oh." The chief had experienced the easy self taught stenographer. He was rubbing his eyeglasses while he sought for the best way of telling this serious little woman with the somber eyes that he had no vacancies in the stenographic department at present.

"Yes, I suppose that is awfully against me," she said before he had found a way. "I probably am the rawest of raw beginners. But if you would only give me a trial and let me show if I can make good or not it would be such a big thing for me. I don't know how I might compare with the rest of your stenographers; I may not be up to your standard. But if hard, conscientious work and trying can make good I certainly will do it. At all events"—the smile which she had dropped in her earnestness returned—"a week's trial wouldn't harm you much. I could afford

to work for nothing for one week—for the chance."

"H'm," said the chief sagely, and "H'm." He was puzzled. This woman was different. She was not self-assured nor self-sufficient, and yet that she was confident was plain to see. Possibly the confidence was born only of a firm resolution, but it was confidence, nevertheless. It impressed the chief.

"Self-taught stenographers with no experience scarcely meet the qualifications required of beginners in this office," he said slowly.

"No, I thought not," she said. She understood fully that the demands of the general office of Going & Co. precluded the possibility of giving raw stenographers their first experience. "But if one should make good there would be no prejudice against her, would there?"

"Of course not. Do you really think you could make good?"

"I don't believe I could fail," she said.

"Well, you can have two weeks' trial. If your work is satisfactory we shall be glad to have you with us permanently, I'm sure."

And after that she was conspicuous in the office. But not alone for her cheerfulness. That was always evident in the quiet way, and it made all men and women her friends; but it was her dead earnestness, her so evident determination to spare no pains to do her work well, that won for her the attention of the powers above. There are a hundred stenographers in Going & Co.'s office, and while none of them is looked upon as a being of importance to the firm, occasionally one does attract a little of the notice of those who rule.

"If Miss Barrett doesn't make good it won't be because she is not trying," said the assistant at the end of the first week.

"She's made good already," said the chief.

She wasn't a marvel for speed, and, being inexperienced, she made her full quota of errors. But because they were errors of inexperience only and never those of sloth or carelessness they were forgiven her. Of native brilliance she had but little, and learning with her was a process of slow, tedious plodding. Yet so well did she plod, so thoroughly did she strive, that within six months none of the fair one hundred who occupied the stenographers' rooms could be depended upon to get out her work any better than the cheerful little Miss Barrett. It is true that often she worked half an hour after the other girls had put away their paper and gone home, but her work always was ready for the mail before she went. She never left any letters in her desk to "do in the morning." This was because the chief had told her that one of the rules of the office was to have each day's work cleaned up on its day. The other girls had been told this, too, but many of them were not so earnest as Miss Barrett.

One day the girl in charge of the price reports failed to appear. Her work piled up. At noon she telephoned that she was not coming down any more; she was married. The chief, having no preparations for such an emergency, was distracted.

"Can anybody make a stab at this job?" he asked throughout the department.

"I can try," said she of the cheerfulness.

"You? What do you know about the price reports?"

"I very often helped Miss Johnson when she was crowded."

"Well, go ahead, then, and if you make good you can have the job."

That was how Miss Barrett's sal-

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You can increase your trade and the
comfort of your customers by stocking
HAND SAPOLIO
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**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.**

any came to be \$15 a week. She made good in her new position, as she had at first, by painful carefulness and effort. It was hard work, the work of the price report stenographer, and a sudden spurt in the prosperity of Going & Co. made it all the harder. New agencies were opened up in old territories, new territories entered, new salesmen went on the road, and it all came back on the girl who wrote and mimeographed the price reports and saw that they were mailed to the proper parties. And that girl continued to get the work out on schedule time, with a minimum of errors, and she continued to smile.

Then came summer, and she had been on the pay roll for a year. She was getting \$17 a week now, and that was the limit for the present. With the summer, particularly with the hottest weather, came a change in the selling system which meant a complete revolution of her system of mailing reports. Salesmen were shifted hither and thither, sales managers went from one branch house to the other, various price zones were established, and still she continued to smile. It was hot, very hot. The work was hard, very hard. And occasionally, when somebody took time to stop and notice, it was to be seen that the cheery smile had worn down to the mere semblance of itself, that the somber eyes were heavy and weary with pain and fatigue, and the face was white and lined. She grew thinner.

"Do you know," said Bannister, the chief, to his assistant, "I think that girl's going to be ill. If I had anybody to take her place I'd ship her off on a vacation."

"But you haven't," said the assistant.

So Miss Barrett stayed on the job.

But the change in her appearance now had become too great to escape notice. She looked tired when she came to the office; she was tired to the stumbling point when she left. Yet she hurried away with an expression of relief on her face, as if she was elated at the opportunity to get somewhere and see somebody. Then one day she broke down. Not in the conventional way, as too many women break down, with the head on the desk and tears all over the letters. No, she sat up straight in her chair and said:

"I'm afraid I can't get through with my work to-day, Mr. Bannister, I'm so tired."

Bannister looked at her and grew ashamed. The little woman was trembling from weakness and Bannister was strong and big and well fed.

Ten minutes later Miss Barrett sat in old Going's office. Bannister had taken her by the arm and led her there.

"I want you to repeat to Mr. Going the story that you gave me a hint of, Miss Barrett," said Bannister.

Then, at the sympathy in his tones and the kindness in grim old Going's eyes, but not until then, Miss Barrett broke down and cried, like an ordinary woman.

"Tell him," urged Bannister. "It will do him good; it will do you and all of us good."

So she told old Going her little gray story, of which we have already told the beginning.

"After that"—the divorce—"I was awfully alone, except for the children. I don't know what would have become of me but for them. The baby wasn't strong and I had no money. So I had to work. I went into a store at first, but they paid me only \$6 a week to begin with, and while they said I would have an advance in a few months, I couldn't wait. You just can not keep yourself and two children on \$6 a week, even when you only pay \$1.50 a week for a room and the landlady is kind to the baby.

"I went to work in a restaurant after that as a waitress. I wasn't cut out for a waitress, I was different. I suppose that is what attracted the attention of the proprietor. He offered me the cashier's position at increased pay, but he was—he wasn't the kind of a man I could work for. So I got a job running a stitching machine in a calendar manufactory. The pay was better there. Oh, yes, the work was harder. Then I started to study stenography. I had a fair education—high school—and it wasn't hard to learn, except that baby was always ailing and I had to care for him at the same time. But I learned it somehow and you gave me a position. That's about all there is to it."

"Hold on." Old Going held up his big hand. "Let me get this right. You weren't used to work, you say. And then this brute began to drink and beat you right after the second child was born. And you had only \$5 to your name when you got your divorce. And since then you've been taking care of two children and yourself, and smiling through it all."

"Yes, of course. What else should I do? I had a reason for smiling after I came here. I made a regular little home for us, and we were getting along so nicely."

"Were getting along? And what's the trouble now?"

"Baby. He's sick again. They say he's got to go into the country to live—if he is going to live—and, of course, I can't do that for him, so—"

"So you've been eating your heart out over my price reports because you lacked a few dollars to keep your baby alive and well?"

She looked up at him wide eyed in surprise.

"I've been worrying terribly, of course. I couldn't help it, you know. But I've tried not to let it interfere with my work. To-day, however—I didn't sleep at all last night. I could not. Baby was worse."

The hot July wind swept undisturbed through the office. Going looked at Bannister; Bannister looked at Going. They both looked at the woman, and then their eyes sought the floor.

"Baby was worse," breathed Going. "But those cursed price reports had to go out just the same."

Bannister rose suddenly.

"You'll please excuse me," he said in a queer voice. "I've got something to attend to outside."

"No, you don't!" roared Going. He

was glad of a chance to roar; it hid something that he didn't want Bannister to see. "No, you don't. You stick right here and see this thing through with me. Don't you think you're going to get out of it on any fake excuse like that. Sit down and help out. Miss Barrett, the baby is going to the country, and the mother with him until she sees him started on the way to wellness. Her salary goes on just as if she was in the office worrying about the price reports, and her position will be wide open for her when she comes back. She'll go back to her desk now and figure out how much money she'll need to start off right with her children, and then she'll let the cashier know and he'll give her what she wants now. That is all, Miss Barrett. Now stop; none of that, please."

The thanks of the little woman were choked off by the old axman's roughness; but her eyes were shining again, and old Going was repaid. When she had gone the two men looked at one another. Going swung his chair around twice.

"What fakes we are, you and I, Bannister," he roared suddenly. "What low down, cheap, miserable little fakes. We think we're the real thing; think we're big enough and strong enough and brave enough to do big things. We think we do 'em; yes, we think we do big things, Bannister, you and I. H—! Big things! We're a couple of muckers playing in the dark. All we do is to make a lot of money, nothing more, nothing more. Why, compared to that little

bit of a woman we're—we're—what are we, Bannister?"

"Untried," said Bannister.

"Right!" cried Going. "Untried. I wonder if we— But, pshaw! what's the use? We couldn't. But, Bannister. I'm glad to have lived to this day; I am glad to know, to know from experience, that real, genuine, deep rooted heroism still obtains in this muddled world."

"It's probably common enough among those like her if we only knew it," said Bannister.

"Yes," said Going, "for which the world deserves congratulation."

But this woman wasn't troubling about the world. She was only thinking of the baby who would have the chance to live and get well and strong.

Allan Wilson.

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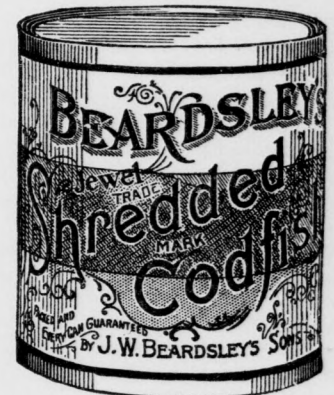
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Every time you sell a customer BEARDSLEY'S SHREDDED CODFISH you tie that customer closer to you, for you have sold her the only SHREDDED Codfish. It is so different from imitations that every one of your customers can tell the difference instantly.

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In three styles: Cartons, for sale from October to May; and tins and glass (handy tumbler) for summer months.

J. W. Beardsley's Sons

New York, N. Y.

THE CORNER CLUB.

Who Makes the Extra Profit on High Prices?

Written for the Tradesman.

When the members of the Corner Club got together, last Saturday night, at the corner grocery, the grocer got into the chair of state before any one else could locate there.

"There's been altogether too much Johnson in this seat," said the grocer. "When any of you fellows get to be IT here you make asses of yourselves. It is the old story, 'the higher up the monkey climbs the more he shows his tail,' as Daniel Webster used to say in the Senate of the United States."

"You're a fine old codger to be making breaks like that," cried the teacher, who had figured on getting into the chair himself in order to trim the mechanic, who had prepared a resolution on the high prices of provisions. "If you weren't known so well around these corners, we might sell tickets for the show you make of yourself. If you will take a long vacation, and lug that delivery boy off with you, we'll try to get this organization into shape while you're gone."

The delivery boy, asleep, as usual, on his bag of beans by the alley door, awoke at the teacher's reference to himself, tossed a pair of apples at the instructor's head, and ducked behind a barrel before the other could retaliate.

"If you'll stand yourself up in a row and count, now and then," said the chair, "you'll find that you ain't so much. All you need is a gasoline blaze and a mess of dirty canvas to be a hot air balloon. The mechanic has the floor."

The mechanic arose and read the following preamble and resolutions:

"Whereas—The price of provisions has about doubled during the past few years; and,

"Whereas—The laboring classes do not earn so much money per year as they did before; and,

"Whereas—The go-betweens seem to be getting all the plunder; therefore be it

"Resolved—That it is the sense of this Club that the present industrial conditions should be investigated by the Federal Government."

"Why not by the State government?" asked Mr. Easy.

"Because the State government would only spend a hundred thousand dollars of the taxpayers' money and present their constituents with a handsome article of whitewash at the end of numerous enjoyable junkets," roared the teacher.

"No one dealt you a hand in this game!" said the mechanic. "I said Federal Government because the conditions of which I complain are universal, and, besides, Congress wouldn't be likely to send out a lot of gas bags who would put in their time dribbling weak arguments for some State official. I don't know why it is, but people have mighty little confidence in state governments. Perhaps it is because the graft is so near home that all can see it."

"I move," cried the Hardware merchant, "that we take up a collection

for the purpose of buying a daily newspaper for the mechanic, to be sent in by the year. If he ever read anything, or even had decent powers of observation, he would know that wages are kept on a level with the prices of provisions. Wages were never so high in this country as now."

"Here and there," said the mechanic, "workmen, skilled workmen, are paid high wages for a few weeks or months in the year, but during the last year the average sum earned per consumer, taking a thousand as the standard, wasn't as much as when prices were lower. When you high brows figure on the wealth the consumer is acquiring by the sweat of his machinery, you don't figure in a way that will show how much money was paid out in wages last year and how much was spent for provisions. You try that way of getting at your alleged prosperity, and you'll find that the producers and consumers of the country—the working masses—are, as a whole, going broke."

"When your salary is cut ten cents a day," roared the grocer, "you want to call out the State troops. When flour goes up a nickel a bag you want your wages raised half a dollar a day. When a lot of loafers get out of work you want your boss to cut hours so that double the old force will be required, thus giving the idle ones work and taking them out of the competitive market. And you want the same pay for eight hours that you got for ten and twelve. We'll make a little world somewhere and let your Debbses and your Mitchells run it."

"I don't think you merchants have any shout coming," said the teacher. "When wheat goes up two cents a bushel in the speculative market, you lift flour forty cents a hundred. And I don't see where you've got any call to kick because workingmen try to get all the money they can, for workingmen support your old joint, and the more money they earn the more money you will get from them—the better goods, with fair profit attached, they will buy. I don't feel any heat coming from a lot of keen, level-headed business men who always side with employers whenever there is labor agitation. The employers don't deal with you. They buy by the quantity, or send out of town for their goods. You fellows who are selling goods ought to be digging ditches."

"Amen!" cried the blacksmith, who owed the grocer a two months' bill.

"You are both, in a way, telling the truth," said the mechanic. "This means that both sides are grabbing for everything in sight, irrespective of the other fellow's appetite. You have got to learn that a man will get all the profit he can on a bag of flour, and that a mechanic will demand up to the limit on pay per day. And there's our honest old farmer, he will get the last cent he can for everything he has to sell. The farmer admits that he is foxy. He wants people to think him foxy. But he's not even clever. He's so mighty cunning that he shows it. He'll bring

in a dozen crocks of 'dairy' butter that is half buttermilk, and will load you up with eggs that would have made a hit for strength and the staying qualities of their perfume in the Cretaceous period of the Earth's history. He'll be so crafty with his butter and eggs that city people will eat oleomargarine and bacon instead of butter and eggs."

"You fellows keep right on knocking," said the dry goods man, "and you'll get around in a short time so that every one will get a jolt. There are plenty of people in the world who couldn't do one little thing right, and these are the ones who want to regulate the universe. Here's the mechanic trying to have the Federal Government arbitrate between two classes of hogs, both of which want all the swill."

"People are grabbing after the acorns, all right," said the teacher, "but there is no need of their eating the tree that produces them. I'm not claiming that people will not store away food while others starve. What I want is—"

"What you need," said the grocer, "is plenty of time for thought. You go out and play you're an earthquake tipping up the Coast Range, and perhaps you'll come out all right in time. If every merchant sided with the loafers every time there was a strike, there would be mighty few employers at the end of a decade. Go and soak your head!"

"The refined and courteous language of the chair," began the teacher, but the mechanic cut him out.

"If I can get rid of some of those hot air propositions," he said, "I'll speak to my resolution. What I want to know is this: Who gets the profit on the increased price of everything we have to buy? Why should flour be \$3 a hundred, when it was only \$2 not long ago? Why should butter be 30 cents when it used to be 15? Why should meat that used to cost 8 cents a pound now cost 14? Why should beans that formerly sold for 8 cents a quart now sell for 12? Who makes the difference between the old prices and the new?"

"Labor gets it!" shouted the hardware man.

"Sure," said the mechanic. "The amiable hen gets the difference between 12 and 24. Come down to cases and tell me why prices have gone up, you wise men. I have a notion that you may find part of the answer in the freight schedules, but I don't know. Anyway, you'll find a part of it in the swarms of smoke wagons you see about the streets. Who rides in these automobiles? Is it a man who has given years to his business and built it up by slow degrees until he's on Easy street or is it the man who started in yesterday with some blooming scheme? Someone is making a big profit on present high prices. Who is it? That's what we want to know."

"The brown dope is bad for the brain," suggested the dry goods man.

"The farmer isn't getting so much more for his products, the grocer isn't making a fortune a year, the consumer isn't getting extra big wages. Who is making the profit?"

"You said that before," observed the chair.

"You go home and think it over," continued the mechanic. "When you find out where the profit goes, you'll know what to do for present conditions. This high priced time is setting everybody crazy. A doctor pays \$2 a week more board and adds a dollar a visit to his fees, or about \$20 a day to his salary, because it costs him, say, five a week more to live."

"The milk man pays \$2 a month more for help and lifts the price of the product of one cow about \$2 a week. A tailor pays \$2 more for the material for a good suit of clothes and adds \$10 to the price. This is all done under the cry of high prices. What I want to know is, who gets the rake-off in such times? Things that were a nickel a year ago are a dime now. What condition of affairs is it that demands such a lift as that? I'll tell you right now that under cover of high prices a few robbers are boosting everything. The commercial pirate is busy in the land. What I want to know is—"

"The audience will now sing a few stanzas from 'Captain Kidd,' just for luck," broke in the chair. "This mechanic wants to know too much. I'll tell him, though, that combines are at the bottom of high prices. Now, if the delivery boy will wake up long enough to put out the lights I'll adjourn and make a run for the street before the teacher and the mechanic get together in the alley."

After the lights were out and the mechanic was on his way home he stopped under a gas lamp to consider.

"Combinations," he mused. "Now, I wonder if—"

And there are others wondering.

Alfred B. Tozer.

Clerk Valuable Who Is Called For Continually.

Written for the Tradesman.

It is well for patrons to "freeze to" some one clerk in every department in the different stores where they do their trading. They will "get along better" to do this than to be continually changing clerks.

The one should be chosen who seems to take the most pains to please. In this way a clerk comes to know the patrons' likes and dislikes and is, therefore, able to save time and patience for both store and customers. Such a clerk does not, by reason of this acquired knowledge, commit the error of trying to sell goods way beyond the purchasing capacity of buyers and, on the other hand, will not make the mistake of bringing to the front things too cheap to accord with the patrons' station and ability to liquidate.

You can make up your mind that, when a young woman clerk is continually called for, there is something about her that makes her a valuable acquisition. If she is honest and capable in her ways of doing things her services should be retained at almost any odds, for you are sure to lose a large number of customers that will follow her if she hires out to another concern.

Jennie A. Cott.

Your Profit on a First-time Customer

When you sell
DEPENDON TRADE MARK Dry Goods
to a "first-time" customer
you make a "come-again"
customer of her.

DEPENDON TRADE MARK Dry Goods
always pay a profit, and in most cases
more than similar grades.

We do not sell
to Catalogue Houses.

Your actual profit on a sale to a
"first-time" customer is not the
difference between what you pay
and what you get.

It will either be larger or much
smaller—sometimes even a nega-
tive quantity.

If the customer becomes dissatis-
fied, she is likely to stay away,
and you lose the profit on many
sales that you might have made
to her if that first sale hadn't
gone wrong.

If the customer is pleased with
her purchase, she will return and
buy other goods, yielding more
profits—all traceable to that first
sale.

It is when she makes her sec-
ond purchase that you will know
whether you have really made a
profit on the first one.

*Sell her **DEPENDON** TRADE MARK Dry Goods*

JOHN V. FARWELL COMPANY

*Sole Distributors of **DEPENDON** TRADE MARK Dry Goods*

CHICAGO, THE GREAT CENTRAL MARKET

WIND AND WAVE.

They Will Turn the Wheels of the World.

While prophets of disaster foresee shortage in power, coal and iron, perils of fire and water, within the world and without, to destroy man's place or cut short his career on terra firma, Nathaniel Southgate Shaler, professor of geology at Harvard University, finds the sources of earth's energy as yet almost untouched and the resources of old Mother Earth for her children hardly tapped. For 100,000,000 years or more there will be more than enough for the sons of men who are destined to evolve into beings beside whom the present human race will be but brutes.

The failing treasure store of coal and wood is no menace to mankind. These are trivial energies compared with those locked in wind and sea and river. The wind alone contains many times the power now utilized by man from all other sources combined. The winds propel the sailboats and grind much corn and pump much water, but after all their possibilities as yet are fairly untapped. And that because of the great variations in the speed of the air currents and the long periods in which the movement is so slight that they afford no effective power whatever, together with other periods when the speed is so high as to be destructive to most machinery.

But Dr. Shaler expects the methods of the storage battery and its cheapened cost and greater efficiency to enable us to capture and utilize this oldest servant of man to incalculably better advantage.

Next to wind power is the energy of falling water, until the most recent years almost untouched because it had to be used at most but a few hundred feet from the water. Today the energy of falling water can be turned into electricity and thence back to dynamic power. And this energy can be transmitted several hundred miles already, while in the future the distance of transmission will be practically unlimited.

And as continents go at present, North America is the richest part of the world "in streams fitted to drive wheels." The famous Mississippi, Ohio and Arkansas Valleys are only some of many. Next comes Africa, with the great valleys of the Nile, the Zambesi, the Congo and the Niger.

Considered as a whole, the rivers of the earth promise, with the aid of the engineer, to afford far more dynamic help to the arts than all that now serves them. Moreover, this help will be from sources of continuous supply and not like that from coal in the way of speedy exhaustion.

Further, the full utilization of the streams as sources of power, because it involves the process of holding back the flood waters, will in a considerable measure aid in diminishing the speed with which the soil passes to the sea, while the water, after it has been used to turn the wheels, to a great extent may be made to serve the purposes of irrigation.

The increase in the use of this source of energy probably will not

continue to be rapid until the supply of the fossil fuel approaches exhaustion. From that time on it will be speedy until all this group of resources is completely allied to the arts.

Next the tides, produced mainly by the moon's attraction, and swinging from ten to twenty feet along thousands of miles of coast line. There is so much energy in the tides alone that if they only were harnessed and set to work no other power would be required for the needs of all the hosts which the soil could sustain with the best husbanding.

A few centuries ago there was a tide mill in use. It had a maximum of several thousand horse power and was imported to America from England, but was hard to manage because of the tidal irregularities.

With the development of the storage battery system, however, methods will improve and enable the people of the twenty-third century to find a valuable resource in the tide.

The sea waves in times of storm have an energy of about 10,000 pounds to the square foot, or about that in an ordinary low pressure boiler, but their action is so intermittent and variable that they are unlikely to be utilized save in extremity.

In ancient story Archimedes set fire to ships in the siege of Syracuse by reflecting sun rays on a mirror and thus concentrating their heat. In low latitudes, where the sky is rarely clouded, about a hundred square feet of mirrors some hours each day would yield about one horse power.

The central heat of the earth is so abundant that if it could be utilized no other energy would be needed for a million years to come. But at present this looks unreachable. The average increase in temperature is only about 100 degrees Fahrenheit for the mile, and at less than three miles down the pressure would close any pipe bored down, as has been proposed. So that this does not seem promising at the moment. Nevertheless, the energy is there, and superabundantly. And none can predict what science will do with it.

The coal, the rock gas and petroleum are not expected by Prof. Shaler to last through the next 300 years, but there are oils plentiful in certain carbonaceous shales in various parts of the world and almost unsuspected. In the Ohio Valley alone the Professor has computed that the oil will much exceed in volume the amount of water contained in Lake Superior!

Not only is there much unused power awaiting application by mankind; there is also much unwon land. The arid deserts the world over hitherto have been abandoned as profitless. But with the coming of irrigation these will prove not very fertile but twice and thrice as productive as the naturally fertile lands.

"Given the suitable temperature, the crop giving value of a soil is in proportion to the amount of sunshine and the supply of water furnished at the time required for the growth of plants. When the needed water comes directly from the sky the sunshine is interrupted, and if the rainfall is ever so little delayed beyond the critical times when the plants

need it, their growth is interrupted. It may be roughly estimated that at the rate of growth in an irrigated desert, such as we find in Utah, the yield of an acre, owing to these advantages, is likely to be about twice as great as in a like area in a humid district such as Illinois. In the more fertile portions of the tropical and subtropical regions irrigation often makes it possible to raise three crops a year where but one could be assured by the direct rainfall."

The irrigable soils also are more permanently fertile. The supply of water is controlled so that the washing of the soils into the rivers can be entirely avoided. A large amount of soluble material lies in the subsoil, so that waste can be restored readily.

"As possessions of the race the redeemed deserts are of far more value than the richest naturally well watered fields. They are likely to afford sustenance to men long after the soils lying on steep slopes have gone away to the sea."

The largest and most numerous fields for irrigation Dr. Shaler places in the twin continents of America, particularly in North America. In the United States are four great valleys besides many smaller areas. These four are the valleys of the Rio Grande, the Colorado, the Arkansas and the Upper Mississippi Rivers.

By far the most important field is the Upper Missouri and its numerous branches, from the Platte upward. Even in the summer season there is water enough in this system of rivers for the crops on several million acres.

When arid United States alone is reclaimed there will be a gain in the food supply enough for something like fifty times the present number of people.

Prof. Shaler expects the irrigation methods to extend to other lands now accounted fertile and thereby at least to double their yield all over the continent.

When the world will be fully developed most of the land waters will flow to the sea no longer, but will pass back to the air by evaporation from irrigated fields. Many good results will accrue from this. There will be larger crops and less variable, a marked gain over the present where there is serious waste of effort due to want of uniformity in return for a given amount of work in tillage. This variation is the "primal curse of agriculture," and when it is removed will allow farming to enter a new realm, becoming a true art.

There also is land to be won from the sea. Nearly all over Europe this has been done over and over again in the past, especially by Holland. In America around the Chesapeake and Delaware Bays, along the Florida coast, and elsewhere, many sunken acres are waiting to be reclaimed by man. Although Dr. Shaler declares his basis for computation to be imperfect he reckons that in the debatable ground of mud flats, marshes and mangrove swamps there are no less than 200,000 square miles that sometime will be utilized and afford food for several hundred millions of people.

"As this land is of rare fertility and

enduring to the tax of cropping beyond that of any upland fields, it has a perspective value as a human asset far beyond an equal area of ordinary ground."

Inland swamps and bog lands along the larger streams of Africa, the Americas and Northern Asia furnish additional prizes for the future engineer, the largest part of the earth's surface that can be won from the covering of water being about 300,000 square miles. "Should it prove possible to develop tillage in any considerable part of the tundra of Siberia the total may much exceed that amount; it may on those conditions rise to near half a million square miles."

From the drainable lake beds come possibilities of tillable lands, comparable in area to those which may be had from the deserts, the morasses and the shallow shore zones of the sea.

The Nile River long has been a problem, and when it has been solved, as it now promises to be, the population of Egypt is likely to increase by one-half. Although there is lack of data for anything like an accurate reckoning in this matter, it appears evident that, with an adequate and possible storage of the flood waters of the Nile, desert lands in Nubia and along the lower reaches of the river can be won to cultivation, which will afford food for a population at least five times as numerous as that now dwelling between Khartoum and the sea.

It is not enough, however, to have land, nor even to have fertile land. It must be kept fertile. The soil washes away to the sea, it becomes sterile by perpetual cropping, and then men become as the fabled ichthyophagi, a rare and scantily fed animal dwelling on the seashore and feeding on the fruits of the ocean. Although it may seem preposterous to imagine that the soil is constantly slipping away beneath our feet into the sea, yet it is true, in tilled and untilled fields alike, but particularly in the plowed lands, which lose their natural protective coating of vegetation.

In the natural state "the seaward movement of the particles composing a large area of soil possibly may be as small as a foot in a century. From something like that minimum it increases until it becomes so rapid that there is no soil coating retained on the surface, as is the condition on the area where the bare rocks are exposed.

"The critical point in man's relations to the earth is to be found in that coating of 'detritus' on its way from the bedrocks to the sea. Although the real coating is a mere film on the surface of the rock sphere, still it is the basis of all its higher life. The life of the lands depends upon it absolutely, and the sea life also in a large measure. Indeed, this layer of water which is forever slipping away in the streams to the sea enables living beings to feed upon the earth.

"In it the substances utterly unfit to nourish plants in the state in which they exist in the rocks are brought to the soluble shape whence they may be lifted into life.

\$15



\$20



\$40



\$70



\$50



\$75



NEW National Cash Registers As Low As \$15

More than 650,000 progressive merchants think they cannot afford to run their business without National Cash Registers.

We can show you, as we showed each one of these 650,000 merchants, that one of these registers really costs you nothing. It saves you more than its cost.

Every storekeeper using a National Cash Register agrees that it is a profitable investment.

National Cash Registers are made in many different styles and sizes, and are suited to the

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The National Cash Register Co.

16 N. Division St., Grand Rapids, Mich.

79 Woodward Ave., Detroit, Mich.

✉ WRITE TO NEAREST OFFICE

Read What the Following Merchants Think of National Cash Registers:

Expect to Buy More Registers.

"We are now using 12 of your Cash Registers and are so well satisfied with the system that we are contemplating buying more." J. R. M. SMITH MERCANTILE CO.,
Monroe and Commerce Sts., Grand Rapids, Mich.

Would Not Do Business Without Nationals.

"We have four of your Cash Registers in our two stores, and would not do business without them. We believe that if merchants would take a little time to allow your salesman to show them the advantage of a National Cash Register—to make them understand its value and correctness—they would be customers for the Up-To-Date method which will properly safeguard handling the cash, credit and other transactions in their store."

WALTER K. SCHMIDT CO.,

Drugs and Photo Supplies, 84 to 88 Canal St., Grand Rapids, Mich.

Best Investment Ever Made.

"We are using two of your Cash Registers, a No. 562-6 and a No. 532-3 and think them the best investment we ever made." WESTERN BEEF & PROVISION CO.,
A. C. Bertch, Prop., 71 Canal St., Grand Rapids, Mich.

The experience we have gained in installing National Cash Registers in thousands of stores all over the world is at your service without cost or obligation to you.

Simply fill out the coupon, or write us a postal card, and we will give you the benefit of this wide experience.

Tear out and mail to-day

The National Cash Register Co., 79 Woodward Ave., Detroit, Mich., or 16 North Division St., Grand Rapids, Mich.
I would like to know how a National Cash Register can increase my profits and make me money.

Name

Business Street

City State

"The whole process depends upon the adjustment of the rate of rock decay to that of the movement of the renewing soil, from the point where it is formed to the ocean, where it enters once again as stratified deposits in the crust of the sphere, in time, perhaps, 'to tread again the round from rock to soil, and thence back to sea.'"

Despite man's evident duty by the soil, nearly all the fields of all the countries have been made to bear their crops without the least reference to the interests of future generations.

Here and there in vineyards particularly some care is shown, not for the coming races, however, but for bettering the crops of the present.

We may search the world over, says Dr. Shaler, and not find a field which has been tended for the sake of the men to be. Of all the sinners in this regard the worst are the Americans, who developed an almost incredible carelessness in their tillage of their boundless domains.

About one-thirtieth of the State of Kentucky can not be restored to its original fertility in any foreseeable time. It must revert to the forested state, and in that condition, through the ages, slowly regather its mantle of soil.

In the natural state the wasting processes are counterbalanced by natural processes of restoration. And this average of waste and repair must be maintained by man if he is to inherit the earth. A few centuries ago in England they began to cover impoverished soils with burnt limestone. This was the beginning of the mineral fertilizers of ammonia, nitrogen, potash, lime phosphate which Dr. Shaler regards as the "most significant and important of the great winnings of the last half century." All the other improvements in the arts but add to our range of action or increase the comfort of life; this insures the permanence of civilization when else its end was to be reckoned on in a historically brief time.

But the possible perils besetting the race are still not all abolished. Among the prophets of disaster are those who suggest that the earth's atmosphere is in process of being deprived of the most important of its constituents, oxygen and carbon dioxide, by the daily routine of its organic life. It is undeniable that both these substances are rapidly passing into the solid crust, each thousand years takes of them a notable amount from the air. In the case of carbon, however, the withdrawal is compensated by the emanations of the gas from volcanoes and by carbon meteorites issuing into the atmosphere from the celestial spaces.

In the case of oxygen it seems in some way to be fed into the air perhaps in the atomic state from the spaces. The mass of air is demonstrated by geology to be about the same now as it has been in the past during a hundred million years or more.

Organic life seems to have begun with the atmosphere substantially as it now exists and throughout its history has found these conditions un-

changed. Prof. Shaler thinks we may reasonably assume that it is not likely to be disturbed for an indefinite time in the future.

"We may assume that for a future probably as long as the geologically recorded past the sphere will go onward through time and space free to work out its problems of life, with no break in the succession due to accidents coming from within or without.

"The most important element in the future of man is the extent to which he may be able to obtain control of the forces of his own body, those which determine health, longevity, and, above all, his inheritances."

Prof. Shaler looks forward confidently to a race of men who are to look back upon ourselves as we to our ancestors of the bone and cave age—"not despidingly, as we look upon those troglodytes, for the man to come will have too large a sense of relations for that, yet with a judgment that we were far back in the night when we thought we dwelt in the day. We may be sure that they will take us largely and tenderly, these folk of mayhap a million years hence, for they will feel the unity of life, while we merely discern it, and that only in part.

"It is in this sense of the common bond of all life that those who are to look upon us from afar will have their greatest enlargement. In that field the gain well may be such as to make a new order of man parted from us as we from the lower brutes, yet including our little lives in its great extension."

Ada May Krecker.

New Type of Ships To Be Speedy.

Boats to beat the Lusitania may be the outcome of the invention of the hydro curve hull which represents a radically new principle in marine architecture. The shape of the new model is designed to move the water rather than to move the boat in the water. It so moves the water that it helps to move the boat instead of retarding its movement. It goes with the current that it creates. The inventor as an Iowa boy conceived the idea of a boat of faster lines than ordinary when he skipped stones over his father's mill pond and bent his mind to selecting the stones that skipped farthest and fastest. He has increased the efferent or throwoff surface of the boat from one-third to the total length of the hull in contact with the water. The water is moved at about one-third the speed as with the ordinary boat, and every particle of it is set in motion gradually and handled with the least possible application of power, whereas in the ordinary craft the water is moved fastest at the point of its first contact with the hull. The inflowing, or wake water, also is provided for by lines which should receive the pressure of the wake water in as great length of inertia surface as is obtained for the overcoming of the water thrown out of the path of the boat. The result is a craft with extraordinary broad bow and a narrow stern with a distinct lightness of build forward that shows in the tendency to skim over rather than flow through the water, its bow end being often entirely above the surface. By the application of a phase of navigation hitherto neglected the inventor pushes the limits of speed increase on a profitable basis as far beyond the present as the present distances the velocities of twenty years ago. It is calculated that on the hydro curve design a steamer could cross from New York to Queenstown in two and a half days or less. Some enthusiasts predict that transatlantic hydro curve liners will be built to make the voyage at the rate of 100 miles an hour, or in about a day and a quarter. But the inventor considers fifty miles an hour the limit. Applied to the vessels plying on the Great Lakes the saving of power by the use of the hydro curve hull in a single year would reach a value of something like \$50,000,000. Or, if the same power were expended as at present, the gain in expedition in getting goods to market would probably double this sum.

A Doubtful Future.

"Biggins has developed a habit of saying rude and sarcastic things."

"Yes," answered Miss Cayenne, "I am waiting to see whether he is going to be recognized as a great bore or a social lion."

It is always easy to make difficulties in doctrine a hiding place from the demands of duty.

Seeing the way that others should go is not equivalent to going in the way we see.



Dealers
Push

Holland Rusk

(Prize Toast of the World)

Why?

First:—Because the goods have an established reputation for uniformity of quality and general excellence.

Second:—Because the public know this and have confidence in them.

Handle the line that has ready sale.

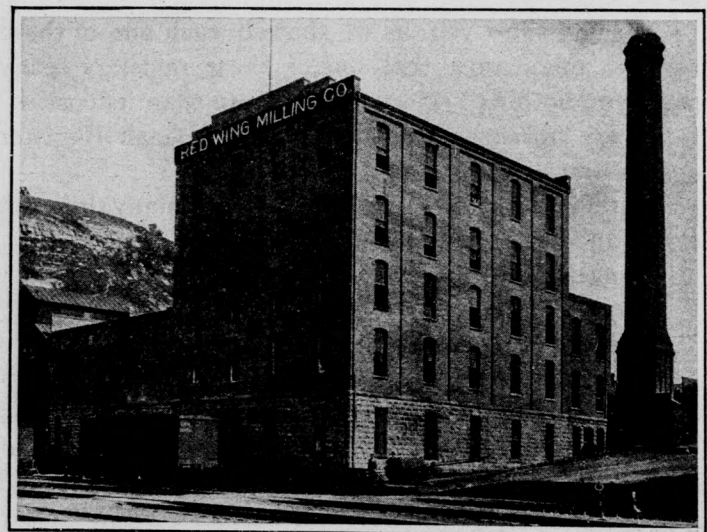
Large Package Retail 10 Cents.

Holland Rusk Co.
Holland, Mich.

The Mill That Mills

BIXOTA FLOUR

In the Heart of the Spring Wheat Belt



The excellent results women are daily obtaining from the use of Bixota Flour is creating confidence in its uniform quality.

Grocers handling the line know this—and the result is that all recommend Bixota.

Stock Bixota at once if you want more flour business at better profits.

Red Wing Milling Co.

Red Wing, Minn.

S. A. Potter, Michigan Agent, 859 15th St., Detroit, Mich.

FINE HOUSE FOR SALE.

Reason Why the Lady Did Not Purchase It.

Written for the Tradesman.

"Did you go over to see the house?"

"Yes, I went over this morning. I had 'phoned the agent, and he came up and showed me all over it from basement to attic. It's all right in every way, well located, well built, elegantly finished, the rooms pleasantly arranged and the grounds are fine. The house hasn't been used enough to harm it at all, and they certainly are offering the property for considerably less than the house could be built for now. I told the agent we'd consider it, and at the time I thought we wanted it, but—no, it isn't that I'm sorry that we've sold this. We've outgrown this place entirely, and we can afford something better and it's time we had it, but the house on Church street—"

"Well?"

"Well, when I was coming home on the street car I met Mr. McComb. You know the McCombs were our nearest neighbors when we were first married. He looked so old, and so white, and so bent over, that I hardly knew him. Since Mrs. McComb died, about two years ago, he's been making his home with his daughter out in Nebraska, and he's just back on a visit. After I got home I remembered that Jennie Arland told me all about the McCombs when she was here last winter.

"It seems he's lost about everything he had. That home property was always mortgaged, and Mrs. McComb was an invalid some years before she died, and after she was taken sick he couldn't keep up the interest, so finally he had to let it go to the man who held the mortgage.

"And, John, do you remember that it was just about fifteen years ago and the McCombs were just about the age that you and I are now when they bought that beautiful home and moved into it?

"They furnished it elegantly. The first time I went to see her after they had it all fixed up—well, when I came back to the little five-room house where we lived then and looked at my ingrain carpets and cheap furniture—I was just sick. The beautiful furnishings of Mrs. McComb's stately parlors fairly stood before my eyes for days.

"Mr. McComb had a very good business at that time, and no one seemed to think they were doing anything especially reckless or even extravagant when they bought that place; but it seemed to require a much more expensive mode of living than they had been accustomed to. They had to entertain more and more was expected of them in a hundred ways.

"Well, they had a wretched time of it. Mr. McComb's business did not increase as he had expected it would, went back rather, and his income was not enough to keep up the style of living they had attempted; so it was just one long struggle to appear rich and easy and comforta-

ble when in reality they did not know how to meet their grocery bills.

"Occupying the position they did in society, they didn't feel that the girls could go to work and earn anything, but I guess they did learn to do marvels in the way of making what few new clothes they could get and making over their old ones.

"There simply wasn't the money to pay the number of servants there ought to be to keep such an establishment going, so Mrs. McComb was always having difficulty in keeping help, and she worked like a slave herself from one year's end to another.

"Of course there are all kinds of troubles with servants, but I've noticed that the women who are trying to maintain a three or four-servant style of housekeeping with only one overworked girl are the ones who make the bitterest complaints about the inefficiency of hired help.

"Well, as I said, after I saw Mr. McComb I came home and thought over the matter of our buying the Church street property.

"We'd have to go in debt for it to start with, but not heavily, and if we could go on living in just the way we do here I should not be afraid of that part of it. But Church street is the most fashionable street in this whole city. They're pretty much all swells over there. Now I think we could get right in the swim if we spent money enough, but we just have not the income to go there and live as we would want to.

"You see we'd have to spread out in so many different ways. For such a house as that it requires furniture, spelled with a big F, and van loads of it. Just a few little tables and chairs and things to keep house with, such as we have always gotten along with here, would not answer.

"We would have to wear better clothes there, and we would feel obliged to spend more on the children as they grow up—of course, I am willing to spend all for them we can afford to—but you see when you go in for a fashionable style of living it takes money all round.

"If we tried it, it would simply be attempting the impossible task of making a moderate-sized income do the work of a big one, and that makes one lie awake nights and then it can not be done.

"About this whole money question from start to finish, I have concluded that it is not so bad to be poor—that is, reasonably poor, comfortably poor—and work hard if only you live in a way that other people know just how things stand with you. But being poor and having to work, and at the same time feeling obliged to make it appear that you are rich and do not have to turn your finger over—well, that sort of thing will put more wrinkles into one's face than a dozen beauty doctors can rub away.

"You have always given me credit for being economical and said that whatever prosperity we have enjoyed has been due to my being a good manager, and all that. But, John, I never can perform any miracles with money. I can not make five dollars do the work of ten. The only way

I ever could get along was to cut out luxuries and superfluities so that I could keep our expenditures inside our income.

"When I was a little girl at home we children had a game that we used to play. It was called 'The Checkered Game of Life,' and I think it must have been gotten up by a philosopher. The board was marked off in squares like a checkerboard and the different squares represented different things. 'School' was printed on one, that counted you so much, and 'College' on another, that gave you some points. One square was marked 'Congress.' Of course one was lucky to get to Congress. There were squares that it was unfortunate or even ruinous to get into. For instance, if you went to 'Prison' you could not do anything more in that game. If I remember rightly there was only one square that gave you more than twenty points; that one was called 'A Happy Old Age.' That counted fifty. If you could get into that square you were pretty sure of the game.

"John, seeing Mr. McComb made me think that we shall soon be getting old, and I have always wanted we should have a happy old age together. Now I do not think that security in money matters is the only thing that makes for comfort and happiness in old age; far from it, but it does seem to me that now when the shadows will so soon begin to lengthen it won't be the best thing for us to go into debt for a big stylish house and then stretch

every nerve to maintain a manner of living that is considerably beyond what we really can afford.

"There are some houses for sale on Elm street, two, I understand, that are nearly new and they are offered at very reasonable prices. One of those would not cost half so much as the Church street place, and the people who live on Elm street are just folks; they are not in society. I am going over in the morning and see what those houses are like."

Quillo.

The Butcher Gave It Up.

The butcher had tendered his bill, waited a month and then wrote:

"Please, sir, I want my bill."

Back came the bill with these words:

"Certainly, here it is."

The bill was returned, and in a month the butcher again wrote:

"Kindly send me the amount of my bill."

And the answer came promptly and politely.

"Certainly; it is \$28.16.

The third month the butcher again wrote:

"Will you send me a check for the amount of my bill?"

The answer came, with a blank, unsigned check:

"Certainly; here is the check. I have kept the amount of your bill."

The fourth month the butcher wrote:

"I want my bill paid."

And the answer came back:

"So do I."

Then the butcher gave it up.

Something For You

Place your orders now to prepare for the biggest demand in the history of

RALSTON HEALTH FOOD Purina Whole Wheat Flour

"The Guaranteed Foods"

Jobbers' salesmen have something nice to offer grocers with our compliments, to show our appreciation of their interest.

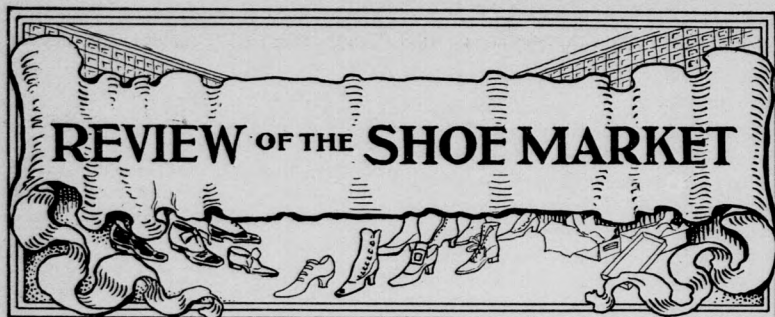
GREAT FALL ADVERTISING CAMPAIGN to your customers on these goods. Full-page advertisements in

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Saturday Evening Post
Youths' Companion
Woman's Home Companion
Collier's Weekly
Associated Sunday Magazines
Ladies' Home Journal Quarterly Style Book
Pearson's Magazine

"We are going to show the splendid qualities of these goods in such a way that we expect the increase in the families we will reach will run into the millions."

Ralston Purina Mills, St. Louis, Mo.

Sumner M. Wells & Co., 19 Hawkins Block, Grand Rapids
Representatives



How I Would Conduct a Retail Shoe Store.

To start with I am going to be frank to say that I would probably make some mistakes if I were confronted with the problem of conducting a retail shoe store. But—I would not make a great many mistakes that are made every day by hundreds of merchants, a great many of whom succeed in spite of them. I do not possess an expert knowledge of the shoe trade, but I do know business and human nature pretty well. I would surround myself with the best clerks that I could find and hire—and I, myself, would learn the details of the shoe business just as rapidly as I could.

First, I would take my place of business, and regardless of its appearance, and no matter how shabby it looked, I would "fix it up" inside. I would try to make it noticeably different in some respect from other stores in the town. I might finish the woodwork in mission effect—or paint the entire inside in light, pleasing effects, a light gray perhaps, for the side walls, contrasting it with a different shade for the ceiling—I might set some palms about the floor—or have two or three large, comfortable looking chairs setting in the front part of the store with a telephone on the stand nearby—or whatever seemed to be most practicable that would leave an impression—a pleasing and favorable impression—on visitors, because of being different from the usual arrangement of a shoe store. But whatever other things I did, I would have everything spick and span, neat and clean—a bright, cheerful, inviting looking place to trade in. I would let in just as much daylight as possible. In summer time I would let in plenty of fresh air, and would have the ventilation good all the time. A store interior that is attractive and neat not only makes a better impression on customers, but invites a second call as well. People appreciate a well kept store even more than is generally realized and like to trade there.

Then I would take the outside of the building and brighten it up. I would paint it some pronounced color—a brilliant red or a bright orange, perhaps—so that it would stand out very conspicuously. The "brightest spot in town" I would make my store, both inside and outside. People would be sure to see it, to remember it, and to talk about it. I would have the window glass as large as possible. It always pays to have one pane of glass instead of two no matter if the cost is considerably more, because it not only pre-

sents a more attractive and substantial appearance to the store, but greatly improves the looks of window displays. It also pays to use the best quality of glass, as a poor quality will obscure and distort the goods shown in the window. I would not have the front of the store cluttered up with a lot of miscellaneous signs stuck up in hit-or-miss fashion, but would have my name and business neatly lettered in gold leaf on the window and on the door. Before I did this I would observe the other windows in town and notice what styles of lettering were simple and easily read and stood out strong and distinctive in character. I would insist that the sign painter use the same style of letter for my sign. I would also see that the sidewalk in front of my store was kept perfectly clean from the front of the building clear down to the gutter. Not only would I see that it was kept scrupulously clean, but I would never permit baskets or stands of goods to be displayed out on the sidewalk. This always looks cheap, and unless you are in the second hand business or running a pawn shop the reputation of the "cheap John," who sacrifices everything to price, is not what you are after.

This done, I would give my particular attention to the goods I handled. I would sell only good, honest merchandise. I would take no chances on injuring my reputation and standing in the community by selling goods that were not known to be of highest standard quality. In the words of Emerson:

The man who has a thousand friends has not a friend to spare, And he who has an enemy will find him everywhere.

This is particularly significant in merchandising. No one can profit by this bit of philosophy better than the man who has something to sell. If a customer is not entirely pleased and satisfied with any purchase, there is no end to the damage he may do. You may find him everywhere, on the street, at church, at the club, telling neighbors, friends, anybody he happens to meet, that things you sell can not be depended upon.

A good example of the damage an unsatisfactory line of goods may work is found in the experience of one of the big Chicago packers. Several years ago they introduced a line of potted goods, put up in hermetically sealed jars. They thought the process perfected. One of the first lots they made was all shipped to a certain section of Indiana. The merchants who sold it immediately began to receive complaints that the goods had fermented. The mer-

chants notified the manufacturers and sent the goods back. The makers located the trouble and overcame it. The goods have never given trouble since and are sold all over the world with the best satisfaction.

This shows how much care must be exercised that every single piece of goods sold be right. It also shows how carefully the makers of well-known standard goods are to see that every lot of their product is right before it is allowed to go out. They know how easily the reputation of their goods will be injured through even a few goods that are not right getting on the market. Their business has been built on quality. Their reputation is wrapped up in every piece of goods that leaves their factory. They can not afford to take any chances on losing it, so they employ every means that human ingenuity can devise in the manufacture and inspection of their product to prevent unsatisfactory goods going out.

Manufacturers whose goods are not of recognized standard value—whose chief claim for the dealer's consideration is the low price of their goods—are not so careful to guard the reputation of their product. They have no particular incentive. In fact they generally make the quality of their goods fit the price they ask, instead of making the very best goods it is possible to produce, and then selling them for what they are worth. I would not have goods of this kind in my store. Merchants are safeguarded, in dealings with their customers, who handle well known, well adver-

tised goods of established reputation.—Berton Elliotte in Boot and Shoe Recorder.

A Hardy Rose.

Secretary Wilson, of the Department of Agriculture, referred at a recent dinner in Washington to the amateur florists who spring up in the suburbs at this season by thousands.

"More florists, perhaps, than flowers spring up," he said.

"In a seed shop the other day I heard one of these amateurs complain about the last batch of seeds he had bought. After he had ended his complaint he began to ask floral questions.

"Oh, by the way," he said, 'what is a hardy rose?'

"It is one," growled the dealer, 'that doesn't mind your pulling it up by the roots every day to see if it has begun to grow yet.'

He Knew His Mamma.

Neighbor—Bertie, your mother is calling you.

Bertie—Yes'm, I know it, but I fancy she don't want me very badly.

Neighbor—But she has called you seven times already.

Bertie—Yes, I know, but she hasn't called "Albert" yet.

The best work shoes
bear the **MAYER** Trade Mark



This dry spell will not last forever
Are you prepared for fall rains and
winter snows?

Let us supply you with
HOOD RUBBERS
which have no equal

Grand Rapids Shoe & Rubber Co.
Grand Rapids, Mich.

Michigan



Agents

Thing or Two Learned About Oxfords from the Cobbler.

Written for the Tradesman.

I had a pair of Oxfords cobbled the other day and learned a thing or two from the repairman that I did not know before.

With deft fingers he showed me how to tie what is known among Saint Crispins as a "shoemaker's knot."

"There!" he exclaimed, as he straightened out the bows after tying the ribbons in a peculiar tight little knot. "There! I'll guarantee that bow to stay tied."

And then he showed me how to tie one myself by a particular turning of one of the loops before the bow is made snug, and which scheme is known to most shoe dealers and their clerks. When the ribbons or strings of low shoes are tied in the ordinary way they are almost always coming loose just at the time when it is the most inconvenient to fix them, but when tied in the way that cobbler taught me they rarely give one any trouble.

Another thing I learned from him is that a piece of soft leather, cut in the shape of a horn only somewhat large, is better to use, in drawing on Oxfords, slippers and pumps, than the usual horn of nickle or celluloid, being perfectly pliable and thus doing away with the unyieldingness of the metal and the breakability and partial hardness of the celluloid. Of course a piece of leather is not so pretty as a silver or fancy celluloid horn, but there is more comfort in its use.

I had sent to this cobbler a pair of Oxfords to be stretched. The vamps were of soft seal brown leather and the rest of the shoes was of deep cream-colored leather, also of a soft quality. I had sent the order with them that they were to be stretched both lengthwise and crosswise as much as possible, as they were too tight for ease in walking. When I bought them I took them against my better judgment, fearing they would not prove satisfactory; but the dealer was short on sizes and the next larger ones were entirely too long and much too wide. When I asked the repairman for my Oxfords lo and behold he had done not a thing to them. Surprised, I asked the reason.

"Well, now, lady," he began in an apologetic tone and with a deprecatory manner, "I knew if you would let me explain to you the situation you would quite agree with me that stretching would be the worst thing in the world for your shoes. You see, it's this way: This brown leather of the vamps is very fine and soft and were I to apply the stretchers they would make the shoes entirely too loose and they would look sloppy ever after. The best way for you to do is to put your hand in water and thoroughly moisten the white cloth inside the vamps. Then put the shoes on, with plenty of talcum powder inside, and wear them until they are completely dry, and you will find them as much of a relief to tired feet as shoes you have worn for months. It's the tight

cloth inside that plays hob with this style of shoes, generally.

"There's another thing that is not frequently advocated in shoe stores, for the very simple reason that many dealers and most clerks know nothing about it, and that is that a low shoe that is a little short or a trifle too narrow may be made to seem much less so by the wearer's resting the foot on the shank at an angle of 45 degrees while lacing the strings. Tie them rather tightly. You would be surprised at the change in feeling.

"There's an idea about care of patent leather that few people ever hear of—it is to prevent cracking: When you get a pair of new patent leathers home take some plain vaseline on a clean cloth and go all over them. Leave the vaseline on until you want to wear the shoes, when you should rub it all off with a soft cloth and polish with fresh flannel. Repeat this process every time you wear the shoes and their life and looks will be greatly enhanced."

Janey Wardell.

A Slight Sign.

"What is going to bring back the good times?" asked the old farmer of the grocer to whom he had sold his Early Rose potatoes for \$1.25 per bushel.

"Well, sir," was the reply, "nothing ails this country to-day but lack of nerve. We had a panic and people got scared. There might have been some reason for this scare at first, but that passed away long ago. If we'd all go at it now and have nerve things would be all right."

"You think that would do it, eh?"

"I'm sure of it. Have you seen any signs of improvement down your way?"

"Yes, a slight sign. That is, I know a feller who's got his nerve with him."

"Yes?"

"He owed me \$3 when the panic set in, and, of course, I held off about asking for it. 'Tain't my way to drive nobody to the wall. I jest let him go, until the other day, and then I met him and said:

"'Jim, what about them \$3?"

"'What \$3?"

"'Them \$3 you owed me for wood when the panic set in.'

"'Why, you darned old scoundrel, instead of me owing you \$3 for wood you owe me \$4 for work, and if you don't pay it inside of a week I'll begin a lawsuit again ye!'

"That's one of the slight signs down our way of folks getting their nerve back," continued the farmer, "and if it spreads all over the country I hain't going to say whether it will bring back good times or bring on such a pinch that paper collars will go up to \$5 a box and we'll have to use dried catnip for smoking tobacco."

Under Fire.

May—There were several army officers there, but not one of them asked me to dance.

Belle—And they are accustomed to the smell of powder, too.

It is not much use talking over your fidelity if folks do not find you friendly.



We Excel in High Cut Shoes

We make over forty-seven varieties ranging all the way from fine

high grade hunting shoes down to eight inch full stock Kip Creedmores for hard knocks on the farm, and every pair of them is right in every shoe-making detail and built to stand extreme hard and wet wear.



No. 369 OIL GRAIN CRUISING SHOE.

Rindge,
Kalmbach,
Logie & Co. Ltd.

Grand Rapids,
Mich.

Our Spring Line

of samples is now ready for your inspection. A stronger line of shoes we have never shown, prices and quality considered.

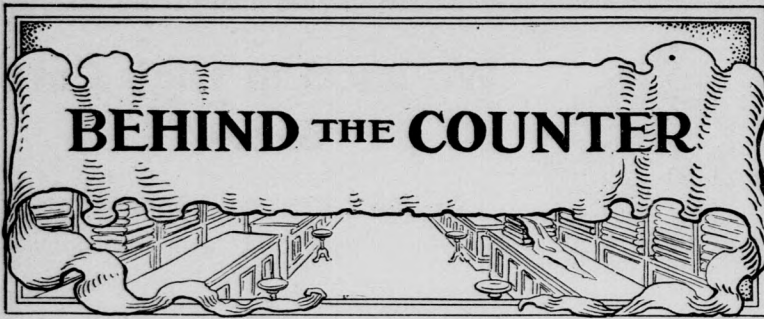
Don't buy your oxfords for spring delivery before you see our line. If our salesman has not been calling on you, drop us a card and he will be there at the earliest possible date.

Wait For Him

And when you have bought your fine shoes, don't forget to select your work shoes and elkskin outing shoes from among the old reliable ROUGE REX line, made for hard wear. You can't beat them for any money.

Hirth-Krause Co.,

Grand Rapids,
Michigan



Why the Clerk Did Not Get a Raise.

Joe, you've asked for a raise and you've given me what you think are good reasons for getting one. Now, there are four things I can do—give you the raise, discharge you, jolly you along, or give you a good talking to and then do you the favor of giving you another trial at just what you are getting now.

"One of your strong arguments for deserving a raise is that you have been here five years and have not had an increase for two years. Now that is one of the worst counts against you, because it is all the more your fault that you are not any further advanced than you are.

"Just because I think there is a ghost of a chance yet to make something out of you I am going to tell you why you are not really worth as much to me as I am paying you, and incidentally tell you why I did not discharge you six months ago.

"In the first place, you are an old broom. The things you ought to do well by this time by force of habit you don't do as well as a new boy would at half the money. You've grown up from short pants right in this store and you've got to the stage where your neckties and hair take up so much of your thoughts that your work and my business only get your spare time.

"I've watched you closer and given more thought to you as an individual than anybody in this store. You want to remember that I've got an investment in you and I don't want to throw it away—and that's coming to the point of why I have not discharged you before now.

"I couldn't afford to do it until you were a hopeless case. You have not got to that point yet, but you're on a toboggan and going fast.

"Some of the things you've been doing and some others you haven't been doing are all the worse because you've been here five years. I mean by that, you haven't improved your opportunities to the extent that I can take you from boy's work and give you an important position. And I'm losing more on that account than you are because I'm paying you too much for boy's work.

"Yes, I'm coming to the specific complaints right now. If I had plunged right into that you would have had some reason to call me a fault-finding old grouch, and I first want to show you that there are two sides to the question, and that mine is more important than yours because you are not getting the money you think you ought to have, while I am losing money that I already had.

"Here are a few of the things that

have gone wrong the last six months—that is, only a few of those I have seen:

"I went down to the basement this morning to see how you had laid out the rubber stock, and I find that not one cover has been pulled off the boxes yet. Goods came in July 1, and here it is the last of September. There's part of your answer to 'why' you are not worth more. That work should have been done in the dull season instead of taking you off the floor now, at the beginning of a new season, when I need you right here. You say you are too old to do that kind of work. You prove it to me by doing it well—and if you will do that kind of work well and take the details off my shoulders you'll do so much better selling goods that I can not afford to let you leave the floor. See the point?

"It isn't a question of how long a man has been on the job that determines his worth. It is the quality of the work that counts. If you don't do any bigger work than you did when you first came here, why should you get bigger pay? And if you do not do the same things better, the same holds true.

"For instance, before I pay you more money I have got to put you on the floor and keep you there. And before you go on the floor for keeps you've got to 'show me' that you can 'make good.' You've been allowed to sell goods in rush hours and done 'spare' clerk duty for two years. Only day before yesterday Mrs. Bangs came in and asked you for nurse's house slippers and you told her we didn't have 'em. If I hadn't been there you'd lost the sale and maybe a customer if she'd gone somewhere else. That's what I mean when I say you haven't made the best of your opportunity. You have got to know where everything in this store is and all about it before I can trust you to handle the trade it has taken me twenty-eight years to build up.

"There are plenty of other things I could lay at your door to prove you a money loser. You remember the time you checked C. A. & Co.'s bill and carried it in your pocket two weeks so that I lost the discount? Of course, I've got that fixed so it can not happen again by entering bills before they are checked and then checking back, but the trouble is I don't know just where you are going to break out next. I want my business run systematically, but all system depends more or less on individuals and I want men I can depend on.

"You've been here five years, and one of the best tests you can give

yourself is to ask if this business is any better off for your having been here in that time. Have you induced any of your social friends to come here and buy goods? Have you given me a single idea that has helped me to make or save a dollar? I mention these things because I want to take this chance to show you why some fellows get ahead of others. The fellow who thinks of his business all the time when he is at work is worth twice as much as the chap who merely does mechanically the work laid out for him.

"Of course a dealer can't take up every suggestion that comes to him, but on general principles the clerk who takes the pains to think up and make suggestions is bound to be the best man in the long run. The man who thinks things must finally develop into the man who does things and the men who do things do not have to ask to have their salary raised. They are so scarce that the salary keeps pace with their record. Besides they are so busy they do not have time to be discontented.

"And that's your trouble. There is a big difference between the man who wants an increase and the man who is ambitious. The fellow who wants an increase usually goes to his employer with a lot of carefully thought out reasons why he should get it; in fact, he puts himself on the defensive and tries to prove his worth, just as you have done. The fellow who is ambitious usually gets caught at it and gets the raise before he has time to realize it is due him.

And in rare cases where he does apply for it he and his employer can reach an agreement pretty quick.

"Now, Joe, that's pretty plain talk and I suppose your feathers are ruffled pretty much, but it's 'up to you' to weigh yourself and see if I have not come pretty near hitting it right. The way you work it out will prove whether I am right or wrong in my estimate of you. If you decide that I have hit it right, you'll buckle down to learning things and start out to make up for lost time. If you don't, you'll probably leave here and get a job somewhere else at the same pay, and you'll be out the asset that you've got here in this store by my partial confidence in you. The quicker you 'make good' the better I'll like it because I need better men every year to keep this business growing. All things being equal, the man who has worked his way up with me is worth more than any experienced man I can hire outside because you can not teach an old dog all new tricks.

"Now, my boy, you think it over, and I hope you'll decide to put yourself on probation for six months. Do little things willingly and I'll open the way to give you bigger things to do. And you won't feel any better than I will the day that I can give you a raise. About all this salary question simmers down to is a division of the profits, and when you can really earn more for yourself you'll be earning more for me."—Shoe Retailer.

It is often better to die poor than be born rich.



To Get All That's Coming to You

from the rubber trade of this fall and winter you need "WALES GOODYEAR" rubbers, and, what's even more important, you need them in stock right now.

You want a line that will stand up—a line that is full of style, selling qualities and service—that will bring your customers back again for more goods.

That's business, isn't it?

That's why we keep hammering away at you fellows—to order right, that means early—and to get the most for your money—that means "Wales Goodyear" rubbers, the Bear Brand.

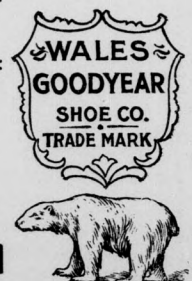
Business comes easy with them—you know that—you'll sell more this year than last if you push them. Then what other argument do you need as to why you should get in your order for "Wales Goodyear" rubbers right now and get the profit that's coming to you?

Herold=Bertsch Shoe Co.

Agents for

Wales Goodyear Rubbers (The Bear Brand)

Grand Rapids, Michigan



Handkerchief Sales Similar To Ten Cent Sales.

Written for the Tradesman.

"Selling handkerchiefs is a good deal on the same principle as disposing of Ten Cent Store stuff," I heard a girl behind a local handkerchief counter saying to an acquaintance of hers sitting on one of the whirligig stools in front of her.

I also sat on one of these merry-go-rounds. I had told the clerk that I was waiting for my sister to put in her appearance. So when she began to give a dissertation on the sale of the merchandise of her department I didn't feel it at all incumbent to take my leave and still waited.

"Yes," repeated the girl who was talking about handkerchiefs, "people act over my stock just about as they do over things in one of the cheap stores I refer to: They enter without knowing just what they do crave."

"They come in and say that they 'want to get a handkerchief.' I seldom ask what price they wish to pay but whip out a 25 center to start with. That is the price that the generality of people put into a handkerchief. If that price is demurred at I produce something a nickel cheaper. If they kick on 20c I go way down the line. Sometimes they take only penny goods."

"I never sneer at even these small sales. In the first place, 'tis none of my affair what price others wish to invest in their contemplated possessions. In getting inexpensive things they may be under the necessity through direst poverty. But often and often folks known to live on Easy street buy just as cheap goods as do those who are obliged to from lack of more funds."

"I always show up to poorest-dressed customers my best-for-the-money goods, as I think that they should be favored more than those who are better off. Without being obtrusive I manage to give them to understand that I am letting them have especially fine articles for the money. This tends to make them feel warmhearted towards our store and to desire to come again; and you know it is the follow-up trade that counts. The clerk who is able to 'get a following' is the most valuable to the employer. The clerk who has been with one concern for some time and never is asked for by patrons had better be replaced by one with more 'drawing qualities.' I try to be so agreeable to everybody who comes along that they won't be likely to forget me. I so impress my individuality on their consciousness that they will seek me out to wait on them and let the four or five other clerks alongside of me alone. That may be mean to other clerks, but it helps my chances with the powers that be, and it also helps my chances with some other proprietor if I should ever leave my present position. The clerk who can 'take her trade with her' is always of more value than the namby pamby employe of no personality."

"It isn't always the easiest thing in the world to preserve one's equilibrium under trying conditions—to give the 'soft answer' when customers are cranky. Some of them are the very

quintessence of fussiness. But oftentimes if great pains is taken to please such they become our very best patrons."

"I well recollect one quite old lady whom I almost despaired of pleasing. She was 'quality folks,' from her dress and manner, but oh, so hard to suit. Seemed to me I opened every blessed box in my stock, but nothing appeared to coincide with the standard she had set. Finally, I opened up a box from the top shelf which contained the exact duplicate of what I had showed her in the first place."

"These handkerchiefs suit me to a T," she enthusiastically burst out. "Now why didn't you show me these when I first came in and save yourself some bother and me some time?"

"I really couldn't tell her the truth, don't you know, so I murmured something about 'so glad to find something that pleased her so well, but that these had rather slipped my mind.' That mollified the old lady completely. She took the whole box, which flattened her pocketbook to the extent of \$3 and netted the store a neat little profit. The next day she tripped in to see if I 'had any more of those lovely 50-cent handkerchiefs,' and I disposed of box number 2. And all because I had curbed my temper and had not let the old lady see what an unmitigated nuisance I regarded her."

"I have found, during my four years' clerkship with this house, that to 'hold my tongue when provoked beyond measure' is a pretty good maxim to tie to. It has been one of the best for me."

Right here my big sister sailed down the store and swooped down on me to take me riding and I had to leave right in the most interesting part, where the pretty young clerk evidently was about to get down to personal history. The reader will have to conjecture as to what was said next—he will never know from me, for I left the store just then with my sister.

Jeanne.

Some Left Out.

When the speech had at last been concluded an old man who had been listening closely and taking notes stepped forward and shook the orator by the hand and said:

"Sir, that was a noble speech of yours, and you must have noticed me leading the vociferous applause from time to time?"

"Yes, I did."

"A noble speech, sir, and it went right to the heart of every man on the grounds. Patrick Henry couldn't have done better in his palmiest days."

"Thanks for the compliment."

"But I should like you to explain a few things. You said the day was coming when the poorest among us would be the equal of the richest man in the land."

"Yes."

"When there would be no more taxes to pay."

"No, no more."

"When every man among us would own his own home?"

"Yes, sir."

"When the cost of living would be

a mere nothing, and no man would have to work over two hours a day?"

"Yes."

"When every man would have money in his pocket and be equal before the law, and when we would need neither army nor navy to keep the peace of the world."

"Yes, I said all those things," replied the orator.

"Then I want to ask you when they are going to happen?"

"When, sir—when? Um! I can't just tell you, sir. My dog unfortunately ate up that page of my manuscript and I can't tell you until next year."

Saved a Life.

Tess—I think I'm entitled to a Carnegie medal. I saved a life the other evening.

Jess—The idea! Whose?

Tess—Jack Manson's; he said he couldn't live without me.

Work No Place for Him.

Pastor—Why are you not at work, John?

John (with a pot of beer in his hand)—The doctor has ordered me to do something that will make me sweat.

A DIVIDEND PAYER

The Holland Furnace cuts your fuel bill in half. The Holland has less joints, smaller joints, is simpler and easier to operate and more economical than any other furnace on the market. It is built to last and to save fuel. Write us for catalogue and prices.

Holland Furnace Co., Holland, Mich.



Economy

is the result of eliminating the unnecessary.

A single telephone system having a universal development is the best example of it.

"Use the Bell"

IT PAYS

CALL MAIN 330



MICHIGAN SHOE COMPANY

"Mishoco" New Specialty Shoe for Men and Boys

"Josephine" for Women

Made in all Leathers Snappy up-to-date Lasts
Selling Agents Boston Rubber Shoe Co.

DETROIT

For Systematic Investigations
Corporations Consult

The J. U. Smith Detective Bureau

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Citizens 6189 Bell 42

Established in 1873

Best Equipped
Firm in the State

Steam and Water Heating
Iron Pipe
Fittings and Brass Goods
Electrical and Gas Fixtures
Galvanized Iron Work

The Weatherly Co.

18 Pearl St. Grand Rapids, Mich.

USED Autos

Now Is the Time to Buy

All makes and models
\$850 Up

Rios, Buicks, Cadillacs, Fords, Etc.

I make a specialty of used cars and can save you from \$200 to \$500.
I always have a few cars to exchange for real estate.

SEND FOR MY LIST

S. A. Dwight, 160-162 N Ionia St.
Grand Rapids, Mich.

The Sun Never Sets where the Brilliant Lamp Burns

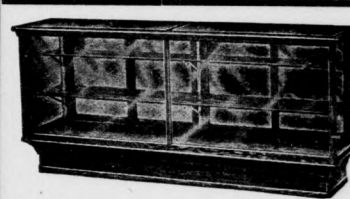
And No Other Light
HALF SO GOOD OR CHEAP

It's economy to use them—a saving of 50 to 75 per cent. over any other artificial light, which is demonstrated by the many thousands in use for the last nine years all over the world. Write for M. T. catalog, it tells all about them and our systems.



BRILLIANT GAS LAMP CO.

24 State Street Chicago, Ill.



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 all sold under a guarantee that means satisfaction.

GRAND RAPIDS FIXTURES CO.

Grand Rapids, Mich.

Jefferson and Cottage Grove Avenues



SELLING HOSIERY.

Clerks Should Persuade Patrons To Buy in Quantities.

Written for the Tradesman.

At the hosiery counter make it a selling point to persuade your customers to trade up as to quality and to order your goods by the dozen; or, failing in that attempt, try to have them purchase a half dozen pairs at a time, and if you can't accomplish that then endeavor to dispose of at least three pairs. If this is "no go" don't fall down on your oars but make two pairs look so altogether desirable that you can count the money for them in your hand.

There's a whole lot in making the patrons look at things through your eyes and, once you get them to doing so, if you manage things aright they will be quite apt to continue using your optics instead of their own.

There are a class of people who, although well to do, are so penurious that a dollar looks as big to them as a tally-ho wheel, or even as large as a mill wheel, and they would think they needed the appointment of a commission to enquire into their sanity were they to allow themselves the extreme luxury of more than one pair of hose at a time, and those are of a grade that would make a scullion blush to be discovered the owner! It would be a long "fedder" in your headgear were you able to compass the changing of the mind of such miserly misers. It would certainly be a waste of time and effort on your part to begin a course of argument that had as its object the wringing from them of more money at a time for your employer's cash register if there were other customers standing around waiting to be served who were liberal purchasers at your department. But if the former came to you during a cessation of activity in your section then would be a capital time to bring up the advantages of buying by the quantity. I myself have succeeded a number of times in altering such a situation where there was, I was positive, no pressing need of such parsimoniousness as was always exhibited under this condition.

If they are known to have the traveling bee in their bonnet don't lose any time, as I said, in broaching the topic of quantity buying. In going off on a journey nobody likes to run short on stockings, but they sometimes forget this important item when ordering their other necessary supplies. So when you have a chance to remind them about it, if you see them at another counter in your vicinity, just say a word for yours

when they are at liberty. Of course, you have to be very nice and polite about it—that goes without saying.

The 3-for-a-dollar sales have had quite an influence in biasing people on the side of increased purchasing, for 33⅓ cents to some seems a big pile less than 50 cents per.

When you have a special sale telephone the fact to all your best customers, letting them know personally just what advantages you have to offer. Tell them when it closes and urge them not to delay the matter until the very last thing, as there is a much greater choice of selection at the beginning of a sale than later on, when everybody has had a chance at them. Talk over the phone to the customers themselves—don't leave the message to be repeated to them by a third party, as the latter is liable to forget all about it and then your effort is so much time wasted. Pull every legitimate wire to further quantity sales. When you get hold of a patron who is an extravagant piece of femininity make the very most of your opportunity. Bring your best reasoning powers to bear on her. Draw her attention to the fineness of the mesh and descant volubly on the beauty of the design and coloring. Also don't let the length get away from consideration. All the little details you should dwell upon strenuously. Help her to make her selection, bringing to the front with a flourish anything that you consider especially elegant. A woman who does not have to count the cost—to whose pocketbook there is no bottom—should leave an order with you that would warm the cockles of your heart to the sizzling point. Antoinette Amsden.

Woman's Imagination.

"I can't stand this any longer, doctor," said the nervous woman. "If the patient in the next room to mine, No. 22, doesn't keep quiet at night I must change my room or leave the sanatorium altogether."

"What's the trouble?" asked her physician.

"She has one of these squeaky old wooden bedsteads, and every time she turns over it awakens me. Last night she did nothing but toss to and fro, and I didn't get a single wink of sleep."

"I'll see to that at once," he assured her. "A woman in your condition certainly must have absolute quiet at night. I'll have the patient in No. 22 sleep on the roof. The fresh air will be better for her, anyway."

The next morning the nervous woman appeared in the consultation room of the sanatorium in radiant mood.

"How did you sleep?" asked the doctor.

"Perfectly," she replied. "I'm so much obliged to you. It made a great difference."

"I knew it would," he said, gravely.

He was telling the truth, because he knew the power of the imagination in disease, especially of the nerves. As a matter of fact, No. 22 had not been occupied at night for three weeks. The patient had been sleeping on the roof all the time.

The Best Policy.

The Agent—I have here the finest policy that was ever written.

The Merchant—I've been carrying a pretty good one all my life.

The Agent—What is it?

The Merchant—Honesty.

Trunks and Bags

Eifert's Trunk Factory

73 Canal St. Grand Rapids, Mich.

We are manufacturers of

Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

20, 22, 24, 26 N. Division St.

Grand Rapids, Mich.

Bo Peep Teddy Bear Goosie Gander

blankets for the baby are new and very popular. We have them in pink and blue, size 36x48, price 60 cents each. We also show a good stock of regular sized blankets and comfortables as follows:

Cotton Blankets

plain white, gray or tan @ 47½c, 60c, 70c, 75c, 95c, \$1.05 and \$1.25 each, fancy colors striped and plaids @ 65c, 80c, 95c, \$1.25 and \$2.00 each.

Camp Blankets

@ 85c, 90c, 95c, \$1.20, \$1.25 and \$1.50 each.

Wool Blankets

@ \$2.25, \$2.50, \$3.50, \$4.00, \$4.25 and \$4.50 each.

Comfortables

@ \$9.00, \$12.00, \$15.00, \$18.00, \$21.00 and \$25.00 per dozen.

Ask our salesmen or write. Mail orders receive prompt and careful attention.

Grand Rapids Dry Goods Co.

Wholesale Dry Goods

Grand Rapids, Mich.

Until further notice we will close Saturday afternoons at 1 o'clock.

Fall Dress Goods

A full and complete line of Broadcloths, Cashmeres, Serges, Mohairs, Batistes, Flannels, Poplins, Poplars, Danish, etc., at prices that are right. It will pay you to inspect our line. * * * * *

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

Tactics Employed To Build Up a Millinery Business.

Written for the Tradesman.

"Some women," said the stylish milliner who keeps her senses open to "every breath that blows," "some women," she repeated, "are just as 'easy' as rolling off a log. Others, you have to persuade, cajole, flatter. It makes all the difference in the world, about making sales, what sort of a customer you have to deal with. One woman will rely implicitly on what her milliner tells her as to what is going to be fashionable and is becoming and also in regard to the item of expense. In such an instance as this the saleslady can fool the patron to the queen's taste if it is in her heart to be unscrupulous. Sometimes she takes advantage of this position confidential and soaks the customer good and plenty. If the latter is not bright enough to discover the imposition well and good for the one who abused her trust, but if she finds out that 'All is not gold that glitters' the salesperson is apt to have to whistle in vain for her customer to come back to her.

"You have to 'get next to' a patron before you can call her your very own; before you can be quite sure that she will return to you every time she is in need of headwear—or thinks she is, which amounts to the same thing. You have to 'keep 'em comin',' don't you know. Why, I have one girl in my employ who beats any one I ever had any dealings with in selling to anybody and everybody. She is good to look upon herself—'good for sore eyes,' as 'twere. A little bit below medium height she is, with a wealth of beautiful tawny hair that goes well with her peaches-and-cream complexion. Her nose is the merest mite retousse, which gives her face an interestingness—a piquantness—it otherwise would lack. Her head is well poised on a slender throat of alabaster whiteness. She has the cutest little hands I ever saw on mortal woman—not even on the stage, where they are at a big premium. Their shape is simply perfection and dimples nestle lovingly in the soft flesh. She knows, too, how to use those pretty white hands. She does not make the mistake of eclipsing them with a lot of rings, but wears only a single circlet on each hand—a lovely opal with an unusual play of colors even for these iridescent stones and a large matrix turquoise surrounded with tiny but beautiful diamonds, the Christmas gift of a rich (but cranky) old ancestor, who, by the way, is liable to turn up his toes to the daisies any one of these balmy sunshiny days and when he does he will leave her a pile. I suppose I shall lose her then. She has worked so long and so faithfully for me that I ought to be very glad to see her have a splendid vacation.

"Being, as I have stated, so fine looking almost anything in the line of headwear looks nice on her. Perhaps some things are not quite so becoming to her as others, but she couldn't look homely in anything if she tried; and, seeing how elegant she appears, women who have not much taste or

discernment imagine that they, too, will seem just as lovely in the same. If a pretty girl customer is the one who is 'trying on' hats she, as well as my saleslady, will look well in hats at random. But a fat old dowager should not jump at the conclusion that she can attempt chapeaux that youth and beauty may essay. And here comes in play a little artfulness:

"My handsome clerk does not try on herself anything that would be regarded as not appropriate to the age and station of the aforesaid dowager. Rather she selects for inspection hats that would be perfectly suitable for the lady in question. She flatters her delicately and withal handles her so adroitly that before the patron hardly knows it she has selected, paid for and ordered sent home a hat so costly that it flattens her pocketbook as if a pachyderm had set down on it one of his ponderous pedals.

"And it's quite the repetition of this little comedy in waiting on the younger element. She caters to all their little whims and fancies and makes them believe that the moon really is made of green cheese. She never antagonizes the girls, but sides in with them in a most agreeable way.

"She is just as polite to the poor people as to Milady who drives down from Nob Hill in her carriage with almost the pomp of royalty; in the first place because it is right and in the next because it makes steady patrons of transients, who, also, sometime may be riding in their own chaise, which change in fortune I have many times seen brought about by the whirligig of time. A milliner—nor any other dealer—can not afford to slight any customer, no matter who. That's the way to build up trade, and that's the way I built up mine."

J. Wardell.

Voting Funds For Fountain Street School Building.

Grand Rapids, Sept. 28—The erection of new school buildings on Fountain street reminds the writer of the crowded condition of the schools of District No. 1, in the year 1871 (contained in that part of the city lying east of Grand River and south of Trowbridge street, and a number of sections adjoining the city in Grand Rapids township) and of the necessity that compelled the erection of primary building No. 3 (soon to be demolished), located on Fountain street, replacing an old frame building used for school purposes. The four small frame buildings, one located on the southeast corner of Bridge and Ionia streets, the second on the southeast corner of Wealthy avenue and South Prospect street, the third located on the northwest corner of South Division and Bartlett streets and the Fountain street building, became so crowded that the erection of an additional building could no longer be postponed. Plans for No. 3 were drawn to cost \$20,000 and submitted to the taxpayers for consideration at the annual meeting of the school district. Former Congressman Foster, the moderator, presided and an argument favoring the recommendation of the Board that the amount needed for the erection of the proposed building be raised by a levy upon the

property of the taxpayers was made by Hon. Thomas D. Gilbert, the director. The question was discussed at length by others and then a deadly pause followed. The wealthy taxpayers studied their neighbors doubtfully, but all remained frozen to their seats. It seemed that \$20,000 was a vast sum of money to invest in a primary school building. The four old buildings had been erected for less than one-fourth of that amount. Finally a little old man, sitting at the rear of the hall, bent with the weight of many years of toil, unsuccessful financially in his undertakings, and having in mind solely the interests of children of the city seeking education in the public schools, arose and in a thin, sharp voice piped out:

"Mr. Moderator, I motion that we raise \$20,000 by taxation for the purpose of building a new school house."

A tardy support to the motion followed, and when the question had been put to the taxpayers it was carried by a large majority, and the director entered Timothy W. White's name in the school history of Grand Rapids.

Arthur S. White.

Citing an Exception.

Dinks—Kindness always conquers.

Winks—Oh, I don't know! I once

knew a man who tried it on a mule.

Dinks—Well?

Winks—His funeral was largely attended.

The great life expects to fail often, but it determines never to stay in failure.



"Always Our Aim"

To make the best work garments on the market.

To make them at a price that insures the dealer a good profit, and

To make them in such a way that the man who has once worn our garments will not wear "something just as good," but will insist upon having **The Ideal Brand**.

Write us for samples.

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



How Much Would It Be Worth?

Mr. Merchant, How Much Would It Be Worth to you if you could do your Order Taking and Bookkeeping with one single writing?

How Much Would It Be Worth to you if you could have a System that would save you at least three-fourths of your valuable time?

How Much Would It Be Worth to you to have a System in your store that would do away with Counter Book, Pass Book and Ledger?

How Much Would It Be Worth to you to know at any time exactly the amount you have in outstanding accounts?

How Much Would It Be Worth to you to have every account posted to the dot, ready for instant settlement?

How Much Would It Be Worth to you to stop neglected or forgotten charges?

How Much Would It Be Worth to you to follow every C. O. D. order until the money is in the Cash Drawer?

How Much Would It Be Worth to you to have an integrity check on every clerk in your store, and Stop Credits and Credit Limits to control your business when you are out of your store?

How Much Would It Be Worth to you to have 180,000 selling suggestions brought before the minds of your clerks and flashed before the eyes of your customers each year?

How Much Would It Be Worth to you to have a device in your store that would save you from \$1.00 to \$5.00 every day in time and losses and make you an equal amount in increased trade and increased sales?

What Would It Be Worth to you to have satisfied customers to assist you to hold the trade which you have and to win more?

Stop long enough to consider these things! You will never regret it. We are able to show you how each and every point mentioned above can be accomplished. Let us hear from you!

The American Case and Register Co.
Alliance, Ohio

J. A. Plank, General Agent
Cor. Monroe and Ottawa Streets
Grand Rapids, Mich.

McLeod Bros., No. 159 Jefferson Ave.
Detroit, Mich.

Send more particulars about the American Account Register and System.

Name

Town

State



Something Concerning the "Swedgy" Stripe Shirts.

Recently my eyes feasted upon a windowful of extremely neat-looking shirts of the style called the "Swedgy" stripe. They were all arranged on nearly upright fixtures and presented a very attractive appearance. A few were of Copenhagen blue. They were of madras in two tones and some of them had an inconspicuous mercerized figure between the hair stripes. There was a wide pleat down the center which was embellished by a row of lustrous crockery color self-shank stud buttons, four of them, and the cuff buttons matched these, only they were larger, of course. The pleat I mention had four narrow stripes of dark Copenhagen blue and the attached cuffs had six of these stripes, parallel with the wrist edge. The stripes on the body of the shirt were also Copenhagen blue, but much lighter in shade. The collar was white and the bow was of soft silk, also Copenhagen blue. The sleeves of all the units in that "Swedgy" stripe shirt window were pinned up near the top and this gave a uniformity to the exhibit. A band of the same blue confined them at the waist into a small space, forming a flare below. The toggery shop where these were on display is a small place with but one window. A great many people are daily drawn to its inspection because there is invariably so little in it. This is a statement that, unfortunately, can not be made concerning all clothing windows. You often hear it said:

"Oh, there's so much stuff in that window that you can't see a thing—I don't care to stop in front of it."

Long Cloaks To Be in Vogue.

If present indications count for anything they point to the fact that long coats for women are to be in vogue for the winter. They are generally hard to walk in, but for driving they are much more acceptable than a short jacket. There's nothing jaunty about a long cloak; it's only the women of good sense that will purchase them, for the warmth there is in them for the lower limbs, although I will say that the long belted Directoire coats with points at the front, sides and back border a trifle on the jaunty. The knee length cloaks are "neither hay nor grass" and are not very becoming to the average figure. Coat sleeves are of good length and are voluminous enough to suit anybody who doesn't like to be pinched. Fancy cuffs and broad revers are seen on many of the outer garments in the shop windows. Soutache braid and radium

silk braid enter quite largely into decoration. Choice is about evenly divided as to single or double breasted effects. Satin pipings and striped velvet are used to quite an extent on the wide lapels. More and larger buttons are seen this year than last, forming an important item in embellishment. Many of them are set with the semi-precious stones that are liked so well in belt buckles, combs for the hair, bracelets and other articles of jewelry. They add a good deal to the cost of a garment, but give a distinctly Frenchy touch that is very enticing to stylishly inclined folk. Frogs of passementerie are seen on many of the long plain wraps, which give a decidedly military finish that captivates those having a penchant for the togs of army life.

Directoire Leads Accessories.

The Directoire style of gown is making its influence felt on all kinds of dress accessories.

There's the girdle belt. This is often seen in gold tinsel or iridescent tinsel. It is several inches longer than a lady's belt measure. One end lies diagonally across the front, while the other is wound once around it, flat, and pinned in place. Both ends are V-shaped and have a fancy gold or silk tassel at the apex.

On a slender person one of these belts might be very pretty, but the fat woman—well, if she wants to appear more tublike still, just let her attempt to go about in one of these Directoire girdles. She'll wish she had her money back the moment she takes it off.

Dress sleeves likewise are impressed by Directoire ideas. No more are elbow lengths to be seen on every other waist. Sleeves are to be long, long—so long that they will reach almost to the middle of the hand. This will entirely do away with the sight of the scrawny arms so indiscriminately displayed to the public during the past season.

Some More About Elegant Furs.

Last week I had something to say about a few of the new furs appearing in shop windows. Since then I have seen some elegant specimens in ermine.

Everything in ermine is made up flat. One fine stole reached almost to the bottom of the dress.

In wearing a stole of this description the owner has to handle it very carefully in getting in and out of an auto, carriage or street car—few ermine people patronize the latter means of locomotion, but once in a while the emergencies of life demand it. I have seen elegant long white bear skin or white fox shawls and

white or evening tinted boas all mussed up by the wearers being careless with them when getting in and out of a vehicle. Of course, they could be sent to the cleaner's, but a little forethought would have preserved their pristine freshness.

This long stole of which I spoke was about eight inches deep in the back, the spread across the ends being fully fifteen inches, or possibly more. The ends of the stole were fashioned in a V shape, with the apex at the lower part. At intervals of the entire length there were set in the little ermine tails, and there were three rows of tails at the bottom. The lowest row was set on at the very edge, so that there was no ermine underneath them—you could see right through them. There was a space of ermine showing between the rows the same width as the length of the tails. One end was to be worn below the other so as to display the wealth of tails, which were certainly extravagant in number. The hand-warmer was a "pillow" muff, ornamented, like the stole, with a quantity of tails. There were no heads used on these luxurious furs. My, but the lucky woman into whose possession falls this magnificent set ought to be a very happy piece of femininity! Whoever loves her enough to present it to her will have to go down pretty deep in his blue jeans. Some woman will be able to make her friends and enemies alike jealous of her stunning appearance in this "badge of royalty," for there's always some indulgent man who is fond of glad raiment himself and admires the beauty of a particular woman sufficiently to be not only willing but delighted to contribute to her happiness by purchasing something that is going to set off her loveliness and make her even more charming to look upon.

Disappointment is often only a turn in the road to the highest appointment.



TRADE WINNERS.

Pop Corn Poppers,
Peanut Roasters and
Combination Machines.

MANY STYLES.
Satisfaction Guaranteed.
Send for Catalog.

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

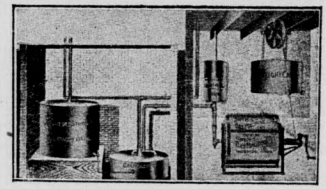
All Kinds of Cut Flowers in Season

Wholesale and Retail

ELI CROSS

25 Monroe Street Grand Rapids

Light Economy



Your lighting expenses can be most effectively reduced by using superior lighting systems. The Improved Swem Gas System not only costs less to operate but gives a clearer and brighter light. Write us.

SWEM GAS MACHINE CO. Waterloo, Ia.

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.

We have a good stock of
about the best

Plum Jam

you will run across. It is in one pound glass jars and in half gallon stone jars. This is made from the rich California Burbank plums and is certainly a head-liner when it comes to the right goods. Of course we make and sell more marmalades than anything else, but we know how to make Plum Jam, and we did ourselves proud on this season's pack.

We will send you as a sample a glass jar of this, prepaid, for a postal card with your name and address on it. We want to do business with you. It will help you and help us.

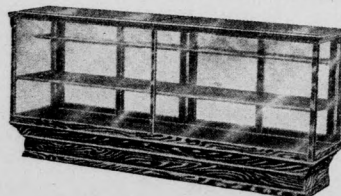
H. P. D. Kingsbury

Redlands, California

(Where the oranges come from)

W. S. Ware & Co., Distributors
DETROIT, MICH.

IMPROVED SHOW CASES MEAN INCREASED BUSINESS



Every style of case we make is patterned along that "Business Builder" idea, and that's one reason why ours are better cases for you. Besides we save you in price by selling direct. Our catalog shows their many prominent points of merit. If they are not as represented we pay freight both ways. Send for prices.

Geo. S. Smith Store Fixture Co.
Grand Rapids, Mich.

THE BEAUTY PARLOR.

Advice Concerning Its Mysteries by One Who Knows.

Written for the Tradesman.

This little screed has to do with the girl who likes to know nice ways about the care of her hair.

In the very first place, if you are a frequent or even a transient visitor to the Beauty Parlor don't, I beg of you, ever allow yourself to use the promiscuous brushes, combs, curling irons, wavers, etc., that are to be found in all the booths. Although the brushes and combs may be washed and sterilized once a day, by night, after having been used on dozens of heads of all degrees of uncleanness, they are certainly not fit to put to the head of the person who is at all particular. Even the Beauty Doctor herself says that this is true. And you know it without being told. One's own dirt is bad enough, but to be obliged to suffer under that of Mrs. Tom, Mrs. Dick and Mrs. Harry—or Mrs. Tom's, Mrs. Dick's and Mrs. Harry's daughters—is a trifle too much.

I well remember the first time I entered the Beauty Doctor's sacred precincts.

I was as green as grass as to the ways of such places. I thought I'd begin on a shampoo, as I imagined that that would be as simple as any of the rigmarols the attendants would go through. I was requested to "Step into this booth, please." I did as I was told and the curtains were drawn behind me by a pretty young girl, about all of whom you could see was an attractive face, plump white arms and a great big white apron which covered her shoulders and reached to the bottom of her dress, which last, by the way, and her apron she left each night in her booth, exchanging them for street attire. Each attendant has her own booth and the girls are not supposed to touch each other's belongings. They have to buy their own combs and brushes and these are jealously—and zealously—guarded to save them from the purloiner. I do not mean by this that one girl would steal another's things. No, their disappearance is never connected with such a word; but still, smoothing brushes and Frenching combs and crimpers have a way of coming up "non est" so often in these parlors that if a "hairdresser girl" is wise she will cut or scratch her initials or name in everything that she wants to see walking back when it is "missing."

After my first day's experience at the Beauty Parlor I decided that "Discretion is the better part of valor" and provided myself with an Ideal brush (than which there is nothing better for "getting at the roots" of the hair), smoothing brush, two Frenching combs and two curling irons, so that when two girls curl me at once I will have enough tools for them to work with. I also keep in my box at the hairdresser's my own combing apron, powder rag (a piece of soft old white knit underwear is the very best kind of thing to use for powdering—chamois slips and slides and a puff does not distribute Na-

ture's counterfeit evenly), plenty of extra hairpins and anything else I might need in the way of supplies of this description.

After I got all these little necessities accumulated at one Beauty Parlor I set about and duplicated them to keep on hand at another Beauty Parlor which I also patronize, so that I may have "my own dirt" at both establishments. I leave both boxes in the care of an attendant whom I can trust, the one I like best to do my work at each place.

When you begin to be a regular customer at any hairdresser's, try all the girls on a dressing, shampoo, oil glow, etc.; also if there are several different ones who do facial massaging and manicuring try these, and after you have found which ones' work you like the best then stick to those special girls. You will find this a very good plan to follow. After you get used to having one person for each variety of work, and she discovers what pleases you, you will get along better together than if you are always changing girls. If you find one who does the best shampooing, for instance, but who is not so expert on a "do-up," then have her when you want a fine scrubbing but are not so particular as to how your hair looks when it is finished. If you want a shampoo and an elegant dressing the same day, and have to have two different attendants, and the latter work is more essential than the former, have your hair done up beautifully and let the washing go until you can get your favorite shampooer. By managing rightly you can get along very nicely.

Always before the girl begins to remove your thousand and one hairpins lay your box cover (or bring along a clean piece of paper for the purpose) on the shelf in front of you and have the pins deposited thereon. There is danger lurking on the exposed wood of the shelf of which you should beware, beware! To facilitate matters you yourself assist in extracting the pins. Time counts in the Beauty Parlor. Jeanne.

How To Make Grocery Advertising More Effective.

Written for the Tradesman.

The retail grocer as a rule is not given to using strong advertising copy. In the majority of cases a long list of articles with their prices constitutes the advertisement.

While price appeals to the pocket-book, how much stronger the advertisement would be if he gave a good description of the articles, appealing to the sense of taste, love of appetizing things, etc.

A grocery advertisement ought to be so appetizing that it actually leaves a flavor in the reader's mouth.

If the retail grocer would make his advertisements appetizing they would be interesting to the housewife, who would naturally be attracted to his store.

Then, provided his store is neat and clean and his goods really as his advertisements state (no grocer should handle anything but the best), and if his customers are given prompt

and courteous treatment, new customers will not be lacking.

New articles of food are being introduced constantly and the housewife is always on the lookout for suggestions to vary the home table.

The grocer who gets away from the "price-list" habit of advertising (which is expensive, as it does not bring results) and advertises seasonable goods in an appetizing manner secures the business, as the present custom of calling for and delivering orders obviates the necessity of buying from the nearest corner grocery, but the delivery feature should be carefully watched so that the groceries for the mid-day meal will arrive in time, not a few minutes before meal time, which, I am sorry to say, is a frequent occurrence.

It has been my personal experience that of two grocers advertising an article, at the same price, the one who gave the appetizing description was the one who got the business. In fact, even although he charged a trifle more than his competitor of the "price-list" habit, the housewife who read his advertisement would be most likely to give him the order, as the desire created by his description of the good points would not be overbalanced by the matter of a cent or two in price.

Advertise but a few seasonable articles at a time—specialize them—make your descriptions so appetizing they will leave a flavor in the mouth of the reader and have the price conspicuously displayed.

In the case of staple groceries, bring out the points of difference; why your brand is more desirable than the ordinary kind, etc.

Advertisements of fancy groceries, fruits, etc., should appeal to the imagination, by full description of taste, color, fragrance or healthfulness of the article.

Grocers, wake up. Tell your customers more about your goods. It will be to your advantage.

W. H. Myers.

Freshening Up Rubber Goods.

Perhaps nothing sold in a drug store assumes a soiled and "second hand" appearance more quickly than atomizer bulbs, hot water bottles and other rubber articles which the customer handles. Rubber is very easily soiled, showing finger-marks and dirt. The delicate powder finish comes off. To restore the original appearance of the goods, wipe them with a flannel cloth slightly moistened with gasoline.

Grand Rapids Floral Co.

Wholesale and Retail

FLOWERS

149 Monroe Street, Grand Rapids, Mich.

HEKMAN'S DUTCH COOKIES

Made by
VALLEY CITY BISCUIT CO.
Not in the Trust
Grand Rapids, Mich. Denver, Colorado

We Want Hides, Tallow, Pelts Furs and Wool

at Full Market Value
Crohon & Roden Co., Tanners
37-39 S. Market St., Grand Rapids

We Want You if You are a Real Living Salesman

We don't want any "Near" salesmen, nor men who "Used to be Corkers," but men who are in the top-notch class to day, right now. We know that it is better to be a "Has-Been" than never to have been at all, just as it is better to have loved and lost than never to have loved at all, but—
The man we are after is the man who has good red blood in his veins, who is full of vim and vigor and who doesn't know what a "Turn-Down" means.

If you belong to that class write us, and you may find we have a proposition that means progress for you. Straight commissions, new and profitable, for both the salesman and retailer. (Mention this paper.)

BOSTON PIANO & MUSIC CO.

Willard F. Main, Proprietor
Iowa City, Iowa, U. S. A.

Flour Profits

Where Do You Find Them, Mr. Grocer?

On that flour of which you sell an occasional sack, or on the flour which constantly "repeats," and for which there is an ever increasing demand?



is the best "repeater" you can buy. Your customers will never have occasion to find fault with it. When they try it once they ask for it again because it is better for all around baking than any other flour they can buy. Milled by our patent process from choicest Northern Wheat, scrupulously cleaned, and never touched by human hands in its making. Write us for prices and terms.

BAY STATE MILLING CO.

Winona, Minnesota

LEMON & WHEELER CO.

Wholesale Distributors
GRAND RAPIDS, MICH. KALAMAZOO, MICH.

PIANOS. If you try as hard as we have to get the Best piano for your money, you will do what we have done—pick one of these: Weber, A. B. Chase, Fischer, Franklin, Hobart M. Cable, Hoffman. Payments may be made a little at a time.

Friedrich's Music House, 30-32 Canal St., Grand Rapids, Mich.



EASY GRAFT.

How the Salesman Fell Into the Pinkerton Trap.

If there was anything I liked particularly well in my active days it was a piece of new and easy graft. I enjoyed it as well as a coquette enjoys a new victim.

Speaking from sad experience, however, I would like to warn all my brother con men against breaking into new fields. If a man must live off the gullible public, he would better stick to his own line. If he is a gold brick man, he is likely to get into trouble when he tries to sell lightning rods. He may get the money and get away with it, but there will be a come back somewhere that his experience hasn't taught him to guard against.

It was a tactical mistake of mine to quit the bunko game in Chicago. I always got enough easy money for an easy living, and I never had any trouble with the police. In the old days these things were always "fixed," and the worst that could happen to a man was to be compelled to take a ten days' vacation at Lake Geneva, while the trouble was blowing over.

Yet when a friend of mine came to me with a new piece of graft I fell for it, just like any other sucker, because it promised to be easy and interesting.

My new graft was the book agency business. I hired out to sell encyclopedias for a Chicago house. It was one of the most foolish things I ever have done, but my pal had worked up a scheme to play both ends against the middle, and the money came so easy that it was a shame to take it.

We were selling a set of books on the installment plan—\$2 down and \$1 a month. We got \$5 for each order, and our plan was to get both the books and the commission, and let the publishers hold the bag.

At that time I had a good many friends in Chicago, small business men of one sort or another, who were not too conscientious to help an industrious con man turn an honest penny. I would go to one of these and sign him up for an order, using a fictitious name. Then I would deliver the books, turn over the \$2 to the house for the first payment and collect \$5 for my first commission. It was easy enough to sell the books to a second hand dealer or to an outsider for about a third of what they were worth.

My pal was working the same game. We figured that we had at least a month to go on, and perhaps

longer, for when the collector called for the second dollar it was easy enough to stall him off. The man who had bought the books—signing the fictitious name, of course—had skipped out, leaving no address. Nobody knew what had become of him, and of course that ended the collector's business at that place.

It always has been a wonder to me how anxious those publishers were to get orders. And my pal and I were willing to accommodate them. We sold encyclopedias right and left, making hay while the weather was good. The boss stood for it all, apparently without a suspicion.

There is no doubt that for two or three weeks my pal and I broke the records for book selling by subscription. We came in every night with a long string of orders. They were good orders, every one of them. They stood up. When the books were delivered there never was any trouble about them being received and paid for.

The Chicago manager of the big Eastern firm thought we were little wonders. He never had such a pair of winners before. He fairly groveled before us, he was so afraid that we would quit and go to another house. He paid us our commissions promptly and took all the orders we O. K'd without making any investigation.

It was easy picking all right. We had money in all our pockets and kept drawing in advance from the firm, and they never refused to honor our calls for advance money.

Now, I've been a con man, with all that the name implies, but I've always been square with a pal and always ready to lend a helping hand to a friend in hard luck. There is a freemasonry of a kind in the brotherhood, and it is seldom that I have met with treachery on the part of a professional brother I have trusted.

While we were in the height of our prosperity on the book graft an old crook, whom I had known years before, but had not seen much of lately, came to me with a hard luck story. I offered him money, but he refused it.

"I can see that you are on something easy," said he. "I wish you would tip me off. I want to go to Minneapolis, and if I could pick up a few dollars to get some better clothes and pay the expenses of my trip I am sure I can land something worth while up there."

"Well, wait until I see my partner," I said. "I can't do anything without his consent, because it really is his graft that we are working on. If he is willing I will see you after

supper, and put you next to something that is easy. No big money in it, you know, but it just drops into your hand without shaking the tree."

He seemed real anxious and grateful about it, and I hurried away to find my pal and ask his consent to take in a third man in our combination.

"Are you sure this fellow is to be trusted?" he asked.

"Yes, I'll vouch for him. He's all right, but his luck is bad, and I want to do him a good turn."

"All right," said he. "This business will begin to get dangerous after a couple of more weeks, anyway. When they begin to make collections all around and learn that all their customers have skipped out there'll be the mischief to pay. We want to take a vacation before they begin to get wise. In the meantime, let your friend in, if you think he's safe."

I saw the man with the hard luck story that night, explaining our method of working the book graft. He was delighted with it, and eagerly enquired for full particulars.

"It's the finest thing I ever struck," he declared. "I know a dozen men I can get orders from who will stand for the deliveries."

"You may go and see the manager in the morning," I said. "Tell him I sent you. I am going under the name of Smith. Don't forget that. You may give him any name you please."

The next day the manager told me that he had hired a friend of mine and that he believed he would be a good man. He seemed pleased about it, and suggested that I send him another agent if I could find one.

For two or three days nothing was said about the new man, and everything was sailing along with apparent smoothness. Then we decided that it was nearing the time for us to make our getaway. I called for \$65 that I had coming to me on commissions, and the manager told me to come back at 4 o'clock that afternoon.

I didn't feel right about it, somehow, and was tempted to clear out that afternoon and let my \$65 go. But it seemed foolish to be afraid without cause, and I refused to obey the "hunch." I went back after my money.

There was a stranger in the office and the manager introduced me.

"Mr. Smith," said he, "I want you to meet Mr. Pinkerton." Mr. Pinkerton bowed to me and I bowed to him without offering to shake hands. A slow, grim smile spread over his face.

I looked from one to the other and saw that the jig was up.

It was Matt Pinkerton, and he had a warrant for me.

I attempted to play innocence, but in a few crisp, short sentences he showed me that he had conclusive proof against me. I would have taken a year in the penitentiary at that moment and considered myself lucky. I followed Pinkerton to his office.

"How did you get me so completely?" I asked.

He smiled, but would not explain. Then it flashed over me at once. The

man who was down on his luck—the old friend of mine to whom I had explained the graft, was a traitor. He was in the employ of the Pinkertons. He had trapped me as neatly and completely as ever I had trapped a victim.

I knew when to throw up the sponge. I was held to the grand jury on \$1,000 bond, but on account of my perfect frankness Pinkerton did not attempt to put me in jail. I slept in the dormitory with his men, and would go out with a guard to get my meals.

I became seriously ill and I was allowed to go to Michael Reese Hospital, where I was treated as any other patient.

A remarkable circumstance happened to me in the hospital—something I had read about, but always believed to be a fairy story. My hair turned white in a single night.

I did not know myself when the nurse brought a mirror to the bed so that I could see what a wonderful transformation had taken place.

Things fall out luckily sometimes, even for a con man. When I went before the grand jury I discovered that one of the Assistant State's Attorneys—the one who had charge of the case—was a boyhood friend of mine. I will not tell his name, nor even the year when this occurred. I managed to give bond and left town, keeping in touch with Matt Pinkerton, so that when my case came to a hearing I could come in and take my medicine. But I was hopeful all the time that the case never would come to trial. And it did not.

When I came back to Chicago I discovered that the case had been dropped. It never has been heard of again.

I noticed that no indictment ever had been returned against the man who trapped me, and I was pretty sore for a while. But I did not see him, and after a time my enmity wore away.

It was the merest accident that I kept out of the pen at that time, and afterward I was more careful about taking up a new line of graft with which I was not familiar.

Anyone is right who acknowledges that he is wrong.

THE HERKIMER—"European" GRAND RAPIDS, MICH.

Electric light, steam heat, running hot and cold water in every room, private and public tiled baths, telephones and all modern conveniences. Rates 50c a day up.

Good Sunday Reading

We recommend that you read our Sunday dinner menu card next Sunday. It makes excellent Sunday reading.

Dinner 5:30

Hotel Livingston
Grand Rapids

Some New Tricks To Assist in Making Sales.

Dan Macquinn, who runs a general merchandise store in a country town, conducts more bargain and special sales than all the other merchants put together. And the seemingly strange part of it is that he makes a big success out of every sale.

Dan is a heavy advertiser and spends money in the newspapers announcing his bargains, and the rapidity with which he pulls off these numerous sales is wonderful. The other merchants all wonder how he does it, and even the customers do not get wise to Dan's clever system of selling goods. There are tricks in all trades, but Dan MacQuinn certainly has the retail selling game cornered for smooth selling schemes.

Recently he conducted a tinware sale. All kinds of tinware household utensils were displayed on tables and shelves about the storeroom. Directly in the center of the room was an immense standing case with eight or ten shelves, on which was arranged a wide variety of pieces of tinware all marked to hold figures.

About the time the store was packed with bargain seekers there came a terrific crash from the center of the room. A lumbering expressman had tipped over the case, and the tinware was scattered everywhere, but not damaged to any extent. Dan immediately rushed to the scene of the confusion, so did all the women attending the sale. After giving the drayman a severe calling down, Dan, who appeared to be in a terrible rage, announced that rather than pick up one piece of the ware he would sell every piece for 6 cents. The original prices, marked plainly on each piece, were from 10 to 15 cents. Dan sold every piece right from the floor and did it in less than five minutes.

If any one of the bargain seekers had happened around the store after the sale was over they would have been surprised to see Dan handing the expressman a piece of money. It was a part of the scheme to tip over the case and work off that lot of tinware at 6 cents. Dan knew he could make money on the volume of sales at that price, while the goods would never sell at the marked prices. He never expected to sell them, except by the accident scheme.

Another sale which he conducted was made a tremendous success by a similar hoax. He advertised a general sale of women's wear, but featured skirts as a special. When the day of the sale arrived he had skirts of every description and size displayed on revolving racks in various parts of the store. During the sale Dan was much in evidence. When he saw a group of women about one of the racks he walked up, removed several of the skirts from the rack and started to walk away. Then accidentally the armful was dropped on the floor. Immediately he flew into a rage over his own carelessness, and declared that, rather than pick them up he would sell them as they lay on the floor at \$3.50. They were all marked \$6 or more, and cost a little more than \$3. Not a skirt was left on the floor, and Dan did not pick them up, either. And

they were really a bargain at that price.

Dan was making a good profit on these skirts considering the number he sold. With each new crowd of customers the trick was repeated, but in a different part of the store. He was careful to see that the former buyers were well out of the way. Or perhaps he would use some different trick which would have a tendency to arouse his anger and lead him to make a rash offer, which was always taken up on the instant. People about town said he was queer, but that he certainly did give them excellent bargains. So he did, and he was making money, too.

Another time he held a silk remnant sale. The pieces of silk were unfolded and draped over wires, which were stretched about the store-room just beyond reach. Invariably the customer in examining the piece of silk would pull it off the wire and could not put it back. And any piece that came off the wire never went back. If the price was not low enough Dan and his clerks made a rash offer rather than put it back, and every rash offer appeared to be a rare bargain. As soon as a space was left vacant on the wire another piece was put up, and so the sale kept running at a lively pace.

Dan's methods of selling are merely natural ways. He understands human nature and knows the weak part in the human being. He makes sales because he knows how to appeal to people and make them act quickly.

The great trouble with bargain sales is that people are permitted to deliberate over a sale. Unless they can be induced or forced to buy on the moment the chances are they will see something else and change their minds. At all retail bargain sales the deal must be closed quickly if it is to be a profitable sale.

Dan's schemes are perfectly legitimate, because the people are actually getting a bargain. The only thing he is doing is to force them to quick action by acting quickly himself. He conducts his bargain sales to make money and he always accomplishes his purpose.

C. L. Pancoast.

Dissolves Traveling Men's Association.

Binghamton, N. Y., Sept. 28—Justice Lyon to-day granted an order dissolving the Commercial Travelers' Home Association of America. This organization, composed of commercial travelers in all parts of the country, started to build a large home in this city for indigent commercial travelers. About \$50,000 was spent in the enterprise, but the building never advanced beyond the foundation walls.

Petoskey Independent: J. C. Clark has resigned his position with Hirth, Krause & Co. and has taken a similar one with the Grand Rapids Shoe & Rubber Co. The change gives him new territory and one where he is well known. He now has all points on the G. R. & I. and P. M. railroads north of Grand Rapids, and also the Upper Peninsula. He will be able to spend every Sunday at his home in this city.

A Prudent Arrangement.

"Gentlemen," said the drummer to the boys sitting around, "I was reading a letter a few minutes ago, and I noticed out of the corner of my eye various winks and nods on your part. I wish to explain that that letter is from my sister instead of my girl. She writes that all are well at home and hopes I may have my usual good luck this trip."

"But what's the matter with the girl?" was asked.

"Gentlemen, the matter with her is that she is a daisy, and the matter with me is that I am a prudent, far-seeing man and will some day have a partnership in the firm. You want an explanation and you shall have it: When I got home thirty days ago I rushed up to see the little girl, of course. You all know I'm a Taft man. When we had shaken hands I called out, 'Hurrah for Taft!' She dropped my hand like a hot potato and hurrahed for Bryan. For ten minutes we had it hot and heavy."

"Your candidate is too talky!" I shouted at her.

"And yours is too fat," she shouted at me.

"We had it back and forth, and I grabbed my hat to leave the house when she proposed a compromise. It was that on this trip, which is to last ninety days, and seems never-ending to yours truly, neither of us should write the other. We couldn't do it without dragging in politics, and so we would cut it right out. Not a letter now for thirty days, and there won't be one for another sixty days. By that time the agony will be over, and whether Taft or Bryan is elected I can go home and take her curly head on my shoulder and whisper in her shell-like ear:

"Darling, they can all go to Texas and we'll be married on Christmas Day!"

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Sept. 30—Creamery, fresh, 22@26c; dairy fresh, 20@23c; poor to common, 15@18c.

Eggs—Strictly fresh, candled, 23@25c.

Live Poultry—Fowls, 12@12½c; ducks, 10@11c; geese, 9@10c; old cox, 9c; broilers, 14@15c; springs, 15@16c.

Dressed Poultry—Fowls, 13@14c; old cox, 9@10c.

Beans—Marrow, hand-picked, \$2.35 @2.50; medium, hand-picked, \$2.25@2.35; pea, hand-picked, \$2.25@2.35; red kidney, hand-picked, \$1.75@1.80; white kidney, hand-picked, \$2.25@2.40.

Potatoes—New, 65c per bu.
Rea & Witzig.

It's an Ill Wind.

A prominent Chicago lawyer tells of an amusing incident which he witnessed subsequently to a breach of promise suit in which he had acted as the defendant's attorney. The two were standing talking when they were joined by a third man, a friend of the client and an acquaintance of the lawyer. The third man had been out of town for some little time.

"Hello, old man, what are you

looking so blue about?" the newcomer demanded, as they shook hands.

"Oh, I've had a little hard luck—I've got to pay Miss Blank \$5,000 on account of a breach of promise judgment," was the disconsolate reply.

"Say, I'm glad to hear that, old fellow!" the friend exclaimed fervently, seizing the dejected one's hand and shaking it vigorously.

"Glad to hear it! I've got to pay that money, I tell you! What do you mean?" the other demanded in astonishment.

"Say, I'm glad to hear that, old fellow! Enough for us to set up housekeeping on—Miss Blank and I are to be married next month, you know."

The Drug Market.

Opium is weak and lower.

Morphine is unchanged.

Quinine is unchanged.

Epsom Salts have advanced on account of limited supplies.

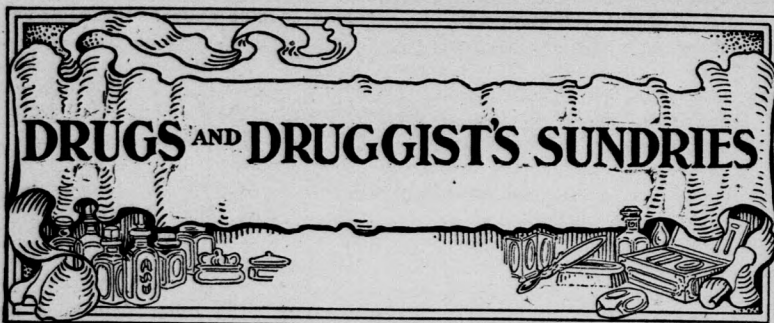
Sugar Milk is weak and tending lower.

Arnica Flowers are very firm and advancing.

The smoke which recently pervaded the atmosphere in various sections of the country, caused great consternation among the negroes in Washington. For three days the capital was shrouded in a yellow haze, and the colored population accepted the strange phenomenon as a warning that the day of judgment is at hand. Prayer meetings were held in many colored homes, and the negro truck drivers on their rounds sung hymns and drove their horses at a funeral pace. "Ah's done finished with craps and Ah's done finished with booze," shouted one. "Now let de trouble come. Ah's waitin'." The Weather Department posted a notice that the haze was smoke from forest fires, but the colored brother regarded it the beginning of the end of the world.

Judge Lazarus, of Bayonne, N. J., where there is a large colony of Italians, has a scheme which he thinks would greatly reduce the number of stabbing and shooting cases that are of constant occurrence in the Italian settlement. He would have the city establish gymnasiums and boxing schools for the Italians where they can develop their muscles and learn to fight in the American fashion. Thus when they get into an altercation they will use their fists instead of knives and guns as is now their wont. That might do for the rising generation, but the hot blooded Italian who has formed the habit of settling trouble with a knife, would take little interest in a boxing match.

Ernest McLean, formerly of the Livingston Hotel in Grand Rapids, where he was employed for eleven years, seven being devoted to the duties of management, has been secured as manager by John Burke of the Burdick House, at Kalamazoo, and enters upon the duties of his new position Oct. 1. Mr. McLean is an experienced and thorough going hotel man and he will give the traveling public the best service it has ever had at Kalamazoo.



Michigan Board of Pharmacy.
 President—Henry H. Heim, Saginaw.
 Secretary—W. E. Collins, Owosso.
 Treasurer—W. A. Dohany, Detroit.
 Other members—John D. Muir, Grand Rapids, and Sid. A. Erwin, Battle Creek.

Michigan State Pharmaceutical Association.

President—M. A. Jones, Lansing.
 First Vice-President—J. E. Way, Jackson.
 Second Vice-President—W. R. Hall, Manistee.
 Third Vice-President—M. M. Miller, Milan.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—A. B. Way, Sparta.

Deodorizing Alcohol.

The following processes are taken from different authorities and are recommended as being satisfactory for perfumes:

1. Add permanganate of potassium to alcohol until it forms a decided color, then set aside for a few hours until the potassium is decomposed, and brown manganese dioxide has settled. A very small amount of carbonate of calcium is then added, and the whole is distilled in a well-cooled receiver. Distill at first slowly, testing the distillate frequently until a mixture of it and a strong solution of pure caustic soda or potash (in the proportion of 10 of the former to 1 of the latter) gives no perceptible yellow color on standing twenty to thirty minutes. The first portion of distillate that yields this coloration should be rejected, and the last one-eighth of the liquid should not be distilled and also be rejected. This alcohol will answer all purposes in manufacturing of perfumery.
 Alcohol160 ozs.
 Powd. quicklime300 grs.
 Powd. alum150 grs.
 Sps. nit. ether1¼ drs.

Mix the lime and alum by trituration in a mortar. Add to the alcohol and shake well, then add the spirits nitre and set aside for seven days, then filter through animal charcoal.

Get Rid of the Stickers.

There is one sure, quick, easy road to commercial ruin, and every year sees thousands of retailers traveling that road. That is, to "let stickers stick." No buyer is so shrewd but that his stock will gather some slow-selling goods, but it is his very own fault if they stay there. Every one of the much-talked-about big city stores has an iron-clad rule which no buyer dare evade; seasonable goods must not be carried over, and no stuff dare be kept on hand beyond a certain time. Watch the advertising of these houses. See how they knife the slow sellers. They don't call them stickers, of course, but you, who have been there yourselves, can read between the lines. If laggard goods will not sell at one price, the

knife goes in again, and if need be, yet again, until the desired result is wrought.

The first loss is the smallest loss. The longer you wait the less the goods are worth. A dollar invested in quick-turning stuff soon becomes two dollars. In stickers that linger on the shelf a dollar shrinks to fifty cents, and by and by to nothing. Do not fool yourself. An article is worth not what it cost, but what it will bring. Goods that have outstayed their welcome never improve in value. Tied-up money earns you nothing. Better have one dollar in stuff that turns over and over than three dollars in shelf-warmers.

Dry Chemical Fire Extinguishers.

Dieterich gives the following formula for a dry fire extinguisher; by a slight modification of it we have a recipe for making gunpowder:

Potassium nitrate60 ozs.
 Sulphur36 ozs.
 Charcoal4 ozs.
 Colcothar1 oz.

Powder separately, dry and mix.

This powder is used by placing it in five-pound round pasteboard boxes, through an orifice in which a fuse is inserted, an end being left hanging out. The extinguisher so made is intended for use in a closed room. It is supposed to act automatically through its property of absorbing oxygen.

Other formulas are:

1.
 Sodium chloride8 parts
 Sodium bicarbonate6 parts
 Sodium sulphate2 parts
 Calcium chloride2 parts
 Sodium silicate2 parts

2.
 Sodium chloride6 parts
 Sodium bicarbonate8 parts
 Ammonium chloride6 parts

3.
 Ammonium chloride10 parts
 Sodium sulphate6 parts
 Sodium bicarbonate4 parts

Improved Insect Powder.

A suitable powder for roaches, ants, bugs, etc., may be made as follows, it is said:

Powd. cloves1 oz.
 Powd. capsicum2 ozs.
 Powd. borax4 ozs.
 Insect powder8 ozs.

Toothache Tincture.

Phenol1½ drs.
 Capsicum2 drs.
 Pulverized opium2 drs.
 Oil of cloves4 drs.
 Chloroform5 ozs.

Broken Celluloid Articles Can Be Mended.

Celluloid, being a form of pyroxylin, is soluble in a mixture of alcohol and ether, and, hence, this mixture may be utilized in mending broken celluloid articles: Mix 3 parts of absolute alcohol and 4 parts of sulphuric ether, and immerse the broken ends in the mixture for a few moments, or until they become "tacky" to the touch, then press them together as firmly as possible. Hold them that way a few minutes, or fasten them together, and let stand for twenty-four hours before using. The following has been recommended as a cement for celluloid: Dissolve 1 part of camphor in 4 parts of alcohol, and add an equal quantity of shellac (i. e., 5 parts) to the solution.

J. Morley.

Howe's Acid Solution of Iron.

This solution is prepared by triturating two fluid ozs. of ferrous sulphate in a mortar, and adding ten fl. ozs. of water and one fl. oz. of nitric acid. No heat is to be employed. When the liquid assumes a clear amber color it is to be bottled. This preparation contains an excess of nitric acid, and, probably also part of the unexpelled nitrous acid. Its medicinal value probably consists in the associated actions of these substances as well as the iron salt. Howe's acid solution of iron is a favorite preparation with eclectic physicians for fulfilling the indications for iron and an acid.

Martin Neuss.

Improved Formula for Aromatic Elixir.

I have used this formula and found it entirely satisfactory. It is quick and simple, doing away with the troublesome picking of cotton to dis-

tribute the orange. As it has saved me so much time and trouble I want others to have the benefit of my experiment.

Orange oil2½ drs.
 Syrup (7 lbs. sugar to gal.) .28 ozs.
 Alcohol32 ozs.
 Water, to make4 pts.

Dissolve the orange oil in the alcohol, add the syrup, mix them thoroughly by agitation. Then add the water and filter through paper.

Cold Cream With Castor Oil.

Spermace3½ ozs.
 White wax3½ ozs.
 Castor oil3 ozs.
 Cottonseed oil12 ozs.
 Rose water7 ozs.
 Oil lavender flowers12 dps.

Melt the greases, and when cooling beat in the water and perfume.

More good men go to the bad in good times than in bad.

Idleness looks on luck as a fairy godmother.

Grand Rapids Stationery Co.

134-136 E. Fulton St.

Grand Rapids, Michigan

Dorothy Vernon

The Most Popular Perfume on the Market



Our Trade Mark Package

The demand is strongly stimulated by a National Advertising campaign in the leading magazines.

The dealer who does not carry

Dorothy Vernon

Perfume

in stock is missing a golden opportunity.

Dealers who wish to put in a line of the best selling perfume of the day are invited to write for full particulars regarding our holiday assortment.

THE JENNINGS COMPANY, Perfumers

Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Aceticum	6@	8	Copaiba	1 75@1 85	Scilla	@ 50	Lupulin	@ 40	Rubia Tinctorum	12@ 14	Vanilla	9 00@
Benzoicum, Ger.	70@	75	Cubebae	2 15@2 25	Scilla Co.	@ 50	Lycopodium	70@ 75	Saccharum La's	18@ 20	Zinci Sulph	7@ 8
Boracie	@	12	Erigeron	2 35@2 50	Tolutan	@ 50	Magnesia, Sulph.	3@ 5	Salacin	4 50@4 75	Oils	
Carbolicum	26@	29	Evechthitos	1 00@1 10	Prunus virg	@ 50	Magnesia, Sulph.	3@ 5	Sanguis Drac's	40@ 50	bbl. gal.	
Citricum	50@	55	Gaultheria	2 50@4 00	Zingiber	@ 50	Mannia S. F.	1 45@1 50	Sapo, G	@ 15	Lard, extra	85@ 90
Hydrochlor	3@	5	Geranium	oz. 75			Menthol	2 65@2 85	Sapo, M	10@ 12	Lard, No. 1	60@ 65
Nitrosum	8@	10	Gossippi Sem gal	70@ 75	Tinctures		Morphia, SP&W	3 00@3 25	Sapo, W	13 1/2@ 16	Linseed, pure raw	42@ 45
Oxalicum	14@	15	Hedera	3 00@3 50	Aloes	@ 60	Morphia, SNYQ	3 00@3 25	Seidlitz Mixture	20@ 22	Linseed, boiled	43@ 46
Phosphorium, dil.	@	15	Junipera	40@1 20	Aloes & Myrrh.	@ 60	Morphia, Mal.	3 00@3 25	Sinapis	@ 18	Neat's-foot, w str	65@ 70
Salicylicum	44@	47	Lavendula	90@3 60	Anconitum Nap'sF	@ 50	Moschus Canton.	@ 40	Sinapis, opt.	@ 36	Spts, Turpentine	Market
Sulphuricum	1 1/2@	5	Limons	1 30@1 40	Anconitum Nap'sR	@ 50	Myristica, No. 1.	25@	Snuff, Maccaboy,	@ 51	Whale, winter	70@ 70
Tannicum	75@	85	Mentha Piper	1 75@1 90	Arnica	@ 50	Nux Vomica po 15	@ 10	DeVos	@ 51	Paints	bbl. L.
Tartaricum	38@	40	Menta Verid	5 00@5 50	Asafoetida	@ 50	Os Sepia	35@ 40	Soda, Boras	@ 60	Green, Paris	29 1/2@33 1/2
Ammonia			Morruhae, gal.	1 60@1 85	Aurant Cortex	@ 50	Pepsin Saac, H &	@ 100	Soda, Boras, po.	@ 10	Green, Peninsular	13@ 16
Aqua, 18 deg.	4@	6	Myrica	3 00@3 50			P D Co	@ 100	Soda et Pot's Tart	25@ 28	Lead, red	7 1/2@ 8
Aqua, 20 deg.	6@	8	Olive	1 00@3 00	Barosma	@ 50	Pieis Liq N N 1/2	@ 200	Soda, Carb	1 1/2@ 2	Lead, white	7 1/2@ 8
Carbonas	13@	15	Pieis Liquida	@ 12	Benzoizn	@ 60	Pieis Liq qts	@ 2 00	Soda, Bi-Carb	3@ 5	Ochre, yel Ber.	1 1/2@ 2
Chloridum	12@	14	Pieis Liquida gal.	@ 40	Benzoizn Co.	@ 60	Pieis Liq pints.	@ 60	Soda, Ash	3 1/2@ 4	Ochre, yel Mars	1 1/2@ 2
Aniline			Ricina	94@1 00	Cantharides	@ 75	Pil Hydrarg po 80	@ 50	Soda, Sulphas	@ 2	Putty, commer'l	2 1/2@ 3
Black	2 00@2 25		Rosae oz.	6 50@7 00	Capsicum	@ 50	Piper Alba po 35	@ 30	Spts. Cologne	@ 2 60	Putty, strictly pr	2 1/2@ 3
Brown	80@1 00		Rosmarini	@ 1 00	Cardamon	@ 75	Piper Nigra po 22	@ 18	Spts. Ether Co.	50@ 55	Red Venetian	1 1/2@ 2
Red	45@ 50		Sabina	90@1 00	Cardamon Co.	@ 75	Pix Burgum	@ 8	Spts. Myrcia	@ 2 50	Shaker Prep'd	1 1/2@ 2
Yellow	2 50@3 00		Santal	@ 4 50	Cassia Acutifol	@ 50	Plumbi Acet	12@ 15	Spts. Vini Rect bbl	@	Vermillion, Eng.	75@ 80
Baccaae			Sassafras	85@ 90	Cassia Acutifol Co	@ 50	Pulvis Ip'et Opil 1	30@1 50	Spts. Vi'i Rect 1/2 b	@	Vermillion Prime	@ 15
Cubebae	24@	28	Sinapis, ess. oz.	@ 65	Castor	@ 1 00	Pyrenthrum, bxs. H	1 00	Spts. Vi'i R't 10 gl	@	American	13@ 15
Juniperus	8@	10	Succini	40@ 45	Catechu	@ 50	& P D Co. doz.	@ 75	Spts. Vi'i R't 5 gl	@	Whiting Gilders'	@ 95
Xanthoxylum	30@	35	Thyme	40@ 50	Cinchona	@ 50	Pyrenthrum, pv.	20@ 25	Sulphur Subl	2 1/2@ 4	Whit'g Paris Am'r	@ 1 40
Balsamum			Thyme, opt.	@ 1 60	Cinchona Co.	@ 60	Quassiae	8@ 10	Sulphur, Roll	2 1/2@ 3 1/2	Whit'g Paris Eng.	@ 1 40
Copaiba	65@	75	Theobromas	15@ 20	Columbia	@ 60	Quina, N. Y.	17@ 27	Tamarinds	8@ 10	Whitting, white S'n	@ 90
Peru	2 75@2 85		Tigil	10@1 20	Cubebae	@ 50	Quina, S Ger	17@ 27	Terebenth Venice	28@ 30	Varnishes	
Terabin, Canada	75@ 80		Potassium		Digitalis	@ 50	Quina, S P & W.	17@ 27	Thebromae	50@ 55	Extra Turp	1 60@1 70
Tolutan	40@ 45		Bi-Carb	15@ 18	Ergot	@ 50					No. 1 Turp Coachl	10@1 20
Cortex			Bichromate	13@ 15	Ferri Chloridum	@ 35						
Abies, Canadian.	18		Bromide	18@ 20	Gentian Co.	@ 50						
Cassiae	20		Carb	12@ 15	Guaiaca	@ 50						
Cinchona Flava.	18		Chlorate ..po.	12@ 14	Guaiaca ammon.	@ 60						
Buonymus atro.	60		Cyanide	30@ 40	Hyoscyamus	@ 50						
Myrica Cerifera.	20		Iodide	2 50@2 60	Iodine	@ 75						
Prunus Virgini.	15		Potassa, Bitart pr	30@ 32	Iodine, colorless	@ 75						
Quillaia, gr'd.	15		Potass Nitras opt	7@ 10	Kino	@ 50						
Sassafras. po 25	24		Potass Nitras	6@ 8	Lobelia	@ 50						
Ulmus	20		Prussiate	23@ 26	Myrrh	@ 50						
Extractum			Sulphate po	15@ 18	Nux Vomica	@ 50						
Glycyrrhiza, Gla.	24@	30	Radix		Opil	1 25						
Glycyrrhiza, po.	28@	30	Aconitum	20@ 25	Opil, camphorated	1 00						
Haematox.	11@	12	Althae	30@ 35	Opil, deodorized	2 00						
Haematox, 1s	13@	14	Anchusa	10@ 12	Quassia	@ 50						
Haematox, 1/2s	14@	15	Arum po	@ 25	Rhatany	@ 50						
Haematox, 1/4s	16@	17	Calamus	20@ 40	Rhei	@ 50						
Ferru			Gentiana po 15.	12@ 15	Sanguinaria	@ 50						
Carbonate Precip.	15		Glycyrrhiza pv 15	16@ 18	Serpentaria	@ 50						
Citrate and Quina	2 00		Hellebore, Alba	12@ 15	Stromonium	@ 60						
Citrate Soluble.	55		Hydrastis, Canada	@ 2 50	Tolutan	@ 60						
Ferrocyanidum S	40		Hydrastis, Can. po	@ 2 60	Valerian	@ 50						
Solut. Chloridum	15		Inula, po	18@ 22	Veratrum Veride	@ 50						
Sulphate, com'l.	15		Ipecac, po	2 00@2 10	Zingiber	@ 60						
Sulphate, com'l. by	70		Iris plox	35@ 40	Miscellaneous							
Sulphate, pure	7		Jalapra, pr.	25@ 30	Aether, Spts Nit 3f	30@ 35						
Flora			Maranta, 1/4s	@ 35	Aether, Spts Nit 4f	34@ 38						
Arnica	20@	25	Podophyllum po	15@ 18	Alumen, grd po 7	3@ 4						
Anthemis	50@	60	Rhei	75@1 00	Annatto	40@ 50						
Matricaria	30@	35	Rhei, cut	1 00@1 25	Antimoni, po	4@ 5						
Folia			Rhei, pv.	75@1 00	Antimoni et po T	40@ 50						
Barosma	40@	45	Sanguinari, po 18	@ 15	Antifebrin	@ 20						
Cassia Acutifol.	15@	20	Scilla, po 45	20@ 25	Antipyrin	@ 25						
Tinnevely	25@	30	Senega	85@ 90	Argenti Nitras oz	53						
Cassia, Acutifol.	25@	30	Serpentaria	50@ 55	Arsenicum	10@ 12						
Salvia officinalis.	18@	20	Smilax, M	@ 25	Balm Gilead buds	60@ 65						
Uva Ursi	8@	10	Smilax, off's H.	@ 48	Bismuth S N	1 75@1 95						
Gummi			Spigella	1 45@1 50	Calcium Chlor, 1s	@ 10						
Acacia, 1st pkd.	@	65	Symplocarpus	@ 25	Calcium Chlor, 1/2s	@ 12						
Acacia, 2nd pkd.	@	45	Valeriana Eng.	@ 25	Calcium Chlor, 1/4s	@ 10						
Acacia, 3rd pkd.	@	35	Valeriana, Ger.	15@ 20	Cantharides, Rus.	@ 90						
Acacia, sifted sts.	@	18	Zingiber a	12@ 15	Capsici Fruc's af	@ 20						
Acacia, po	45@	65	Zingiber J	25@ 28	Capsici Fruc's po	@ 22						
Aloe, Barb	22@	25	Semen		Cap'i Fruc's B po	@ 15						
Aloe, Cape	@	25	Anisum po 20	@ 16	Carmines, No. 40	4@ 25						
Aloe, Socotri	@	45	Apium (gravel's)	13@ 15	Carphyllus	20@ 22						
Ammoniac	55@	60	Bird, 1s	4@ 6	Cassia ructus	@ 35						
Asafoetida	35@	40	Cannabis Sativa	7@ 8	Cataceum	@ 35						
Benzoinum	50@	55	Cardamon	70@ 90	Centraria	@ 10						
Catechu, 1s	@	13	Carui po 15	15@ 18	Cera Alba	50@ 55						
Catechu, 1/2s	@	14	Chenopodium	25@ 30	Cera Flava	40@ 42						
Catechu, 1/4s	@	16	Coriandrum	12@ 14	Crocus	30@ 35						
Comphorae	70@	80	Cydonium	75@1 00	Chloroform	34@ 54						
Euphorbium	@	40	Dipterix Odorate 2	00@2 25	Chloral Hyd Crss 1	35@1 60						
Galbanum	@	100	Foeniculum	@ 18	Chloro'm Squibbs	@ 90						
Gamboge ..po. 1	25@1 35		Foenugreek, po.	7@ 9	Chondrus	20@ 25						
Gaultheria ..po 35	@ 35		Lini	4@ 6	Cinchonid'e Germ	38@ 48						
Kino ..po 45c	@ 45		Lini, gr'd. bbl. 2 1/2	3@ 6	Cinchonidine P-W	38@ 48						
Mastic	@	75	Lobelia	75@ 80	Cocaine	2 70@2 90						
Myrrh ..po 50	@ 45		Pharlaris Cana'n	9@ 10	Corks list, less 75%	@ 45						
Opium	6 00@6 25		Rapa	5@ 6	Creosotum	@ 2						
Shellac	45@ 55		Sinapis Alba	8@ 10	Creta	bbl. 75 @ 2						
Shellac, bleached	60@ 65		Sinapis Nigra	9@ 10	Creta, prep.	@ 5						
Tragacanth	70@1 00		Spiritus		Creta, precip	9@ 11						
Herba			Frumenti W. D. 2	00@2 50	Creta, Rubra	@ 8						
Absinthium	45@	60	Frumenti	1 25@1 50	Cudbear	@ 24						
Eupatorium oz pk	20		Juniperis Co.	1 75@3 50	Cupri Sulph	8@ 10						
Lobelia ..oz pk	25		Juniperis Co O T 1	65@2 00	Dextrine	7@ 10						
Majorium oz. pk	23		Saccharum N E 1	90@2 10	Emery, all Nos.	@ 8						
Mentra Pip. oz pk	28		Spt Vini Galli	1 75@6 50	Emery, po 65	60@ 65						
Mentra Ver. oz pk	25		Vini Alba	1 25@2 00	Ergota	35@ 40						
Rue	39		Vini Oporto	1 25@2 00	Ether Sulph	35@ 40						
Tanacetum												

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	
Rolled Oats		Pickles	
Cheese			
Wheat			
Meal			
Provisions			

Index to Markets		1	2
By Columns			
A		ARCTIC AMMONIA	Oysters
Ammonia		12 oz. ovals 2 doz. box .75	Cove, 1lb.90@1 00
Axle Grease		AXLE GREASE	Cove, 2lb.@1 85
		Frazer's	Cove, 1lb. Oval ..@1 20
B		1lb. wood boxes, 4 doz. 3 00	Plums
Baked Beans		1lb. tin boxes, 3 doz. 2 35	Plums
Bath Brick		3 1/2 lb. tin boxes, 2 doz. 4 25	Peas
Bluing		10lb. pails, per doz. 6 00	Marrowfat ..95@1 25
Brooms		15lb. pails, per doz. 7 20	Early June ..1 00@1 25
Brushes		25lb. pails, per doz. 12 00	Early June Sifted 1 15@1 80
Butter Color		BAKED BEANS	Pineapple
		1lb. can. per doz.90	No. 10 size can pie @3 00
		2lb. can. per doz.1 40	Grated
		3lb. can. per doz.1 80	Sliced
		BATH BRICK	Pumpkin
		American	Fair
		English	Good
		BLUING	Gally
		Arctic	Gallon
		6 oz. ovals 3 doz. box \$ 40	Raspberries
		16 oz. round 2 doz. box 75	Standard
		Sawyer's Pepper Box	Salmon
		Per Gross	Col'a River, talls 1 95@2 00
		No. 3, 3 doz. wood bxs 4 00	Col'a River, flats 2 25@2 75
		No. 5, 3 doz. wood bxs 7 00	Red Alaska ..1 45@1 60
		BROOMS	Pink Alaska ..1 00@1 10
		No. 1 Carpet, 4 sew ..2 75	Sardines
		No. 2 Carpet, 4 sew ..2 40	Domestic, 1/2s ..3 3/4@ 4
		No. 3 Carpet, 3 sew ..2 25	Domestic, 1/2s ..@ 5
		No. 4 Carpet, 3 sew ..2 10	Domestic, Must'd 6 1/2@ 9
		Parlor Gem ..2 40	California, 1/2s ..11 @14
		Common Whisk ..90	California, 1/2s ..17 @24
		Fancy Whisk ..1 25	French, 1/2s ..7 @14
		Warehouse ..3 00	French, 1/2s ..18 @28
		BRUSHES	Shrimps
		Scrub	Standard
		Solid Back 8 in.75	Succotash
		Solid Back, 11 in.95	Fair
		Pointed Ends ..85	Good
		Stove	Fancy
		No. 3 ..90	Strawberries
		No. 2 ..1 25	Standard
		No. 1 ..1 75	Fancy
		Shoe	Tomatoes
		No. 8 ..1 00	Good
		No. 7 ..1 30	Fair
		No. 4 ..1 70	Fancy
		No. 3 ..1 90	Gallons
		BUTTER COLOR	CARBON OILS
		W. R. & Co.'s 25c size 2 00	Barrels
		W. R. & Co.'s 50c size 4 00	Perfection ..@10 1/2
		CANDLES	Water White ..@10
		Paraffine, 6s ..10	D. S. Gasoline ..@15
		Paraffine, 12s ..10	Gas Machine ..@24
		Wicking ..20	Deodor'd Nap'a ..@13
		CANNED GOODS	Cylinder ..@34 1/2
		Apples	Engine ..@22
		3lb. Standards ..90@1 00	Black, winter ..8 1/4@10
		Gallon ..2 25@2 50	CEREALS
		Blackberries	Breakfast Foods
		2lb. ..1 25@1 75	Bordeau Flakes, 36 1lb. 2 50
		Standards gallons @5 50	Cream of Wheat 36 2lb 4 50
		Beans	Egg-O-See, 36 pkgs. 2 85
		Baked ..85@1 30	Excella Flakes, 36 lb. 4 50
		Red Kidney ..85@95	Excella, large pkgs. 4 50
		String ..70@1 15	Force, 36 2lb. 4 50
		Wax ..75@1 25	Grape Nuts, 2 doz. 2 70
		Blueberries	Malta Ceres, 24 1lb. 2 40
		Standard ..1 35	Malta Vita, 36 1lb. 2 85
		Gallon ..1 65	Mapl-Flake, 36 1lb. 4 05
		Brook Trout	Pillsbury's Vitos, 3 dz. 4 25
		2lb. cans, spiced ..1 90	Ralston, 36 2lb. 4 50
		Clams	Sunlight Flakes, 36 1lb 2 85
		Little Neck, 1lb. 1 00@1 25	Sunlight Flakes, 20 1lb 4 00
		Little Neck, 2lb. @1 50	Vigor, 36 pkgs. 2 75
		Clam Bouillon	Voigt Cream Flakes 4 50
		Burnham's 1/2 pt.1 90	Zest, 20 2lb. 4 10
		Burnham's pts.3 60	Zest, 36 small pkgs. 2 75
		Burnham's qts.7 20	CRACKERS
		Cherries	National Biscuit Company
		Red Standards ..@1 40	Brand
		White ..@1 40	Butter
		Corn	Seymour, Round ..6
		Fair ..75@ 85	N. B. C., Square ..6
		Good ..1 00@1 10	Soda
		Fancy ..1 45	N. B. C. Soda ..6
		French Peas	Select Soda ..8
		Sur Extra Fine ..22	Saratoga Flakes ..13
		Extra Fine ..19	Zephyrette ..13
		Fine ..15	Oyster
		Moyen ..11	N. B. C., Round ..6
		Gooseberries	Gem ..6
		Standard ..1 75	Faust, Shell ..7 1/2
		Hominy	Sweet Goods
		Standard ..85	Animals ..10
		Lobster	Atlantic, Assorted ..10
		1/2 lb.2 25	Brittle ..11
		1 lb.4 25	Cadet ..8
		Pie Tails ..2 75	Campaign Cake ..10
		Mackerel	Cartwheels ..8
		Mustard, 1lb.1 80	Cassia Cookie ..9
		Mustard, 2lb.2 80	Cavaliar Cake ..14
		Soused, 1 1/2 lb.1 80	Current Fruit Biscuit 10
		Soused, 2lb.2 75	Cracknels ..16
		Tomato, 1lb.2 50	Coffee Cake, pl. or iced 10
		Tomato, 2lb.2 80	Cocoanut Taffy Bar ..12
		Mushrooms	Cocoanut Bar ..12
		Hotels ..@ 24	Cocoanut Drops ..12
		Buttons ..@ 28	Cocoanut Honey Cake 12
			Cocoanut Hon. Fingers 12
			Cocoanut Hon. Jumbles 12
			Cocoanut Macaroons ..18
			Dandelion ..10
			Dinner Biscuit ..10
			Dinner Pail Cake ..20
			Dixie Sugar Cookie ..9
			Family Snaps ..8

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CHEWING GUM	
American Flag Spruce	55
Beeman's Pepsin	55
Adams Pepsin	55
Best Pepsin	45
Best Pepsin, 5 boxes	2 00
Black Jack	55
Largest Gum Made	55
Sen Sen	55
Sen Sen Breath Perf	1 00
Long Tom	55
Yucatan	55
Hop to it	65
Spearment	55

CHICORY	
Bulk	5
Red	7
Eagle	5
Franck's	5
Schener's	6

CHOCOLATE	
Walter Baker & Co.'s	26
German Sweet	38
Premium	31
Caracas	31
Walter M. Lowney Co.	32
Premium, 1/2s	32
Premium, 1/4s	32

COCOA	
Baker's	39
Cleveland	41
Colonial, 1/2s	35
Colonial, 1/4s	33
Epps	42
Huyler	45
Lowney, 1/2s	36
Lowney, 1/4s	36
Lowney, 1/2s	36
Lowney, 1s	40
Van Houten, 1/2s	12
Van Houten, 1/4s	20
Van Houten, 1/2s	40
Van Houten, 1s	72
Webb	35
Wilbur, 1/2s	39
Wilbur, 1/4s	40

COCOANUT	
Dunham's 1/2s & 1/4s	26 1/2
Dunham's 1/2s	28
Dunham's 1/4s	27
Bulk	12

COFFEE	
Common	10@13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	20

Santos	
Common	12@13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	19

Maracalbo	
Fair	16
Choice	19
Fancy	19

Mexican	
Choice	16 1/2
Fancy	19
Guatemala	15

Java	
African	12
Fancy African	17
O. G.	25
P. G.	31

Mocha	
Arabian	21
Package	
New York Basis	

New York Basis	
Arbuckle	16 00
Dillworth	14 75
Jersey	15 00
Lion	14 50

McLaughlin's XXXX	
McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	

Extract	
Holland, 1/2 gro boxes	95
Felix, 1/2 gross	1 15
Hummel's foil, 1/2 gro.	85
Hummel's tin, 1/2 gro.	1 43

CRACKERS	
National Biscuit Company	
Brand	
Butter	

Seymour, Round	
N. B. C., Square	6
Soda	6
N. B. C. Soda	6
Select Soda	8
Saratoga Flakes	13
Zephyrette	13

Oyster	
N. B. C., Round	6
Gem	6
Faust, Shell	7 1/2

Sweet Goods	
Animals	10
Atlantic, Assorted	10
Brittle	11
Cadet	8

Campaign Cake	
Cartwheels	8
Cassia Cookie	9
Cavaliar Cake	14
Current Fruit Biscuit	10
Cracknels	16
Coffee Cake, pl. or iced	10
Cocoanut Taffy Bar	12
Cocoanut Bar	12
Cocoanut Drops	12
Cocoanut Honey Cake	12
Cocoanut Hon. Fingers	12
Cocoanut Hon. Jumbles	12
Cocoanut Macaroons	18
Dandelion	10
Dinner Biscuit	10
Dinner Pail Cake	20
Dixie Sugar Cookie	9
Family Snaps	8

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Family Cookie	
Fancy Ginger Wafer	12
Fig Cake Assorted	12
Fruit Nut Mixed	16
Frosted Cream	8
Frosted Honey Cake	12
Fluted Coconut Bar	10
Ginger Gems	8
Ginger Gems, Iced	9
Graham Crackers	8
Ginger Nuts	10
Ginger Snaps N. B. C.	7
Ginger Snaps Square	8
Hippodrome Bar	10
Honey Cake, N. B. C.	12
Honey Fingers, As. Ice	12
Honey Jumbles	12
Honey Jumbles, Iced	12
Honey Flake	12 1/2
Household Cookies	8
Household Cookies Iced	8
Iced Honey Crumpets	10
Imperial	10
Jersey Lunch	8
Kream Klips	20
Lem Yem	11
Lemon Gems	10
Lemon Biscuit Square	8
Lemon Wafer	16
Lemona	8
Log Cabin Cake	10
Lusitania Mixed	11
Mary Ann	8
Marshmallow Walnuts	16
Mariner	11
Molasses Cakes	8
Molasses Cakes, Iced	9
Mohican	11
Nabob Jumble	14
Newton	12
Oatmeal Crackers	8
Orange Gems	8
Oval Sugar Cakes	8
Oval Sugar Cakes Ast.	8
Penny Cakes, Assorted	8
Picnic Mixed	11 1/2
Pretzels, Hand Md.	8
Pretzellets, Hand Md.	8
Pretzellets, Mac. Md.	7 1/2
Raisin Cookies	8
Ravena Jumbles	12
Revere, Assorted	12
Rube	10
Scalloped Gems	10
Scotch Cookies	10
Snow Creams	16
Spiced Honey Nuts	12
Sugar Fingers	12
Sugar Gems	8
Sultana Fruit Biscuit	16
Sunside Jumbles	10
Spiced Gingers	9
Spiced Gingers Iced	10
Sugar Cakes	8
Sugar Cakes, Iced	9
Sugar Squares, large or small	8
Superba	8
Sponge Lady Fingers	25
Sugar Crimp	8
Sylvan Cookie	12
Vanilla Wafers	16
Victors	12
Waverly	8
Zanzibar	10

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6	7	8	9	10	11
Spring Wheat Flour Roy Baker's Brand Golden Horn, family 5 75 Golden Horn, baker's 5 65 Duluth Imperial 5 80 Wisconsin Rye 4 45 Judson Grocer Co.'s Brand Ceresota, 1/2s 6 76 Ceresota, 1/4s 6 60 Lemon & Wheeler's Brand Wingold, 1/2s 6 10 Wingold, 1/4s 6 00 Wingold, 1/2s 5 90 Worden Grocer Co.'s Brand Laurel, 1/2s cloth 6 10 Laurel, 1/4s cloth 6 00 Laurel, 1/2s & 1/4s cloth 5 90 Laurel, 1/4s cloth 5 90 Wyes & Co. Sleepy Eye, 1/2s cloth 6 20 Sleepy Eye, 1/4s cloth 6 00 Sleepy Eye, 1/2s cloth 5 90 Sleepy Eye, 1/4s paper 5 90 Sleepy Eye, 1/2s paper 5 90 Meal Boiled 4 00 Golden 4 10 St. Car Feed screened 33 50 No. 1 Corn and Oats 33 50 Corn, cracked 32 50 Corn Meal, coarse 32 50 Winter Wheat Bran 26 00 Middlings 27 50 Buffalo Gluten Feed 31 00 Dairy Feeds Wyes & Co. O P Linseed Meal 32 50 Cottonseed Meal 30 00 Gluten Feed 30 00 Malt Sprouts 25 00 Brewers Grains 28 00 Hammond Dairy Feed 25 00 Oats Michigan carlots 55 Less than carlots 58 Corn Carlots 85 Less than carlots 87 Hay No. 1 timothy carlots 10 00 No. 1 timothy ton lots 11 00 HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 HORSE RADISH Per doz. 90 JELLY 5 lb. pails, per doz. 2 25 15 lb. pails, per pail 55 30 lb. pails, per pail 98 LICORICE Pure 30 Calabria 23 Sicily 14 Root 11 MATCHES C. D. Crittenden Co. Noiseless Tip 4 50 @ 4 75 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Fair 20 Good 22 Half Barrels 2c extra MINE MEAT Per case 2 90 MUSTARD 1/2 lb., 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 1 20 @ 1 40 Bulk, 2 gal. kegs 1 10 @ 1 30 Bulk, 5 gal. kegs 1 00 @ 1 20 Manzanilla, 3 oz. 75 Queen, pints 2 50 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 90 Stuffed, 3 oz. 1 45 Stuffed, 10 oz. 2 40 PIPES Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob 90 PICKLES Medium Barrels, 1,200 count 6 50 Half bbls., 600 count 3 75 Small Half bbls., 1,200 count 4 75 PLAYING CARDS No. 90 Steamboat 83 No. 15, Rival, assorted 1 25 No. 20 Rover, enameled 1 50 No. 572, Special 1 75 No. 98 Golf, satin fin. 2 00 No. 808 Bicycle 2 00 No. 632 Tourist whist 2 25 POTASH 48 cans in case Babbitt's 4 00 PROVISIONS Barreled Pork Mess 17 00 Clear Back 21 00 Short Cut 20 00 Short Cut Clear 19 75 Bean 17 00 Brisket, Clear 17 00 Pig 24 00 Clear Family 17 00 Drv Salt Meats S. P. Bellies 13 Pellies Extra Shorts Clear 11 1/2 Lard Compound 8 50 Pure in tierces 12 80 lb. tubs, advance 1/4 60 lb. tubs, advance 1/4	50 lb. tins, advance 1/4 20 lb. pails, advance 1/4 Smoked Meats Hams, 12 lb. average, 13 1/2 Hams, 14 lb. average, 13 1/2 Hams, 16 lb. average, 13 1/2 Hams, 18 lb. average, 13 1/2 Skinned Hams 15 Ham, dried beef sets, 21 California Hams 9 Picnic Boiled Hams 14 Boiled Hams 22 Berlin Ham, pressed 3 Minced Ham 9 Bacon 14 @ 17 10 lb. pails, advance 7 1/2 5 lb. pails, advance 1 8 lb. pails, advance 1 Sausages Bologna 7 Liver 7 Frankfort 7 Pork 7 Veal 7 Tongue 7 Headcheese 7 Beef Extra Mess 15 00 Boneless 15 00 Rump, new 15 50 Pig's Feet 1/2 bbls. 1 00 1/4 bbls., 40 lbs. 1 80 1/2 bbls. 3 80 1 bbl. 8 00 Tripe Kits, 15 lbs. 80 1/4 bbls., 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 30 Beef, rounds, set 25 Beef, middles, set 70 Sheep, per bundle 90 Uncolored Butterine Solid dairy 10 @ 12 Country Rolls 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb. 2 50 Corned beef, 1 lb. 1 50 Roast beef, 2 lb. 2 50 Roast beef, 1 lb. 1 50 Potted ham, 1/2s 45 Potted ham, 1/4s 45 Deviled ham, 1/2s 45 Deviled ham, 1/4s 45 Potted tongue, 1/2s 45 Potted tongue, 1/4s 45 RICE Fancy 7 @ 7 1/2 Japan 5 1/2 @ 6 1/2 Broken SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box Arm and Hammer 3 10 Deland's 3 00 Dwight's Cow 3 15 L. P. 3 00 Wyandotte, 100 3/4s 3 00 SAL SODA Granulated, bbls. 85 Granulated, 100 lbs. cs. 1 00 Lump, bbls. 80 Lump, 145 lb. kegs 95 SALT Common Grades 100 3 lb. sacks 2 25 60 5 lb. sacks 2 15 28 10 1/2 lb. sacks 2 00 56 lb. sacks 32 28 lb. sacks 17 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, fine 80 Medium, fine 85 SALT FISH Cod Large whole 7 Small whole 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock 5 Halibut Strips 13 Chunks 13 Holland Herring Pollock 4 White Hp. bbls. 8 50 @ 9 50 White Hp. 1/2 bbls. 4 50 @ 5 25 White Hoop mchs. 60 @ 75 Norwegian Round, 100 lbs. 3 75 Round, 40 lbs. 1 90 Sealed 13 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75 Mackerel Mess, 100 lbs. 15 00 Mess, 40 lbs. 6 20 Mess, 10 lbs. 1 65 Mess, 8 lbs. 1 35 No. 1, 100 lbs. 14 00 No. 1, 40 lbs. 5 80 No. 1, 10 lbs. 1 65 No. 1, 8 lbs. 1 35 Whitefish No. 1, No. 2 Fam 100 lbs. 9 75 3 50 50 lbs. 5 25 1 90	10 lbs. 1 12 55 8 lbs. 92 48 SEEDS Anise 10 Canary, Smyrna 4 1/2 Caraway 10 Cardamom, Malabar 1 00 Celery 15 Hemp, Russian 4 1/2 Mixed Bird 4 Mustard, white 10 Poppy 3 Sage 6 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Raffle in jars 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 soz. 2 80 Dusky D'nd, 100 6 oz. 3 80 Jap Rose, 50 bars 3 75 Savon Imperial 3 50 White Russian 3 50 Dome, oval bars 3 50 Satinet, oval 2 15 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 25 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 25 Lautz Bros. & Co. Acme, 70 bars 3 60 Acme, 30 bars 4 00 Acme, 25 bars 4 00 Acme, 100 cakes 3 50 Big Master, 70 bars 2 90 Marseilles, 100 cakes 5 80 Marseilles, 100 cakes 5c 4 00 Marseilles, 100 ck toilet 4 00 Marseilles, 1/2 bx toilet 2 10 A. B. Whisley Good Cheer 4 00 Old Country 3 40 Soap Powders Lautz Bros. & Co. Snow Boy 4 00 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkoline, 24 4lb. 3 80 Pearline 3 75 Soapine 4 10 Rabbit's 1776 3 75 Roseine 3 50 Armour's 3 70 Japan 3 80 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 35 Rub-No-More 3 75 Scouring Enoch Morgan's Sons. Sapolio, gross lots 9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co. Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 4 1/4 SPICES Whole Spices Allspice 10 Cassia, China in mats. 12 Cassia, Canton 16 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 48 Cassia, Saigon, in rolls. 53 Cloves, Amboyna 22 Cloves, Zanzibar 16 Mace 58 Nutmegs, 75-80 85 Nutmegs, 105-10 25 Nutmegs, 115-20 25 Pepper, Singapore, blk. 15 Pepper, Singp. white. 25 Pepper, shot 17 Pure Ground in Bulk Allspice 14 Cassia, Batavia 28 Cassia, Saigon 28 Cloves, Zanzibar 24 Ginger, African 24 Ginger, Cochon 18 Ginger, Jamaica 25 Mace 65 Mustard 18 Pepper, Singapore, blk. 17 Pepper, Singp. white. 28 Pepper, Cayenne 20 Sage 20 STARCH Corn Kingsford, 40 lbs. 7 1/4 Muzzy, 20 lbs. 5 1/4 Muzzy, 40 lbs. 5 Gloss Kingsford Silver Gloss, 40 lbs. 7 1/4 Silver Gloss, 16 lbs. 6 1/4 Silver Gloss, 12 lbs. 8 1/4 Muzzy 48 lb. packages 5 56 lb. packages 4 1/2 12 lb. packages 6 50 lb. boxes 4 SYRUPS Corn Barrels 32 Half barrels 34 20 lb. cans 1/2 dz. in cs. 2 00 10 lb. cans 1/2 dz. in cs. 1 95 5 lb. cans 2 dz. in cs. 2 05 2 1/2 lb. cans 2 dz. in cs. 2 00	Pure Cane Fair 16 Good 20 Choice 25 TEA Japan Sundried, medium 24 Sundried, choice 32 Sundried, fancy 36 Regular, medium 24 Regular, choice 32 Regular, fancy 36 Basket-fired, medium 31 Basket-fired, choice 38 Basket-fired, fancy 43 Nibs 22 @ 24 Siftings 9 @ 11 Fannings 12 @ 14 Gunpowder Moyune, medium 30 Moyune, choice 32 Moyune, fancy 40 Pingsuey, medium 30 Pingsuey, choice 30 Pingsuey, fancy 40 Young Hyson Choice 30 Fancy 36 Oolong Formosa, fancy 42 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 20 Choice 30 Fancy 40 India Ceylon, choice 32 Fancy 42 TOBACCO Fine Cut Cadillac 54 Sweet Loma 34 Hiawatha, 5 lb. pails 55 Telegram 30 Pay Car 33 Prairie Rose 49 Protection 40 Sweet Burley 44 Tiger 40 Plug Red Cross 31 Palo 35 Hiawatha 41 Kyo 35 Battle Ax 37 American Eagle 37 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 1 1/2 oz. 44 Nobby Twist 55 Jolly Tar 39 Old Honesty 43 Toddy 34 J. T. 38 Piper Heidsieck 69 Boot Jack 86 Honey Dip Twist 40 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 52 Mill 32 Great Navy 36 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 I X L, 5 lb. 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 40 Myrtle Navy 43 Yum Yum, 1 1/2 oz. 39 Yum Yum, 1 lb. pails 40 Cream 58 Corn Cake, 2 1/2 oz. 26 Corn Cake, 1 lb. 22 Plover Boy, 1 1/2 oz. 39 Plover 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 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 20 Cotton, 4 ply 20 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium N 24 Wool, 1 lb. balls 8 VINEGAR Malt White, Wine, 40 gr 9 Malt White, Wine 80gr 11 1/2 Pure Cider, B & B. 15 Pure Cider, Robinson 13 1/2 Pure Cider, Silver 15 WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels 1 10 Bushels, wide band 1 25 Market 40 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25	Bradley Butter Boxes 2lb. size, 24 in case 72 3lb. size, 16 in case 68 5lb. size, 12 in case 63 10lb. size, 6 in case 60 Butter Plates No. 1 Oval, 250 in crate 35 No. 2 Oval, 250 in crate 40 No. 3 Oval, 250 in crate 45 No. 5 Oval, 250 in crate 60 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 Clothes Pins Round head, 5 gross bx 55 Round head, cartons 70 Egg Crates and Fillers Humpty Dumpty, 12 doz. 20 No. 1 complete 40 No. 2 complete 25 Case No. 2 fillers 1 sets 1 35 Case, mediums, 12 sets 1 15 Faucets Cork lined, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring 85 No. 1 common 80 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 2 15 3-hoop Standard 2 35 2-wire, Cable 2 25 3-wire, Cable 2 45 Cedar, all red, brass 1 25 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood 80 Rat, spring 75 Tubs 20-in. Standard, No. 1 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 10 25 No. 2 Fibre 9 25 No. 3 Fibre 8 25 Washboards Bronze Globe 2 50 Dewey 1 75 Double Acme 2 75 Single Acme 2 25 Double Peerless 4 25 Single Peerless 3 50 Northern Queen 3 50 Double Duplex 3 00 Good Luck 2 75 Universal 3 65 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 1 25 15 in. Butter 2 25 17 in. Butter 3 75 19 in. Butter 5 00 Assorted, 13-15-17 2 30 Assorted, 15-17-19 3 25 WRAPPING PAPER Common straw 1 1/2 Fibre Manila, white 2 1/2 Fibre Manila, colored 4 No. 1 Manila 4 Cream Manila 3 Butcher's Manila 2 1/2 Wax Butter, short c't 13 Wax Butter, full count 20 Wax Butter, rolls 1 1/2 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Whitefish, Jumbo 20 Whitefish, No. 1 13 Trout 10 Halibut 10 Herring 7 Bluefish 16 Live Lobster 28 Boiled Lobster 28 Cod 10 Haddock 8 Pekereel 14 Pike 9 Perch 8 1/2 Smoked, White 13 Chinook Salmon 16 Mackerel 18 Finnan Haddock 12 1/2 Roe Shad 12 Shad Roe, each 9 Speckled Bass 9 HIDES AND PELTS Hides Green No. 1 8 1/2 Green No. 2 7 1/2 Cured No. 1 10 Cured No. 2 9 Calfskin, green, No. 1 12 Calfskin, green, No. 2 10 1/2 Calfskin, cured, No. 1 13 Calfskin, cured, No. 2 11 1/2 Pelts Old Wood 20 Lambs 25 @ 50 Shearlings 10 @ 30 Fallow No. 1 5 No. 2 4 Unwashed, med. 17 Unwashed, fine 13 CONFECTIONS Stick Candy Pails Standard 8 Standard H H 8 Standard Twist 8 1/2 Cases Jumbo, 32 lb. 8 Extra H H 10 Boston Cream 12 Big stick, 30 lb. case 8 1/2 Mixed Candy Grocers 7 Competition 7 1/2 Special 8 1/2 Conserve 8 Royal 8 1/2 Rubbon 10 Broken 8 1/2 Cut Loaf 9 1/2 Leader 9 Kindergarten 10 1/2 Bon Ton Cream 10 French Cream 10 Star 11 Hand Made Cream 17 Fremio Cream mixed 14 Paris Cream Bon Bons 11 Fancy—in Pails Gypsy Hearts 14 Coco Bon Bons 13 Fudge Squares 13 Peanut Squares 13 Sugared Peanuts 13 Salted Peanuts 13 Starlight Kisses 11 San Blas Goodies 13 Lozenges, plain 11 Lozenges, printed 12 Champion Chocolate 13 Eclipse Chocolates 15 Eureka Chocolates 16 Quintette Chocolates 16 Champion Gum Drops 10 Moss Drops 10 Lemon Sours 10 Imperial 11 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Waffles 13 Red Rose Gum Drops 13 Auto Bubbles 13 Fancy—in 5 lb. Boxes Old Fashioned Molasses Kisses 10 lb. bx 1 30 Orange Jellies 50 Lemon Sours 50 Old Fashioned Horehound drops 60 Peppermint Drops 60 Champion Choc. Drops 70 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12 1 10 Bitter Sweets, as'td 1 25 Brilliant Gums, Crys. 60 A. A. Licorice Drops 90 Lozenges, plain 90 Lozenges, printed 65 Imperial 60 Mottos 65 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Cr's 80 @ 90 Cream Wafers 65 String Rock 60 Wintergreen Berries 60 Old Time Assorted 2 75 Buster Brown Good 3 50 Up-to-date Ass'tm't 3 75 Ten Strike No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer assortment 6 75 Scientific Ass't 18 00 Pop Corn Cracker Jack 3 25 Checkers, 5c pkg. 3 50 Pop Corn Balls 200s 1 35 Azulikit 100s 3 00 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS—Whole Almonds, Tarragona 17 Almonds, Avica 17 Almonds, California sft. shell 12 @ 13 Brazil 12 @ 13 Filberts 13 Cal. No. 1 13 Walnuts, soft shell 18 Walnuts, Marbot 14 Table nuts, fancy 13 @ 16 Pecans, Med. 12 Pecans, ex. large 13 Pecans, Jumbos 14 Hickory Nuts per bu. Ohio new 12 Cocoanuts 12 Chestnuts, New York State, per bu. Shelled Spanish Peanuts 7 1/2 @ 8 Pecan Halves 45 Walnut Halves 32 @ 35 Filbert Meats 27 Alicante Almonds 42 Jordan Almonds 47 Peanuts Fancy H. P. Suns 6 1/2 @ 7 1/2 Roasted 8 @ 8 1/2 Choice, H. P. Jumbo 8 1/2	

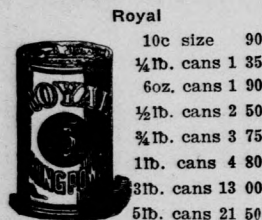
Special Price Current

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
C. P. Bluing
Doz.
Small size, 1 doz. box .40
Large size, 1 doz. box .75

CIGARS

Johnson Cigar Co.'s Brand



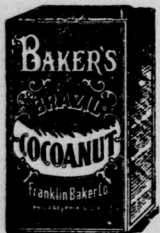
S. C. W., 1,000 lots31
El Portana33
Evening Press32
Exemplar32

Worden Grocer Co. brand
Ben Hur

Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritinos35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
35 1/4 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef
Carcass6 @ 9 1/2
Hindquarters8 @ 12
Loins9 @ 14
Rounds7 @ 8 1/2
Chucks6 @ 7 1/2
Plates6 @ 5 1/2
Livers6 @ 6

Pork
Loins@ 13
Dressed@ 9
Boston Butts@ 11
Shoulders@ 9
Leaf Lard@ 12 1/2
Trimnings@ 8 1/2

Mutton

Carcass @ 9
Lambs @ 12 1/2
Spring Lambs .. @ 12 1/2

Veal

Carcass7 1/2 @ 10

CLOTHES LINES

Sisal
60ft. 2 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..1 50

Jute

60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor

50ft.1 10
60ft.1 35
70ft.1 60

Cotton Windsor

50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided

40ft.95
60ft.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; Fielbach Co.,
Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in.6
1 1/4 to 2 in.7
1 1/2 to 2 in.9
1 3/4 to 2 in.11
2 in.15
3 in.20

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large34

Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large ..1 80
Cox's, 1 doz. Small ..1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's1 50
Knox's Acidu'd. doz. 1 25
Oxford75
Plymouth Rock1 25

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95
Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

FINE CALENDARS



NOTHING can ever be so popular with your customers for

the reason that nothing else is so useful. No housekeeper ever has too many. They are a constant reminder of the generosity and thoughtfulness of the giver.

We manufacture everything in the calendar line at prices consistent with first-class quality and workmanship. Tell us what kind you want and we will send you samples 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.

For Sale—Retail lumber yard in Kansas City. Established trade of twenty years' standing. Always a money maker. Investigate this. Belt Line Lumber Co., Kansas City, Mo. 48

For Sale—Shoe store in good business town. Good clean, up-to-date stock. Invoices about \$1,700. Address Box 96, Gobleville, Mich. 46

Wanted—Agents to sell steel fence posts, retail or wholesale, shop rights, state or county rights. Address L. B. Harmon, Rosewood, Ohio. 45

To Exchange—Moving picture machine, value \$125, for cash register or computing scales. Address No. 55, care Tradesman. 55

For Rent—Store room and fixtures in Lockard Block, Charlotte, Mich. Best opportunity in state. A. M. Lockard. 54

For Sale—A well selected drug stock in one of the best Southern Michigan towns of 1,500 population. Only two drug stores here. This is a good chance and fine place to live in. Address No. 53, care Michigan Tradesman. 53

For Sale—Corner drug store in residence section of Grand Rapids, Mich. Fine, clean stock, up-to-date fixtures. Good business. A splendid chance for a man who can speak Holland or Lithuanian. Invoices about \$4,000. All cash or on easy terms to reliable man. Address Pilule, care Michigan Tradesman. 52

For Sale—A complete electric light plant, capacity 100—16 C. P. lamps, includes 10 H. P. engine (gas or gasoline). Crocker and Wheeler dynamo and complete switch board. All nearly new and in fine running order. Schrouder & Stonehouse, Grand Rapids, Mich. 51

Drug store for sale, located in city of 5,000. Central Michigan. Small clean stock, good trade, good location. Address No. 50, care Tradesman. 50

For Sale—Custom and merchant flour mill, 80 barrel capacity. New and up-to-date machinery. Wheat at mill door to run the year round. Good business. County seat town. Good reason for selling. Price 6,000, 3,000 cash, balance on easy terms. Address R. L. Gossard, Golconda, Ill. 49

For Sale—Clean dry goods and grocery stock and fixtures, inventorying about \$2,600, for sale at a discount. Annual sales about \$10,000, nearly all cash. Rent, \$12 per month, including living rooms over store. Quick action will be necessary to secure this bargain. Address No. 47, care Michigan Tradesman. 47

For Sale—A well established general merchandise stock in a prosperous Northern Wisconsin city. Stock will invoice about \$5,000 to \$10,000. Reason for selling, to close estate. W. P. Cruse, Administrator, Rice Lake, Wis. 43

For Sale—Dry goods stock, invoicing about \$6,000. Stock in excellent shape; business paying a splendid profit. Town of 12,000. Reason for selling, sickness in family. No trade. Can reduce to \$2,000. Address Anderson, 2042 12th St., Boulder, Colo. 42

Wanted—To exchange desirable Grand Rapids residence property for farm or cut-over lands. Address No. 40, care Tradesman. 40

Wanted—I want a stock of general merchandise, clothing or shoes. Give full particulars as to size and lowest price. W. A. Bash, Macomb, Ill. 38

Wanted—A stock of groceries or general merchandise. Give particulars as to location, size of stock and any information of interest. C. Westmore, Norvell, Mich. 37

For Rent or Sale—In Muskegon a modern store, good location on paved street with car line. Splendid location for most any line of merchandise. Address No. 36, care Tradesman. 36

For Sale—Clean stock of general merchandise, located seven and one-half miles from competition. Stock invoices \$3,000. Annual sales, \$25,000. Address No. 35, care Michigan Tradesman. 35

For Sale—Clean stock of general merchandise doing a fine business, invoices \$2,000. Fine location on G. R. & I. railroad. Particulars address No. 31, care Tradesman. 31

Retail Salesmen—Send for circulars describing my book—How I started a department store on \$200 capital—ending year with sales doing justice to \$15,000 stock. James B. Childs, Mansfield, Ohio. 21

A little money will buy a clothing and shoe stock in small town, doing a nice business. Address N. A. C., care Tradesman. 19

For Sale—Retail business, consisting of hardware, stoves, harness and horse furnishings, buggies, cutters, wagons, sleighs, farm implements and machinery, paints and oils, flour, feed, etc. Livery in connection, with up-to-date buildings. Well located and established in Upper Peninsula of Michigan. Average sales, \$2,000 per month. Good reason for selling. Address Snap, care Michigan Tradesman. 44

For Sale or Exchange—Beautiful farm of 107 acres, level, extremely fertile. Best fenced, tile drained and improved farm in county. Will exchange for clean stock general merchandise. Address, Farnham, Fenton, Mich. 24

For Sale—A first class meat market in town of 1,400. The shop is an up-to-date one with good double Butcher Boy cooler, gasoline engine, tools and fixtures, good slaughter house, horses and wagons. Reason for selling, ill health. Address No. 2, care Michigan Tradesman. 2

Good live salesman to sell campaign goods, fobs, etc.; 100 per cent. profit; sell at sight; send \$1 for samples to the manufacturer. Dan I. Murray, 3 Maiden Lane, New York, N. Y. 15

\$25 CASH PAID

to anyone giving me information about a shoe store or shoe stock that can be bought cheap for cash. Will invest from \$1,000 to \$5,000.

P. L. FEYREISEN & CO. Chicago. 12 and 14 State St.

For Sale—Clean stock of general merchandise, doing a good strictly cash business in rapidly growing Michigan town of about 900 population. Inventories about \$9,000. Will take unincumbered farm or productive city property worth five to six thousand and balance in cash. Address Good Business, care Tradesman. 1

A Good Safe Investment—We own one of the best tracts of Cedar Timber on the coast. Will dispose of a limited number of shares for the purpose of constructing a mill. Timber values increasing rapidly. Large profits in manufacturing certain. If interested write for particulars. Box 1068, Seattle, Wash. 25

For Sale—\$5,000 stock general merchandise, located in Genesee county. Sales this last year, \$14,000. Stock in fine condition. Easy terms. Address Box 23, Swartz Creek, Mich. 999

For Sale—An old established grocery and seed business. Central location. Bargain for right man. Good reason for selling. Address Box 101, Youngstown, O. 994

G. E. Breckenridge Auction Co. Merchandise Auctioneers and Sales Managers Edinburg, Ill.

Our system will close out stocks anywhere. Years of experience and references from several states. Booklets free. Recent sales at Fairfield, Forest City and Moeaqua, Ill. Write us your wants.

For Sale—Hardware stock in live town about 1200; fine farming; brick store 24x80, doing \$20,000 business per year. Owner wants to go West and now is your chance to get a good paying business; located within 50 miles of Grand Rapids. Address No. 28, Hardware, care Tradesman. 28

Am making \$8 to \$20 weekly at home evenings. Honest, dignified business proposition. No cheap mail order scheme. Particulars 50 cents. Box 705, Waterford, N. Y. 30

Do you want to sell your store, business or real estate? I bring buyer and seller together. No matter where located if you want to buy, sell or exchange any kind of business or property anywhere, at any price, address Frank P. Cleveland, 1261 Adams Express Building, Chicago, Ill. 18

In order to settle an estate, we offer for sale, all or a majority of the stock in a live going prosperous new band saw-mill company. 25 years supply of the finest hardwood stumpage to draw from. Address The Kentucky Saw Mill Co., Hays, Breathitt County, Ky.

Timber Investment—Send 2 cents for illustrated booklet. Columbia Land & Timber Co., Spokane, Wash. 29

For Sale—Only hardware stock in good business town. Invoices \$2,500; can be reduced. Best of reasons for selling. Address 996, care Michigan Tradesman. 996

For Sale—1,600 acres of land covered with green timber in Missaukee Co., Mich. Land is level and fertile. Address No. 768, care Michigan Tradesman. 768

For Sale—Furniture and china business, the only furniture business in busy town of 5,000 inhabitants. Good factories, good farming country. Good reasons for selling. Address P. O. Box 86, Greenville, Mich. 853

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

Cash buyer and jobber. All kinds of merchandise. Bankrupt stocks, etc. No stock too large or too small. Harold Goldstrom, Bay City, Mich. 951

For Sale—General store, located 11 miles N. W. Charlotte and 7 miles S. E. Sunfield. Stock will inventory about \$3,500. Half interest in store building \$425. K. Bosworth & Son, Sunfield, Mich. 832

For Sale—The best paying meat business in the resort region of Northern Michigan. Established 15 years. Will sell building if desired. Reason for selling, ill health. Address Hirschman's Market, Petoskey, Mich. 963

Hotel for sale, 60 room house, complete. Apply to Thos. E. Sharp, Lake View House, Elk Rapids, Mich. 961

For Sale—One 200 book McCaskey account register, cheap. Address No. 548, care Michigan Tradesman. 548

G. B. JOHNS & CO. Merchandise and Real Estate Auctioneers GRAND LEDGE, MICH.

Wanted—A farm or merchandise stock with no incumbrance in exchange for very desirable 10 per cent. income property in Detroit, Mich.

For Rent—A new and up-to-date store building, 18x60 feet, with large plate glass front, formerly used for a shoe store. Suitable for most any kind of retail business. Rent reasonable. Call or write J. C. Yeakey, Wayland, Mich. 985

SITUATIONS WANTED.

Wanted—Position by experienced hardware man who understands general merchandise, as clerk. Speaks German. Best of references. Steady employment only will be considered. Address Lock Box 8, Bear Lake, Mich. 39

HELP WANTED.

Experienced clothing and shoe salesman wanted. State salary and experience. Jos. Mayer, Manton, Mich. 56

Salesman Wanted—To carry a full line of aluminum baking pans and kitchen ware, which are all good sellers. Must be able to give reference. Address Standard Aluminum Co., Two River, Wis. 41

Wanted—Two good clerks for general store. Good place for the right kind of men. Good references required. Give brief history of yourself. Address, Store No. 1, care Tradesman. 20

Want Ads. continued on next page.

Office Stationery
LETTER, NOTE AND BILL HEADS
STATEMENTS, ENVELOPES, COUNTER BILLS.
TRADESMAN COMPANY,
GRAND RAPIDS.

Here Is a Pointer



Your advertisement,

if placed on this page,

would be seen and read

by eight thousand of

the most progressive

merchants in Michigan,

Ohio and Indiana. We

have testimonial let-

ters from thousands of

people who have

bought, sold or ex-

changed properties as

the direct result of ad-

vertising in this paper.

NEXT TO THE HUSKS.

Ex-Clerk Sammy Grows Chesty in a Fine Position.

Written for the Tradesman.

Grocer Brown showed me his last letter from Clerk Sammy yesterday. The old fellow chuckled as he handed me the typewritten sheets:

Dear Mr. Brown—Don't you think I'm not onto your curves! I believe you wanted me to feed with swine until I took a tumble and worked into a man's job. All right! I've done it! If you think your old provision store on the corner in Grand Rapids is the only thing that ever happened in the chuck line, you've got one more thing coming.

Chesty? You bet I'm chesty. I've got a job that makes my old salary with you look like a postal card in a bunch of letters containing remittances from home. I dined with the pigs and propitiated brakemen until I got ashamed of myself. Anyway, tramp life is a poor thing to put an accomplished grocer clerk at. Good old Sam Louey is good enough for me. I now wish to withdraw everything I ever said that was uncomplimentary to the burg.

How did I do it? That's what I'm going to tell you. When I received your last tender epistle telling me that you wouldn't give me a job if I was the only clerk in the temperate zone my language was not confined to the temperate zone. When, however, I unfolded the sheet next to the one in which you cursed me out, I blessed you with both feet in the air. I danced with joy. You are capable of writing more mean things to a fellow and sending him more money to take out the sting than any man I know. The five dollar William I found in the second sheet saved my life.

With that banknote, which looked to me larger than the Nelson-Matter furniture factory, I bought a furnished room at one per week, a shave, a haircut, a comb—yes, sir, a comb—a boiled shirt and a square meal. I had enough left to eat on for a couple of days if I patronized a cheap dump down by the tracks. When I awoke the next morning and looked in the mirror I didn't know myself.

"Now," says I to myself, "here's for a job that will make Brown's weekly envelope look like the Bryan returns from good old Michigan."

Then I hiked out and struck a grocer for a job. He is a German. His name is August Rupprecht, and he's a peach. He's as broad as a hogshead of syrup and just about as sweet and nourishing—after you get acquainted with him. He has a face shining with mercantile sense and Ivory Soap. It may be well to remark that this face is nearly as wide as a bushel of cranberries, and fully as red. He wanted to know how it was that I came to be out of a "yop." I explained to him that I was far, far from home and in need of some one to finance me.

"Vy," he demanded, "iss id dot you vos of such a prokeness?"

I think I told him that I had been touring the country as the guest of Harriman—mark you, I didn't say

"invited guest!"—and had missed connection with the private car—which, indeed, I had. You know it! "Vell," he said, "I wants no glerk mit so much freshness. Git out of my places."

I didn't get out. He made no move to throw me out, so what was the use of going to the trouble of walking out until I had to?

"Look here," I said to him, "you are here to do business, aren't you? Well, I'm here to help you do business. You've got the neatest, best-stocked store I've seen since I left Brown's, at Grand Rapids, Michigan, the place where they make the beds and tables I've about forgotten the use of. You've got a fine location, but you seem to be light on trade."

"Such a dullness!" sighed August.

"Now," I continued, "the only reason why all the people in this end of the town don't flock here and leave their money under the door when they find it closed is because they don't know what a nice stock you've got and what a good fellow you are."

I couldn't have done that when I was scrimping myself to take my best girl to a play at Powers', could I? You can do a lot of things when you have to. I made a hit with August right there. If a child had happened in to buy a stick of candy he would have waited on trade and cut me out, but no child came in until I had him on my hook good and hard.

"Vot ist?" he asked.

"I'm going to take some of your cards," I said, "and work around this part of the city all the forenoon. I'm going to take orders to be delivered right away quick. When I come in with a batch I want you to go out in your wagon with the goods and get the money. See? When you hear the ladies telling what an elegant gentleman I am you'll give me a job, and don't you forget it."

"You foolishness makes mit me," said August.

"You give me the cards," I said, "and I'll show you. It doesn't cost you a cent if I don't make good. The ladies around here are just aching for your goods, but they haven't the time to come after them. Is it a go?"

August grinned and handed out a pack of cards I wouldn't be seen playing euchre with. They had lain in the store ever since he had been in business, and flies had been at work for decades ornamenting the work of the printer. But I had to have something to show that I was onto the job and so I took them. If there are any tears in this missive they come in right here.

The first place I called at a woman came to the area door under the high front steps and frowned. Her face would have made vinegar get off the job, and her hair was rolled up in a knot about as large as a hickory nut at the top of her head. You know that kind! She kept the chain on the door and called the dog. When I told her what I wanted she glared at me like a hungry savage. I guess August had run up against her finer feelings sometime.

When I came to the top of the area

steps I felt the dog. He was making the acquaintance of my trousers. I pinned up the tear and went on. The signature of the pup on the calf of my leg didn't show.

Say, but I found a lot of stiff on that trip, but once in a while there came a ray of light in the shape of an order, glory be! I found one woman, just about eleven, who was in the back basement canning fruit. Something was the matter with her gas stove and she was in nine kinds of trouble. I fixed the stove. Of course I did. Then she gave me an order that lifted my hair—almost. She had just returned from the farm and was out of almost everything. Sugar! Coffee! Tea! Rice! Spices! Soap! Say, when I had it all written down I was almost ashamed to tell her what the amount was. It was pretty close to twenty-five bucks. Whew!

When I got through she went to a closet and took out a pocketbook.

"No," I said, "I'll collect when I bring the goods."

"I may not be here," she said. "Sister Mary's baby is ill, and I've got to go over there as soon as I get through with this fruit. Be sure to bring the change in dimes and quarters."

Wouldn't that make a customer seem almost like a human being, with feeling for clerks in her heart? I took the \$25 and went with her over to Sister Mary's. I did almost as well there. I couldn't do it again in a thousand years. But I had to! I walked in on August with \$60 worth of orders. This is no fairy tale. I did. As I said in a previous letter, the good Lord looks after those who can't look after themselves—including grocery clerks.

The first thing I did when I met August was to count out the money to him.

"When I get nicely started," I said to him, "you'll have to send a wagon with a steel safe on it along with me. Ladies hear me coming and meet me at the door with money. I didn't have good luck this forenoon because I had to stop and tell a lady why emergency currency isn't as good as greenbacks, but I'll forget some of my college learning in a day or two and get down to business. Now, I'll help you put up these things and go out and show you where to deliver them."

August sat down on a pickle cask and permitted his eyes to run out in the direction of my face. Honest, I didn't believe he'd ever get 'em back in position again!

"Vot iss dis?" he murmured, slipping the greenbacks through his hands with a lost look on his face. I told him again. We put up the goods and I drove away with them. "You pringe pack money," he said. "I puy beer an' pretzels mit you."

Did he? Of course he did. He gives me \$15 per week and room rent. I'm going to get my eatings out of the store until I can appear in the parks like the lilies of the fields, only with more clothing on. Talk about a position! I'll be partner here in a year.

That first happy night I went back to the area door and killed that

dog. I lammed him on the head with ice tongs. He was found stiff in death there the next morning. The lady with five cents' worth of hair in the shape of a hickory nut at the top of her head looks suspicious when I pass by.

August and I have the trade. He's got two more clerks, and I'm the boss of the bunch. I keep on going after orders, for I've got the trade of the district in the hollow of my hand. Say, why can't any grocer do what I did? When trade is bum why can't he go out and work it up? I know people like to do business that way.

Note the writing on this sheet? Pretty good, eh? August has a Fox machine in the office and I can make the keys bubble like a hot spring when I get at it. Sammy.

The chesty young clerk asks a question which many grocers may well ask themselves with profit. When trade is bad why not go out and work it up? Alfred B. Tozer.

The United States Express Company, of which Senator T. C. Platt is President, and the directors a few of his personal friends, is known to be a big money-maker, but the dividends to stockholders are very light. A year ago, under a threat of investigation by a stockholders' committee, the dividend was increased, but for the last quarter it was made at the old figure. A petition is now being circulated among the stockholders asking them to decide whether they are in favor of having the express company dissolved and its assets distributed, or having it run under present new methods and ousting the present board of directors and officials. There is considerable crooked work charged to the Platt management, and the indications are that the ex-boss may be an ex-President and possibly a convicted felon before he is an ex-Senator.

When the boll weevil threatened the destruction of the cotton industry in the Southern states a species of ant was brought from the isthmus to destroy them. The ants had a reputation as consumers of insect pests in their own country, but they failed in the attempt to put the boll weevil out of business in the cotton fields. It has now been discovered that the native birds are the natural enemy of the boll weevil and will attack them in preference to any other insect. Robins, meadow larks, sparrows and wrens are of great use to the planters, as they do what the isthmus ants failed to accomplish. Song birds are of great value to the farmers of the country as the destroyers of insect pests, and the penalty for shooting them should be heavy and sure.

BUSINESS CHANCES.

Attention Bakers—I have a first-class bakery for sale with an established trade. Will bear investigation. Address No. 58, care Tradesman. 58

Sorghum For Sale—Strictly pure, in barrels 35 to 50 gallons each at 47c per gallon F. O. B. cars. Costs nothing if Sorghum is not as represented. Wanted car lots potatoes, cabbage, beans and apples. Address Jos. Wiler, Olney, Ill. 57

Policyholders Service & Adjustment Co., Detroit, Michigan

A Michigan Corporation organized and conducted by merchants and manufacturers located throughout the State for the purpose of giving expert aid to holders of Fire Insurance policies.

We audit your Policies.

Correct forms.

Report upon financial condition of your Companies.

Reduce your rate if possible.

Look after your interests if you have a loss.

We issue a contract, charges based upon amount of insurance carried, to do all of this expert work.

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Our business is to save you Time, Worry and Money.

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Do YOU Need ANY?

We carry a **Large Stock**. We deliver day order reaches us. Our prices are right.

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93 Pearl Street

Grand Rapids, Mich.

THE NEW IOWA CREAM SEPARATOR



The machine that gets all the butter-fat at all times of the year.

The kind that doesn't come back on your hands because it breaks the back to turn it or because it won't do thorough skimming on cold milk or because it cannot be thoroughly flushed.

Have you seen the New Iowa with its anti-friction worm gear, the most wonderful invention to avoid wear?

The New Iowa has a low supply can, gear entirely enclosed in a dust proof frame, smallest bowl with the largest skimming capacity.

The farmers readily see the great superiority of the New Iowa. They know a convenient and practical cream separator when they see it.

Why not sell it to them—THE NEW IOWA? Write for our large illustrated and descriptive catalog or ask to have our representative call on you and demonstrate the merits of the easiest selling cream separator you ever saw.

IOWA DAIRY SEPARATOR CO.,

132 Bridge St., WATERLOO, IOWA

The Merits of the Ben-Hur Are Upheld by Time



Where are the brands of 5c cigars that started with even trade chances back in the middle eighties when **Ben-Hur** was first put on the market?

Why does the **Ben-Hur** remain almost the sole survivor to-day and continue to hold a leading place among nickle brands?

Constancy of Goodness—that's the milk in the cocoanut—no need for further comment.

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

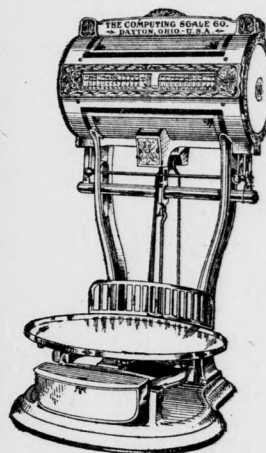
Worden Grocer Co., Distributors
Grand Rapids, Mich.



YOU OUGHT TO KNOW that all Cocoa made by the Dutch method is treated with a strong alkali to make it darker in color, and more soluble (temporarily) in water and to give it a soapy character. But the free alkali is not good for the stomach. Lowney's Cocoa is simply ground to the fineness of flour without treatment and has the **natural** delicious flavor of the choicest cocoa beans unimpaired. It is wholesome and strengthening. The same is true of Lowney's Premium Chocolate for cooking.

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

100 Dayton Moneyweight Scales



The new low platform
Dayton Scale

ordered and installed after a most careful investigation of the various kinds of scales now on the market. The purchasers are the promoters of one of the most colossal enterprises of the age.

These scales are to equip all booths of the
Grand Central Market

where weighing is necessary, such as groceries, meats, teas and coffees, poultry and game, fish, butter, cheese, candy, etc.

This market is all on the ground floor and contains over 16,000 square feet of floor space, which is divided into 480 booths each 10x10 ft. Its appointments are as near perfect as modern ingenuity can devise.

The management decided to furnish all equipment used in the building so as to guarantee to the patrons of the institution absolute accuracy and protection.

Dayton Moneyweight Scales

were found to excel all others in their perfection of operation and in accuracy of weights and values. That is the verdict of all merchants who will take the time to investigate our scales.

Our purpose is to show you where and how these scales prevent all errors and loss in computations or weights.

A demonstration will convince you. Give us the opportunity.

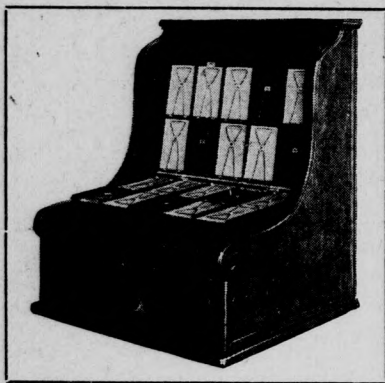
Send for **catalogue** and mention Michigan Tradesman.

Moneyweight Scale Co., 58 State St., Chicago.
Next time one of your men is around this way I would be glad to have your No. 140 Scale explained to me.
This does not place me under obligation to purchase.

Name
Street and No. Town
Business State



MONEYWEIGHT SCALE CO., 58 State St., Chicago



No Night Work Posting Accounts

Are you obliged to spend your time at night posting accounts?

Would you not like to be at liberty to leave the store when your clerks do and know that all the accounts were POSTED RIGHT UP TO THE MINUTE and everything about your store was in a systematic condition?

Would you care to spend your evenings driving, automobiling, trolley riding, visiting the theatre or swinging in a hammock on your front porch?

If you were using the McCASKEY ACCOUNT REGISTER you would not be obliged to swelter in a hot, stuffy office after supper, but you would be free to enjoy some of the pleasures to which mankind is entitled.

The McCASKEY does the WORK, SAVES YOU MONEY, EARNS MONEY for you and GIVES you leisure time for THOUGHT and RECREATION.

Let us give you further information—FREE for the asking.

THE McCASKEY REGISTER CO.

27 Rush St., Alliance, Ohio

Mfrs. of the Famous Multiplex Duplicate and Triplicate pads; also the different styles of Single Carbon Pads.

Agencies in all Principal Cities.

"Making Both Ends Meet"

is a problem for most housewives in these times of pinched purses.

You can help "the woman behind the pocket-book" by telling her about

Shredded Wheat

It contains more real nutriment than beef-steak or eggs, is more easily digested and costs much less. Two Biscuits (heated in the oven) with milk and a little fruit and a cup of coffee will supply all the nourishment needed for a half day's work at a cost of five or six cents.

Try it yourself and then tell your customers about it.

No other grocer makes a larger profit on Shredded Wheat than YOU do—no "deals," no premiums, no "sugar," no bribes. The same old policy—A Square Deal for a Square Dealer."

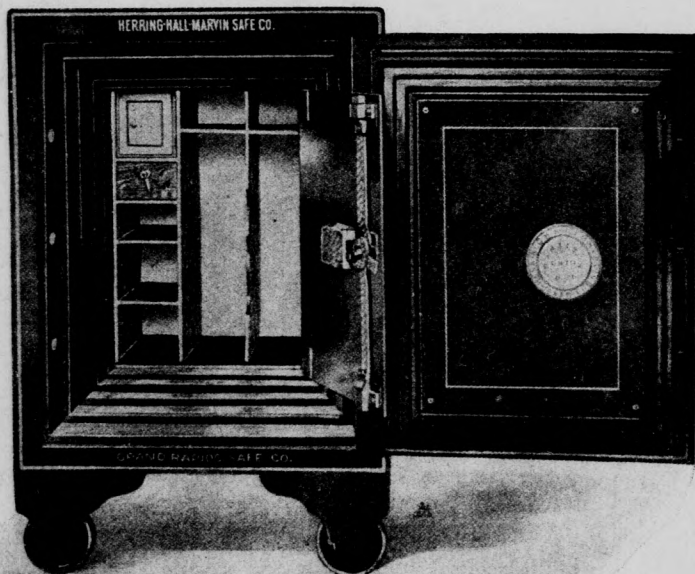
The Shredded Wheat Company, Niagara Falls, N. Y.

Protect Yourself

You are taking big chances of losing heavily if you try to do business without a safe or with one so poor that it really counts for little.

Protect yourself immediately and stop courting possible ruin through loss of valuable papers and books by fire or burglary.

Install a safe of reputable make—one you can always depend upon—one of superior quality. That one is most familiarly known as



Hall's Safe

Made by the
Herring-Hall-Marvin Safe Co. and ranging in price

\$30 and
Upward

The illustration shows our No. 177, which is a first quality steel safe with heavy walls, interior cabinet work and all late improvements.

A large assortment of sizes and patterns carried in stock, placing us in position to fill the requirements of any business or individual promptly.

Intending purchasers are invited to inspect the line, or we will be pleased to send full particulars and prices upon receipt of information as to size and general description desired.

Grand Rapids Safe Co.

Fire and Burglar Proof Safes
Vault Doors, Etc.

Tradesman Bldg.

Grand Rapids, Mich.