

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

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.

We adjust losses for property owners whether holders of contracts or not, for reasonable fee.

Our business is to save you Time, Worry and Money.

For information, write, wire or phone

Policyholders Service & Adjustment Co.

1229-31-32 Majestic Building, Detroit, Michigan

Bell Phone Main 2598

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.

BEN-HUR CIGARS
EVERYWHERE FIVE CENTS
THE WINNER
GUSTAV A. MOEBS & CO. MAKERS DETROIT MICH.
Worden Grocer Co. Distributors, Grand Rapids, Mich.

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 coloring. Our vinegar meets the requirements of the Pure Food Laws of every State in the Union. * *

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

THE NEW IOWA.

Low Supply Can. Enclosed Gear.

Skims Thick or Thin Cream.

Hot or Cold Milk.

Most Practical. Turns Easiest.

Skims Closest. Easiest to Clean.

Awarded the Only Gold Medal at the Jamestown Exposition.

Write for 1908 catalog, which explains fully this wonderful machine.



Iowa Dairy Separator Co., 132 Bridge St., Waterloo, Iowa.

Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

SNOW BOY WASHING POWDER.

'GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

Twenty-Sixth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 7, 1908

Number 1307

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.

GRAND RAPIDS FIRE INSURANCE AGENCY

THE MCBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

FIRE AND BURGLAR PROOF

SAFES

Grand Rapids Safe Co.

Tradesman Building

SPECIAL FEATURES.

2. Pick Ups.
4. News of the Business World.
5. Grocery and Produce Markets.
6. Men of Mark.
8. Editorial.
9. Boy and Gun.
10. Window Trimming.
12. Butter, Eggs and Provisions.
14. New York Market.
16. New Forms of Life.
18. Ways of a Winner.
20. Woman's World.
22. The Colored Man.
24. Quick Money Making.
26. Sure to Fail.
28. Dry Goods.
30. Country Teachers.
31. Silly Kicks.
32. Review of the Shoe Market.
34. The Store's Policy.
36. Getting Together.
38. Private Rights.
40. Commercial Travelers.
42. Drugs.
44. Grocery Price Current.
46. Special Price Current.

KEEP COOL—ACT FAIRLY.

It will be unwise for the people of Michigan to become suddenly and dreadfully excited over the proposal of a canalized deep waterway across the Lower Peninsula from Lake Michigan to Lake Huron, for the reason that, as yet, the available authentic information on the subject is somewhat limited.

It is because of this fact that the Grand-Saginaw Valley Deep Waterway Association was organized in Grand Rapids recently and that delegates representing that organization are now in Chicago attending the third annual convention of the Lakes-to-the-Gulf Deep Waterway Association.

These delegates, basing their faith upon the little they know on the subject, are willing to pay their own expenses to Chicago to find out what they may in support of their faith at the convention, which will be attended by approximately 3,000 delegates, composed of citizens not from any particular locality, but from practically every congressional district in the states of the Middle West and adjacent territory.

To inaugurate a deep waterway educational campaign in Michigan the pioneers in the movement must not permit any opportunity to pass them whereby they can learn what people are doing in other states. True, our Grand-Saginaw Valley Deep Waterway Association has already copies of the United States Government surveys, so far as they have been made, of the Grand River and the Saginaw River; they have much other data bearing upon the subject and they have the declarations of citizens who are eminent as civil engineers that the proposed Grand-Saginaw route is the most practicable and economical of any that is available; but that is not enough by any manner of means.

The Association aims to learn, first hand, what others have done and are attempting to do; to ascertain as to organization and legislation; it hopes

to develop a general public knowledge as to the Michigan problem; to spread widecast the knowledge acquired and so to create a public opinion that will be intelligent, well founded and enthusiastic.

The Association asks every citizen of Michigan who is interested, or who, broad minded and open to conviction, may become interested, to join the membership of the organization and to contribute toward the carrying forward of the campaign of education. If the matter is not worth the while that fact will be developed within a year or two; and if it is worth while that fact will be equally prompt in its revelation. The initial expense will be trifling and if the faith of those who believe in what they are attempting proves a wise confidence the result will produce a million fold of value on the investment.

PROFESSIONAL GRAFTERS.

One afternoon recently a Grand Rapids merchant was visited at his office by a woman of prepossessing manner and well dressed, who announced that she was soliciting funds in aid of a very worthy local organization. So refined in speech was the solicitor and the Association she claimed to represent was so admirable that it was not long before the citizen wrote his check for a considerable amount and was about to give it to her, well pleased that he was able to contribute to so good a cause, when he asked: "Have you called upon So-and-So and So-and-So?"

No, the lady had not as yet called upon people he named. "Well, have you called on such-and-such a company?" he asked.

The lady not only admitted that she had not called, but asked where one of the companies he named was located. Thereupon the merchant was surprised that she did not know the location of one of the largest industrial establishments in the city and, telling her so, continued: "You are a resident of Grand Rapids, of course?"

The solicitor admitted that she was a stranger in the city and that she was working for the Association in question on a percentage basis. "Very well, madame," said the merchant, "I am pleased to have met you and," as he laid the check back upon his desk, "I think I have nothing further to offer. Good afternoon."

The woman left without the merchant's check, but the subscription list she had showed that she had already received quite a number of donations from other citizens, some of them for considerable amounts.

If every business man would question every unknown solicitor for char-

ity as did the gentleman referred to and insist upon knowing the percentage basis upon which such a solicitor is working he would find out that, as a rule, the solicitor gets about two-thirds of the charity(?) donation, the other third going to the cause represented as deserving and in need of assistance.

In fact, every business man in the city might, if he would, save money for himself, render himself more able and willing to give where it is actually deserved, and protect the city at large from raidings by professional grafters, if in each instance where he is solicited by strangers or in behalf of an institution or cause with which he is unacquainted he would insist upon being shown a card of approval from the Charities Committee of the Board of Trade. This Committee undertakes to investigate and report as promptly as possible upon any case of this character that is brought to its notice. All business men desiring to refer such unknown solicitors or causes to this Committee may do so by calling upon either telephone number 1430. Upon receiving such requests a report will be made as quickly as may be, and it happens frequently that it is possible to make a report within an hour or two.

OUR MERCHANTS' OUTING.

Next week the wholesale merchants of Grand Rapids are going to indulge in their third annual excursion among their friends and patrons, and the fact that they have had two years of experience in this line suggests very strongly the probability that the coming event will be by far the most satisfying and delightful experience they have enjoyed thus far. It is expected that about fifty jobbers will go on the trip. The itinerary is a varying route, at one time or another going north, south, east and west and to nearly all the other compass points; but it passes through a busy, thrifty, enterprising and growing part of the State and, doubtless, will prove an interesting revelation to some of our merchants. Indeed, those merchants who were never "on the road" will see towns and mercantile establishments during this journey that will astonish them by their up to date character and by the spirit of friendly good will and companionship that will be in evidence.

The tour of the Grand Rapids jobbers is not an intemperate junket and never has been. It will be a rationally jolly and companionable three days' experience for the sake of renewing old acquaintances and making new ones as often as the occasion offers.

Friendship can not live save in freedom.

PICK UPS.

They Are Not Safe Things To Tie To.

Written for the Tradesman.

In printer's parlance a "pick up" is a word or line or more of type which can be transferred from an article which has been printed to another which is being put in type. By a "pick up" the compositor saves setting letter by letter this much of the new article, and, if paid by the piece, adds so much to his wages. So, many a compositor in the days when all type-setting was done by hand was on the lookout for "pick ups."

If by forethought and watching a man can accomplish more work in a day and thereby increase his wages it is all right. It is also an advantage to his employer, as any one can see if he considers the matter.

Pick ups are often deceptive. It may appear as though much might be gained by making use of words and phrases which are in constant use in ordinary communications. Experience, however, teaches one that there is little gained by pick ups, and the older printer will frequently tell the apprentice not to waste his time looking for them.

Undoubtedly there are pick ups in many vocations and it is quite probable that they are more or less delusive and unprofitable. The one who goes through life looking for pick ups—that is, opportunities for gain without rendering a full equivalent in time, study or labor—will not likely become prosperous. Such a habit, such a tendency of mind, is a hindrance to earnest work. To be watching for chances diverts the mind from regular, systematic thought and labor which are necessary to the carrying on of successful plans and the accomplishment of definite purposes.

It ought not to be difficult to convince a young man or boy of ordinary intelligence and common sense that a regular vocation—a trade, profession or established business—will yield a surer income and bring greater satisfaction than any of the alluring opportunities where there is big pay for actual time or labor required but at irregular, indefinite intervals.

Do not waste time looking for pick ups is good advice in any vocation in life. Do not misunderstand me, however, to mean that one should not seek improved methods to save labor and accomplish more work in a given time.

Wherever one may go he will find those who devote much time looking for pick ups, and he will invariably discover, if he cares to investigate, that such persons are not the most desirable class of citizens. They demand more than the ordinary wages, and he who must of necessity employ them usually finds them more or less inefficient. They can not do good work or will not do as much as they ought.

The man who makes his living from pick ups has an irregular vocation. Probably the most of us have had experience with him. He will repair your pump so it will work for a few days. He mends one break and

paves the way for another which will yield him a fee in a short time. He is one example of the class. You will find them hanging about our court rooms watching for chances to serve as jurymen, and about the depots, hotels, livery barns, etc., watching for odd jobs where they can get big pay for a few minutes' work.

Among farmers may be found some who are on the lookout for pick ups. They attend the auction sales of their neighbors who are about to leave the farm for an easier job in the city, and they buy nearly worn out machinery for a small price. When haying, harvest or other hurrying seasons arrive the machine breaks down, work has to be stopped to go to town for repairs. The implement

dealer may have to send away for new parts, work is delayed, storms injure the crops, or seeding is deferred beyond the natural season and the farmer loses more than the cost of new machinery. It requires hard lessons to teach some people true economy in these matters, and some seem never to learn the much needed lesson.

The merchant is frequently tempted by pick ups. It may appear that by adding a new line of goods, he can increase his profits. But he will find that each line requires a certain amount of time and attention. There must be study and planning to make it profitable. It is a good thing to grow if growth is steady and substantial, but there is such a thing as

branching out prematurely and devoting effort to new lines to the neglect of staple and profitable ones.

Much more might be said on this subject, but we leave it with just a few suggestions: Learn a trade, choose a profession, establish a business, do faithful work for a specified compensation, waste not your time looking for pick ups, and when opportunities are presented which apparently promise easy money, investigate them carefully.

E. E. Whitney.

When dignity is without foundation in character you may expect a man to fret over it.

Liberality is the saving grace in frugality.

Grand-Saginaw Valley Deep Waterway Association

Organized in the Rooms of the Board of Trade, Grand Rapids, Michigan
Tuesday, September 29, 1908

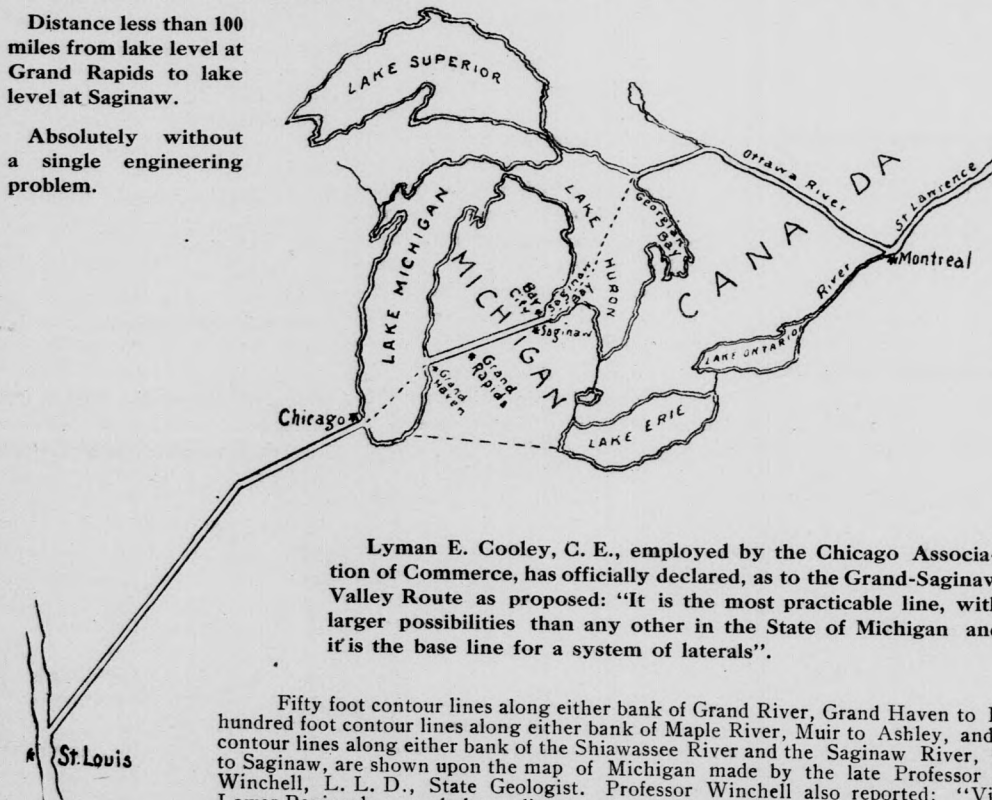
President—B. G. CORYELL, of the Chesaning (Mich.) General Welfare Association
Secretary—CHARLES S. HATHAWAY, Assistant Secretary of the Grand Rapids Board of Trade

Delegates to the Lakes-to-the-Gulf Deep Waterway Association Convention at Chicago
October 7, 8 and 9

E. A. STOWE, President Grand Rapids Board of Trade
W. S. LINTON, Postmaster of Saginaw and Ex-Congressman
J. W. SYMONDS, President Saginaw Board of Trade
HARVEY W. HUBBELL, of the Saginaw Board of Trade
B. G. CORYELL, Chesaning General Welfare Association
WILLIS MILLER, President Chesaning General Welfare Association
N. ROBBINS, of the Grand Haven Board of Trade
CHARLES KERR, of the Ashley Business Men's Association
James E. Jones, of Maple Rapids
Fred Woodard, D. M. Christian, A. M. Bentley and Willard E. Clark, of Owosso
Christian Gallmeyer, Stephen A. Sears, L. W. Anderson, A. W. Brown, G. W. Perkins, G. W. Bunker, J. W. Spooner, Van A. Wallin, A. L. Holmes, A. H. Apted, J. F. Nellist, Charles R. Sligh and Charles S. Hathaway, of the Grand Rapids Board of Trade.

Distance less than 100 miles from lake level at Grand Rapids to lake level at Saginaw.

Absolutely without a single engineering problem.



Lyman E. Cooley, C. E., employed by the Chicago Association of Commerce, has officially declared, as to the Grand-Saginaw Valley Route as proposed: "It is the most practicable line, with larger possibilities than any other in the State of Michigan and it is the base line for a system of laterals".

Fifty foot contour lines along either bank of Grand River, Grand Haven to Ionia; one hundred foot contour lines along either bank of the Shiawassee River and the Saginaw River, Chesaning to Saginaw, are shown upon the map of Michigan made by the late Professor Alexander Winchell, L. L. D., State Geologist. Professor Winchell also reported: "Viewing the Lower Peninsula as a whole we discover, first of all, a remarkable depression stretching obliquely across from the head of Saginaw Bay up the Valley of the Saginaw River 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."

Movements of Michigan Gideons.

Detroit, Oct. 6—Ray Blakeman, of Flint Camp, visited his customers in the Thumb last week.

D. W. Souder, of Fort Wayne Camp, is artificial from his body down, but is real and genuine from his lower limbs up. He was in the Thumb last week representing the Winkley Artificial Co., Minneapolis. The Chicago Gideons were out in full force with the Moody church band last Sunday evening at the Old Brick church, corner Morgan and Monroe streets. They held a street meeting at 7 p. m. and a song service at 7:45. These meetings will be continued indefinitely and will receive the active support of over three thousand traveling men. Many of the best soloists, quartettes, orchestras and other musical organizations of Chicago have consented to assist in these services as they are needed. The audience room of this historic church is one of the best in Chicago, seating 1,500, with pipe organ and all the necessary equipment. The building is the property of the Second Baptist church, and was occupied by this body prior to its removal to the corner of Lincoln and Jackson streets. It is now generously placed at the service of the Gideons for undenominational Sunday evening evangelistic meetings.

C. T. Bowers, National Field Secretary, raised \$800 at a meeting last week in the Far West and one of the coast papers, in commenting on this meeting, said: "Of the 600,000 and more traveling men Mr. Bowers says there are only 3,000 active Gideons, and yet it is the largest mission effort yet organized that does its work at its own expense. It has begun this crusade to place bibles in hotels throughout the country in the interest of those who might, if given the opportunity, be led by this simple means to turn from a life of unhappiness to one of usefulness. Many a young man and young woman tempted almost beyond their strength, far from home and Christian influence, might have been saved at a crucial moment had there been opportunity given to read the living words of truth from the book of God."

The Griswold House meeting was led by D. Bennett and W. D. Van Schaack. Miss Eno brought with her six ladies to aid in singing. Mr. and Mrs. C. F. Louthain were present with song and praise. C. M. Smith, Mrs. Williams, the writer, wife and daughter were also in attendance. After the service a short business session was held to decide on active methods to raise monies for the bible fund to supply Detroit hotels and other near-by cities and towns. C. M. Smith was made a committee to devise plans to be brought before the meeting Oct. 11. Aaron B. Gates.

Believes Return of Prosperity Not Imminent.

Evansville, Ind., Oct. 2—Your article entitled "Awaiting the Outcome," which appeared in your Sept. 30 number, is very interesting reading for business men who are interested in these hard times.

You seem to feel as though money is being held back until after election, and that then business will open up.

Let me tell you, my dear friend, business will not open up after the election. Don't you look for anything like that. It makes no difference who will be elected, money will not venture in any new enterprises for a long time to come.

We had hard times last winter, that is some of us, and I want to say that this winter will find us in much harder lines than last. Confidence, which we were looking for last fall, has not arrived as yet, and it will never come again like we have had it.

Don't say that I ought not write in this way. I have said this, for the newspapers all over the country are showing the people that it is a matter of impossibility to have faith in any one any more.

Do you think that money will turn itself loose as long as we are proving that men who have been handling the government affairs are not able to keep their mouths shut?

Money is as silent as any thing I know of, and everybody who has any great amount of it must keep silent, too, or there will be trouble.

There is trouble in the air, for no other reason than that somebody could not keep still. The ball has begun to roll and it can not stop and you and I will have to suffer. Better begin to get your business on a solid rock or I am afraid that you will feel the need of something else other than money.

Money is a mighty good thing to have, but to know what is before us is worth more than ready cash.

I think the only thing left for us business men to do is to try in some way to learn "The System." The system that is at work is the cause of all of our trouble. Now, what is it? I know more than I can afford to write you in this letter.

Again, let every business man in this country learn that it is his duty towards himself and business to think. Yes, and read between the lines in all things.

Edward Miller, Jr.

Harvest Sale for the Ready-to-Wear Departments.

Written for the Tradesman.

For every window or set of windows there should be something inside the store that should repeat the idea or ideas brought out in the store front.

For instance, if there are ears of corn or grape vines or autumn leaves used in an exhibit they should be duplicated somewhere in the interior to emphasize the thought expressed in that exhibit—something along the line of "letting one hand wash the other," don't you know?

A farmer whose corn took the Blue Ribbon prize at a county fair brought in a quantity of the cereal to a dry goods dealer who was a warm friend of his and allowed him to use it as he pleased in window and inside-the-store decoration.

The drygoodsman stacked it in

small pyramids of ten ears each all around the four edges of his window floor. Ears of corn hung from the upper edge of the background, and at front and ends of the window, being tacked to a frame-work covered with husks wherever those pulled up from the ears did not hide the wood. On top of each of the pyramids was a red ear, and every so far on the framework there was also a red ear. In the center of the floor was arranged a mammoth cornucopia, from which issued every description of autumn fruit.

At either side of the window stood several men and women dummies wearing clothing of the latest design and cut. They had on fashionable hats and were carrying their gloves, it not being deemed expedient to try to put them on and run the risk of breaking their delicate fingers.

In the middle of the store there was an arch of pendent ears of corn, the framework being enveloped with husks of corn the same as was that in the window.

The display was to augment the sale of the men's and women's ready-to-wear suit departments, and was advertised far and near as

A Harvest Sale.

To the goodnatured farmer credit was given in the window for the loan of the corn.

Josephine Thurber.

What Women Like in Shoes.

Written for the Tradesman.

There are three elements or factors that should always be brought into prominence in advertising or talking shoes to the ladies. You will find that one or more of these will appeal particularly to them.

These factors are: 1. Beauty. 2. Durability. 3. Softness.

The first mentioned element is ever to be relied on in dealing with a young woman, who never has any use for a shoe that isn't handsome. It may not be entirely comfortable on the foot—may pinch here and bind there—but its lines or decoration must be beautiful to contemplate, else she buys not.

As a general proposition she would like to have good wear in it, but that may be of secondary consideration. A girl doesn't want her shoes to stretch out of shape, however, for that makes her feet look larger than they otherwise would and that is simply an abomination.

When you are dealing with an oldish woman you will find, invariably, that she will not purchase a shoe unless the leather is soft. As a feminine advances in years she cares more and more for physical comfort. You can't sell a pair of shoes to a woman who has ceased the struggle to look young if they will hurt her feet. She won't have 'em and you are talking to a stone wall when you try to persuade her into taking them. Your strong hold with such customers is to talk comfort, comfort, comfort. Ring the changes on this theme until they can't get away from the idea of how enjoyable those shoes are going to be; of what a boon they will be to tired feet. Be sure to have the number right so that subsequent wearing will bear out your statements.

Always be careful in the matter of fit. A good-looking girl is extremely fussy as to the fit. There must be no wrinkles across the toes around shapely ankles. If the lace up a better adjustment is possible around the latter than with tons.

A shoe that is eight or ten inches in height is much more becoming to any woman than one four or five inches high. If the heel is arched in front so much the better, some the line next to the matter whether a girl has D. Varden ankles or unsightly straight ones, the high shoe will give her leg a more attractive appearance.

Jeanne.

FLOWERS

Dealers in surrounding towns will profit by dealing with

Wealthy Avenue Floral Co.

891 Wealthy Ave. Grand Rapids, Mich.

PURE OIL

OLIENE The highest grade PENNSYLVANIA oil of unequalled excellence. It will not blacken the chimneys, and saves thereby an endless amount of labor. It never crusts the wicks, nor emits unpleasant odors, but on the contrary is comparatively

Smokeless and Odorless

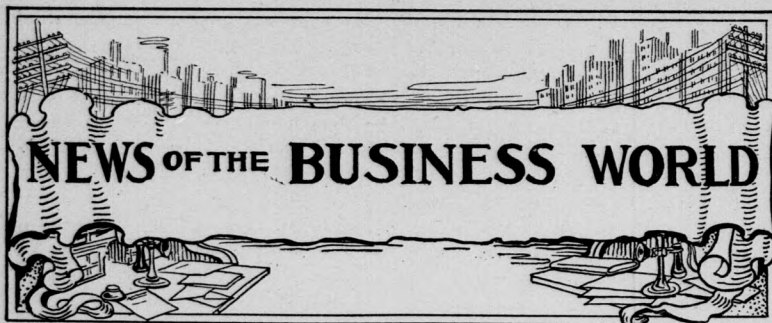
Grand Rapids Oil Company

Michigan Branch of the Independent Refining Co., Ltd., Oil City, Pa.

WORDEN GROCER COMPANY

Grand Rapids, Mich.

The Prompt Shippers



Movements of Merchants.

Mecosta—Goldie Pratt has started a millinery store.

Ravenna—A bakery has been opened by Wm. Norton.

Pentwater—W. H. Marsh is closing out his confectionery business.

Manistee—C. J. Koller has opened a shoe store at 313 River street.

Ionia—Ernest Clark and Leo Rector succeed S. Nevison in the bakery business.

Lake Odessa—L. Barnhart, of Grand Rapids, will open a meat market here.

Saginaw—S. M. Meader is succeeded in the grocery business by Alexander Draper.

Kalamazoo—The Kalamazoo Savings Bank has declared a cash dividend of 40 per cent.

Clarksville—Joseph Jordan purchased a half interest in the stock of Oscar Sylvester.

—The capital stock of the Savings Bank has been decreased from \$100,000 to \$50,000.

—T. Bushness is succeeded in the dry goods business by E. Baumgardner Dry Goods Co.

Kalamazoo—The grocery firm of Gibbs & Brown has been dissolved, L. Gibbs continuing the business.

Big Rapids—Mrs. Jennie Barni is succeeded in the fruit business by Mrs. Della Taylor and Mrs. Stickney.

Kalamazoo—Jacob Donker, formerly engaged in the grocery and meat business, will enter the same line of trade again.

Manton—The warehouse of the L. Starks Co. has been re-opened, and will be in charge of W. A. Evans, of Grand Rapids.

Big Rapids—Geo. Winter, junior partner in the grocery firm of Fred Brack & Co., died recently as the result of tuberculosis.

Laurium—The Laurium Co-operative Co., which conducts a general store, has increased its capital stock from \$5,000 to \$15,000.

Frankfort—The Frederick & Sayles Grocery Co. is the new name under which the business of the City Grocery Co. will hereafter be conducted.

Woods Corners—T. W. Frost is closing out his stock of general merchandise preparatory to going to Detroit to engage in the grocery business.

Lowell—The hardware stock of Chas. Edelmänn has been purchased by Stowell & Ford, who expect to open the store for business about Oct. 15.

Empire—Jas. S. Cornnelly has sold his general stock to his brother, L. D. Cornnelly, of Bear Lake, to which

place the goods will be shipped. The store here will be closed.

Tustin—Thos. Anderson has sold his harness and implement stock to Geo. Baltzer and Claud Estlow, of Scottville, who will continue the business and add a line of hardware.

Kalamazoo—The cold storage business of F. J. Helm & Co. has been merged into a stock company under the style of the Citizens Cold Storage Co., with a capital of \$5,000.

Allegan—The implement and carriage business of Griffith & Fuller will be continued in the future by Griffith & Co., Mr. Fuller retiring from business on account of poor health.

Petoskey—E. V. Madison & Co. are succeeded in the confectionery business in their local store by Y. Jespersion, who has been manager for a number of years and also a stockholder.

Detroit—The Illuminating Engineering Co. has been incorporated to deal in electric devices, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Detroit—Aaron & Thibodean is the style of a new corporation formed to engage in the produce business, with an authorized capital stock of \$5,000, all of which has been subscribed and \$2,500 paid in in cash.

Detroit—A corporation has been formed under the style of Fink & Young to engage in jobbing dry goods, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Harrisville—The Sheap-Johnson Seed Co. has been incorporated to deal in seeds and plants. The company has an authorized capital stock of \$15,000, of which \$7,500 has been subscribed and \$1,500 paid in in cash.

Big Rapids—W. B. Wolcott, who has been conducting business under the style of the Wolcott Grocer Co., is succeeded by H. S. Lansing, of Boyne City. Mr. Wolcott will remain in the store with Mr. Lansing for the present.

Ionia—A. J. Ashdown, John Thwaites, Fred A. Chapman and J. J. Thwaites have purchased stock in the Ionia Wagon Co. The business will be continued under the management of John F. Bible, as before. Mr. Ashdown is to take the office of Treasurer.

Bay City—Several new buildings have been scheduled at this place for construction this fall and during the winter. Builders, having ascertained they could build cheaper than last year, are making the most of the opportunity. More than \$200,000 will

be invested in new buildings during the ensuing four months. In fact, both here and in Saginaw labor is now well employed and there are complaints of shortage of help. Many plants are increasing the number of men.

Manistee—On petition of William Immerman, a Detroit partner in the concern, Judge Rose has appointed a receiver for the Western Hide and Fur Co., pending an accounting. Albert Johnson is made receiver. Harry Goldman is the manager and resident member of the firm.

Detroit—A corporation has been formed under the style of the Burgess-Potz Co. to engage in contracting and construction in various branches. The company has an authorized capital stock of \$1,000, of which amount \$530 has been subscribed and \$250 paid in in cash.

Eaton Rapids—Tuomey Brothers (Cornelius and Timothy), who went into bankruptcy in Detroit recently, are about to resume business at their Woodward avenue stand. It is reported that the firm has practically arranged for a settlement with its creditors at 33½ cents on the dollar. Tuomey Brothers are well known here and throughout this section of the State, they having practically started their active business career in this city about thirty years ago in company with their brother, John. When they left here they went to Jackson, where they conducted an extensive dry goods business, and they also owned stores at Charlotte, Lansing, Ann Arbor and Adrian for several years, until dissatisfaction sprung up between the two younger brothers and John, when the business went into the hands of a receiver and the boys parted company, after which Cornelius and Timothy opened a store in Detroit, which they have conducted for the past twenty years.

Manufacturing Matters.

Scottville—Ed. D. Wagner has engaged in the manufacture of cigars.

Pontiac—The Oakland Motor Car Co. has increased its capital stock from \$200,000 to \$300,000.

Detroit—The Boydell Bros. White Lead & Color Co. has decreased its capital stock from \$250,000 to \$150,000.

Carp Lake—George McAfee has bought the Emmet Lumber Co. mill at Cecil Bay and expects to operate the same in the near future.

Hastings—A factory building, 40x80, two stories high with a 9 foot basement, will be erected by the C. H. Osborn Co., manufacturer of ladies' wearing apparel.

Rose City—The Prescott-Miller Lumber Co., operating a saw and shingle mill near here, is extending its branch railroad three miles to reach 12,000,000 feet of timber.

Kalamazoo—The appraiser's report on the assets of the Dunkley Manufacturing Co. shows property to the value of \$57,149.80. The liabilities are between \$250,000 and \$300,000.

Lansing—The Birchfield Pattern & Manufacturing Co. has been incorporated with an authorized capital stock

of \$4,000, of which \$2,500 has been subscribed and \$800 paid in in cash and \$1,500 in property.

Detroit—The American Motor Truck Co. has been incorporated to manufacture motor vehicles. The authorized capital stock of the company is \$100,000, all of which has been subscribed and \$10,000 paid in in cash.

Detroit—A corporation has been formed under the style of the Nuro-Vito Co. to manufacture drugs and chemicals, with an authorized capital stock of \$10,000, of which \$5,040 has been subscribed and \$1,500 paid in in cash.

Ypsilanti—A corporation has been formed under the style of the Ypsilanti Milling Co., which has an authorized capital stock of \$12,000 common and \$3,000 preferred, of which \$13,050 has been subscribed and \$5,525 paid in in cash.

Detroit—Venderbush & Looman have merged their roofing and sheet metal business into a stock company under the style of the Venderbush & Looman Co., with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash.

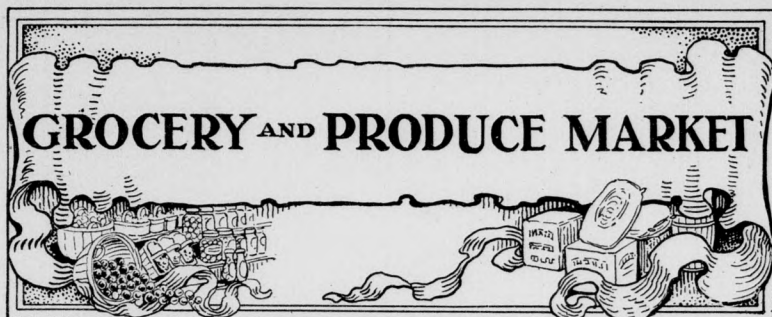
Bay City—It is expected the additional band mill now being erected at the plant of W. D. Young & Co. will be finished during October and then the plant will be operated with a full force. With a large flooring mill, double band sawmill and lath mill the firm will be in good condition to grasp business.

Munising—The Cleveland Cliffs Co. is erecting thirty houses in this community, residences in the best part of town and worth from \$1,500 to \$5,000. The houses are being finished outside and the inside work will be done during the winter months. Fully a dozen other houses are in the course of erection in other parts of the town.

Bay City—The Kneeland-Bigelow Co. is operating enough camps to ship about thirty cars loaded with logs to this city a day. Frank Buell is running seven camps and shipping to the Saginaw River sixty carloads of logs a day. These logs stock the Kneeland, Buell & Bigelow mill and some go to Bliss & Van Auken, Pousfield & Co. and other firms.

Grayling—R. Hanson & Sons are building a lumber town about a mile from this place. It is to be called "J's Town," the reason for which is not explained. They are pushing the work on the single band mill, which will have a capacity of 45,000 feet, and will also erect a number of houses and other auxiliary plants, calculating to give employment to 400 hands.

Millersburg—S. F. Derry is making extensive improvements in his sawmill, which has been idle the last season and in the hands of a gang of men is going to be entirely rebuilt. The machinery, including boilers and engine, of a mill he owned at Oquoc has been added to the plant being rebuilt and a new steam nigger, kicker, slide, edger, trimmer, slasher and other machinery have also been added.



GROCERY AND PRODUCE MARKET

The Produce Market.

Apples—Choice fall apples fetch \$1.20 per bu. Cooking stock is in fair demand at \$1. Winter varieties from New York State are finding an outlet on the basis of \$3.75@4 per bbl.

Bananas—\$1.50 for small bunches; \$2 for Jumbos and \$2.2 for Extra Jumbos.

Beets—60c per bu.

Butter—For both solids and prints the butter market shows an advance of 1c per lb. during the week. There has been a steady falling off in the production, amounting to about 25 per cent. Fine butter can not yet be taken out of storage for less than the prevailing price, and the market is very firm on the present basis. There is also some increase in the demand. The market is in a very satisfactory condition and is not likely to show any further change in the near future. Fancy creamery is held at 28c for tubs and 29c for prints; dairy grades command 20@22c for No. 1 and 18c for packing stock.

Cabbage—Home grown commands 75c per doz.

Carrots—60c per bu.

Cauliflower—\$1.35 per doz.

Celery—18c 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 1c higher than a week ago. Receipts are very light and meet with a ready sale at top prices. Conditions are very satisfactory and trade is very active. No marked change is likely within the next few days. Local dealers pay 20c on track, holding candled fresh at 22c and candled cold storage at 20c.

Grapes—Concords and Niagaras fetch 14c per 8 lb. basket. Delawares, 18c per 4 lb. basket. Malagas command \$3.50@4 per keg, according to weight.

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—In spite of the fact that the consumption of lemons has shown a decided falling off on account of the cold weather, the market is holding its own. Messinas and Californias are steady at \$4.50@5.

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

Onions—Yellow Danvers and Red and Yellow Globes are in ample supply at 75c per bu.

Oranges—The season for late Va-

lencia oranges is nearing its end. Prices are holding steady to firm and the demand is fairly good on the basis of \$4.50@4.75. Mexicans are now on the market and selling at nominal prices.

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, 75c per bu.

Peppers—\$1 per bu. for green and \$2 for red.

Pickling Stock—White onions, \$2.25 per bu.

Potatoes—The local market ranges around 60@70c per bu. Outside buying points are paying 45@50c. The crop is proving to be larger than was expected. The recent rains appear to have improved the crop very considerably.

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.

The Cement Industry in Japan.

This country has made great progress in recent years in the manufacture of cement, owing to the increased demand for this article through the many enterprises recently undertaken in Japan in the way of railway construction, water works, electric works, etc. As a consequence of this industrial progress, the demand for cement has increased by leaps and bounds, so that at present the total output of the country is stated to reach 1,300,000 barrels per month.

Value of Good Newspaper Advertisements.

Don't waste any time worrying about what sort of novelty advertising will pay until you have the newspapers running all the good advertisements for you that it will pay you to use in them.

Geo. Vanwiltensberg, the lumberman, was married Tuesday to Miss Hattie Krause, daughter of Adolph G. Krause. The ceremony took place in the Trinity Lutheran church.

George Haller, the Ann Arbor jeweler, is in town for a few days as the guest of his brothers-in-law, Adolph and Samuel Krause.

The Grocery Market.

Sugar—Refined grades declined 10 points this morning, making the present price 4.90 in New York.

Tea—The Congou market continues dull with prices low. Gunpowders are fairly easy and the demand is principally for medium and low grades. Japans are moving freely and prices are being maintained. Japanese settlements to date show a large shortage. The local market reports steady sales fully up to last year in volume, the country trade quiring good quality. Ceylons continue strong and Japan nibs are very scarce.

Coffee—Rio and Santos grades are without particular change. Mild coffees are healthily firm and Java and Mocha are steady and unchanged. The general demand for coffee is fair.

Canned Goods—The tomato market is somewhat easier than last week and very little buying interest is shown, except to the extent of what is wanted for immediate requirements. Packers, however, continue to hold strong views and express the opinion that buyers who neglect to take advantage of present offerings will regret their lack of foresight before many weeks have passed. An easier market is noted on California peaches, due to apparent anxiety on the part of some of the packers to start things moving. The same is true of apricots. Gallon apples are growing firmer. Packers claim they can not pack for the price they are getting and are reluctant sellers at bid prices. Offerings of salmon on the spot are small and the demand is fairly good, and while the tone of the market on all grades except pinks is firm, prices are without quotable improvement. Sardines are sparingly offered and the market continues firm. Lobsters and oysters are dull, with prices nominal.

Dried Fruits—Apricots are steady at unchanged prices. The demand is fair. Raisins show no change whatever and a dull trade. The corner still remains undetermined. Currants are in light demand at unchanged prices. Other dried fruits are dull and unchanged. Prunes are very dull on an unchanged basis. Peaches are steady at the last decline and in fair demand.

Farinaceous Goods—Rolled oats continue high and strong on account of the very poor outlook for the oat crop. Sago, tapioca and pearl barley are unchanged and steady.

Rice—Fancy head rice is scarce on account of bad weather, heavy rains being reported from the Southwest, and the market is firm. New Japans for future delivery are quoted higher than ruling prices on old crop.

Cheese—The market is firm and a trifle higher. The make has been curtailed considerably by the drought in the producing sections and, with a good consumptive demand, the market is in a strong and satisfactory condition on the present basis. No important change is looked for in the near future.

Syrups and Molasses—Compound syrup is in fair demand for the season at unchanged prices. Sugar syr-

up is wanted for export and for mixing, but for straight consumption the demand is light. Molasses is unchanged and quiet.

Fish—Cod, hake and haddock are in excellent demand at unchanged prices. Salmon is moving very moderately at unchanged prices. Sardines of all grades, domestic, French and Norwegian, are in fair demand and rule unchanged. Prices on new Norway mackerel are at last out, being very nearly as high as last year. All sorts of figures have been named, but the average is \$26 for 2s, \$19@20 for 3s and \$18@19 for 4s. The trade considers the prices high and are not falling over themselves to buy. Irish fall caught mackerel are also being quoted at firm prices, as the supply is small. Some Nova Scotia mackerel are being offered in all markets and have helped to piece out the shortage in shore fish. The price is very unsettled, ranging all the way from \$10@20 per barrel.

Provisions—Smoked meats are firm, due to the scarcity and the high cost of hogs. Both pure and compound lard are very firm and there will probably be no relief from the high prices until colder weather and lighter consumption. Pork is firm and unchanged, as are canned meats.

The Valorization Delusion.

It is probably true, as some market reviews published by fee valorization interests the trade papers have been able to do with discommodities heavy purchase of coffee, roasting and jobbing country. The fact of the matter is that the trade papers have not been at all convinced of the soundness of the valorization scheme. The trade generally has been pursuing a hand-to-mouth buying policy. Leading commercial coffee interests (as distinguished from the purely speculative kind) have looked upon the valorization proposition as false in principle and foolish in policy. Brazil has already discovered that she has an elephant on her hands in this valorization scheme, and the trouble is just beginning. Too strenuous interference with the law of supply and demand is pretty certain sooner or later to provoke reprisals in some form.

The word valorization has been defined as a device for maintaining, if possible, the price of a commodity at or above a certain level by artificial means. The three principal coffee-producing states of Brazil are attempting to fix and maintain within certain limits the price of the better grades of coffee. A large sum of money is used whenever necessary to buy and store such quantities of coffee as may be needful to hold in order to render the scheme effective. Thus far the only parties which seem to be profiting by this method are the National City Bank and its friends. It looks as if the Brazilian coffee planter pays the freight.

He who thinks twice before he speaks increases the worth of his words twenty times.

MEN OF MARK.

T. Stewart White, Who Has Lumbered Over Forty Years.

When Bishop Berkeley in writing "On the Prospect of Planting Arts and Learning in America" declared "Westward the course of empire takes its way" he wrote of men. When John Quincy Adams in his oration at Plymouth in 1802 misquoted the good Bishop by saying "Westward the star of empire takes its way" he spoke not of some celestial body but of men also; for arts and learning and empire are at most but men—men skilled in the delineation of that which has been made for the use of man, or has been appropriated by man; men learned in the wisdom that centuries of experience, research and accidental discovery have laid open to the student, or men conspicuous for their ability to direct the destinies of a people. Art exists only in the mind of him who can create it and in the heart of him who can appreciate it. The only use of learning is to instruct other men. The empire exists not in the buildings of stone which a nation builds nor in the enterprises which it undertakes, but in the people who receive its benefits and constitute its defense. Arts are not confined to the painting of a picture, the chiseling of a statue nor the creation of a work of art; learning is not confined to the understanding of philosophy; science is not confined to the study of arms and the preservation of peace. Greater than all of these is industry, which embraces all the arts. Industry is in itself an art based upon learning and is the foundation of empire.

When arts and learning and empire take their westward course, as past events have demonstrated they do, they are merely indications of the western movement of men above their kind—strong, vigorous, confident and self-reliant men. America was not discovered by a weakling. Neither were the forests penetrated, nor the savages subdued by weaklings. The great Rockies were not nor the gold of the new El Dorado brought to the surface by men who were afraid of hardship or toil.

The development of western timber lands and the utilization of western timber have called to the land of the setting sun some of the strongest men who saw that sun rise in the east. The western lumberman, however marked his ability, however strong his character, is therefore but a type. T. Stewart White, of Grand Rapids and Santa Barbara, Cal. (for he divides his time between the Great Lakes and the Coast), is one of those who have gone westward with the course of empire in the lumber world. He is no more nor less than many of them—a man of business acumen, of strength of character and of modest bearing.

The greater part of his life, and that marked by hardest toil, was spent in the Great Lakes region. His interests in the Old West and the South are large, but he carries these

lightly upon his shoulders. But after all the hardest struggle is that of the beginner, because there are no certainty of success and no public confidence to help him on. For each one who succeeds there are many who fail through no fault of their own, but who are rather the victims of environment or fate. Therefore when one wins conspicuous success, as has Mr. White, he is worthy of both congratulation and praise. In this particular case, being at the mercy of him who writes, he must accept both over his protest.

As has been said, Mr. White's early career was spent in the Great Lakes

parently intended for a banker, for his first three years of labor were in the bank of Ferry & Sons in his native town. Then Chicago, that insatiable Mecca of young men, claimed his energies. He was for two years in the employ of Gray, Phelps & Co., wholesale grocers in that city. His destiny was finally shaped by his father, who took up some swamp land at the head of Spring Lake. The son at the age of 19 undertook to job the timber on it. This was his first logging experience and a valuable one at that, for he lost \$600 on the enterprise.

In 1866, in partnership with one of

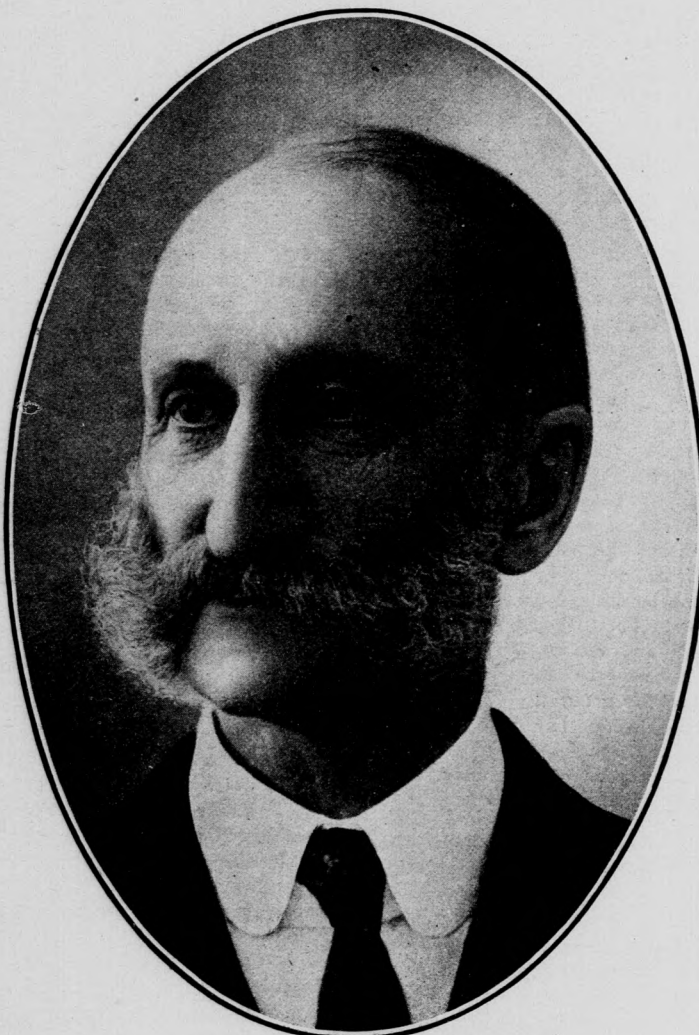
first venture was the purchase of a small quantity of timber, but their more important operations were on Grand River. For twenty-one years they contracted to do the running, booming and sorting of logs on Grand River, delivering them to the mills at Grand Haven. Meanwhile they added to their timber holdings as favorable opportunity presented itself.

Finally a new company, known as the White & Friant Lumber Co., was organized, T. Stewart White and Thomas Friant, of Michigan, and John Rugee, of Milwaukee, being the partners. This concern bought several tracts of timber on Flat River in 1878. They contained about 100,000,000 feet of timber, which the concern manufactured at Grand Haven. The next purchase was one of 75,000,000 feet on Manistee River and two mills at Manistee were bought with which to cut it. Afterward they bought timber on the Sturgeon River, a branch of the Menominee in the Upper Peninsula of Michigan, and cut and manufactured 150,000,000 feet, shipping to Chicago.

In 1898 the F. & F. Lumber Company was organized in partnership with P. C. Fuller, of Grand Rapids, and a mill was erected at Thompson in the Upper Peninsula of Michigan. This venture of 100,000,000 feet the company bought, cut and manufactured. Mr. White also at one time owned and afterward sold a large tract of pine in Minnesota; White & Friant own together one-half of 600,000,000 feet of cypress in Louisiana jointly with J. D. Lacey, of New Orleans and Chicago, and also own 700,000,000 feet of sugar pine in California. Mr. White has also been interested in a large number of small trades. He is concerned in mining in Montana and the manufacture of stoves and casters in Grand Rapids, and in the business of mining and iron working in Alabama, the latter in association with J. D. Lacey.

When asked for the cause of his success Mr. White's reply was at once modest and humorous: "Being in so many things," he said, "we couldn't bust them all at once."

This little statement is typical of Mr. White, who is not prone to extract from his success any compliment to himself. He is decidedly of a retiring disposition. That, however, his character is one of many fine qualities is evidenced by his partnership for nearly half a century with Thomas Friant. Two men could hardly conduct a business together for so many years and plunge into so many varied and large ventures if either one possessed a disposition that produced friction or disagreement. Those who know Mr. White well know that the characteristics that have made for his success have been tenacity of purpose, capacity for detail, trust in the good intention of the other fellow, industrial courage and willingness to accept occasional absolute failure without losing nerve. Among his intimate friends he is known for his keen sense of humor, personal gentleness and kind-



T. Stewart White

region, for he is a native of Michigan, born and bred. He has been fortunate in being able to select a more salubrious climate in which to spend the later winters of his life, but must still possess in his heart a tender feeling for the Wolverine State, which witnessed his early trials and triumphs and still claims him as a citizen and a taxpayer.

He was born at Grand Haven, June 28, 1840. His father, Thomas W. White, of Ashfield, Mass., had come to Michigan as early as 1836, a year before the territory's admission to the Union as a state. The son was given a common school education. He had hoped to go to college, but financial considerations forced him to begin the actual work of life at an early age instead. He was first ap-

parently intended for a banker, for his first three years of labor were in the bank of Ferry & Sons in his native town. Then Chicago, that insatiable Mecca of young men, claimed his energies. He was for two years in the employ of Gray, Phelps & Co., wholesale grocers in that city. His destiny was finally shaped by his father, who took up some swamp land at the head of Spring Lake. The son at the age of 19 undertook to job the timber on it. This was his first logging experience and a valuable one at that, for he lost \$600 on the enterprise.

In 1867 he went into the wrecking business with Heber Squier and was directly interested in it for ten years. The firm name was Squier & White and altogether this concern paid \$60,000 in profits, much of which was realized in railroad and Government construction, dredging and in harbor work.

Mr. White had in the meantime become interested in a saw and planing mill business at Grand Rapids. It was in 1868 that there was formed the partnership with Thomas Friant which has lasted forty years. Their

liness and almost extreme personal modesty.

Mr. White married on April 20, 1870, Mary E. Daniell, of Milwaukee. A daughter died in infancy but there are living five sons: Stewart Edward White, aged 35, an author already famous as the delineator of scenes and people among which his father's fortune has been made; T. Gilbert White, aged 30; Rugee White, aged 19; Roderick White, aged 17, and Harwood White, aged 12.

Had Mr. White done nothing else he would still be entitled to fame for giving to the world that literary genius, Stewart Edward White; the author of "The Forest," "Blazed Trail," "Conjurer's House" and other works dealing with the great timber industry and the forests where it has its being. Even greater things are expected of this young man and to Mr. White might be credited no small part of the fame that his son has achieved, a credit that Mr. White would hasten to share with his good wife, for it was largely the maternal influence that assured and directed the gifted son's superb physique and undoubted genius; his literary style reflects a heritage from his mother in its appreciation of nature and its sympathetic passages and from his father in its virile description and vigorous action. Mr. White has assisted his son in the development of this field of literature, and has been in position to give him really valuable assistance. Not only his already famous son but all his children have been made students of nature; and so we shall expect to hear from the others, for they have been reared near to nature and to nature's heart. The second son, T. Gilbert White, was graduated from the literary department of Columbia College and is a painter and illustrator of remarkable ability. He resides in New York. The third son, Rugee, is attending the McKenzie Preparatory School at Dobb's Ferry, New York. The fourth son, Roderick, is a graduate of the McKenzie school and will later on enter Yale college. He is spending the winter in Brussels, perfecting himself in the technique of the violin, on which he is conceded to be very proficient. The fifth son, Harwood, is attending the Grand Rapids public school.

Mr. White is what is called in ordinary parlance "a family man," and it is no unusual thing to find him leading a traveling party composed of his good-sized family across the continent, for he desires nothing more than that the members of his home circle shall enjoy the same scenes and experiences and recreations that he himself enjoys.

During the past three or four years Mr. White has devoted much time and thought to the development of one of the finest homes in the city. It was designed by Williamson & Crow and is located on East Fulton street, adjoining the home of D. A. Blodgett. An illustration of the mansion is given in connection with this article, but it does not do the surroundings justice, because the pic-

ture was taken during the winter months before the beautiful foliage surrounding the home had appeared.

Mr. White attends the Congregational church. He is a member of the Peninsular Club and the Kent Country Club of Grand Rapids, and the Santa Barbara Country Club, of Santa Barbara, Cal., where he spends his winters. He is a Republican in politics and a director in the National City Bank, the Michigan Trust Company and the Kent State Bank, all of Grand Rapids.

Egotism the Young Man's Handicap.

Youth claims title to buoyancy and venturesomeness because of two things: First, perhaps, are the promptings of an excess of mere animal spirits; second, lack of a sobering, qualifying experience. Why is it, then, that in the face of this statement, which few people will challenge, one of the most hampering characteristics of the young man in business comes of his showing in his business relations a marked evidence

sober estates, who, jealous of their position and connection with an establishment, resent the mere intrusion of youth. On the other side is the wise, confident man of experience, who decides that the young matriculant is likely to wreck himself and his chances on rocks of which he is wholly ignorant for lack of a proper chart. This overabundant enthusiasm and venturesome activity, from either of these points of view, is distressing in an organization. Men who are jealous of its invasion will have opportunity to put impediments in its way, while the wiser ones who seek to warn the victim of it may see their efforts fail.

I have a friend who has arrived at this age of wisdom from which he can see clearly into the status of the young man of this type. For years he has conducted a department in a great institution which calls for technical work of the highest degree. Always the department has had at least one young man in it rather in

youth the young man in business is likely to fall a victim to egotism. True ambition rarely separates itself from the element of ego on the youthful side of thirty. The young man may be constitutionally egotistic or, as in the case cited, he may have egotism thrust upon him.

That young man who would test himself for signs of this hampering ego has a material point of approach. He may ask himself, How well satisfied am I with the work I am doing? Complete satisfaction with himself and his work is a first sign of decay in even the adult; there is no progress beyond this state of mind. In the young man this evidence of satisfaction can mean only arrested development because of arrested effort. Get a line on yourself, young man. If you are criticised you ought to be able to determine whether jealousy or wisdom is prompting your critic. But either voice is worthy of a thoughtful hearing.

John A. Howland.

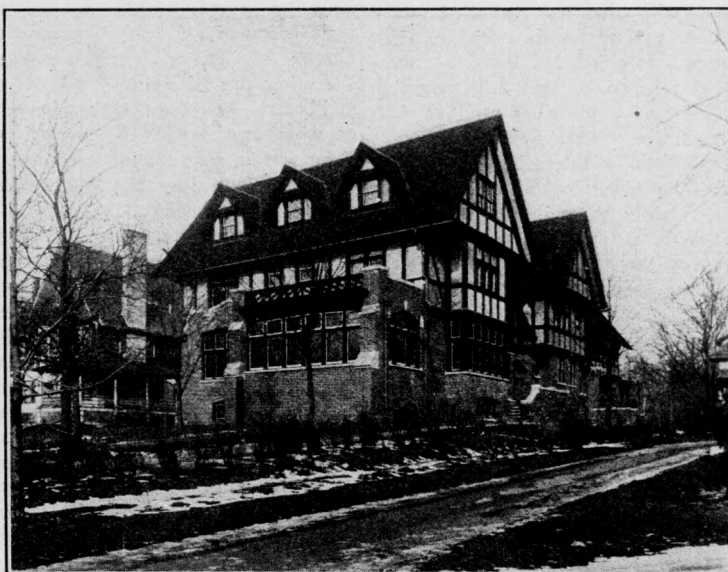
Canned Whale Meat Next.

A dispatch from Victoria, B. C., states that whale meat is an article of food, and the preservation of whale life in the waters of the Pacific is a question agitating the whaling industry on the coasts of Vancouver and in the Far East. An effort is now being made to introduce whale meat as an article of food. Already quite a trade is done with Japan in canned and salted whale meat. The new idea is to start a campaign to educate the people of European race on the undoubted merits of the new diet. Samples of canned whale meat have been distributed from the headquarters of the whaling company and all of those who have tried it say that the meat is exceedingly palatable, being much tenderer than beef and greatly resembling it in taste. At present tons and tons of whale flesh are used in the manufacture of fertilizers, which are one of the most valuable by-products of the industry, but it takes three tons of flesh to make one of fertilizer, and this latter is sold at the rate of 2 cents per pound.

To Deprive Coffee of Caffeine.

According to a recent London newspaper a Swedish patent has been granted to a chemist in that country on a method for depriving coffee of its caffeine without injuring the beans otherwise, and thus making them unfit for drinking purposes. The beans are placed in a rotating vessel into which super-heated steam is led; they are next subjected to the action of acid or alkaline gases, and then extracted with volatile solvents, especially benzene, after which they are again submitted to the action of super-heated steam. It is said that this process has no effect upon the aroma of the beans, and that there is nothing about their infusion to indicate that they have been subjected to any treatment whatever.

The saddest people in this world are those who are always fleeing from sorrow.



New Residence of T. Stewart White

of this quality to which youth is the most logical heir?

An employer will overlook a serious blunder of the young man's on the ground that the boy is young yet. Fellow workers, discovering that in a quiet, sober industriousness a young man has made an error and is in a tight place, will turn willingly to help him out. But that young man who has brought a breezy, pushing optimism into a staid, conservative house full of old employees will discover, if able to sense it, that excuses are for others than himself.

"He's too fresh," is the colloquial diagnosis of his case when his back is turned; or if in the opinion of the young offender's fellows he has exceeded prescribed bounds, one or more of these fellow workers may make the diagnosis for the young man's especial benefit.

Two widely diverging points of view seem to be responsible for this criticism of the young man's superabundant activity. On the one side are the individuals arrived at more

the position of a postgraduate apprentice. He spoke to me some time ago in discouraged tones.

"I've discharged three young men from this department in three years because of the 'big head,'" said he, "and the young man I have now is getting away from me in that direction faster than I can pull him back."

In this particular instance, however, a rather unusual influence is at work in the office to the undoing of this young man. He came into it a gentle, timid, thoroughly conscientious beginner who was little more than a boy. He became popular with the men in the office from the first. Had he been full of ego, even, it might have been better for him, for the office considered that he needed encouragement. They encouraged him and overdid it. From the shrinking, nervous disposition which once appealed to the sympathies of that office this young man has evolved a distressing confidence and complacency which he has not earned.

Out of the natural buoyancy of his



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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Wednesday, October 7, 1908

THE CRIME OF CAIN.

Ever since the days of the rebellion, when a nestful of rebels received the walloping which even now they can not recall with composure, there has lived and thrived a spirit of lawlessness which every now and then shows itself exactly as it appeared in the summer of '61. For something like half a century the great rebellion has been a matter of history. The passions which reached their culmination then have had time to spend themselves and generally they have made the most of the time; but now and then the smouldering fire breaks forth and, centralizing in a certain type, now well known and clearly defined, proclaims to the world, somewhat surprised and always amused, that the old has not passed away, that all things have not become new, that "Truth crushed to earth shall rise again" and that the negro who cuts a white woman's throat shall suffer for his crime just so long as the surviving certain type can hang the colored man to the corner lamppost and roast him to death with a kerosene-fed fire!

It is pleasing to remark that such exhibitions for a good many years have been few and far between. They no longer mean anything beyond the fact that the ash-covered embers are almost dead and that when, at last, the fire does go out, the earth, strengthened by these same ashes, will produce a worthy crop of more than a hundred fold. In the meantime these explosive certain types must be indulged and regarded as so many volcanoes—vents, safety valves—whose occasional activities only increase the certainty of continued safety.

Mississippi is the Vesuvius of the latest agitation, and that it may be distinctly understood that it is a Vesuvius and not a common disturbance it is emphasized that it is an ex-United States Senator who thus delivers himself: "I led the mob

which did the lynching last night and I'm proud of it. I directed every movement of the mob, and I did everything I could to see that he was lynched. I aroused the mob and directed them to storm the jail. I had my revolver, but did not use it. I gave it to a deputy sheriff and said to him: 'Shoot and shoot to kill.' He used the revolver and shot. I suppose the bullets from my gun were some of those that killed the negro.

"I don't care what investigation is made or what are the consequences. I am willing to stand them. I would not mind standing the consequences any time for lynching a negro who cut a white woman's throat. I will lead a mob in such a case any time."

There is no use in calling this man a fool, with an adjective or without one. There is no use in saying that so long as this certain type so evaporates the sulphurous atmosphere in his locality is noxious and to be avoided. All this goes without saying. What it does suggest is that the guerrilla of the old rebellion days is dead surely enough, but that the breed, still alive, has dwindled into a certain type, to be no more cared for and no more minded than the occasional rattlesnake that still exists in localities once notorious for that class of ophidian. The real harm comes to the locality tolerating the annoyance, the existence of which shows more plainly than anything else can that it is a type and so stands for the idea, the class, it doubtless faithfully represents. It may be manly, heroically so, to kill a negro and burn him for the heinous crime he is even supposed to be guilty of; but until the time comes when it is conceded that one murder justifies another murder, a murderer, even if he be an ex-Senator of the United States, will never make that class of crime less heinous nor deaden on the forehead of the murderer the mark that has glowed there since the crime of Cain.

The bravado of the blood-shedding ex-Senator of the United States recalls to those who have heard it the old-time hiss of the rebellion period, amusing now because the snake's fangs are out. There is the same pompous, self asserting I, the same exultantly expressed joy in "I saw his body dangling from a tree this morning and I am glad of it," that was felt and expressed in '61, when the cannon ball of the traitor battered the walls of Fort Sumter; only now the question comes with peculiar force, "Isn't it time to bury, once and forever, that sort of worse than foolishness and, with the dead past behind us, look forward to the future that is fairly aglow with nobleness of purpose and high resolve; and, mindful of a hated past—a past with a crime we are heartily sorry for—work and struggle for that ideal citizenship which before the Civil War was something impossible?"

We think so, we believe so, on both sides of the Mason and Dixon line which, happily, is now no more; and the surest guide for all sections now to follow is such a devotion to law and such a faithful following of

it that the criminal, without regard to the accidents of birth or fortune, shall meet at the hands of the law the justice that fairly belongs to him.

AN OUTRAGEOUS JOB.

With the church almost beside itself in its attempt to draw the line between the divorced and the undivorced, with almost every social gathering laboring under no end of embarrassment, due to the unconscious bringing together of the divorced, with the decent portion of every community trying to keep themselves unspotted and unbesmeared from the filthiness that surrounds them, it does seem as if society ought to be able to depend upon the clergy to do their part in the general endeavor to stop the attempts of the low-down everywhere to wed and unwed as fancy dictates.

Colorado furnishes the last mix-up of this sort, which even the populace of the mining camp pronounces "funny." A masculine individual in the above-mentioned State who has been held for several months within the jurisdiction of a County Court on the charge of lunacy was pronounced the other day of sound mind and set at liberty. At once the question arises whether the man is married, and if he was in sound mind when he, as a prisoner, on July 28, 1908, extended his hand through the bars of a window at the county jail and grasped the hand of a female, while a minister on the outside pronounced the two man and wife. The narrative concludes with the statement that the marriage was pronounced void because the man had not received a certificate that he had been restored to reason, and the woman returned to her home, saner and wiser. Let us hope, than the lunatic she thought she married and the clerical lunatic who tried to marry them.

If it were a single instance where the minister had done this outrageous thing, since the result has turned out so satisfactorily, it would be well enough to class it among the exceptions that confirm the rule and call it the huge joke that it turned out to be; but there are too many of such happenings and too many of that kind of men, calling themselves ministers, always on hand to do that sort of job; and the question promptly arises whether something can not be done about it. To "the wicked world" such acts when performed by even the clergy seem somewhat "shady," and the man who so indulges in them would be liable to be called strictly to account were he of the world; and it does seem as if the guardians of morality and religion should "stand pat" in matters that so deeply concern society at large as well as the human soul.

To the credit of the clergy, as a body, that is exactly how they do stand and the wonder is that when men of this stripe are found out they are not promptly unfrocked. Yet this man was not. The would-be groom and the disconsolate bride were promptly sent about their business, while the minister, the really guilty

one of the three, is possibly prowling about the county jail windows ready to solemnize the marriage of another misguided man and woman grasping each other's hands through the bars.

Outside of the sanctuary it looks much as if the minister was violating his vows of office. The people outside call that sort of thing perjury. Are things different within the pale and can the man in priestly garb commit perjury with impunity? It is up to "the cloth" to consider these matters and "the world, the flesh and the devil," looking eagerly on will reflect seriously upon such action and govern themselves accordingly. Of this we may be sure: the saints must put a stop to such outrageous jobs or the sinners will, a result which will redound little to the credit of those to whom have been intrusted the sanctity and the rites of the Kingdom.

IGNORANCE NOT BIGOTRY.

There are plenty of men who, as boys, never made a kite or put on a pair of skates and yet kites and skates were never more popular than at present. There are other scores of men who, as men, never saw a game of base ball.

And yet, during the past two or three weeks, our National game has fairly divided honors with the presidential campaign in the matter of general public attention. Indeed, the daily papers have devoted quite as much space to base ball as they have to any other single topic during the past few days and the answer is easy: It pays.

"No, I don't want any lobsters," said the man who had never tasted of lobster, and the friend who had invited him to partake of the delicacy called him "a blooming bigot." Just so is it with the base ball fan when he hears a man say that he has never seen a professional game of base ball.

But the fan is wrong. It is purely a case of ignorance, not bigotry. No person ignorant as to the rules of the National game is able to share the thrilling luxury that is experienced by the average fan who witnesses a closely fought nine innings or keeps tab on such a series of games as marked the close of the season in both of the major leagues.

And the great open secret as to the popularity of base ball is the unimpeachable fact that after all these years of development it remains the only great sport, athletic or otherwise, which has attained a professional standing and at the same time escaped the controlling influence of the gambling fraternity. With nine to eighteen or more men in each club and two clubs in each game, besides two umpires—making a total of from twenty to forty men in each game, it is practically out of the question to frame up a job without getting caught at it. The units, all equally important, are too numerous, to say nothing of the expert thousands who are spectators, to trifle with successfully and safely.

It is better to be gracious than to be graceful.

BOY AND GUN.

Why One Did Not Indulge in the Other.

Written for the Tradesman.

John Rudd, who lives some three miles from the Ruddington postoffice, on the farm and in the colonial house that has been in the family for generations, was and had been considerably upset by something that was bothering him a great deal more than he was willing to acknowledge. He was no halter between two opinions, this John Rudd. He had no time for any such supreme nonsense. Life was too short and time too precious for dallying, and he never dallied; but, when the matter took the present form he knew the time had come for deliberation and he took it. He knew after wrestling with the Rudd stubbornness for something like forty-five years, as Jack wrestled with the angel, that he had a job on his hands and he also knew from some recent experience that the Rudd family characteristic had in no way or degree degenerated in that oldest boy of his who had been truthfully pronounced "a chip of the old block."

So far in the family history the line that had begun on this side of the sea with the coming of the May Flower had been free from the degenerate or the sign of one and when one day young Steve, the aforementioned "block," was seen shuffling along the road with some half a dozen of the Potter Bates low-downs—as shiftless a set as ever roamed the New England woods with dog and gun—John Rudd knew that the time had come to do something; but what and how were questions not to be answered offhand.

It was an easy matter to put your foot down with a forceful "no more of this." That had been the method, the successful one; but when a boy gets to be a little taller than his dad, with a will of his own and a pretty fair idea that he knows what's what and what he wants, the putting the foot down doesn't amount to much and once put down it is liable to be followed by another put down just as heavy and just as determined. So far there had been no clash between budding manhood and the mature article and the latter determined that there shouldn't be, but how to bring about the desired result without friction was the subject now fetching wrinkles to the forehead and between the eyebrows of John Rudd.

Naturally enough the first solution to the problem was to get rid of the Bateses, not a hard task apparently, for their number of acres was small and the house a shack; but when old man Bates was approached and the purchase suggested, the interview was short and sharp and decisive: the Bates domain would never become a part of the Rudd estate so long as the Bateses were above ground, a statement to all intents and purposes meaning eternity, for the Bates litter was large and good health and longevity were prominent characteristics.

The time had been when it would have been enough to say to the youthful Stephen that he must keep away from the Bates gang; but Rudd,

Sr., concluded without much introspection that "must" wasn't exactly the word to use under the circumstances. There was something about it so antagonistic to the Rudd-family corpuscles as to insure failure to the party using it. That wouldn't do. The boy could be sent West to a relative out there. Two or three years of the "wild and woolly" would open his young eyes a bit, and by that time the brood of Bateses would have to scatter and the boy would come home, satisfied with his experiences and be contented to return to the ancestral farm, ready to take his place at the head of it as he, John Rudd, had done, following in the footsteps of a long line of ancestry.

The announcement of the scheme, however, produced instant explosion. "West? Not any. What should I do that senseless thing for?" He was no prodigal son to turn his back on the old home. He had no fondness for the husks that the swine did eat. He didn't intend to perish with hunger at the time when the frost was on the pumpkin, ready to be turned into pies; "but, Dad, instead of seeing me afar off and running, and falling on my neck, and weeping down into the back of my neck and shirt collar, it would be enough sight more comfortable and sensible to give me money enough to buy Zeb Bates's gun. It's a mighty good one and at the price he asks for it, if I get tired of it, I can sell it for a good deal more than I gave him for it; so it will be a good bargain anyway. What do you say? Will you?"

If John Rudd had yielded to impulse his answer would have been a thundering no. One picture presented itself: Stephen Rudd, son of John Rudd, of Ruddington, with a second-hand gun on his shoulder slouching along through the woods with the Bates gang, shooting chipmunks—a fine sight for the neighborhood to see and talk about! But the boy was in earnest; he wanted the gun—evidently that particular gun—and there was no particular reason why he shouldn't have it. Things inanimate couldn't in themselves exert an influence, moral or immoral, and yet, and yet; and with that for a starter John Rudd's imagination went roaming out into the fields of the future, fancying every sort of evil that could possibly center in a second-hand gun and making him more than ever determined that that gun should never come into the possession of the Rudd family.

"Well, Dad, will you?"

"W-e-l-l, son, I'll think about it. No reason 't I know of why you shouldn't have a gun 'f you want one; but I don't like the idea of my boy's buying an old gun that Zeb Bates has got ready to dispose of. Your mother will kick against it like a Texan steer—women always do; but it seems to me that a boy of your size and sense ought to have a gun if he's ever going to have one. Next time I go to town where I can get you a good one I will see what I can do."

The gun, however, was not forthcoming and as the summer went by and there was no going to town nor any sign of it the boy, not at all

disheartened, again made up his mind that he was going to have a gun—a new one if he could get it and an old one—Zeb Bates's—if it should come to that; but the money had to come from his father.

The last of the haying was always the swale, a large tract of wet meadow out east, hard to cut and harder to get in. Everybody was happy when that last load went in and that was the time when Steve was determined to make his final move for his long-wished-for gun. That year the harvesting of the wet meadow had not been the usual hard job, for the season had been a dry one; and, while the rank grass had been high and heavy, the marsh had not been flooded; so that the wide-tired hay-cart did not sink into the soil and rendered the getting in of the swale hay an easy matter.

So after the last load had gone in through the big barn doors and John Rudd with a satisfied, "There!" stood looking at it, thankful that haying was at last over, Steve, fanning himself with what was left of his summer straw, remarked, "Now haying is over hadn't you better give me the \$8.50 to buy Zeb Bates's gun?"

"Come right in the house with me now, Steve, and the money is yours."

The distance from the barn to the house was not a long one, but it was long enough for John Rudd to go through with a great deal of thinking. He had done his level best to keep that detested gun out of his son's hands; in season and out of season he had discouraged in tone and manner the idea of men who think anything of themselves slouching about the country with a pack of good-for-nothing dogs at their heels and calling it hunting; and here he was going to let Steve do the very thing he so utterly detested, and yet for his life he could see no other way. Well, there was nothing else to be done. His conscience did not trouble him. He had done his best, and perhaps, after all, by letting the young fellow have his way, the sound common sense the boy had inherited from both sides would take him through. So with a "Here you are, Steve," he put the money into the lad's delighted hands with every nerve in his paternal body tingling with the wrath he was just able to conceal. Then as the boy in the joy of his heart turned away clutching the cash that was, he thought, so grudgingly his, the Rudd sarcasm and scorn for which the family had always been noted found vent and he called after him, "You'd better go right over after the gun, Stephen, and I'll buy you a hound just as soon as I can find one!"

Steve didn't look back, and he didn't go after the gun. Days went by and the money in his pocket grew to be heavier than the once coveted firearm. Finally when he could stand it no longer he returned it to his father, remarking that he didn't want the gun after all and that he'd shoot the hound the minute he put eyes on it.

Then it was that John Rudd, of Ruddington, laughed long and loud, "Keep the money, Steve, and I'll double it a good many times before I get through. I thought when the

scratch came that a little of the old-fashioned common sense still remained in the family and that after I'd tried everything else I could depend upon that to take you through."

"It did," said the narrator who told this story of his early life under the broad veranda at Ne-ah-ta-wanta within sight and sound of the wind-kissed, sun-kissed ripples of the bay. "It did; and many a time since then when 'the scratch came' I have thought of that old gun and the promised hound and concluded as I did then that under the circumstances I wanted neither of them."

Richard Malcolm Strong.

Spare Moments Devoted To Fame.

To utilize each moment is the secret of success in life. Bacon's fame is mainly due to books written in his spare hours while England's chancellor. Humboldt's days were so occupied with his business that he had to pursue his scientific labors in the night or early morning. Burns wrote his most beautiful poems while working on a farm. Grote wrote his "History of Greece" during the spare moments snatched from his duties as a banker.

In Philadelphia the floor of the mint is covered with a light grating, which is taken up at intervals and the floor carefully swept in order to recover the precious particles of gold that unseen have fallen upon it. Some years ago a workman in the old mint was detected in wearing some adhesive substance on the soles of his shoes, and thus he picked up and carried away a large quantity of gold.

Would that you had the wit to furnish your minds with some adhesive quality that would seize the golden fragments of time which every day you thoughtlessly waste.

All our great men who attained their ambition early realized the value of time; to them the minutes were the stepping stones on which they crossed the river of life to the embankment of success. They never lie abed when they should be up and doing.

Shooting Game With the Camera.

To photograph wild animals instead of shooting them will be the aim of the coming sportsman, according to the Hon. E. Shiras, who avows that one can buy at one-half the cost of shooting the animals the skins or horns that later may adorn the home as a result of the hunting trip. Mr. Shiras has made three important photographic visits to the wild denizens of forest and shore. He explored an isolated coral reef in the Bahama Islands tenanted by large breeding colonies of man-of-war birds and boobies; New Brunswick in search of moose and deer, and, later on, Newfoundland for caribou; Florida for brown pelicans and other local birds. He has some excellent pictures of boobies, which are compelled to protect their young from the fierce rays of the sun by brooding them with their wings. He has a picture of something like a thousand young pelicans disporting themselves at the water's edge, and photographs of flocks of pelicans on the wing.



Directoire Gown Affects Windows in Diverse Ways.

In all the store windows are to be seen modifications of the Sheath Gown.

Grand Rapids is certainly too conservative to take kindly to it. It's that slit in the side that plays hob with the making of it popular here. Those who would wear the dress might just as well don tights and tunic and join the bunch of chorus girls on the stage.

One interested — but somewhat alarmed — husband told me that if his own wife were to have the shocking audacity to appear in "one of those darn things" their respective names would be seen in the divorce court proceedings — although he did let the cat out of the bag that he would chase blocks out of his way to behold the spectacle of some pretty young woman not his wife arrayed in one of those same "darn things" on which there is so much comment and of which there is so much adverse criticism!

Everything that goes to complete a woman's toilet for this fall and winter is developed according to the ideas embodied in the Directoire Gown. (I use the capitals advisedly.) The sleeves are long and clinging. Often they are fashioned of some material differing completely from that of the Gown, generally toning in with the color of the Robe but of much thinner fabric, lace being frequently chosen in which to develop them. Then they are shirred and clasped at regular intervals by velvet, bias bands of silk matching the shade of the dress or some fancy trimming that is repeated on the upper part of the Gown. There is little trimming at the feet, folds or other flat effects being employed. The skirt is so long that it lies on the ground several inches at the front and sides and ends in a short train. Woman will wish she were the statue of Galatea when she adopts this style and essays to walk three steps.

Several years ago this uncomfortable nonsensical front and side lengths were foisted on her long-sufferingness and, while the mode lasted, life, for her, was one interminable ugly dream.

Now there is to be a repetition of the horrible nightmare.

If man had to be thus persecuted he would take to his bed at once, or fly to the forest and live the life of a primeval savage, and stay in either place while the heinous fashion lasted, having his meals served to him in his recumbent position or digging

roots and subsisting thereon in the latter situation!

But, the stern decree having gone forth, woman must submit to the imposition and drag through her toilsome existence until the Fickle Goddess has tortured her to her wicked heart's content.

* Speed the day when woman stands emancipated from any form whatsoever of this new Sheath Gown! Methinks 'twill not be long in the coming.

The accessories of women's outside clothes are not the only things that are to be revolutionized by the advent of the Directoire Gown, for the garments that do not show have all undergone a most decided change. No more may Milady rejoice in a trim waist and nicely-proportioned hips of beautiful curves. From bust line to feet she is swathed in sloppy drapes and folds that wellnigh conceal the entrancing lines of her figure. The Sheath Gown is all right for the woman whose shape is nothing to brag on, but it is not hailed with unmitigated joy by her whose figure is one for gods and men to admire and rave over.

The uninitiated might wonder how the metamorphosis is to be effected — the eliminating of the prominent hips of the lady who possesses them and still desires to dress a la mode. The corset, my dear sir, the corset. Take a glance at the advertisements now running in all the papers and magazines which deal exclusively with things designed for the edification of the Eternal Feminine and what do you see? Your eyes will explain to you the mystery. The sleeky straight-hipped corset, reaching almost to the knees, is to do the business; there you have the secret in a nutshell. Goodness only knows how the women encased in these almost-plaster-casts are ever going to breathe and move and have their being. Goodness only knows how they'll run to catch a Lyon street car, and, when they've caught it, how they'll ever be able to mount that detestable and hate-inspiring lower step. The good conductor will have to do even more of a haul than he does now, and 'tis no small lift he gives the ladies now.

Yes, the corset is going to be the means of the accomplishment of the wonder of "reducing" the hips of her who is blessed with more than a sufficiency of embonpoint at the sides. When she is straightened out you will never know her for the same person. Just as her too-prominent abdomen disappeared absolutely with the miracle-working straight-front corset her lovely hips will be

no more, and, as I say, it will be the corset that will accomplish the grand transformation.

Talking about the straight-front corset recalls a certain lady of the extremely large variety who, when out in company, presents, for a fat woman, a very nice figure. She is alone in the world and resides at a large fashionable private boarding house in a town contiguous to Detroit. Every one who sees her remarks:

"What a fine shape for one of so much flesh!"

But alas for that poor, poor flesh! Whenever it sallies forth encased in its deceitful corset it is so pinched here and squeezed there and bound somewhere else that the distressed lady is in the most abject misery, and 'tis declared that the moment she reaches her own apartments off comes the offending straight-jacket and on comes a voluminous dressing jacket, and that when she comes from her meals it is the same way. Life must be a great burden for one obliged to live this way, but the lady's utmost desire is to be considered good looking as to her form and therefore she tortures herself to obtain it — in public, but not in private.

Not alone do the women complain of the complete change in their apparel brought about by the Directoire idea but the windowsman has his howl as well. In consequence thereof he is having to make a decided alteration in his manner of draping his papier mache forms. And not only is there this transition in the arrangement of goods on these shell forms but he is also forced to make a perceptible difference in his backgrounds: must give them the classic look; must dispense with everything but the severe.

Following the introduction of the Directoire Model there are now to be found on the market shell forms especially adapted for its displaying. They are tall, contracted in the hips and show off the new style to perfection, admitting facetiously of the draping of folds and sashes about the bust and at the waist line.

A Chrysanthemum Window.

Various shades of artificial chrysanthemums ranging from the palest canary to deep orange bordering on the brown were tellingly used in a dry goods window.

There were four wide flat short pillars in the back of this attention-compelling exhibit, with open spaces between. A crosspiece twice the width of these pillars rested on top of them. Above the two right hand pillars were flat bunches of wired 'mums. About two feet from the rear, over at the left, was a tall round column, several feet higher than the crosspiece mentioned. This, as well as the latter and the pillars, was loosely draped with cream-white sateen of a soft quality. The flowers ran up this big round column — way from the floor to the tiptop — in a double row on the left, the whole gamut of the yellow shades being employed, and on the right, about two feet from the round crown, was

a long loose spray, with a confining bow of very wide orange satin ribbon at the middle, the ends of which trailed on an immense drape of brown chiffon broadcloth that was caught up at the right of the window, a trifle lower than the bow, on a hidden narrow upright wooden box. The floor was wholly covered with the cream-white sateen, loosely laid. Not another thing was in the window with the exception of a magnificent hat, of behemoth expansiveness, the coloring of whose velvet chrysanthemums embraced all the shades to be noticed in the false flowers of tissue paper. While the folds of the broadcloth gave a somewhat heapy appearance, this was counteracted by the open intervals between the flat pillars in the background. This window depended for its attractiveness on its simplicity and the contrast of the color scheme with the white.

Never Despair.

"Yes, gentlemen," said the man with the stub nose, as there came a chance for him to butt in, "the times have been hard for a year past, and business men have been forced into bankruptcy; but I am going to tell you of a little incident that should teach you and all others to never despair, no matter how dark the clouds lower:

"I went to Chicago to see a business man. He was also a wealthy man. I found him seated at his desk, and in his right hand he had a cocked revolver pointed at his forehead. Of course I was startled, and of course I asked for an explanation. He had lost his fortune two days before, and he felt that he could not face the music. He said that he had rather be dead than bankrupt, and he ordered me out of the office so that he could fire away and have the thing over with."

"But you didn't go?" was asked.

"No. I stopped right there to bring hope back to his heart, money to his pocket and sunshine to his future. Yes, sir, that's what I brought him, and he threw the gun out of the window and hugged me to his heart."

"But what did you do?"

"Sold him a million dollars' worth of stock in the Bob Cat Silver Mine at 10 cents on the dollar."

"And it jumped sky high, I suppose, and made him richer than ever?"

"No, sir. It went down until he had to hire an old junk man to carry it away."

"But how was that saving him?"

"Why, it was giving him a chance until he could learn to drive an ice wagon and make a fifteen-pound chunk pass for a twenty-five!"

Get the Hook.

"I am surprised that wealthy fish dealer gave so much money in charity."

"Why so?"

"Because his whole business is admittedly conducted from a sell fish standpoint."

Makers of criticism never are good takers thereof.

Smoothing Out the Kinks

Leaving the "chronic kicker" out of consideration, you will have the minimum number of claims to settle if you make **DEPENDON** Dry Goods TRADE MARK the leading feature of your store.

The best at the price—absolutely dependable—**DEPENDON** Dry Goods TRADE MARK will make satisfied customers for your store.

We do not sell to Catalogue Houses.

Might have said "fixing up the kicks"—for it amounts to the same thing.

And it takes a mighty good man to "fix up" when a customer has a "kick coming"—or thinks she has.

If he tries to dispute her claim he might as well give her up as a customer at once, and if he does allow her claim, but with a "sour face," the entire effect of "making good" is lost on her.

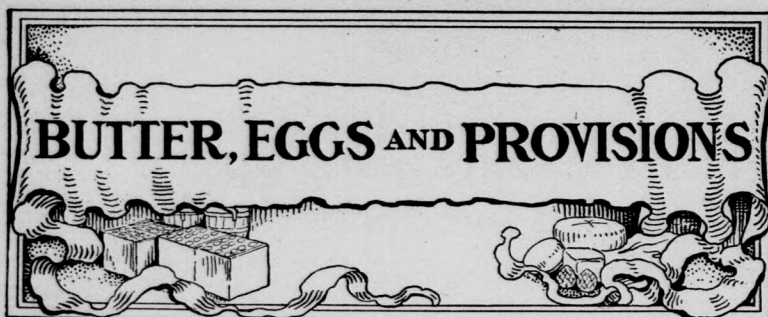
In nine cases out of ten it is the best policy to allow the customer's claim, and it should be done with as much grace as if she had just made a \$100 purchase, instead of a "kick" for a refund of 39c.

Sell **DEPENDON** Dry Goods TRADE MARK
Your customers will kick less.

JOHN V. FARWELL COMPANY

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

CHICAGO, THE GREAT CENTRAL MARKET



GREEN GOSLINGS.

Largest Goose Farm in the United States.

The goose farm of C. M. Austin & Co., of Mansfield, Mass., handles and fattens between 20,000 and 30,000 geese annually and supplies a very considerable percentage of the fancy green goslings that bring such high prices in Boston and New York markets. The goose farm has been established for a number of years and is doing a successful year-round business. At the present time no breeding geese are kept, and early stages of the business of hatching and growing geese are not done at the Austin farm. The farm occupies about 125 acres, the greater portion of which is used almost exclusively for goose pasture and fattening pens.

Twice each week, beginning in May or early June, according to the season, specially constructed collecting wagons are sent from this farm forty-five miles over the road into the goose section of Rhode Island and Southeastern Massachusetts, mainly into Bristol county, Mass., and Newport county, Rhode Island. The trip into the goose growing section takes one full day. Men and horses rest up over night for the next day's work of collecting geese and goslings, which is a house to house trip among the farmers raising these toothsome water fowl, while the third day is devoted to the journey back to the Austin farm. Here the geese are carefully sorted and fattened for market. In the fall, when the collecting season for New England is over, this farm receives shipments of geese from Canada by the carload, upwards from one thousand in a shipment. The geese are unloaded in much the same manner as sheep and are driven over the road from the railroad station to the farm, two drivers being required for each flock. The unloading and geese driving is one of the most interesting sights the poultry lover, in search of novelty in web feet and feathers, can find in New England.

The Mongrel Goose.

Both young and old stock are received in these Canadian shipments and also large numbers of that famous table delicacy known as the Mongrel goose. Many of these Mongrel geese are also picked up on the Rhode Island and Massachusetts farms by the collectors. The term mongrel as applied to geese does not mean the same as when applied to other poultry. The name Mongrel or Rhode Island Mongrel goose is applied exclusively to a hybrid water

fowl by crossing wild geese with the common domestic geese of any variety, usually the common farm geese. Many of them are handsome black geese, others of various colors, including the mottled white. The Mongrel goose is sterile, being properly a hybrid or mule. This cross of the wild upon the domesticated goose is highly esteemed by epicures. They are especially grown for the holiday trade, bringing a fancy price. The farmers growing geese to sell to the collector make a very tidy profit from this branch of their general farming business.

The breeding geese are kept in flocks of from a dozen to one hundred or more, according to the farm and the inclination of the farmer. They are turned out to waste pasture land containing a pond or running stream, and are fed very little grain. The breeding geese require no housing, and where houses are supplied they apparently prefer to remain out in the open even in winter weather. The goslings, when hatched either under hens or under geese, are raised almost exclusively on grass pasture or other green forage, fodder corn and young green rye making excellent pasture for goslings. After the goslings are a few days old they require very little care, and the chief losses are through marauding vermin, like foxes, minks, rats, weasels and their kind.

It takes from two to three months to grow a gosling to marketable size. Rearing them mainly on pasture and selling them for a fair price from 90 cents to \$1.50 each direct to the collector at the door, these goslings represent to the farmer practically all profit. Young, newly-hatched or day-old goslings are somewhat in demand, and will often bring 50 cents each at the producer's door. Breeding geese are worth from \$3 to \$5 each, but are not considered fully matured and fit to breed from until they are at least two years old. It is claimed that younger birds will not produce strongly fertilized eggs. Breeding geese often live to a great age as compared with other poultry, and still retain their utility value. We have seen a number of good breeding geese apparently in fine condition that we were assured were from ten to fifteen years old. Females will commonly make good profitable breeders until 10 years old, while males may be kept in good breeding condition until 6 to 8 years old. Geese frequently mate in pairs, but often a good gander will care for from four to six females. Each goose can, under favorable conditions, usually be

depended upon to produce a sufficient number of fertile eggs to give fifteen to twenty goslings per season. From these figures it will be seen that there is a comfortable profit for the farmer having available pasture land if he will devote a portion of it to goose culture.

Fattening Pens and the Ration.

At the Austin farm in the height of the season upwards of 8,000 to 10,000 geese may be found on the plant, at one time, occupying the pasture land and fattening pens. The fattening pens are supplied with rough board sun shelters, otherwise no buildings are required for housing the geese. Low rail fences are used for fencing in the various flocks, and fattening pens are arranged in rows

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Cotton Seed Meal
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BUTTER

is our specialty. We want all the No. 1 Dairy in jars and Fresh Packing Stock we can get. Highest prices paid for eggs. Will give you a square deal. Try us. Both phones 2052.

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

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Wholesale Butter, Eggs and Cheese

FRESH EGGS WANTED

Headquarters for Fancy Jersey and Virginia Sweet Potatoes

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along a driveway for convenience in feeding. These fattening pens are about 30 feet square and accommodate from thirty to forty geese each. With favorable conditions it requires about three weeks' fattening to put the goslings in good order for market.

An abundance of green food is fed to the goslings until within about ten days of killing time. Grain is fed to the geese in the fattening pens three times daily. Morning and night feeding are of mash or corn meal dough containing beef scraps. This mash is made up wholly of yellow corn meal containing about 10 per cent. of the best beef scrap. The mash is fed in wooden troughs at about 7.15 in the morning and 5 o'clock in the afternoon. At noon the birds receive a scant feeding of either whole or cracked yellow corn.

The killing room on the Austin plant occupies one of the main farm buildings and is sufficiently large to accommodate a number of pickers. The picking or dressing is all done by experts, who receive 11 cents per goose for the operation. The geese are bled by sticking in the mouth and are stunned by clubbing on the head. As a rule, they are exclusively dry-picked, fine down, hairs and small pin feathers being shaved off with a sharp knife, if necessary, after the regular plucking and pinning. The goose picker sits while at work, holding the bird on his lap with its head and neck held firmly between his knee and the side of the feather box. They consider goose plucking no more difficult than picking ducks, and claim that a good picker can comfortably finish from thirty to fifty geese as a day's work. We should judge that an average of sticking and picking thirty geese per day would be an excellent showing for a good picker. The geese are cooled in an ice water bath much the same way as are ducks.

Mongrel geese receive different treatment. The feathers are removed from the body only by dry-picking, the entire wings are left with the plumage untouched and it must not be soiled by blood. The neck is picked only for a short distance from the body and the tail feathers are left in. The carcass is cooled without wetting. This makes an exceptionally attractive market poultry product.

Weights and Prices Desired.

The geese on this farm are killed, dressed and shipped to order only. So-called "daily" orders are neatly packed in boxes. "Freezer" orders are packed in barrels. The most desirable weights for green goslings are eleven to twelve pounds each. The New York market prefers heavier geese than the Boston market.

Green goslings well fattened and dressed bring, in the wholesale market, beginning about July 4, from 23 to 25 cents per pound. The period of high prices holds for only a few weeks. There is then a steady falling off, until in October and November the price ranges from 17 to 19 cents a pound. Last season the price did not fall below 19 cents. These prices

for green goslings hold the same throughout the holiday season. The Mongrel goose, however, is picked and sold as a fancy article. The special style of dry picking, leaving the beautiful great wings whole and the main tail feathers on, makes a wonderfully attractive carcass. In the market the Mongrel geese bring a fancy price and for the Thanksgiving trade usually sell at 28 cents per pound, and at Christmas time for 25 cents per pound. Boston and New York markets take practically the entire output of the Austin plant. Providence takes a limited number of shipments only.

All the soft goose feathers are saved and sold to the bedding manufacturers in the Boston market. The white and colored feathers are kept separate. Pure, solid white feathers, when clean, bring the highest price. These feathers are shipped in hundred-pound or larger lots, being packed snugly in burlap sacks. The feathers bring from 30 to 40 cents per pound, and it is claimed that from three to four adult geese will yield a pound of feathers. There is so little demand for the quills that these feathers are not saved, although many of the quills are very beautiful and ought to find a ready market with dealers in millinery supplies.

This season the Austin farm has started in with thoroughbred Pekin ducks as a side line, and at the time of our visit there were several hundred well-matured ducklings intended for next season's breeding birds occupying one of the pastures, while a new brooder house was located on a sunny hillside several hundred feet in the rear of the dwelling house. Nearby was a good-sized portable house occupied as a granary and mixing room for the duck feed. There were in the vicinity of 800 to 1,000 ducklings from one day to a few weeks old in the pens of the brooder house. In a recently built incubator cellar were four large-sized standard pattern incubators that were being used for hatching ducks. The Austin goose farm has already made such a fine start in the duck branch of its business that next season will undoubtedly find them handling a flourishing duck trade in addition to their regular business of collecting, fattening and marketing geese. No geese are live picked at this plant for the sake of their feathers, the operation being considered a cruel and undesirable one, the injury and setback to the goose as a result of live plucking more than offsetting the price obtained for the feathers so gained.

Mr. Smith Returns.

Mr. Smith was one of the passengers landing from an ocean liner in New York the other day. He didn't suppose he amounted to any more than a hundred thousand other Smiths, and his idea was that he had been over to England to see his old father and mother, but—

Forty-one reporters met Smith at the dock.

Smith was put down as having made a tour of Japan, and of being a man of close observation.

He was referred to by the reporters as Judge Smith, Colonel Smith, General Smith and the Honorable Smith. Everywhere he went in Japan he saw the Japs getting ready for another war.

They tried to make Smith believe they were only hoeing corn, but they couldn't fool him a little bit.

Smith was informed on every hand that the Japs loved the Yankees most to death, but he returned to his hotel and called for clam chowder and drew his own conclusions.

Smith says the Japs will try to take the Philippines.

Smith says the Japs will try to take the Sandwich Islands.

Smith says the Japs want the Island of Guam.

Smith says that the Japs intend to capture our whole Pacific coast.

Smith says it will be the bloodiest war of the century, and that he can't positively say until he gets rested up and sees how his potato crop is coming out who will be the victor.

Smith says—


But at this point Smith got tired and thirsty and pushed his way through the reporters to the street. If he says anything else of national importance it will be reported in all of the dailies in his bailiwick.

Coming To O'Rourke.

The Preacher—I'm going to pray that you'll forgive O'Rourke for having thrown that brick at you.

O'Rafferty (propped up in bed)—No; wait until I get well, and then pray for O'Rourke.

He counts for most in prayer who counts himself last of all.



Ground Feeds
None Better
WYKES & CO.
GRAND RAPIDS

Want fall and winter Apples. Write us what you have.

M. O. BAKER & CO.

Toledo,

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Veneer Box Co.

Manufacturers of
all kinds of

Shipping Boxes and Egg Cases
Grand Rapids, Mich.

The Perfection Cheese Cutter

Cuts out your exact profit from every cheese
Adds to appearance
of store and increases cheese trade

Manufactured only by

The American Computing Co.

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Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color,
and one that complies with the pure
food laws of every State, and
of the United States.

Manufactured by Wells & Richardson Co.
Burlington, Vt.



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**PEANUT ROASTERS
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Great Variety, \$8.50 to \$350.00

EASY TERMS.

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We Want

**Hides, Tallow, Pelts
Furs and Wool**

at Full Market Value

Crohon & Roden Co., Tanners
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MODERN LIGHT

The Swem Gas System produces that desirable rich, clear and highly efficient light at a saving of one-half in operating cost. The price for complete plant is so low it will surprise you. Write us.

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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.

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Office and Warehouse Second Ave. and Railroad.

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Wholesale Commission

We Buy and Sell

FRUITS, POTATOES, ONIONS, BEANS And Other PRODUCE

Write or Call on Us for Prices Before Selling

Baskets and Fruit Packages of All Kinds

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Grand Rapids, Mich.

BAGS

Of every description for every purpose. New and second hand.

ROY BAKER

Wm. Alden Smith Building

Grand Rapids, Michigan

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Oct. 2.—The spot coffee market has been more active this week, especially for Santos, and quotations rule firm. All sorts of rumors are heard, and little faith is pinned to any of them regarding the big strike in Santos, the consequent demoralization of the market and the failure of the Sao Paulo loan. While these rumors may affect the speculative market, they have very little, if any, effect on the actual spot business. In store and afloat there are 3,225,727 bags, against 3,992,775 bags at the same time last year. At the close Rio No. 7 is quoted at 63½@63¾ in an invoice way.

There is a steady market for teas, so far as the jobbing trade is concerned, and although buying is generally confined to the cheaper grades there is always something doing and holders are quite well satisfied with the outlook. No rush is looked for, but if matters are as active as those well posted believe they will be there will be no room for fault finding. Quotations are unchanged.

New business in refined sugar is about nil this week and there is apparently little doing in the way of withdrawals, although there seems to be a steady run of small transactions. Some beet sugar from Michigan is here, but the quantity is not sufficient to make much impression as yet.

Rice is not overabundant in supply, but there is enough to meet requirements and it does not need a great amount to do that. Buyers take the smallest possible lots and are not worrying over any reports of damaged crops. Quotations are practically without change. Good to prime domestic, 5¾@6c.

Spice grinders report a fair jobbing trade, although there are not a few dealers who say there is nothing doing. Cloves are firm and some pretty good sales are recorded. The general run of quotations is without change.

Grocery grades of molasses are in better request and quotations are well sustained on the same basis that has prevailed for some time. Stocks of open-kettle are said to be comparatively light. Some demand exists for blackstrap from the West for feed. Syrups are dull.

There are signs of improvement in the canned goods trade, so far as orders are concerned, and the trade generally is in a most cheerful frame of mind. Orders are, however, mostly for small lots. As the season advances there must be a much better request for goods than we have yet seen. There is, however, very slight demand for tomatoes at 75c, which seems to be the going figure, the price having settled thereto during the week, and some stock could be bought for this which not long ago changed hands for 2½@5c more. This is for Maryland goods. Standard Jerseys are quoted at 85@87½c. Reports as to the pack vary, and it is hard to tell whether the output va-

ries largely or is but little less than that of last year. Corn is quiet. Fancy Maine, 80@85c f. o. b. Portland. Peas are quiet.

The butter market is in good shape, and with a supply not especially large and a good demand quotations tend to a higher level. For creamery specials 27c is readily obtained; extras, 26@26½c; firsts, 22½@24½c; Western imitation creamery, 19½@20c; Western factory, firsts, 19c; seconds, 18@18½c; process, from 18½@22c, the latter for special stock.

Cheese is quiet, except for the very finest stock, which seems to be well sustained at 13¼@14¼c for full cream New York State. Lower grades are in less active demand and quotations are not so firm as a week ago.

Arrivals of eggs from the West are quite large and the market is rather dull. Extra firsts, 24@24½c; fresh-gathered firsts, 22@23c; seconds, 20@21c.

Couldn't Afford It.

A Detroit business man tells of an amusing experience he had with a professional mendicant in that city. The business man in question for a long time maintained a regular staff of "visitors" to whom he gave alms according to what he deemed their needs. There was one old chap whose visits were as punctual as the sun.

On the occasion of his last call, the beggar received half a dollar. Thanking the donor, he moved toward the door. Stopping halfway, however, he turned to the benevolent business man with an air of much perplexity. "Pardon me, sir," said he, "but may I ask you a question?"

"Certainly. What is it?"

"Simply this, sir: Every month for years past you have given me a dollar, but to-day I come to receive only fifty cents. How is that?"

The business man smiled good naturedly. "The fact is," he explained, "my expenses are unusually heavy this month. My oldest daughter has recently married, and the outlay for her trousseau, etc., has compelled me somewhat to retrench."

"I see, sir," said the beggar, coolly, "but, sir, permit me to say that I really can't afford to contribute toward your daughter's wedding expenses."

For the Balky One.

After a certain jury had been out an inordinately long time on a very simple case they filed into the court room, and the foreman told the judge they were unable to agree upon a verdict. The latter rebuked them, saying the case was a very clear one, and remanded them back to the jury room for a second attempt, saying: "If you are there too long I will have to send you in twelve suppers."

The foreman, in a rather irritated tone, spoke up and said: "May it please Your Honor, you might send in eleven suppers and one bundle of hay."

No man can long be a bigot who tries to be a brother.

Observations of a Gotham Egg Man.

It has often occurred to me that if country egg buyers and shippers had a better appreciation of the extreme wide range in the selling value of eggs according to their relative freshness and quality, and if this knowledge were made effective by paying farmers proportionately for goods bought from them, there would be a very rapid improvement in the quality of our total egg supply. There is nothing much better as a staple food article than a new laid egg from a well-fed fowl—and nothing that enjoys a more constant and ready sale; neither is there anything much worse than a bad egg, and there are all possible qualities between. During the few weeks in the spring of the year, when the weather is cool and most of the eggs reach market in good order and comparatively fresh, there is a range in value of only a few cents a dozen in the general receipts of marketable eggs—perhaps 5 or 6 cents a dozen; but later in the season, after warm weather has set in, and during the fall and winter, when the receipts consist more largely of held eggs, the range of values widens greatly until it will often amount, under the present system of marketing, to 20 cents or more. But unfortunately this extreme wide range in egg values is not commonly appreciated simply because, with a few exceptions, qualities are mixed together in the shipments to market, and values in wholesale markets are based upon averages. Thus at the present time a range of about 6 cents a dozen—say from 19 to 25 cents—covers the wholesale value in original packages of perhaps 98 per cent. of the Western eggs arriving in this market, not considering the seconds, dirties, etc. And yet the actual value of the various grades of eggs contained in these shipments, were they all separated, would be from, perhaps, 10 cents (leaving aside the worthless eggs) up to 30 or 32 cents. There are strictly new laid eggs arriving from nearby henneries that command even considerably more money than that on the present market.

It would seem that if this wide difference in actual value were appreciated, and if some means were taken to carry it back to the producers and make it apparent and real to them, it would not be long before the folly of holding eggs at country points until stale would be realized and the egg production—aside from such surplus as can be profitably stored—marketed in a fresher condition.

Of course, the present extreme range in actual egg values, and the relatively high prices paid for really new laid eggs during the late summer and fall, are due in part to the present method of holding back part of the summer and fall production, which makes the scarcity of new eggs then greater than it would be if all were marketed fresh. A change in policy by which a much larger part of the late summer and early fall lay would be marketed immediately after production would reduce the present extreme range of values, but there is

no doubt that it would raise the average value materially.

The reason for which farmers and country merchants hold eggs back in the late summer and early fall is deceptive; they are deceived by an advance in the average value of mixed qualities, and do not realize what is usually a fact that they actually get less for August and September eggs carried to September and October than the same eggs would have been worth if marketed while new laid, provided their actual value could have been realized.

The start for this needed reform must be made by packers of eggs for the great markets—if it is ever to be made at all. They must so grade their egg shipments that the full difference in actual value of the various qualities will be realized, and must so vary their prices paid to the smaller merchants, according to this wide range of value, that they in turn will have to make equal distinction in the prices paid to farmers. It will then soon become apparent that it does not pay to hold eggs outside of cold storage until they become stale or lose materially the freshness of a comparatively new laid article. Logically, as a general rule, there should be only two classes of eggs in the markets—those which are new laid or nearly so, and cold storage eggs. And if the real difference in value could be carried in every case from the consumer to producer, through all the intermediate handlers, that would soon be the practical result.

The matter might be argued with much greater detail to show how holders of fresh eggs often see an appearance of profit, through considering only average values, when they really make a loss compared with what they would realize if all eggs were paid for at actual value. It is a matter well worth the attention of egg shippers' associations.—N. Y. Produce Review.

Doing Things Without Work.

There are some professions and some places in which patience is peculiarly requisite to success. In general, the old adage is true, that there is no excellence or rare success without great labor. "Pigeons ready roasted," said a musician who had succeeded after an arduous struggle, "do not fly into the mouths of the most talented artists. As a rule, you must first catch, pluck and roast them." Even the gold of Colorado exacts hard work. It can not be picked up like the stones in the streets, nor is it to be coaxed out with kid gloves. Men of genius have seldom revealed to us how much of their fame was due to hard digging. There were many headaches before the polished verses that fall so harmoniously on your ears were tortured into shape; many a trial before Michael Angelo hewed out in marble or personated in fresco the awful conceptions of Dante. Ninety per cent. of what men call genius is a talent for hard work; only the remaining tenth is the fancied ability of doing things without work. Wm. Mathews.

You can get fine work only from free hearts.

"We guarantee to furnish a better Cash Register, for less money, than any other concern in the world."—The National Cash Register Company.

—best because it furnishes the greatest possible protection.

—cheapest because it furnishes the greatest possible protection in proportion to the investment.

Protection is what you get when you invest in a **National Cash Register**

YOU wouldn't buy a muzzle loading rifle to hunt bear, just because it is cheaper than a modern repeating rifle. Your chief aim would be to provide yourself with a gun which would kill the game.

Don't Save Five Cents and Lose a Dollar

The cash drawer of a so-called "cheap system" may seem cheaper than a National Cash Register—but, on the other hand, they may be responsible for the failure of the business.

When you invest in a National Cash Register you **know** that you are getting the advantage of the best materials, the finest skill, and the concentrated experience of able men who have been in this business nearly a quarter of a century.

Economies of Large Factories

The National Cash Register Dayton factory occupies 34 acres of floor space, and gives employment to nearly 5,000 people. Branch factories are maintained in Toronto, Canada; London, England, and Berlin, Germany.

Economic manufacture is only possible where articles are manufactured and sold in large quantities. More than 9,000 Nationals were sold in July, 1908.

Raw materials used in National Cash Registers

are the best obtainable. They are purchased reasonably because of the large amount used.

Nationals Are of the Best Construction

Skilled workman who have devoted years of their lives to this work construct National Cash Registers. No machines can be more carefully and scientifically constructed than these Registers.

Taking into consideration all these facts, the storekeeper who invests in a National Cash Register knows that he is getting more than his money's worth.

Personal Advantages to You

You are protected by the size and reputation of one of the largest and most stable companies in the world.

You have the word of nearly three-quarters of a million storekeepers that National Cash Registers are money savers and money makers, and that they would not be without them.

You may have the advantages of these Registers explained to you without obligation on your part.

There are many recent improvements that it will pay you to investigate.

National Cash Registers are made in many different styles and sizes. There is one that will exactly suit your needs, and at a price, and on terms, you can afford.

THE NATIONAL CASH REGISTER CO.

MAIL THIS COUPON TODAY

The National Cash Register Co., 16 No. Division St., Grand Rapids, Mich., or 79 Woodward Ave., Detroit, Mich. I would like to know how a National Cash Register can increase my profits and do the other things you say it will.

Name
Business
Street
City State No. of Clerks

16 N. Division St., Grand Rapids, Mich.

79 Woodward Ave., Detroit, Mich.



WRITE TO NEAREST OFFICE

NEW FORMS OF LIFE.

Growths Which Infect Orchards and Cities Alike.

Written for the Tradesman.

"I thought, mebbe, you'd know some one that wanted to buy a farm."

It was the agriculturist who had been selling berries to the commission man. He had left his hired boy to care for the team, and now sat down by the commission man's desk, dressed just as he had come from the fields shortly after sunrise.

"Want to sell out, eh?"

The commission man smiled as he turned to the farmer's account in his ledger.

"Your place has brought you in a lot of money this year," he added. "You must have doubled your investment out there."

"Yes, I've had a good year," replied the farmer. "Berries were good and prices right, and I'm going to have plenty of peaches this fall. If you meet a man that wants to buy a likely farm, you can tell him about the peaches."

"But I don't understand why you want to sell," said the commission man. "Where can you make as much money on such an investment?"

"I thought I'd move into town," said the farmer.

"Don't ever think your troubles will end when you get into town," advised the merchant.

"The only people that never have any trouble," said the farmer, "are dead people. But I guess I wouldn't meet as many new forms of animal and insect life here as I do in the country. That's one reason why I want to get to town."

"Anything new out there?" asked the merchant, scenting a unique complaint.

"New? There's always something new out there. This year we've got a new kind of bug. It seems to be a nice, comfortable sort of bug, too. It doesn't go romping over the crops nights, and I don't remember of ever seeing one sawing down peach trees. It seems to be a tired bug. It gets on a strawberry leaf, tucks itself up in bed there and sleeps, like a Jimmy-tough in a dope joint."

"Quite a gentlemanly bug."

"Oh, yes, it kills the strawberry plants, and we have to feed it with blue vitrol and kerosene and things in order to block its appetite, but I hain't nothing to say agin the manners of the fellow. When he eats up the plants slick and clean he drops into the ground and waits for another one to grow. This ain't no impatient bug that can't wait a little while for a square meal."

"That's a new one on me," said the commission man. "What do they call it?"

"Roll-leaf. It rolls 'em up tight enough, too. In about a week all the leaves in a fellow's strawberry patch will look like lead pencils. Cut 'em open and there's the new bug. We thought we had strawberries free of bugs, but this new form of animal life gets 'em. Or is it insect life? What's the difference between animal and insect life, anyway. Don't know? Neither do I. If you see a

man that wants to buy a farm cheap for cash, you might mention the fact that it is stocked with all the kinds of bugs and worms and things that ever was. We found a new bug in the flower garden this morning. This is a red bug, and he climbs up golden rod and golden glow stalks until they look like blooming barber poles."

"Got a complete collection, eh?" smiled the commission man.

"If I thought there was a destructive bug or insect in the world that I didn't have on my place," replied the farmer, "I'd send off and get it. If there's any kind of kill-'em-quick that I haven't bought, I'll pay a man to bring it to me. The last thing I tried was to have the hens eat the potato bugs."

"Did they?"

"Rather. Some and then some."

"That was cheaper than green dope."

"Oh, I don't know. I never seen no economy in trying to deceive the forces of Nature. You can't do business with no walking, crowing chemist shop. My hens ate so many bugs that they acquired an appetite for the tuber vines."

The merchant passed out a cigar.

"They ate so many vines that I was afraid they'd begin to lay potatoes, and I shut 'em up in the park again. One of 'em's laying eggs now with potato bug pictures on her egg shells. They look like these photos you get on a button for a cent a one."

"You might bring me in a dozen of those," suggested the merchant.

"We're saving of 'em for the county fair," continued the farmer. "Do you know what kind of a beast it is that gets into the innards of cherry trees and eats 'em out? I've got 'em. You never saw so many new kinds of animal and insect life as I've got out on that place. If I had 'em all in cages I could bring 'em to town and set up a street carnival, if I had a few rotten pictures and a dozen toughs from South Clark street to go with 'em. You might mention that to any man you meet who is looking for a nice, well-stocked farm."

"If you think to get rid of new and objectionable forms of animal life by moving to the city," observed the commission man, after the farmer had run down, "you are calling the wrong number."

"Oh, you've got 'em here, eh? I don't think it's much use for a man to tell anything unless he tells it last. What do the new bugs get on here?"

"A good many of 'em," said the merchant, "get on the business streets. We have a new form of animal life every little while."

The farmer removed his cigar from his teeth and stared at the merchant.

"What do you put on 'em?" he asked.

"We've got a new kind of bug," replied the commission man, "that thinks the city ought to pay him a bonus for doing business here. He's a queer-looking animal, with a swelling like a goose egg in his skull where the organ of self-esteem crops out prominently. This sort of bug

will die if left alone. It can't exist in solitude. If it can't swell up and tell what a corker of a bug it is it droops away and dies. When it disappears from earth there is a blast of hot air. Nothing else."

"If a man can't tell his story last," mused the farmer, "he don't get no credit for trying to amuse. What do you put on these bugs?"

"Oh, we let 'em alone. As I said before, they die out when left alone. Sometimes we put a little penny-in-the-slot city or state office on 'em, and then they usually swell up and burst. You take a bottle of petty offices out and sprinkle the contents in the streets, and the bugs that swell up and strut are the ones we are glad to pay burial expenses for. Have you got a bug out there in the country that gathers up all the feed in the fields and sits on it while other bugs starve to death?"

"Huh?" gasped the farmer.

"We've got a kind of bug here in the city," continued the merchant, "that gathers up the products of Nature and locks 'em up, locks 'em up until it has enough to feed a million people for a year. Then it struts about telling what a big bug it is while women and children starve to death, and men cut their throats because they can't get a chance to earn a living. We've got you beat to a frazzle when it comes to the bug that eats into the heart of the world."

"Oh, I don't know about that."

"When a hog comes up to the trough to eat, it will fight weaker hogs until it gets a bellyful. It will kill another hog, if it has to, in order to satisfy the demands of Nature. It will steal and use any means in its power to get fat. But when it once gets enough, when it can eat no more, it goes away and lies down, leaving the rest of the feed to others."

"What would you think of a hog that would carry the remainder of the swill away with him after he got enough? I guess if you had a hog that would carry away the swill it couldn't eat and hold it until others starved to death you'd get rid of it?"

"You bet I would," exclaimed the farmer.

"So far as I know," continued the merchant, "the human hog is the only hog that will do a thing of that sort. Your bugs out in the country don't do it. If you think you can get rid of the persecutions of animal life by moving to the city, guess again. You can kill your pests, if you know how. We can't do that in the city—that is, not just yet. We've got bugs that drive us out of our buildings, bugs that eat up our stocks and bonds, bugs that kill people in order to get a wrongful profit on travel, bugs that break down small

business men in order to pile up more wealth than they can ever need. You fruit fellows haven't got all the bugs there are in the world."

"Why don't you Paris green 'em?" asked the farmer, with a smile.

"All in good time," was the reply. "We can't do so just now because our bugs have got the say in most things. How would you like to have your bugs pass the laws concerning the raising of fruit? They'd send a man to jail for spraying. Well, our kind of bugs—"

"I guess," observed the farmer, "that I don't want to sell my farm. It is bad enough to live with little bugs. If we don't talk about cows or something else pretty soon, we'll be getting bug house! Do you think the new strawberry bugs would let my fruit alone if I'd get folding beds for 'em?"

The merchant smiled and leaned back in his chair.

"I'm breeding a pitless cherry," continued the other, "so the birds won't have so much trouble eating up my fruit. I'm going to cross apples with tomatoes, so apple bugs won't have so far to climb and tomato worms can have a change of food. I'm going to raise squashes with the vines under ground and the roots on the surface, so the bugs won't have to dig so hard. Might as well make things easy for 'em. They've got the farm, anyway."

"That," said the commission man, "is the way we have been trying to exterminate our undesirable bugs. We have tried to kill 'em off by making things easier for them. And I presume we'll keep right on doing it."

Alfred B. Tozer.

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Some Hazards Peculiar To Career of Adversity.

It is a difficult matter to wash a shirt. That is, when the washer is an amateur, and I was much of an amateur when I made my first attempt. Of course, the shirt was a soft bosomed one, or I would have made a worse failure of it than I did, but there was that little buttonhole strip, which, as I had no way to starch or iron it, looked crumpled up and disreputable. Then again, scrub as I might, there were always the next morning the most distressing streaks and smudges, until I became convinced that the bathtub that I washed it in was filthy itself, and perhaps it was.

It was when I first went to Chicago, and all my worldly possessions were carried on my back. My faithful razor was in one pocket, and a comb, which was as toothless as an old hag, in another. Incidentally, my clothes were shorn of much of the pristine glory which they possessed at the time I bought them in Buffalo for \$17. I had borrowed the hat which I wore from an obliging friend in St. Louis, and it was a couple of sizes too small for me. It was a soft hat, but I have always believed that it originally had some shape.

A suspicious landlady consented reluctantly to letting me have an attic room for \$1.50 a week, after I had exerted all my eloquence upon her for about an hour, and demonstrated that I really possessed \$2. I assured her that my baggage would arrive shortly, but she finally left me with a look in her eye that told me that I would be under close surveillance. As a parting shot she informed me that it was a quiet neighborhood, and that there was a police station in the rear of the house. It was too late that day to go out and hunt for a job, so I partook of a frugal meal of sinkers and coffee and returned to my attic to consider the outlook overnight.

I got up and examined my shirt which I had washed the night before in a washbowl. This time it did not look quite so bad. The sun had arrived meantime and had dried it a little better, so I thought, by a careful arrangement of my tie I could permit only a few fairly white spots to be seen.

What incredible pains I took with my toilet that morning! Shaving was never a joy to me, but when you have no soap except a particularly hard piece of material whose proper use is for scrubbing floors the operation becomes one that would bring ecstasy to the heart of a Spanish inquisitor. After I had removed most of the skin from my face I desisted, and, after turning my collar and exercising an ink eraser on it, I took a survey of the result, which, I decided, was not altogether bad.

Not having a clothes brush of any kind, I rubbed my clothes with a damp towel, and then employed the same implement on my shoes, with a magnificent disregard of what might happen to me when my landlady discovered it.

At last I was ready, and I sallied forth to search for that job which I had dreamed of during the night. The first place I went to I met an imposing looking person with a massive brow and an anarchist's beard, who gazed through me with a fish-like stare, and enquired what church I attended. When I replied that I belonged to none he gave me a bundle of tracts and warned me to leave the paths of sin.

The next person I interviewed was a small and tremendously energetic person, who fired questions at me as if they were shot out of a machine gun, and never raised his head from some intricate calculations which he was carrying on at the sametime. He finally became so immersed in his figures that he forgot all about me. I waited for a pause in his labors, when I gently intruded myself again. He started as if I had stuck a pin in him, jumped up, grasped me by the hand, and rushed out of the room, exclaiming:

"Gladtohavemetyou, callagainsometime, awfullybusy."

My third application was made to a bald headed man with a melancholy countenance, who kept nodding his head at regular intervals, like those little china mandarins that you buy in notion stores. He listened to my tale with judicial gravity, and then, extracting a document from his desk, he handed it to me, saying in sepulchral tones:

"Fill it up."

I sat down and for an hour struggled to compose suitable replies to queries as to what my maternal grandmother had died from, whether I had ever been in jail, and, if so, why they let me out, and a thousand other questions of an equally embarrassing nature.

When I got through I handed the document back to him. He did not look at it, but placed it with infinite care back in his desk, and then dismissed me with a wave of his hand, bidding me, in the same tomblike tones, to call to-morrow.

I struggled through half a dozen other interviews, during which my greatest trouble was to conceal my wretched hat, so that it might not reflect on my character, for I felt sure no one would ever hire a person who wore such infamous headgear. I was beginning to lose hope, when a benevolent individual who had just dismissed me called me back and, influenced, perhaps, by my dejected air, offered me a job at the princely salary of \$10 a week.

This unexpected piece of luck made me feel extravagant, and I dined on pork and beans. When I returned to my lodging I was met by my landlady, who, after expressing herself volubly as to my antecedents and probable destination, demanded the price of a new towel, and invited me to take myself elsewhere. However, I did not care much, for I had a job, so, after I had succeeded in making her part with 75 cents of the \$1.50 which I had given her, I set out and bought a bed for the night for a quarter.

Edward Harrigan.

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WAYS OF A WINNER.

How the Woman Came To Lose Out.

Miss Cally and Mr. Burnham were racing for the position of Secretary to the Vice-President. Everybody in the office knew it and it grew to be a matter of extensive comment, for the spectacle of a man and woman competing for a high position in the office of Going & Co. was a new idea.

"You see where we men are going to get off one of these days?" grumbled an old clerk, Clark by name. "Here women are after the big jobs. They get all the small ones because they will work for less than a man will work, not having a wife and kids to support, and now they are not satisfied with that, with cutting down the wages of us little fellows but are starting to crowd in up above, so there won't be any chance for us, who really need it, to climb. I tell you we're going to get crowded out."

Clark was the kind of a man who hangs onto his place on the pay roll merely because he happens to be an efficient little cog, or nut, or bolt, or something small and inconsequential, in the machinery of the firm with which he is connected. He had had the ability to convince somebody long ago that he ought to have a position in the general office. That was the last spark of ability that had emanated from him. Since then he had gone his way like a dull little worm, too small to attract attention for his poor qualities and possessing no good ones at all.

This is the kind of man who inveighs against the advent of woman into the field of business competition. He knows he is an inefficient, he is ashamed to admit that his failure is due to his inferiority to other men; but he is not at all ashamed to blame woman, weak woman, for the low pay that he is getting. And the sight of a woman in a position above him calls out the old Adam protest or rather a poor, weak, modern imitation. However, if it so should chance that such a man's wife enter the world of business and reach to a good salary, the man would not be averse in the least to stepping to one side, to going home and smoking with his feet on the fender, in order to decrease competition and give his literally better half greater room for exercise of her powers.

"Well, if she's a better man for the job than Burnham, I don't see why she shouldn't have it," said a younger man. "It's a case of the survival of the fittest in this business game. If a woman happens to be more fit than a man, why shouldn't she beat him out?"

But these, the deeper aspects of the situation, were not the things that interested the greater part of the office. Their interest was of a more intimate and personal kind, and resolved itself into the simple question of:

"Can a woman really hold her own, or beat out a man in the race for a job like that?"

This was what the office as a whole asked itself during the weeks preceding Lamson's resignation from the post of Vice-President's Secretary. Lamson had held the post for a dozen years, and the Vice-President, accustomed to the perfect service which a term of experience secured was in no kind of a haste to select a new Secretary. He wanted the best and he knew he could find the best only by trying the eligibles for a satisfactory length of time. When he had found the best, he would tie him, or her, to him with iron hoops of a good salary; for he loved not change in his Secretaries, the Vice-President.

Looking over his eligibles he found that they were two in number and their names were Miss Cally and Mr. Burnham, respectively. He, the Vice-President, had not looked to find a woman looming up as a secretarial possibility, when he began to search, but when he had considered Miss Cally carefully, had counted up her service, experience and ability, and had given her a first tentative trial, he was forced to admit in sheer justice to himself that there was no reason why she shouldn't compete with Burnham, the only other possibility.

Miss Cally was the stenographer who had done the Vice-President's work when the Secretary had been overloaded. Burnham was a stenographer from the traffic department who likewise had been called into the Vice-President's office under stress of conditions. Both of these two had done their work so much better than the rest who had had similar opportunities that they loomed up as real diamonds shine in a case of paste gems. But between them, so far as the Vice-President could see, there was not the shade of superiority or inferiority whereby his choice might be fixed.

"Of course she's a woman, and women as Secretaries aren't exactly popular," said he. "Probably there is reason for this, possibly a multitude of good reasons. If so, they ought to show under the test that I'm going to put them both through. If it does, there will be a new item to remember: that woman is at a disadvantage in going after a job like this."

Old Going scratched his head as he listened.

"I've been hiring and firing Secretaries for something over forty years," said he, "and I haven't had a skirt among 'em yet. Not because I've had any defined prejudice against having a woman as my Secretary, for I haven't. If a woman could do the work, she'd be as acceptable to me as a man. The only thing is that I've never had a woman make a try for the job. I don't hardly believe they're up to it, though. From what I know of 'em, which isn't an awful lot, I think they're at a disadvantage, as you say."

"Well, you don't know Miss Cally, of course," said the Vice-President.

"No, no, that's right; I'm glad you called my attention to this little affair. It'll be interesting to see just

who comes out the better, and why, and why the woman loses out, if she does. Whom does it look like so far?"

"Both of them. There isn't enough difference in them to venture even a guess on who'll get the place. If I thought that being a woman was a handicap, Burnham would get the place to-morrow. He does the work exactly as well as Miss Cally, and he's a man. But, again, Miss Cally does the work just exactly as well as Burnham, does just as much of it, and is handicapped in no possible way, unless it's because she's a woman. Which I haven't decided to be a handicap as yet. But I'm going to try them out on equal terms so there won't be any chance for a blunder. Whoever becomes my Secretary will be the better one; I'm in no hurry about deciding and I'll take my time."

"Yes, do that. Let's have a fair and thorough test case of Woman vs. Man in a race for a good job. Remember to let me know how it comes out."

So the course was cleared, the judges were unprejudiced, and the setting was right and proper for a testing of the respective business chances of a woman and a man under fair and equal conditions.

"I believe Miss Cally is going to beat him to it," said the pert and pretty Miss Hickey to Murphy, the traffic manager.

"Why?" growled Murphy.

"Why, because the Vice-President

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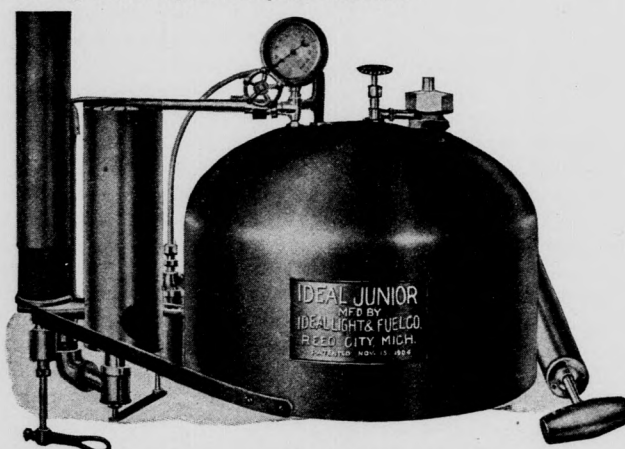
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is such a perfect gentleman that he can't possibly turn down a lady."

"Young woman," thundered Murphy, "young woman, remember this: there are no gentlemen and no ladies during business hours. There are only business men and business women."

"That's because you don't know the Vice-President," insisted Miss Hickey. "Why, one day when I was taking dictation for him—"

"Take some for me right now," said Murphy.

"Humph! What a difference there is in men!"

"But not in women," said Murphy, "and that's why your friend Miss Cally won't get what she's after."

The two rivals finally met face to face in the anteroom of the Vice-President's private office. Miss Cally had been working; Burnham was coming in to work.

"Has he been working you hard?" enquired Burnham.

"Oh, no; not uncomfortably so," said Miss Cally.

Then they looked at one another and laughed outright.

"I guess he's playing us against each other," said Burnham. "He is trying to pick the better worker. What do you think of your chances?"

"Oh, I haven't dared to think that I will be his choice," said Miss Cally.

"Haven't you really? That's funny; I've been picking you as the lucky man—lucky woman, I mean. Say, I'd like to talk the thing over with you, Miss Cally. What do you say about going downtown to dinner to-night and having a talkfest about it?"

"I hate to go downtown," said the young woman. "Why can't you come out to the house?"

The weeks went on, and the rivalry between the two was as keen as it was equal. Neither forged ahead in the favor of the Vice-President by any display of brilliance; neither displayed a weak spot that placed him or her at a disadvantage. They were as even as any pair of competitors could be; the only difference was that the one was a man, the other a woman. The Vice-President wondered how long the thing would keep up.

Then, slowly but surely and to an appreciable degree, Miss Cally began to drop behind. The drop was so gradual that unless one had been comparing the two as carefully as had the Vice-President the change would have been imperceptible. But he saw.

It wasn't that the quality of her work nor the quantity of it fell off. It wasn't that she made troublesome errors. It was simply that the keen edged mind that had made her the equal of a smart man seemed to go dull a little. The interest that had made her go at the work with an almost unwomanly vim and vigor was no more to be seen. If the thing was to be diagnosed briefly it would be as "lost interest," and this was what the Vice-President called it, deciding that Miss Cally, being a woman, had got tired and lost out under the competitive strain.

It continued to increase a little.

The difference between the value of Burnham and Miss Cally as Secretaries became a little more apparent. Soon it was obvious to the careful observer who sat as judge upon them and one evening he told Burnham that beginning to-morrow he should take over the work and responsibility of the position; he, Burnham, was to be the Secretary.

The Vice-President felt a little sorry about the idea of the woman losing out in such a race, in any sort of a race, in fact, for he was an "old fashioned gentleman" with old fashioned notions of chivalry toward woman, but he was also a good business man. So next morning he called Miss Cally in and told her that he had decided to make Mr. Burnham his Private Secretary, consequently she need not trouble to do any more of the secretarial work.

He was surprised to note that she took it so easily.

"Thank you for your kindness, Mr. Hollander," she said, when he had done. "And now—now I must tell you that I'm to—that is, I am going to resign. I will leave Saturday."

"Why, Miss Cally! I didn't expect anything of this sort. While I have picked Mr. Burnham as my Secretary I don't want you to think for one single moment that that is any reflection on your ability. On the contrary, your work has opened our eyes, and we are more than ever anxious to have you with us, even at a considerably advanced salary. I had hoped that your failure to excel Mr. Burnham would not hurt you like this, for—"

"It isn't that," said Miss Cally slowly. "I'm not hurt so much at my failure, but—well, you see, Mr. Burnham and I have been engaged for a month past and as we planned to be married as soon as he secured this position the time has arrived and I must quit."

But the Vice-President was rushing across the hall to Old Going's room.

"Going," he said, "I told you last night that the woman had lost out. I want to add something to that! When a woman as smart as Miss Cally loses out she does it because it's the way for her to become a winner." Allan Wilson.

Mount Hood Our Noblest Volcano.

"Our noblest volcano" is the new name for Mount Hope, which rises to a height of 11,225 feet in the State of Oregon. It is an almost perfect volcanic cone, the fourth in height of the snow peaks of the Pacific Northwest, being surpassed only by Rainier, Shasta and Adams. It was built up of lavas which were ejected from a single summit crater.

Recently the volcano has displayed signs of renewed activity. Smoke has been observed to issue from fissures in Crater Rock, and something resembling a glow was noticed at the same point in 1907. It is interesting to note that this activity was synonymous with changes observed in the Bogaslof group of volcanic islands off the Alaskan coast. The remarkable eruption of Mount

Etna this year was preceded by violent earthquakes and accompanied by the opening of a fracture of about a mile long and from twenty to fifty yards in breadth. Several parasitic cones of small size were formed along it, and about 500,000 cubic meters of lava poured out, but the fissure was only partially obscured by erupted material, and remained conspicuous after the eruption had ceased.

Although this eruption was violent while it lasted and although the interval separating it from the next preceding eruption was more than fifteen years, or about two and a half times the average during the last 150 years, the eruption was of short duration, commencing at 5:20 a. m. on April 29 and ceasing at 5:40 p. m. on April 30, but practically lasting for only about seventeen hours.

The Wrong Medicine.

In Iowa, not long ago, an aeronaut at a county fair had accomplished a somewhat unlucky ascension. His balloon, indeed, went to a sufficient height, but the wind carried him a mile or two farther away than he had anticipated. So the car, in descending, came upon unknown regions, becoming entangled in the top of a tree in a village street. The performer was spilled out, striking the ground with considerable violence.

"Stand back and give him air!" shouted some one in the crowd that immediately gathered about the prostrate aeronaut.

"Air!" scornfully repeated the unfortunate individual, as he painfully endeavored to attain a sitting posture. "Don't you rubes think I've had enough air in the last ten minutes to last me for some time?"

Labor Ahead.

"The hardest part of the job is still to come—"

And the plumber gathered up his tools and sighed wearily:

"Yes, I have yet to make out and collect the bill."

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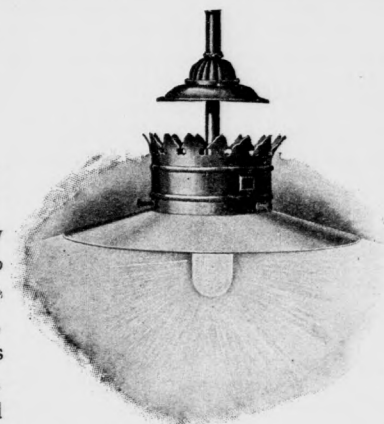
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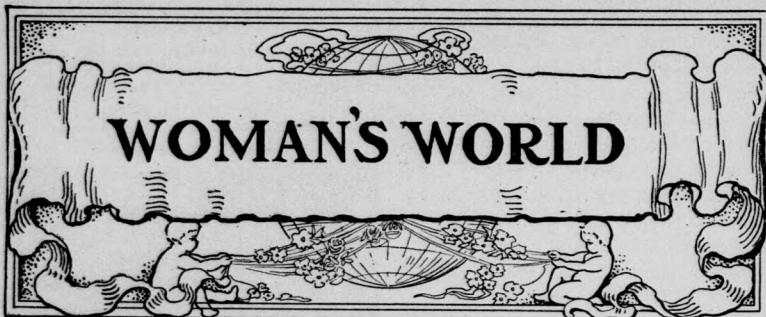
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"Good morning, Mary. My, but those steps are a climb! Make you feel as if you had scaled Mont Blanc, or—er—something of the kind. I know plenty of people who say they just simply won't visit folks who live in apartments that haven't elevators.

"But that's not the way with me. No. Friendship is friendship with me, and if my friends are too poor to live in houses that have no lifts, why, I am just going to climb up to them, that's all. What they have to put up with every day I can surely stand for once, I say. Of course, I know that I am peculiar about that. There are plenty of women whose husbands haven't made half the money that John has who simply cut all of their old friends dead. Don't know 'em when they meet 'em on the street, but I feel that it is my duty—a sacred duty—to bring what sunshine I can into the lives of those who have been less fortunate than I have.

"That's just what I said to John this morning. I said, 'John, I just must drive around to Mary Brown's this morning in the new automobile and let her see it. It will be such a pleasure to her.' 'All right,' says he, 'do, for I guess about the only time she ever gets close to an auto is when she nearly gets run over by one.' I thought I would tell you, for I know you always enjoy a joke, even if it is on yourself.

"So I just told Henri—that's our new French chauffeur—to drive me around here, although I could see that he was surprised at the address. But chauffeurs! My dear, they are worse than butlers, the way you have to put on style before them, and goodness knows I sometimes think that butlers take all the pleasure out of being rich. You ought to just be thankful that you are poor, and do your own work, and can eat what you please and the way you please, without any graven image standing around watching you, and you knowing that he is thinking that you are not doing as Lord and Lady Starve-acres or the Duchess of What-you-may-call-her, where he lived last, did.

"Oh, I tell you, my dear, we rich people have our troubles, especially with servants!

"But, my gracious, how badly you are looking! Have you been sick? No? Your complexion is just dreadful. You ought to consult a doctor. Maybe it's cancer, or tuberculosis, or something of that kind that has come on you without your knowing it. There are some people who think

that you ought never to tell a sick person that they are looking ill, but I don't hold to that theory, and I should never forgive myself if you had some fatal disease and I hadn't warned you of it. I shouldn't feel at all that I had acted the part of a true friend toward you.

"Perhaps, though, I am mistaken, and the reason you look so yellow and haggard is because you have on a pink dress. I always think that pink is so unbecoming to blondes, especially after they begin to get middle-aged and faded, but, land sake, you have to have them—pink things—haven't you? Of course, being the friend to you that I am, I may be prejudiced in your favor, but I don't think you would show nearly as much how you have gone off in your looks if you wouldn't wear things that are so much too young for you. Now, your spring hat—of course, it was a pretty hat. I am not saying a word against it, but really, my dear, it makes you look as if you were your own grandmother. I have had it on my mind all the summer to come and tell you this, because, as I said to John, if a friend won't speak up and tell the truth about such a matter, who will?

"How is your little Sadie? Such a delicate little thing, isn't she? Really, if I were you, I should be miserable for fear I would lose her, or even if she grows up that her spine would be affected, or she'd have locomotor ataxia, or some of those dreadful nervous diseases that are worse than death. And, being your only child, you'd feel it so. That's the reason I sympathize so with you about her. Nothing the matter with her? I'm thankful to hear it, but, my dear, you can't believe a word the doctors say. When they know a case is hopeless they always lead parents on that way, and you ought to watch her very closely.

"That is one thing I certainly have to be thankful for—my children. If I do say it myself, that shouldn't, I don't believe there ever were any quite like them. They are so strong, and smart, and good looking, and high spirited. Why, they simply can not bear the slightest control. Of course, it makes a good deal of trouble with teachers, and we are forever changing schools, but, as I say to John, 'What's money for if it isn't to indulge our children?'

"I know people say that they are terrors, but it's nothing but envy, sheer envy, because their children are not as handsome and smart and have as many things as my Bennie and Mamie. Besides, people will say anything. Why, only the other day Mrs

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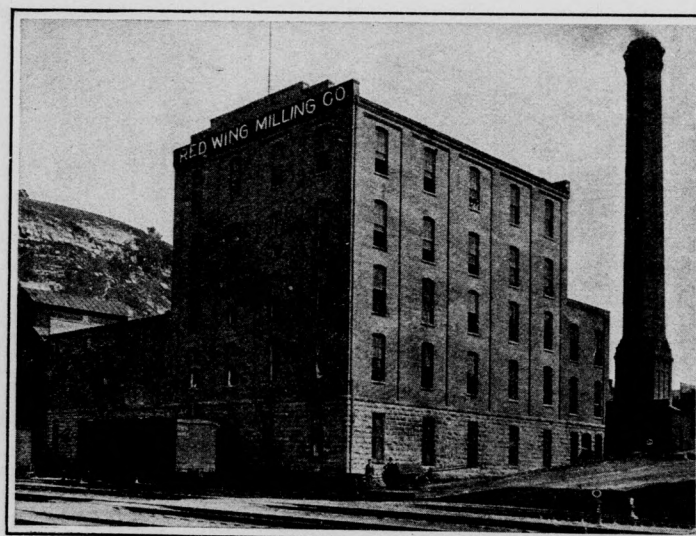
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Red Wing Milling Co.

Red Wing, Minn.

S. A. Potter, Michigan Agent, 859 15th St., Detroit, Mich.

Jones said to me that she did not think you at all good looking or entertaining, and that, for her part, she always suspected people of hypocrisy that were as mealy-mouthed as you are. Of course, I defended you. I told her that she was very much mistaken, and that, while it was true you never set up to be a professional beauty, and I admitted you didn't have much style about you, and you never posed as a wit, still, for all that, you were a noble Christian character, and did your duty in the unpretentious sphere of life to which Heaven had called you. I don't like to tell anybody unpleasant things about themselves, but I felt that I would be no true friend if I didn't warn you against that Mrs. Jones—a cat, if there ever was one.

"Oh, by the way, I had almost forgotten it, and it was the principal thing I came for, too—did you know that your husband was taking out a pretty young girl—AGES younger than you, my dear, and with the prettiest complexion I ever saw, and so slim and smart-looking—to lunch? I was at a restaurant the other day, and they came in, just as bold as brass, and took a table right near me. Oh, I couldn't possibly be mistaken in them!"

"There," I said to myself the very minute I clapped eyes on them, 'just look at Roger Simpson taking out young women to lunch, while his poor, dear, deceived wife is at home, believing he is true to her. I'll just go around and tell her in the morning, for if she hasn't got some friend that will do it, the chances are she will never hear of it, and maybe go on trusting and being happy to the end, without knowing any better.' Of course, I wouldn't make trouble between you and your husband for the world, my dear, but I simply feel that it is my duty to tell you that I never saw anything more marked than his air of devotion to that girl, and I distinctly heard him call her 'Pet' and her speak to him as 'Roger.' It was his sister? Oh, well, you never can tell. I have heard of these sisters before, and if I were you I'd make him tell every night every human being he had spoken to during the day. That's my advice as a friend. That's the way I do with John.

"Well, I must go now. I have enjoyed our little talk so much. Don't you want to come to the window and see me start off in my auto? Oh, don't mention it. I always like to give pleasure to my friends when I can. That's what John always says. He says, 'Maria, you've just got a genius for friendship.'" Dorothy Dix.

Look Out for Your Brand of Veronal.

Merck & Co. are warning the drug trade to beware of a brand of veronal offered for sale under its chemical name diethylmalonylurea. They state that this preparation does not contain a particle of veronal, but consists of a mixture of impure sulphonmethane, potassium sulphate and several unidentified organic substances, which may be objectionable in certain conditions. It is important that your medical friends get everything exactly as ordered.

Handwriting a Fine Art in Japan.

In the Land of the Morning handwriting is a fine art. It is regarded by the Japanese as one of the six arts. These six arts are postures, writing, riding, shooting, mathematics and music. The object of these arts is to teach the control of both the body and the mind. By writing the control of the arm, hand and fingers is to be taught. The Japanese use a peculiar kind of brush made of the soft wool of the white rabbit. For large writing the long roll of paper is held in the left hand; the characters are written downward.

The stone block in which the stick is rubbed in water sits on the table. In the first stage of writing they have to learn to write large letters and characters. When they want to write large characters it is forbidden to support the arm on the table or anything else. The movement of the arm must be entirely free in both the horizontal and the vertical direction. Not only are quickness and steadiness of movement required, but the arm is trained also to graceful movement and slow adjustments. Now a bold stroke is demanded and then a hesitating touch of the brush is required. It is said that sometimes the stroke of the brush must be as rapid and as dreadful as the lightning in the sky, but sometimes it must be as gentle and as graceful as the young virgin in her private apartment.

In the second stage of writing they have to learn to make smaller characters. Here again the arm must be free. But in this case one point of the wrist is supported on the table, or more properly on the row of fingers of the left hand, laid on the table. This point serves as a fulcrum for the movement of the hand and fingers. The object of finer writing is not only to train the fingers, but also to train the eye. So they are sometimes required to write characters not larger than a millimeter square. Even in writing such a small character, every jot and every tittle must be brushed according to a definite form of writing and by a single stroke.

Dr. E. W. Scripture commends to Americans the Japanese care with handwriting, at least until such time as typewriting shall take the place of the pen.

Jack Frost To Be Heralded.

Jack Frost's coming is to be heralded hereafter by a Sherlock Holmes instrument devised by one Lucien Hyppolite Bernel, of Paris. The invention is an application of the wet and dry thermometer for indicating coming frost. It is constructed on the principle that frost is caused by the cooling of the atmosphere, which takes place at night when the point of dew is below zero. On a board the two thermometers, being the dry and the wet, are fixed. A schedule is provided, divided by horizontal lines, corresponding to the gradations of the dry thermometer. A hand moves in front of the schedule, which is adapted to be moved by a knob. The point of the hand moves over a scale which is arc shaped and corresponds

with the gradations of the wet thermometer. The schedule is divided into three zones, which are painted in different colors. At the foot end of the board is a tank filled with rain or other lime free water. Into this a wick is immersed and envelops the reservoir of the wet thermometer.

To consult the apparatus it is suspended about 25 inches from the ground. In about a quarter of an hour it can be consulted, the observations being made, of course, soon after the sun is set. The hand is placed on that number of the arc-shaped scale corresponding to the degree indicated by the wet thermometer. If this crosses the line indicated by the dry thermometer in zone D it will freeze; if in zone C it will not freeze; if in zone E there is danger of frost.

Make 'Em Grow by Electricity.

The "electrification of plants is the new gardener's recipe for making things grow like Jack's beanstalk. In 1904 500 square yards of kitchen garden were electrified by the overhead discharge system, and, compared with controls, gooseberries yielded 17 per cent. increase; strawberries, 36-80 per cent. increase; tomatoes, none. In another plot carrots yielded 50 per cent. increase and beets 30 per cent., with an increase of 1 per cent. sugar content under similar treatment.

In 1906 twenty acres of wheat were treated with discharge wires at a considerable height and high tension current; the increase over control was 39 per cent. The electrified wheat gave a better quality of flour.

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But made of good material with
good workmanship, not simply
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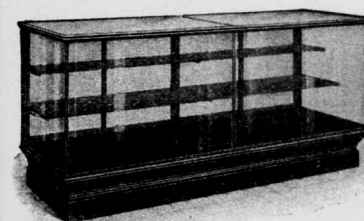
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Yes, and? Potato Baskets,
made for the purpose. Tightly
braided and reinforced. One

will outlast dozens of common baskets.

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Display — Display — Display

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Under our own management
The Largest Show Case Plant in the World

THE COLORED MAN.

He Is Discriminated Against in Retail Trade.

I have always had a whole lot of pity for a colored man, but it never struck in so deep as it did last week, after I'd had a talk with one down in a Baltimore Hotel.

You can say what you please, the colored man is pretty near an out-cast when it comes to business. Listen to what I mean:

I struck up an acquaintance with this fellow by asking him how to get to a certain jobbing house. He looked like a fellow who had some brains, and I found he had. As a matter of fact, I guess he has a better education than I have, for he said he had graduated from some place for colored people in the South called, I think, Hampton Institute. The only thing I went to was a country school.

I told him I was a grocery salesman and he took notice right away. His troubles were pretty heavy on his mind, and middling soon I got them. I will tell it as near as I can.

He said he had a great leaning toward the food business.

"It is a fine business," he said, "and I have wanted to get in it all my life. I do not know—there is something about selling people their food that appeals to me very much. I guess I will never get in it though, in the way I want to."

"Why not?" I asked.

"On account of my color," he said. "Do you know one grocer in the North who would make a place for a colored man?"

That shut me up, all right.

"How about the South?" I asked.

"I have had positions down here," he replied. "I had a rather good place as a clerk in a store in Atlanta, and I worked for a while in New Orleans; but I want to get away from the South—the negro is the under dog down here—I want to get a place in the North where things are different."

"Have you tried to get a job in the North?" I said.

"Many, many times," he replied in a melancholy way that made me feel for the poor devil. "I suppose I have tried fifty times in Philadelphia alone. They do not always say it is because of my color, but I know it is. Nobody wants me—they do not even give me the least shadow of encouragement. I have answered advertisements in Philadelphia papers. One man told me openly he could not use me because I was a negro. He told me at the same time that he needed two or three good clerks so badly he did not know what to do. I am a good clerk, I can say that, but he would not take me. I did have one chance, but that was in a store run by a negro that only sold to the colored trade. I did not take it—it was not the sort of opening I wanted."

"I tried several times to get with a wholesale house as salesman," he went on. "I believe I could make good. I have had some experience in the selling line, and I have enough confidence in myself to believe I

could succeed. But I could not get in anywhere. Once I offered to work for nothing and pay my own expenses until I could show my value, but even that was not enough to induce the man to try me.

"I think I could have gotten in retail stores once or twice," he said, "if it had not been that some of the other clerks told the proprietor that if he employed me they would leave."

"I have about made up my mind to give it up," he said. "I will either have to stay South, or if I go North I will have to be a porter or something else like that. Why do people treat colored men the way they do?" he demanded. "I have a good education. I believe I have intelligence and I know I am as clean and neat about myself as any white man can be. Do you feel that way about it? Would you work alongside of a colored man?"

Say, I never had a question that hit me so hard below the belt. What the poor fellow said had roused a lot of compassion for him and had made me see the thing with his eyes. But when he plumped that at me I didn't know what to say. I felt I ought to be able to say yes, and I never felt so much like saying yes to that question in my life, but when it came to the show-down I felt I could not say yes and be honest. So I got red and warm and said nothing.

"You see," said the poor devil.

But all the same, while I am like all the rest, I admit it is an infernal shame. There is no reason in it at all! Why should I kick if I was a clerk in a retail store at having a negro at the same counter with me? Because negroes are menials and working with one would make me seem like a menial? Rot! A job is judged by its own character, not by the sort of people that work at it. And yet that is the only reason I know of and it is not worth shucks!

A day or two after that conversation I asked a Philadelphia wholesale grocer the flat question:

"Would you employ a negro as salesman?"

"For colored trade?" he asked.

"No, for regular trade."

"I would not," he said.

"Why?"

"I don't think the trade would like it," was his reply.

"But how do you know they would not?" I persisted.

"I suppose I do not absolutely know, but I feel so sure that I would not want to try the experiment. Business comes too hard to try any monkey business."

The same day I asked the same question of a retailer.

No, he would not either. Why? Because his customers would not stand for it. How did he know? Well, he felt sure they would not, and it would be too risky to try.

See, it is all blind prejudice. There is no real reason in it—only fear and great selfishness. The poor niggers can do what they like to improve themselves—they will get no help from the North!—Stroller in Grocery World.

Oil To Come From Indian Wells.

India's oil fields are almost unknown. But the American Consul at Calcutta expects them some day to attract the attention of the world. At Kaffir Kot the oil exudes from the earth through brown bituminous sandstone, and it is found floating on the surfaces of the springs. It is also seen in many other places and in the Bazaar of Dehra Ismael Khan, on the hills of the Indus, was on sale as a medicine long before petroleum was discovered in America or had been developed in Burmah.

Petroleum was found many years ago in large quantities at a place called Takoom, not many miles from Jeypur, on the Dehying River. But the leads have remained comparatively undeveloped, so that it is as yet unknown to what extent petroleum exists in India. In Assam the wells are the most promising, a company with large capital operating a large refinery there. The yearly output is now about sixty-three tons of candles, 573 tons of paraffin wax, and 1,200,000 gallons of kerosene oil.

Nearly all the oil is sold locally or in the neighboring districts of Bengal. The petroleum deposits of India, including Burmah, which properly is a province of India, scarcely have been disturbed, and the magni-

tude of the possible trade of India in the products of petroleum hardly can be estimated.

A Peacemaker.

"You're a liar!" exclaimed the first man.

"You're another!" retorted number two.

"Calm yourselves, gentlemen," interposed the peacemaker. "It is quite possible that you are both right."

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Commercial and Savings
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Law of Liberty Applies in Business as Elsewhere.

Written for the Tradesman.

"You know I've always patronized you, Mr. Murray; I'm sure you will buy my book," said the lady who was taking orders for a subscription publication, smiling expectantly and taking out her pencil to write down the merchant's name.

She had not stopped to describe the merits of the work, nor sought in any way to create a desire for its possession in the breast of the man whom she wished to make a customer. She had advanced at once and unhesitatingly to what she considered her weightiest argument, the fact that she was a patron of Mr. Murray's store, and that therefore he could not well refuse to buy the book.

With a like brevity and directness the busy man asked the price, without so much as enquiring the title of the work, or its size, or its author.

"Three dollars, in the morocco binding," the lady replied blithely.

"You may put me down for one copy. I hope you are doing well with it, Mrs. Miller?"

"Oh, yes, I've taken quite a number of names. I go mainly to my friends and people I've bought of. My husband thinks I'm getting to be quite a business woman."

Mr. Murray gave a sigh of relief when she was gone.

"I suppose I ought to be thankful to be let off as easily as that," he began. "I don't want the book. I don't know what it is like, but I know I don't want it, for I never read a subscription book. I'd just as lief give her the three dollars outright and not take the book at all."

"Of course it's a hold-up, and every once in a while I think I will cut out every such thing and not stand being imposed upon any longer, but some way there is never a good time to begin."

"I think I offended a woman yesterday," the speaker continued, "because I couldn't promise to patronize her son, who has lately gone into the meat business. She is a far better customer than this Mrs. Miller who was here just now with her book; in fact, I shall hate to lose that woman's trade, but really I couldn't agree to buy of her boy. Our meat trade isn't very heavy, and my wife says, and very reasonably, too, that if she should try to divide it among three or four markets she could buy so little of each that no one of them would think it worth while to take any special pains to please her. We are very well suited with the man with whom we have been dealing for a number of years, and I could see no reason for making a change. I tried to explain all this as well as I could to the lady who was soliciting custom for her son, but I think she will feel hurt because we don't patronize Johnny."

"Now, Mrs. Miller, the lady with the book—I shouldn't greatly care if

I should lose her trade, if I didn't have to lose any more with it. That is the trouble. If you lose one woman you are liable to lose her friends, too. Mrs. Miller is in quite often, but she rarely buys much, and she is exacting and disagreeable; in short, one of the kind the salesgirls all hate to see coming.

"But perhaps her trade looks large to her. And I don't want she should go around among the ladies of this town telling how she has for years been emptying her purse over my counters, and that I am so mean and tight-fisted and lacking in appreciation and gratitude that I wouldn't buy even a three-dollar book of her. Nor I don't want she should feel that way herself, so I subscribed for the book."

"Can't you get it back on people?" enquired Mr. Murray's auditor. "Aren't there a lot of folks who are under obligations to you in one way or another, whom you can compel to patronize you?"

The merchant laughed.

"I used to think so. When I began business I kept a very sharp lookout whenever I put a dollar in any man's way to see whether he came back to spend it with me. If I hired a carpenter to do a little work he must 'trade it out' wholly or in part. If my wife bought a hat I thought the milliner ought to be in to get a dress or a pair of shoes of us within a week or ten days. I joined some lodges thinking that the members would consider it a fraternal duty to trade with me. In those days my clerks mustn't go away from my store to get anything I could possibly furnish them, and so on, and so on.

"But I soon found out that a customer who buys at a certain place from a sense of obligation is apt to be an unwilling customer and suspicious that he isn't getting the full worth of his money.

"One day it came to me pretty straight that the wife of our grocer had said to a friend, 'We usually buy our dry goods of Mr. Murray because he takes all his grocery supplies of us, but I really think that we have to pay a little dear for things there.'

"That kind of a customer does a store more harm than good. Let a woman feel that she has to buy at a certain place, it does not matter how excellent the goods offered her there, nor how low the prices, she is sure to imagine that better bargains are to be found elsewhere, and to communicate this feeling to her acquaintances. The cow that is kept in by a high fence always sees more tempting pasture just outside her inclosure.

"The kind of customer who advertises a place of business is the one who feels free to buy anywhere. After such a one makes all the comparisons she wants to, and decides that at my store she can get the most desirable quality of a certain article for the least money, her say-so among her friends is bound to do me some good.

"As I said, when I began I tried to build up my business on favor. I found that it won't work. That is, it won't in a large way. It is founded upon a narrow, provincial, archaic idea. Mrs. Miller thinks she is quite a business woman because she has the nerve to go about among her friends and the storekeepers with whom she deals and hold them up for a few dollars apiece, when in reality she is violating the first principles of business. People will stand that sort of thing only at long intervals and for a small amount. To build up a business of any size and permanency it is necessary to put it on the sound basis of offering the customer some advantage in point of quality, price or service.

"If I had the ear of every customer who comes to my store I should say to him something like this: 'These goods are all to sell. I have bought them for that express purpose and expect to do nothing else with them. But don't buy anything here just to please me, or because I have bought something of you, or because you are my neighbor, or my friend, or belong to the same lodge or the same church that I do. Feel perfectly free to 'take 'em or let 'em alone.' When I buy anything I want to get the worth of my money in the purchase itself. I don't want to feel that I am paying a long price or getting something that doesn't suit me, and am therefore entitled to return patronage. I want my customers to feel the same. I don't want to sell people what they don't want. If people buy of me I want them to feel it is to their advantage as well as mine, and that they profit as much as I by every transaction. I am firmly convinced that all the patronage I get that is not on this basis does me no good, and really tends to pull my business down, rather than build it up.' Quillo.

Tiresome.

"Isn't it terrible the way people talk about the weather?"

"Terrible? It is positively dangerous. The minute you make a remark about the weather it gives the other fellow a chance to say, 'Yes, but it'll be a cold day for the one or the other next November.' Then, first thing you know, you're mixed up in a fierce political discussion.

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That's the reason
why dealers find a
ready sale on it when
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off.

Carry the goods
that you can depend
on selling.

Holland Rusk Co.
Holland, Mich.



The Double A Kind

Auto Kisses

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.

Made only by

PUTNAM FACTORY Grand Rapids, Mich.
National Candy Co.

QUICK MONEY MAKING.

How Paying Teller Nelson Got Into Trouble.

Written for the Tradesman.

There are times in the lives of most men when life shows hard, when efficient labor seems unprofitable. A man must be of sturdy fiber, when these blue days fall, in order to retain his respect for the laws of the land. If he is a person who gains his living by sheer strength, he feels like going forth with a club and gathering in whatever is in sight by the might of his arm. If he is a brain worker he considers cunning schemes by which the wealth of others may be transferred to himself by clever trickery. It is bad for a man's future when he gets either of these notions into his head. When he considers the acquisition of property wrongfully he is in the shadow of disgrace.

There was Fred Nelson, paying teller at the Association National Bank. He often thought the world was against him. As a matter of fact it was, but only in the sense that it is against every man who enters into competition with it in the accumulation of things of value, whether the thing sought be great wealth or signal civic or social honors. But Fred did not look at the thing in this general way. He believed himself to be the target for an undue share of the shafts of adverse fate.

He had a pretty wife, a child that sat upon his lap of nights, and a good position at the bank, but he wanted more. He wanted money to invest and make more money. Save and pinch as he might, he couldn't possibly accumulate more than \$500 a year. He complained to Nellie, the pretty wife, that he would be old and bald, and, possibly, twisted up with rheumatism long before he could sequester cash enough to live as he wanted to live. The pretty wife laughed at his grumblings and cut down her household bills. Fred was handling money for other people, and was blue and discouraged, and she was afraid, but she tried not to show it.

One night the thing she had dreaded for a long time took place. Fred brought one of his business acquaintances up to dinner with him. Nellie had been notified by 'phone, and had a fine meal ready when Fred's key clattered in the lock of the front door. The guest was presented as Daniel W. Randolph, "a captain of industry from San Francisco," and the evening was pleasantly passed.

"That man," said Fred, after the guest had departed, "is one of the best financiers in the country. He is into everything. He deals in industrial securities, in stocks of holding companies, in real estate, and in securities of all sorts. Besides, he is one of the owners of the Sharples Harrow Company. He's a winner, that fellow. I wish I could make money as fast and as easily as he does. He came to the bank at noon and drew \$1,000, saying he had a hunch that the bottom would drop out of K. & W. before the closing hour. He sold short and the tum-

ble came. Just before three he came in and deposited \$3,000. He had made \$2,000 in less than three hours, and with only \$1,000 at stake. What do you think of that?"

"Does he carry a large balance?" asked Nellie.

"Nothing extra," was the reply. "He has a lot of securities on hand, but he keeps his cash moving. I've got a lot of railroad bonds that belong to him in the vault. He took them out the other day and showed 'em when he clipped the coupons. What do you think of him anyway?"

"He seems to be a very pleasant sort of man," said Nellie, who really thought the fellow altogether too smooth and superficial to be the genuine business article. She was afraid of him—afraid of his influence over her husband. "I think, however," she added, "that he is taking great risks in buying stocks on margins."

"There's risk in all business," said Fred. "What about Dick? Did he get that position at Fenton's?"

"Not yet," replied Nellie. "It isn't settled."

Dick was the black sheep. He was Nellie's big brother, and she adored him, but Fred was handy on speaking terms with him. He thought him lazy and good for nothing, and was positive that Nellie kept him supplied with pocket money when he was out of work, which was most of the time. Fred said nothing more about Dick at that time. Instead, he took two \$50s from his vest pocket and handed them to Nellie.

"They came my way to-day," he explained, "without risk, so I'm going to pass them on to you for pin money. Now, I've got some work to do in the den," he added, before happy Nellie could express her joy, "and you mustn't disturb me."

So Fred went off to his den and the next moment the door opened and in walked Dick. Dick was young and handsome, with a wholesome face and an athletic figure. He seemed relieved when he saw that Fred was not there, but Nellie nodded toward the den, and the talk which followed was carried on in low tones. Fred was never any too glad to see Dick there, and Dick knew it.

"Who's the fellow that left here a short time ago?" asked Dick. "I was passing and saw Fred kowtowing to him at the door. Does he come here often?"

"That is Mr. Daniel W. Randolph," replied Nellie, "a man Fred does business with at the bank. Do you know him?"

Dick rubbed his chin and made some inaudible reply. Then he saw the banknotes on the table and Nellie told him about them. Dick rubbed his chin again and made no reply at all, but when Nellie tendered him one of them he kissed her and put it into his pocket, asking if she had any idea she'd ever get it back. He did not remain long after that. Nellie followed him to the door.

"Say, Sis," he said, "you let me know if Fred mingles with that Randolph muck. And you tell me if you come to any hard places. Will you?"

"Why, Dick, you frighten me," cried Nellie.

"Nothing to get scared at," laughed Dick. "Will you let me know?"

"Of course," replied Nellie. "I'll call you up at the Imperial Club."

And Dick went off humming, and Nellie sat down with a tired look on her face. Fred worked late that night, and hurried away after a light breakfast in the morning. Just after the bank opened Daniel W. Randolph presented himself at the window.

"This check," he said, "overdraws my account \$500, but I need the money for a deal. You have the securities. Will you let it go if I promise to make good before closing time? It was all right yesterday, you know."

Fred should have referred him to the cashier, but he didn't. He paid the check and smiled. When Randolph deposited at 2 o'clock he handed Fred \$100.

"I made that through your kindness," he said.

"Oh, I had the securities," said Fred, smiling.

"Of course, but that would have been a bother."

The next day Randolph overdrew \$1,000 and gave Fred \$200. At the end of the week he overdrew \$200 and gave Fred \$10. The middle of the week following he overdrew \$1,000 and gave Fred \$200. On Saturday he overdrew \$100 and gave Fred \$5. He wasn't crowding the thing any. Then the next week he began overdrawing large sums, always making good and giving Fred a good per cent. of his winnings.

About this time Dick began to frequent the bank, drawing money on small checks. He was often there about the time Randolph called. Once he went out with the financier and they walked down the street together. Tuesday afternoon, when Randolph overdrew \$5,000, Dick went out with him and bought him a cocktail at the hotel buffet next door. The man of money seemed to have plenty of time on his hands, and Dick invited him up to the Club.

Fred waited in vain for Randolph to make good that day. At closing time he was short \$5,000 on the unauthorized overdraft. When the doors closed he went to the vault and took out Randolph's envelope containing the bonds. Waste paper there!

"What is it, Fred?" Nellie asked, as Fred appeared in the dining room, haggard and dejected. Then Fred told his story. Nellie never once said, "I told you so!" She went to the 'phone, called the Imperial Club and asked for Dick. At mention of the young man's name Fred frowned. He didn't like Dick to know, but, still, something had to be done, and Dick was a resourceful sort of chap.

Presently the door bell rang, and Nellie admitted Dick. There were two men with him. One was Daniel W. Randolph and the other was a detective from a private agency. Fred nearly went through the ceiling when he saw Randolph. There would have been a pretty scrap right there if Dick hadn't stepped in.

"I brought this thief back from the station," said Dick. "He has your

\$5,000 in that bag. I entertained him at the Imperial until train time."

Randolph glared at Dick, but did not speak. Then he glanced about as if in hopes of escape, but the detective only smiled at his efforts.

"This man," said Dick, "is Slimmy Bolt, confidence man and porch climber. He's going to give up the \$5,000 in exchange for his freedom. I saw him the night he came here to dinner, and have been watching him ever since. His game was a cute one, but just a trifle old. Count out the money, Slimmy."

And Slimmy did. When the \$5,000 lay on the table he winked at Dick.

"I gave this welcher \$1,500 in all," he said. "Do I get that back? You can catch most of these geezers if you set the trap with money. Soy, do I get the coin back?"

"No," said Dick, "you don't. We keep that to salve our wounded feelings. You may take him away, Mr. Officer. He's a wise chap, but he won't do."

"I don't see where you got cards in the game," sneered Randolph.

"Nellie dealt me a hand," replied Dick.

I don't think Fred ever took any more chances with men who claimed to own the earth and still hadn't enough money to do business on without overdrawing at the bank. I think he concluded that a man only adds to his blue, discouraged moments by trying to get money for nothing. He thinks more of Dick than he did at one time.

Any way you look at it, it seems from this experience of Fred's that it is better to fight one's battles with the world without trying to strike any foul blows. Because, if you get caught at it, they'll put you away in a state institution. Only Nellie and Dick saved Fred. Alfred B. Tozer.

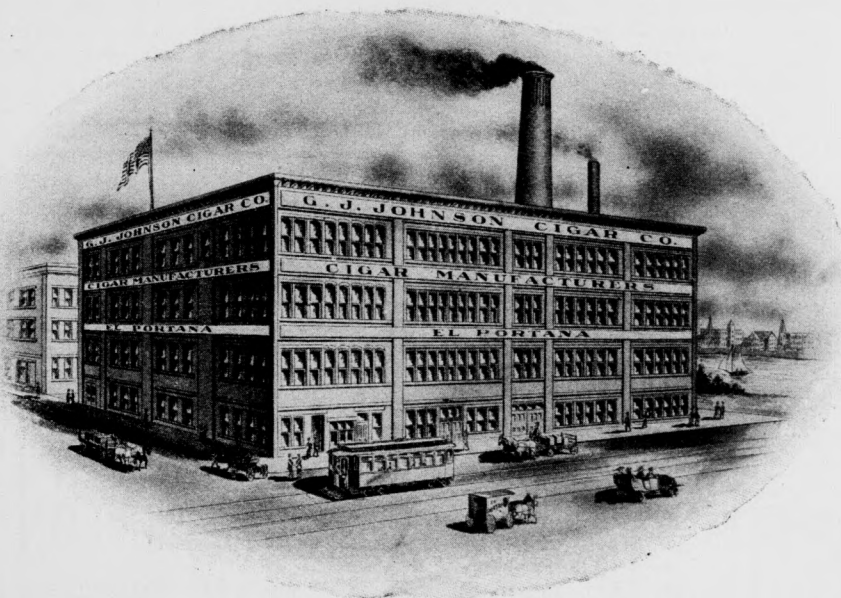
How Radium Keeps the Earth Hot.

Radium has been proved to give out enough heat to melt rather more than its own weight of ice every hour; enough heat in one hour to raise its own weight of water from the freezing point to the boiling point. Even a small quantity of radium diffused through the earth will suffice to keep up its temperature against all loss by radiation. If the sun consists of a fraction of 1 per cent. of radium this will account for and make good the heat that is annually lost by it. This, as Prof. E. R. Lankester notes, is a tremendous fact, upsetting the calculations of physicists as to the duration in past and future of the sun's heat and the temperature of the earth's surface. It has become evident that the earth's material is not self-cooling, but, on the contrary, self-heating. From the rate of increase of temperature below the earth's surface and the heat conductivity of rocks it is concluded that radium is confined to a comparatively thin crust of the earth. While these reasons are not conclusive, they are weighty. As yet this magical substance has not been discovered in the sun, but the presence of helium, combined with the fact that helium may be obtained from radium, renders the presence of radium in the sun quite probable.

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Itself"



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Under
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Conditions

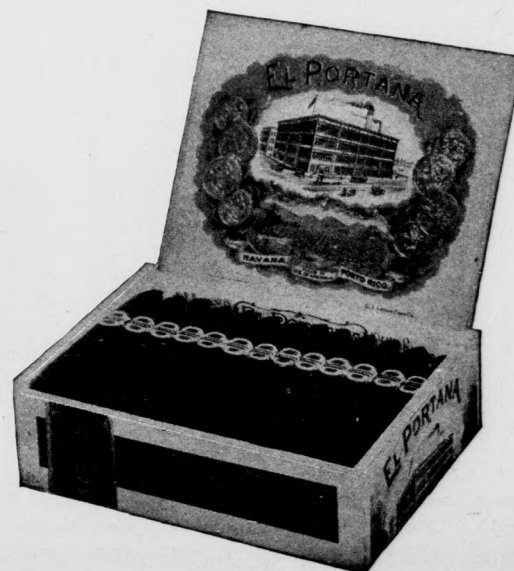
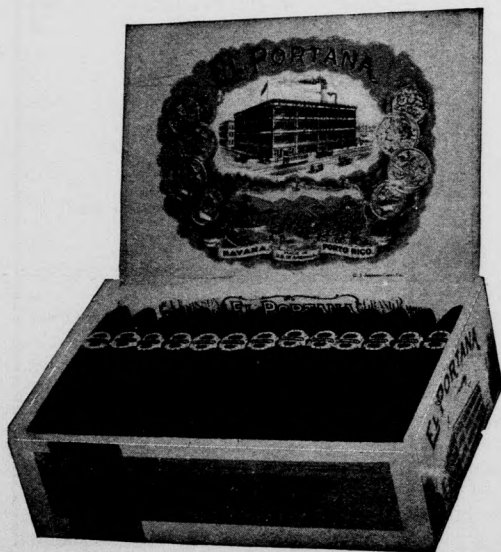
Made in

Five Sizes

G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.



SURE TO FAIL.

Reasons Why Crookedness Can Not Win.

To be honest for honesty's sake, to be what Carlyle used to call "an upright, downright, straightforward all around man," to practice the Golden Rule of doing unto others as you would wish others to do unto you, is a fulfilling of the law in keeping with the right definition of honesty.

The word does not imply morality in one direction and turpitude in another, does not admit of straight lines and curves combined, but is all embracing, covering the whole that goes to make up a good man in the right acceptance of the term. It combines both goodness and greatness, for it is a resultant of a mixture of those qualities which give to manhood the dignity that elevates and differentiates the race from the rest of creation.

Honesty is a divine attribute which ennobles and places the individual on a plane worthy of the mission that is his. From the earliest morning of the world's history men held honesty as a priceless crown that capped the brow of a really good and useful life. The ancients deemed it one of the greatest of virtues. Cicero believed that nothing could be useful that was not honest. Aristotle, founder of philosophy, declared that honesty was the fairest flower that bloomed in the garden of life.

Throughout the ages the really great ones of earth, in the light of their own experience, eloquently testified to the moral force and inherent power of an honest life. Shakespeare held that an honest man was of more importance to the world than a king. Burns sang: "An honest man is king of men."

"There are too many cases where dishonesty has flourished and men have arisen to wealth and power through crookedness and falsity, but in the end, like a house of cards, the works of these individuals have toppled and buried them in the ruins.

"If honesty did not exist, we ought to invent it as the best means of getting rich," said Mirabeau. The careers of many of our truly successful men add force to the illustrious Frenchman's idea. The majority of our great manufacturers and financial princes, happily for the prestige of our country, have built their reputations and amassed their riches by close application to business and strict integrity in all their dealings. Some of them have succeeded so well as to have made their names synonymous with fair play and the square deal.

The merchants who to-day stand at the head of the list and are conspicuous for their success are they who gave to the public full value for honest money, who never stooped to take an underhand advantage of the man lower down, and who treated their employes as human beings, not as beasts of burden. When they advertised an article it was as represented and the people could depend upon its reliability. Their trade-mark meant standard of merit every time.

The great firms of our cities and towns have built enviable reputations by selling reliable goods at a fair price. If more would try to emulate them the bankruptcy courts would do less business. Yet some are so blind to their own interests that they think they can cheat the public and succeed indefinitely. They may for a time, but sooner or later the crash is sure to come.

It is hard to pass off shoddy for wool or a piece of gingham for Irish linen, although many try to do so. You may deceive once or twice, or even oftener, but you will be discovered in the end.

The world has always wanted honest men; to-day it wants them more than ever, for they are more required. It wants honest statesmen whose chief occupation is not "pulling wires" to carry the next election, but men who have at heart the best interests of their country. It wants honest politicians, not grafters and ward heelers who are out for the boodle all the time and ready to adopt any means in order to get it.

It wants honest lawyers who will not prey on the simplicity or ignorance of their clients, who will not spend their talents and ingenuity to find loopholes for malefactors to evade the meshes of the law and enable them to escape their just deserts. It wants honest doctors, not graveyard ghouls who chuckle at the misfortunes and ills of their fellow creatures, men to devote their talents and their time to the alleviation of human suffering and thereby decrease the load of sorrow that bows down the shoulders of earth.

It wants honest preachers whose pulpits are not cowards' castles, men who are prophets and not parrots, men with messages for the masses rather than pious platitudes for pompous plutocrats.

It wants honest teachers who will guide the way to the sunny heights of hope and happiness, not those whose twisted doctrines lead down by tortuous paths to despair and death.

A simple woman went into a store to purchase the familiar legend, "God Bless Our Home," and then her mind, following the thread of the family love, shot away over the path whither her husband had gone in the morning to his task downtown and turning to the clerk she said: "I wonder whether you could let me have one with the words, 'God Bless Our Office?'" The man looked at her for a moment and with a ring of sarcasm in his voice said: "Madam, isn't that rather a large order?" And that seems to be the thought in the mind of the average man in business, it seems absolutely impossible for him to conceive that anybody should want to put in any office the prayer, "God Bless Our Office."

After a great revival, during which a wealthy merchant was converted, a woman in the store asked him: "Is this real English lace?" "It was, madam, previous to the revival, but it isn't now; it is simply imitation."

Beethoven, when he had completed one of his grand musical compositions, was accustomed to test it on

an old harpsichord, lest a more perfect instrument might flatter it or hide its defects. The old harpsichord on which to test our religious life, our new song, is in our everyday business life. If the righteous hold on his way and can stand the test of business his religion is genuine and will make life, death and the vast forever one grand, sweet song.

Madison C. Peters.

How Adam Was Punished.

A prominent pastor tells this story:

"I visited a certain school one day where bible instruction was part of the daily course, and in order to test the children's knowledge, asked some questions. One class of little girls looked particularly bright, and I asked the tallest one: 'What sin did Adam commit?'"

"He ate forbidden fruit."

"Right. Who tempted Adam?"

"Eve."

"Not really Eve, but the serpent. And how was Adam punished?"

"The girl hesitated and looked confused. Behind her sat a little 8-year-old, who raised her hand and said: 'Please, pastor, I know.'"

"Well, tell us. How was Adam punished?"

"He had to marry Eve."

Where He Stood.

First Workman—I don't know what to do.

Second Workman—The walking delegate ordered me to strike and my wife tells me to keep on working.

"The Flour Everybody Likes"

GROCERS like Voigt's Crescent flour because

it means fair profits, continued profits. It means that the grocer, instead of hearing tales of woe because the flour didn't do as it ought, gets praise for having the best.

It means—"Once Voigt's Crescent, Always Voigt's Crescent"—and an article that never loses trade is a mighty good thing in a grocery store—especially if it's flour.

Voigt Milling Co.
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

Incompetents Never in Silk Purse Class.

"You can't make a silk purse out of sow's ear."

How do you know? Have you ever studied yourself as an employer of men to discover whether you have not been doing just that thing, figuratively, for a dozen years? Would you know a sow's ear if you saw it?

That point which I would make strongly to the business man as an employer is that probably 95 per cent. of the employees in his large establishment were branded sow's ears by one to a dozen or twenty former employers of the men he takes on his salary rolls. Occasionally he has opportunity to reach out for some silk purse doing duty in a competitive institution and by high bidding take that person to his own business. But in the great mass of his workers he should recognize in the beginning that the man new to his establishment is a discarded sow's ear from a silk purse manufactory.

Here, at once the employer must find a duty devolving upon himself, not only to his own best interests, but to the interests of mankind at large. But even if the employer fails to shoulder this larger duty to the world he is a fool if the inescapable fact of the situation fails to press home to him. He must accept the proposition of making the silk purse of the sow's ear or in all common sense he must decide to employ none other than the untried men who are beginning the world—which is an absurdity.

Granting that the great majority of workers everywhere have been tried somewhere before and by some employer found wanting, what is the logical position of the present employer of such men?

Probably through tracing references given by the prospective employee the employer has made an effort to verify the explanations of the applicant as to why he left his last one or two or five places of employment. But almost invariably the reference authority speaks fairly well of the man whose head he lopped off on general principles. At any rate it may be taken for granted that save for the occasional absolute need of the first applicant who calls, the employer has satisfied himself fairly well with the new employee.

But it remains inevitable that the employer's new employee is a castoff former worker for one or twenty dissatisfied employers who have had his services in the past. Granting this, then, it must be that something was the matter with either the employee that was or with the men who employed him. If the new employer is to make the most of this new man's services he must try to determine for himself what this trouble was.

Just as the veteran horseman looking on at a balky horse blames some foolish driver for the horse's worthlessness, so in countless numbers may the employer be responsible for the ineffectiveness of his employees.

"Jones & Co. never could keep a good man," is one of the trite ob-

servations made every day in the business world.

Thus if all the sow's ears of the employed came from Jones & Co.'s house the position of the new employer would be easy. But the fact of the matter is that the applicant for a position most frequently lays stress upon the fact that at one time at least he worked for one of the best and most progressive institutions in the whole country. Where shall the new employer stand in this acceptance of the matter?

It seems to be that no more than a middle course can be adopted—that of regarding the employee as having something wrong in him and the former employer as being to some extent to blame.

Which inevitably puts upon this new employer a responsibility for giving his new employee a larger opportunity and a better chance to prove himself. It is a bad business policy if the new employer is not to see to this, for to allow the worker only the environment in his work he must prove incompetent and disruptive to organization in the service.

The point that I would bring home to the average employer is that he is too intolerant of the commonplace worker. He discovers that according to his own personal ideals and selfish interests some employee isn't up to his standard. To bring him up to that standard he has only the one method in vogue in his establishment—that of driving his man to better efforts and more satisfactory results.

If the man will not drive, then the rule is to sacrifice this known incompetent and go out into the unknown world of incompetents and choose another to take his place under the same old routine. There may be certain things about this unsatis-

factory, known incompetent which the employer rather likes, yet he is willing to cast him adrift to get another chance at another man whom other employers have found unsatisfactory. Not remarkably logical, is it? Especially when we hold to the old adage that "A bird in the hand is worth two in the bush."

Oscar Johnson.

Plan To Keep Jails Empty.

The records of American prisons show that the overwhelming majority of our criminals are young men. They show, moreover, that about 75 per cent. of felons are untrained in any honest and useful trade. In our reformatories more than 90 per cent. have never learned a trade. In a recent discussion before the National Society for the Promotion of Industrial Education, Mr. Thomas Speed Mosby, Pardon Attorney to the Governor of Missouri, said: "The latest bulletin from Washington indicates that juvenile crime is on the increase. We are now expending more money for public prisons, prosecutions and police than we are for public education. Widespread youthful criminalism is in and of itself a confession of education failure. A personal study of some three thousand criminals has convinced me that the radical defect in the vast majority of the criminal population is their utter lack of industrial training. By far the greater number of crimes committed are crimes against property. Most criminals are thieves; men, for the most part, who try to get a living dishonestly because they have not learned to get it honestly. They steal who have not learned to work. We are able to estimate the direct cost of crime; but who can estimate the terrible cost of that widespread industrial inefficiency which could be so

easily remedied by youthful training in manual, agricultural and trade processes? I would not decry the belles-lettres. I believe in the humanities. I revere the classics and would by no means exclude them from the curricula of our schools and colleges. But may we not blend the practical with the ideal? An hour's hand work a day in every school room in the land, running through all the grades from the kindergarten to and including the high school, would give to every man, woman and child of the rising generation at least the rudiments of an honest, useful and profitable occupation; would give to all who wanted it a trade, and would make of the next generation of Americans the most productive and the most industrially efficient race the world has ever seen. Is it worth the experiment? I think it is. No rich man's son would be poorer, while every poor man's son would be incalculably richer, with the knowledge that this hour would give. The cost of school equipment would, of course, be great, but it would be small in comparison with the benefits to be derived. And I believe that every criminologist will agree with me when I say that, for every dollar so expended, two dollars will be saved in the lessened cost of crime."

Sure.

"Time and tide wait for no man," said the annual philosopher.

"That may be," said Henpeck, "but I'll bet they have to wait for his wife."

A Gossip Account.

"I wonder why they never employ women in banks," mused Large.

"It is strange," replied Little. "They would make successful tellers."

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

HAND SAPOLIO

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

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



Accessories Start Up With Some New Life.

Fall business has started fairly well in gloves with those merchants who have brought them out, and most have by this time. Some original orders are still being shipped from the factories, the first shipments some retailers have received up to date. While it is admitted that quite a lot of fur and lined gloves are on hand from last year, the fact is pretty generally conceded that buyers have purchased very little unlined leather goods, which leads many to the conclusion that the opening activity of the fall, although only moderate, taken altogether bespeaks some hurried repeat orders a little later. There is little doubt in the minds of most buyers that they will be able to get what merchandise they will need, although the manufacturers state that they have not been stocking up and have only a modest assortment on hand.

The subject of greens is a question which is puzzling a good many, although many buyers profess the utmost contempt for this color. Nevertheless, some of the bolder ones have introduced a smattering of greens in various leathers into their early fall stock and in a few instances have effected fairly good sales, where backed up with strong window displays. The general idea, however, is to treat green gloves purely as window dressers, and not as salable merchandise. Many a buyer has not balked at the color in other furnishings, but has in gloves, and perhaps, as far as the general trade is concerned, wisely.

It is conceded that green is one of those colors that ride in on a fad and suddenly depart, which makes the hesitancy of the timorous, or even the conservative, seem reasonable. Some of the high class houses, who have not so far handled greens, go so far as to say the time may come when they will be called upon to do so. Although a good many frills have been added on special orders for a few retailers, the general run of business is on staple lines, what duplicate business is being done showing which way trade is going with those who have got started on their fall season.

It seems significant that greens are among the spring lines on the road. Also included in the spring offerings are some dull reds and more medium tans. It is said that there are not so many light tans among the lines as there were a year ago.

One domestic house has made the first attempt to advance its prices,

having put the price of its \$9.50 regular line up to \$9.50 net, taking the former out of their line entirely. This virtually rescinds a reduction made early in the year. One line of foreign gloves is said to contain some better values in its next spring line than at present offered.

It is reported that some of the suspender webbing mills are busier than they have been in months, due to a quickening in the jobbing trade. Jobbers are getting business from many customers who failed to order when they went out for their first trip earlier in the year. The business is said to be still conservative, but showing considerable renewed interest. There have been no recent changes in prices, although some qualities are said to be better than before. Both manufacturers and jobbers declare they have made the best reductions they can and have, in some cases, even slightly anticipated lower cotton prices.

Some duplicate business has started up and more is expected when cold weather moves the other furnishings. The salesmen out with holiday offerings report some good business, better than they got when they started out with their regular fall lines. While it is hoped that the holiday business will surpass last year, many think it unlikely because of the amount of holiday goods carried over from last year by the retailers. Combinations, according to the latest reports, are selling but indifferently well and varying according to locality and stores. Department stores are still buying them, but smaller furnishers are more inclined to be skeptical. Some manufacturers do not encourage the sale of combination sets.

Certain retailers are still duplicating on belts, which leads to the belief that more men are wearing belts all the year.

Belts are being shown for next summer in connection with the holiday trade. Some very elegant effects are being offered the buyer who wishes to try for the expensive trade. Solid silver buckles, 18-K. gold laid buckles on hand finished full Russia, self-lined, white kid lined, and other equally ultra effects, packed in beautiful individual boxes, are being shown, ranging up to and above \$60 a dozen.

The holiday offerings this year are much brighter hued than they were a year ago, including exquisite and highly colored flower designs, fancy figures running in stripes, rich Oriental patterns and many new weaves in solid colors ranging the entire

scale of the spectrum, many with leather ends matching perfectly.

Spring lines of suspenders and garters are in course of preparation and will be sent on the road during December. Some advance lines have been prepared and are already on their way to the Coast.

The multi-sided walking stick, some with three sides, others with four, five, six, seven and even eight, are finding popularity with early fall purchasers. A call is being had for both close roll umbrellas and umbrellas with wooden rods.

The general tendency is away from fancy effects. Even the holiday lines do not show so many frills as a year ago, which in turn was somewhat plainer than the year previous to that. The bamboo stick has been put away with summer apparel and in its place is appearing the elegant Pimento, the rich snakewood, the sporty Malacca, the sedate ebony and the dressy partridge wood. Ivory seems to be gaining a stronger foothold for trimmings, in place of gold or silver; gunmetal for men is almost nil.

Business is showing an improvement along with the other accessories, mostly in spot trade, although future orders indicate a little more confidence. Holiday goods have been ordered in moderate volume. Prices remain unchanged and few job lots are being offered.—Apparel Gazette.

Don't Be Afraid of New Things.

"Why, I never heard of any one trying to do such a thing before!" This is a set form of exclamation which has done more to handicap progress than have most of the material difficulties which have stood in the way of the adventurer in any new line of accomplishment. As a fixed expression of doubt and disapproval on the part of the speaker it is spoken in a tone which is expected to carry conviction with it. As a matter of fact, the utterance is a mere begging of the question on the side of the one uttering it.

Of course the person never heard of it before. The whole idea is original with the bright adventurer. To him the fact that it never has been heard of is one of the strongest expressions in favor of the venture. If the doubter had heard of the scheme before and could point to two or three failures of the thing the objections might count. But in that case he would frame it differently into: "Oh, I knew of that being tried fifteen years ago and it failed." But with a certain type of person the idea of anything unusual and untried coming up for test is distracting.

It is this character of person who, tricked by some one in whom he had misplaced confidence, tells you of the circumstances, dwelling on the fact that you never would have thought such a person would do such a thing. "Why, he was just the nicest sort of fellow you ever met," he exclaims, still wondering how a man of such appearance and manner and seeming gentility could have done such a thing. To you that is just the type of crook who can do such things successfully. If he had worn the face of a hoodlum and had the manners of a roustabout he never

could have had the opportunity for deceit.

It is one of the misfortunes of progress that a marked and advanced step in any direction always must come up for wordy discussion on the ground that it never has been heard of before. It is one of the misfortunes of the experimentalist that so often he needs a little of the encouragement of his fellows.

I talked with a man the other day who has charge of a large body of men working along technical lines for the United States Government. He is a comparatively young man and under his jurisdiction in the office are men who were working in that department before the superintendent was born. The manager after a year or more in the conduct of the office thought he saw his way to a new method of working. As he was in the position of directing others who did the work and out of consideration for the years that some of these workers had been in the service he asked some of the men what they thought of the idea.

"Which was a mistake," this man told me. "Not a man in the department was young enough or old enough in the service to believe the thing possible. I'll admit it was radical in its nature—radical enough to contemplate the public's doing a good part of the work for which my department was paid by the Government. But the meat of all the objections was no more than 'We never heard of such a thing.' I believed in the thing, however, and with my assistant we put it through. When the public had accepted it to the extent of putting the idea into limited practice we found difficulty in having the men take hold of the idea with any enthusiasm. But I can tell you now, after four years of success with the scheme, a movement to do away with the thing would provoke something a little short of revolt."

To-day the young man is working in an age when new ideas are more in demand than ever before. It should be in his preparatory equipment to adopt a receptive attitude toward innovations. They are not to be dismissed as they once were by the exclamation that they are too new; that they are unheard of, for the more unheard of an innovation may be at first thought the more sweeping may be its field of accomplishment. Fifteen years ago no one ever had thought of sending a wireless message from a steamer in mid-Atlantic, but Marconi thought of it and perfected the scheme; the results are acceptable everywhere.

Do not throw cold water on your friend who may be planning something which you never have thought of. Do not allow yourself to be prejudiced in accepting a working idea from your employer. If it is a bad idea carry it out faithfully, and you will prove it bad to the originator of it. But to accept it under protest is to make yourself obnoxious and incapable. John A. Howland.

Some men are preparing for a prosperous eternity by laying up treasure in heaven at the rate of a nickel a week.

Are Your Own Clothes Not Good Enough?

Do you know that there is one grave reproach that should be removed from the ready-for-service clothing business? Well, there certainly is, if you stop to consider how very inconsistent is the position of every man buying or selling clothing who does not wear his own clothes. It is a very singular, but nevertheless true, inconsistency that there are very many clothing manufacturers, a great many wholesale clothing salesmen, a host of retail clothing merchants, and even many of their own salesmen, who do not wear their own clothes. Apparently none of them will partake of the broth of their own manufacture, which they so urgently advise other people to do.

Are your own clothes not good enough for you?

A live wire in the retail clothing business, a man who is the managing-buyer of a large outlet, spent considerable time talking and teaching salesmanship and modern merchandising methods to the salesmen under his supervision. Suddenly, and after several years of hard and intelligent effort to elevate his selling staff to a higher plane of salesmanship, he awoke to the fact that he was trying to teach men how to better sell clothing which none of them wore. By much enquiry he learned that most of his salesmen bought their clothes outside. Then he drilled into them with all the determination he could summon the necessity for those men to patronize the store whose clothing they were selling for a living, if they would be the better enabled to talk up their merchandise from practical knowledge of its qualities rather than from mere hearsay.

There has been gratifying improvement in the business of this firm since that talk, and since the salesmen have taken to wearing the clothes they sell.

Do you know that there are so many manufacturers of clothing, so many wholesale clothing men, and others closely identified with the distribution of clothing to retailers who do not wear the clothing made by their own house that their inconsistent position not only strikes many retail clothiers as a serious matter, but that it also impresses them as comic; seems very like the hotel-keeper who won't eat in his own restaurant.

Recently there has been some talk in the metropolis about having retail clothing merchants organize for mutual protection—the correction of a number of abuses which beset their trade. And one of the points talked about was that some effort should be made to bring the attention of clothing manufacturers, wholesale salesmen, retail clothiers and their salesmen to the real need of having everybody engaged in the business wear their own clothes.

Now there are lots of very good reasons why such a condition should be brought about. And there is perhaps no one reason for it so good as that the fact that the ready-for-service people do not wear their own

clothes forms one of the best arguments that the merchant tailors have to exploit their business as against the ready-for-service.

Here is an illustration of it:

A merchant tailor received a letter as follows:

Dear Sir—I notice that in a series of advertisements in the papers you take occasion to advocate made-to-order clothes in preference to the ready-made kind. Your arguments are good. Another argument which is very strongly in favor of the made-to-order clothes is the fact that eight out of ten men who sell ready-to-wear clothes, either wholesale or retail, have their own clothes made either by a custom tailoring firm or made to order from their measure by a wholesale clothier.

If you see fit to include this argument in one of your advertisements, I will appreciate it if you will send me a copy of the advertisement.

This was answered as follows:

Dear Sir—I have your favor of May 1, and thank you for the kindly interest evidenced in the suggestion you make for our advertising.

I dare say I have made use of the same argument at least half a dozen times in the last four years, so you see I can readily agree with you that it is a good one.

Speaking of the custom of men in the ready-for-service business of having their clothes made to measure by merchant tailors, a man at the head of one of the largest and highest grade firms said: "It is really a ridiculous thing to do, I know, and I suppose that I am as guilty as the rest. Why, I have just had a suit made by a custom tailor, and coming to look into the matter I find that the tailoring was done by the same tailors who work for our own firm."

"Up to several seasons back I was a regular customer of the tailor every season, and before starting on my road trip would have several suits made up by high priced made-to-measure tailors," said the head salesman of a large manufacturing firm. "But one season I was started off in an unexpected hurry, and toggled myself out right from stock. Well, the good impression those clothes made upon my customers when told they were right out of the factory stock taught me that it was the best thing that I could do—wear our own clothes. I have done so ever since, and have got better satisfaction out of my clothing and impressed my customers better with the quality of our own product. I have since encouraged other men on our staff to do the same thing, and all who have since tried it find that the plan works out satisfactorily."

"In reference to retail clothiers and manufacturing clothiers having their clothes made to order," said a prominent Pacific Coast merchant, "it is a peculiar one. They don't appear to care to take their own medicine, which is entirely wrong, and I can assure you that I do not have my clothes made to order, as I find more satisfaction and better fit in those that we sell ourselves. The only object that I can realize of these merchants having their clothes made to order is to grasp new ideas from their tailors, which, to my belief, does them very little good. It places them at a standstill, and they never have an

opportunity to spread out ideas of their own."

If you, as a manufacturer, a salesman or a merchant, have any confidence in the clothing you are selling, wear them, and thereby strengthen your own business by the good example you will set for others to follow. It would be a tremendous mental stimulant for the buyer to see you wearing your own product. You would get a lot of new ideas, too. It would tone up your product. It would work a miracle. Try it!—Apparel Gazette.

Whether the church shall stay in the world depends not on whether the world will support it but on whether it will serve the world and save it.

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.

Trunks and Bags

Eifert's Trunk Factory

73 Canal St. Grand Rapids, Mich.

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.

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.

COUNTRY TEACHER.

Boys Made Her Life a Burden Until She Died.

Written for the Tradesman.

"We" were a measly lot of youngsters in those days when boating, fishing, racing and hunting occupied more of the time and thoughts of the young fry than they do to-day. The woods were full of pigeons both spring and fall, and the boy with a shotgun was clearly in evidence along the borders of every settlement in the North woods."

The schoolmaster tapped his knee with his pencil and glanced into space, unheeding the mass of figures that had been growing for some time under his ready pencil.

"Tell us about it, Uncle Tom," requested a boy of 15 who was engaged in the not laudable undertaking of rolling a cigarette.

"I'm afraid you would hardly appreciate the story, Ned," returned the old schoolmaster, eyeing the efforts of his young relative with anything but a pleased expression. "Boys now days have little of the sturdy manhood that characterized the youth of the early settlements. Do you imagine a thin-chested, cigarette fiend of a boy could do stunts that were mere play to the Jims and Jacks of fifty years ago? I haven't the least idea that they could—the rising generation is but a poor makeshift. I tell you—"

"Gee! Uncle Tom, I didn't expect a lecture," broke in the boy with a sniff. "You mustn't think boys can be manly, and do things that are fit only for grown-ups. I should like to have a gun and hunt pigeons, but you see there are no pigeons to hunt, and mamma won't let brother and me have a gun. Tell the story, Uncle, and let that other part go."

Mr. Tanner regarded his nephew with a pitying smile. He really thought that of the two a cigarette was far more deadly than a shotgun. He did not make such thoughts known, however. His sister was very careful of her boys, and indulged them to the limit as do other mothers who imagine Ted and Joe are too good to soil their hands with honest toil.

"I wasn't going to spin a yarn, Ned," finally uttered the schoolmaster. "I don't suppose we boys of the fifties were much different from you lads of to-day, only there's more frivolous nonsense to the square yard now to take up the attention of boys than there was to the mile in my young days."

"Very likely," assented precocious Ned, seating himself and puffing scented fumes from the roll in his teeth. Locking his fingers over one knee the boy waited with half closed eyes for his grizzled old uncle to proceed.

"You said yourself that you were a measly lot," finally drawled Ned, when he waited in vain for the old man to proceed. "I don't think we are any worse than that."

"No, I guess not. You have advantages now. There are the fine school buildings, learned teachers and new ways of awakening interest

in young brains. It's all very fine, and yet—"

The master seemed to hesitate for the proper word.

"And yet you think the schools of the pioneer days were even better," suggested Ned.

"In some respects, yes."

"How's that, Uncle Tom?"

"Well, there's a lot of fallals connected with teaching at the present day which count for nothing. We had some mighty good teachers right in the woods, some that would do credit to the best city schools of the present day. There were Sam Smith and Art Toombs, two of the brightest young men I ever met, teachers who would never let up on a dullard until he learned his lessons, learned them, mind you, to stay learned. Such is not the case now. There is a smattering of everything with little knowledge of anything."

"Great spoons!" ejaculated Ned. "You don't mean to say that our teachers of the present ain't as smart as them old geeseers way back there in Indian days?"

"Well, everything that was taught then counted," said the schoolmaster.

"It counts for a lot now, too," declared Ned. "I think we have a hard time enough now without killing ourselves with study."

"And we had some teachers who were not quite so good," continued the schoolmaster, ignoring his young friend's latest remark. "There was Lettice Andrews, for instance. She was a dainty, little thing, as innocent and happy as a child when she came to teach our school. I can see her now with her golden curls and sunny smile. We boys didn't appreciate that girl. I often think with shame of my part in her failure at the Dug Gulch school."

"So you had lady teachers, too?"

"Oh, yes, quite as many as the other sort; more, in fact. Men were generally too busy at work making money, supplying needs of home, to think of taking to such feminine work as teaching. A man teacher was not highly regarded in those days. Thirza Browse was a splendid instructress. She was an old maid, yet she knew more of books than most men, and we learned more under her tutelage than under any other. Ah, Thirza was a born ruler of children. She would have made a good mother."

"Well, why didn't she marry then?"

"That was never explained. Her intended perished in a California gold mine if I remember right."

"And Miss Lettice? What became of her?"

"Lettice, yes, she was quite the fad for a short time. Everybody liked her in a social way, but she couldn't teach for sour apples."

"Wasn't educated, eh?"

"She had more than enough book knowledge," said Tanner, "but she lacked in other things. She had no discipline in school. The least thing going wrong flustered her. When some of the big boys became unruly, instead of administering a dose of ferrule as Thirza would have done,

Lettice would wilt down and cry. We boys would laugh at this exhibition of weakness and cut up worse than ever. We certainly imposed on that poor girl in a scandalous manner."

"And yet you hold up such chaps as models for boys of to-day to imitate, Uncle Tom," chortled Ned. "I think—"

"Never mind what you think, young man," sharply cut in the master. "We boys of the fifties weren't angels, of course. Miss Andrews might have managed a kindergarten, but a set of strapping fellows like those Dug Gulchites were entirely too lusty for her to control."

"I should think so. How did it all end?"

"Very sadly indeed. I never think of Lettice Andrews without a lump filling my throat. She was too good for Dug Gulch. We boys imposed on her good nature until toward the end of the term—it was a summer school—when she broke completely down and fainted in her chair. That frightened even Ben Graggson, who was the ringleader in every evil sport of the time."

"After that day Lettice never entered the schoolroom again. She was really very ill, and we boys were the cause of it. My brother took her home in the light wagon and we never saw her again."

"What became of her, Uncle Tom?"

Ned was interested to such a degree that he tore up his cigarette and cast it from him.

"Five days after she left Dug Gulch news came that Lettice Andrews was dead. She had died of a broken heart and we boys were her slayers. I felt like a murderer for a whole month, and whenever the boys came together after that they always referred to Lettice in awed tones. Our actions with regard to her led me to say that we were a measly lot of youngsters in those days."

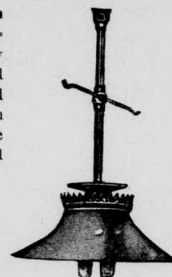
"You were a mean set," said Ned. "I don't believe you could find such another lot of ruffians in the whole world, not in this town anyhow. Gee, but I rather think your manly boys of the fifties were rather a parcel of young villains. We fellows may smoke a cigarette now and then, but as for bullying a woman, we ain't in it at all."

"I am glad if what you say is true, Ned," returned the schoolmaster, resuming his figuring once more. Old Timer.

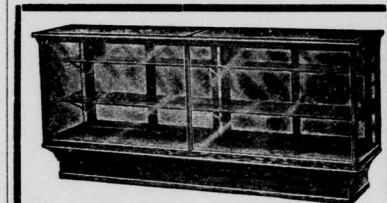
The people who are too lazy to run in the race always get up a per-spersion ove rthe way the prizes go.

100% DIVIDENDS

An Improved Hanson Gasoline Lighting System pays for itself every few months in reduced light bills and increased business. Different from all others. Let us give you full information and prove our claims.



American Gas Machine Co.
Albert Lea, Minn.



The Case With a Conscience

is precisely what its name indicates.

Honestly made, exactly as described, guaranteed satisfactory.

Same thing holds on our DEPENDABLE FIXTURES.

GRAND RAPIDS FIXTURE CO.

Grand Rapids, Mich.

Jefferson and Cottage Grove Avenues

We have been getting some inquiries from our "ads" in your trade paper, but why not more of them? Aren't YOU interested enough in a first-class grocery specialty, a fancy pack of

Preserves, Jams and Marmalades

in glass and stone jars, to mail us a post-card to find out more about them?

This information may make you some money, and it only costs you a postal. Do it.

H. P. D. Kingsbury

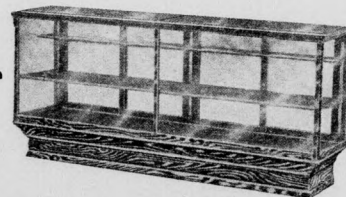
Redlands, California

(Where the oranges come from)

W. S. Ware & Co., Distributors

DETROIT, MICH.

SAVE MONEY



Buy Direct from Manufacturer

and cut out the jobber's profit. We make show cases of every description and guarantee them to be unequalled values because they are better built and only best of materials are used. We pay freight both ways if goods are not as represented. Catalogue and prices upon application.

GEO. S. SMITH STORE FIXTURE CO., Grand Rapids, Mich.

SILLY KICKS.

Some Reasons Why They Nearly Always Fail.

How to make an effective kick in business is worthy of far more philosophic study than it ever gets. Ordinarily the business man who has a kick coming is spurred to make his kick first in a burst of irritation, after which he may sit down coolly and consider the results. If results are not all that he might have expected, he may get angry again and make another explosive kick.

But for all the philosophic possibilities of the kick, that one made unwisely in a heat of irritation might better be left unmade. The kicker, in his anger, shows only that he is angry. The one receiving the kick finds nothing convincing as to his part in provoking the outburst, while if he recognizes in the wording of the outburst that he is wholly innocent of any part in the cause of it he has the kicker at a disadvantage in a moment. It is far pleasanter to kick an April fool hat with a brick in it than to jump angrily on an innocent person and explode your whole literal kick on a man who knows nothing of the circumstances whatever.

About a year ago I stepped into the office of a friend connected with a big corporation, discovering that the glass front of his door had been broken out from the inside. Glass was scattered all along the outer hall. I remarked the circumstance and he told me the story of a misplaced kick.

"The fellow bulged in here like a tornado," he said, "too angry to see straight. He demanded of me at once the reason that a certain piece of contract work had not been done on time.

"The number of my door is 604, as you will see, and from the man's angry question I knew that he had mistaken it for room 640, to which he had been directed somewhere in the building. I felt that he had a kick coming and, recognizing that he was entitled to a show of anger, I began quietly to direct him to the proper department.

"I don't know why it hasn't been done," I began, but just here he broke me off with an ugly oath and the gratuitous, "Well, I thought you didn't know anything when I saw you first." He was welcome to his anger in general, but I didn't propose to receive any of it personally, so I invited him to get out right quick. He balked—and I threw him through the glass."

Here was a marked example of the man with a kick who didn't know the first principles of making a kick effectively. This man had more than kicked the April fool hat which had a cobble stone under it.

As a general principle that man in a business transaction who has carried out to the letter his full part of an agreement and who has a logical kick coming against the party of the second part is in a position to expect the other fellow to do the walking necessary to clear the tangle. Not all such occasions allow of the kicker imposing this, but a far greater

percentage of misunderstanding may be cleared up by the offending one himself than are put upon him in this way.

To-day that man who reasonably may expect to remain in successful business must have accepted the idea of pleasing and placating his business associates as far as is possible to him. The most successful of business men are disposed to meet the kicker more than half way. Let the man with the kick make plain to such a man that he has a kick coming, and the offender is likely to come more than half way to make his amends.

In this way it always is the part of wisdom in making a kick to put the logical—or illogical—meat of the kick before the person in a cool and explanatory manner. You will have time enough to get mad when, after explanations and arguments, he refuses to do anything.

I have a neighbor who long has had a prejudice against a certain big department store and had advised his wife against ever buying anything from the place. But shopping with a friend one day she was attracted to some especially fine potatoes going at 70 cents a bushel. The samples were beautiful and she ordered a bag of them sent home. When they arrived they were in a sad smelling state of decomposition.

The wife was ready to go back downtown and make a vigorous complaint. Instead the husband wrote a letter to the management, reciting the case in full, and at the end of the note suggesting that he didn't expect a return of his money at all, but saying that as he had no use whatever for the potatoes the house might send for them and sell them again to some other sucker than his wife, who after this personal experience was certain that she never would be a victim a second time.

To the astonishment of the man, however, the house accepted the gage and sent a driver with an order for the rotting potatoes. A few days later the man received a letter from the house, expressing regrets at the occurrence, and inclosing 70 cents in postage stamps to cover payment for the potatoes, with the final result that my neighbor is spending a good deal of his money in the course of a year with this house which previously had been on his blacklist.

This little incident is illustrative of the philosophy that is back of the well directed kick in its full effectiveness.

Had this woman or the husband gone to the store in person, angered and anxious to jump on some one responsible for the delivery of such goods, the routine of the store would have sent them first to this one, then to another one, only to increase the irritations of the already angered one who had volunteered to do the walking for some one else. If the proper person with whom to lodge complaint finally had been discovered there would have been a scene, perhaps, and if restitution had been made by the house at least the customer would have left the place determined never again to be a purchaser there.

But the wise husband left the walking to the house, made his kick in a way that went home, and the house gained a customer.

Frank J. Brown.

He Had Feeling.

"Gentlemen," said the drummer, "I never had an extravagant salary, and always had use for every dollar coming to me, but at the same time I have always managed to spare a bit when I have found a case of distress. Two weeks ago, in going from Chicago to St. Louis, I sat behind a couple of men on the car, and could not help but overhear what they were talking about. My feelings were soon touched. As near as I could make out, they were on the verge of failure and starvation. I caught enough of their conversation to satisfy me that when they reached St. Louis they would have to pawn some of their clothes to get lodgings for the night."

"And they were riding in a Pullman car?" exclaimed one of his listeners.

"Yes, but I didn't stop to consider that. My feelings got the better of me, and all my pity bubbled up. I got half a dollar in my hat and started to go through the train and make a collection. I did go through one car. Some gave a quarter, and some a half, and I was having pretty good luck when the conductor came along and demanded:

"Here, now; what are you doing?" "Making up a purse for two worthy but dead-broke men."

"Where are they?" "I took him back and pointed out the two sufferers, and after a look at them he turned to me with a face whiter than a sheet and whispered:

"Great Scott, man, but you have had a narrow escape from death! One of them is a Coal Trust and the other an Ice Trust man. That's the way they always talk to offset their 30 per cent. dividends."

It Was a Success.

There is an old gentleman who has retired from business, and, therefore, has leisure to devote to his particular hobby—the invention of ingenious but impracticable mechanical devices. The old gentleman has, from time to time, sunk considerable sums in attempts to place his contrivances on the market, much to the annoyance of his son, who is a very practical business man.

The son was recently accosted by a friend of the family with the question:

"How did your father come out with that last invention of his?"

"Fine," was the reply. "Why, the Patent Office turned it down, and all he is out on it is the patent application fee!"

"Strength" may be the way that heaven spells our word struggle.

No heart is more sick than the one that always nurses itself.

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.

Mica Axle Grease

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

Hand Separator Oil

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

STANDARD OIL CO.
GRAND RAPIDS, MICH.



\$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

47-49 N. Division St.

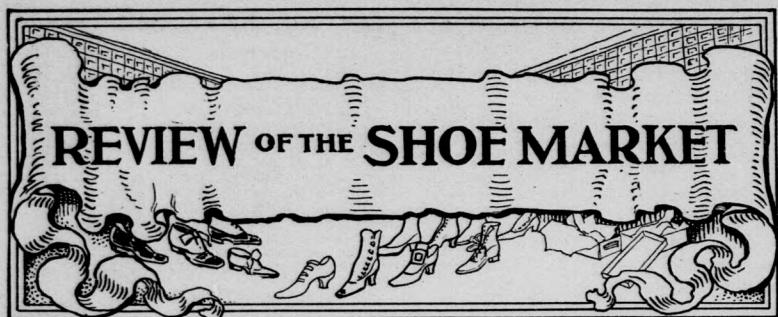
GRAND RAPIDS, MICH.



For hot water or steam have no equal. Come and see or write us—let's talk it over.

RAPID HEATER CO.

Cor. Louis and Campau Sts. Grand Rapids, Mich.



Country Advertising for the Retail Shoe Store.

We'll waive the question of the importance of invading the country with advertising matter. That should be taken for granted—provided you are not located in a big city, and overshadowed by the larger shoe stores and colossal department stores which carry everything in the foot-gear line in wholesale quantities. In the town of five, ten, twenty or forty thousand, surrounded by a rural population which is not easily accessible to great shopping centers far more attractive than your own city, you have a splendid opportunity for building up a strong country trade.

Anybody who has at all studied the genus homo as he has himself in this country—and doubtless the same trait obtains wherever man is found—will have observed that people like to come to town. They hunt excuses for driving into the city—or, in many places nowadays—of taking the traction cityward bound. That, doubtless, is because we are fundamentally and incurably gregarious. We like to go with the throngs. And in spite of the oft repeated phrase concerning the "madding crowd," ninety-nine persons hanker after the crowd where one pines for apartness and the bull frog concerts. The hooting of the owls, the drumming and the screeching of the insects are well enough if one is on a summer outing; the country folk, to be sure, take them as a matter of course and probably become so accustomed to them that they are scarcely conscious of them, but as counter attractions to the sounds of the city—the light, the glamor, the moving picture shows, and the various and sundry other allurements—the charms of the country are not in it. Most city folk stay in the city all the time, but all the country folk come to the city—and come as often as they can discover or invent excuses for coming.

Quite naturally they shop in the towns and cities for the stores there afford better facilities for supplying their wants. An article in the country or village store may, conceivably, be quite as good and quite as up-to-date as an article of the same nature in the city shop, but it is hard for the country or village merchant to so convince his customer. If they see it in the display window of the biggest store in their county-seat town all doubts as to its fitness are removed.

This universal hankering after the things of the city, with the concomitant tendency to shop in city stores, makes country advertising profitable.

For another thing country people read advertisements and read them far more frequently and carefully than city folk do. And that is natural, for they haven't so much to attract their attention. It has been said by an expert on advertising that "the power of any object to force itself upon our attention depends upon the absence of counter attractions." That's the reason the big general advertiser occupies an entire page in the high class magazine with his advertisement. He wants to state his proposition in a detached and attention-smiting form. He wants no competing advertisement to tug at the eye when it glances at that page. He wants to monopolize attention and tell his story under the most favorable circumstances possible.

Now take the boarding about some big city buildings in process of construction, or take a long string of bill boards extending the entire length of the block—the chances of any one poster being seen and read are reduced many fold. If there were but one poster, nearly everybody would see it; but because there are not unfrequently dozens and sometimes scores of them, interest flags, attention wanes, and the eye grows weary of trying to see so much and ends by seeing nothing, or almost nothing.

In the country, however, where advertising matter is far less abundant, a much smaller and less pretentious piece of advertising has a better chance. True, it will not have as many people to appeal to, but it will appeal far more strongly when it does appeal.

In order to cover your county with attention-smiting appeals for the trade of the country folk, you ought to have about six cards ranging in size from 11x14 inches to 18x24—and another very convenient size for tacking to fences is 4x6x18 or 24. These can be made from cardboard—provided you use a good quality, such as bristol-board—and then have them waterproofed with paraffin. I know of one piece of cardboard, printed with ordinary printers' ink, and without any waterproofing at all, which has stood the ravages of the weather for eight years. But that, of course, is an exceptional case. It happens to be protected somewhat and for some reason seems not to have invited the destructive proclivities of young America. And so it stands to-day proclaiming the candidacy of a certain politician for a certain office. But the politician in question has been dead for more than six years.

A good quality of cardboard properly printed and properly treated with paraffin, makes quite a durable bit of advertising. It is less expensive than tin, and in many places serves the purpose quite as well as a tin sign. But for long, hard and faithful service; for resisting all sorts of weather, and for adaptability to any sort of a background from a tree to a country fence or barn, nothing can beat the tin sign. A stock sign in quite a number of styles and sizes, with your name and location affixed, can be had from a firm in New York City; and the price, I believe, is somewhere in the neighborhood of sixty or seventy dollars a thousand—which, of course, is much cheaper than you could get made from your own copy, and according to your own ideas of display. The illustration and display on these stock signs put out by the firm in question are perhaps as good, or better, than the average dealer could do himself; while the dealer's name and location can be made sufficiently prominent to do the work.

With a thousand or fifteen hundred tin signs, in several designs, and fifteen hundred or two thousand paraffined cardboard signs—costing, respectively, about one hundred and fifty dollars—you have the material for covering your county pretty well. It is quite true that you could cover it more thoroughly by starting out with more cards; but this quantity is sufficient for a starter, and you are now ready to invade the country with your shoe store announcement.

In order to get the best results either do the work yourself or go right with the fellow who does it and see that he does it right. I know of one man—half owner of a large and prosperous shoe store in a city of thirty thousand—who takes a week or ten days, each year for tacking up such advertising matter as I have described, throughout the county. He does it right, you may rest assured of that. Hires a horse and buggy and drives from one end of the county to the other. He tacks every sign up in the most conspicuous spot—and tacks it up carefully. With the tin signs he uses nails instead of tacks, and he nails them there for keeps. Nothing but force and persistent effort could succeed in dislodging one of those signs.

He covers his county judiciously and makes every card count. On the prominent roads he puts a sign on each telephone pole. Having first arranged the various styles in separate piles, he puts them up in an orderly way, using say six or eight different styles each in its turn. Sometimes he climbs up a tree—with considerable trouble in some instances—and nails up a tin sign where it will attract attention and do advertising service for years to come. The narrow signs he nails to the top board on fences.

Much of the possible benefit of this sort of advertising is lost by having the work done by a subordinate—and therefore poorly done. If you want the thing done right, do it yourself—or be there, Johnnie-on-the-spot, when the other fellow does it.

In certain cross-roads where more people pass than elsewhere, you can focus your advertising strength; bunch your signs in a conspicuous way, thus making a mild demonstration wherewithal to astonish the natives.

An old, but none the less effective, way of appealing to the passers-by on country roads is by painting your name and occupation on the fencing throughout the country. To get the best results, give the board a coating of yellow—black letters stand out conspicuously against a yellow background—then do your lettering. Your letters don't have to be as graceful and accurate as the professional sign painter's, and if you are unacquainted with paints, brushes and the mysteries of the "free-hand stroke," get on the sunny side of your painter friend and persuade him to give you a few tips. He'll show you how to "snap a line," rest your hand on a ruler in order to get a straight down stroke, and how, by the same trick, to make a curved stroke that looks good even to discriminating observers. And with a little practice you will surprise yourself by the quantity and quality of work you can do.

The best time to do this sort of advertising is, of course, in the summer, and preferably between "seasons," when business is slack in the store. By having your name, business and location, together with a few fetching shoe illustrations, stamped upon the minds of the people, you are preparing them to look you up later on. It is psychologically impossible for them to resist you—provided you go after them strenuously enough. You can condemn the mail order houses all you want to, but the only way to keep them from selling shoes to people in your county is to beat them to it by going after the business yourself. If business is a little slack, plan a country advertising campaign somewhat along the lines I have suggested. The outlay assuredly isn't much; the results will be gratifying. Having once started in on country advertising, keep everlastingly hammering at it until your name and shop are household words in the country homes from one end of your county to the other.—Chas. Lloyd Garrison in Boot and Shoe Recorder.

Ingenious Johnnie.

Mother had a bright red apple which she wished to give to the children, at the same time teaching the little brother a lesson in generosity. Johnnie had a peculiar fondness for apples.

Calling him to her side, she said: "Now, dear, mamma has a nice, rosy apple to give you, and she wants you to be generous." That word was not in Johnny's vocabulary, so he said, "Mamma, what do you mean by being generous?"

"Oh, dear, that means you are to divide the apple into two parts and give sister the larger."

Johnnie was silent. Suddenly his face brightened, as he handed the apple again to his mother, saying, "Mamma, give it to sister and tell her to be generous."

Big Things Coming for Dealers In Mayer Custom Made Shoes

**High Grade Line of Shoes Backed
by an Immense Publicity Campaign**

**2500 Newspapers, Magazines and Periodicals Will
Contain the Mayer Shoe Advertising**

Advertised in More Languages Than Any Other Brand of Shoes in the World

Mayer shoes are advertised in eleven languages: English, German, Spanish, Polish, Swedish, Norwegian, Italian, Bohemian, Dutch, Danish and Finnish.

Twenty million people read about Mayer shoes in the language of their choice. No other brand of shoes in the world is advertised in so many tongues. Continuous advertising has created a big demand for Mayer shoes and made them popular with the people. The merchants who shared proportionately with us in the growth of business have doubled their trade in the past four years. Are you going to be with us next year and the year

after, and share in our growth and profits?

All the advertising we have done in the past would have been thrown to the winds if it had not been backed up with the right kind of goods. The quality of Mayer shoes is established with merchant as well as consumer. It is a proven fact that wherever Mayer shoes are introduced the sales immediately increase for the merchant who handles them.

It pays to handle the right line of shoes—a line that will bear out its reputation and is known among the people who buy shoes as the kind that give satisfaction.

The 1908-9 season is going to be one of intense activity among dealers in Mayer shoes. The New Spring Line is exceptionally strong and attractive. A dozen new lasts have been added at big expense to provide new and snappy styles, and you will agree that the Mayer line is just the kind of line you should handle to make progress in your business.

Drop a postal if you would like to see a salesman. Let us show you how to make more money selling Mayer shoes. Write today.

All Mayer
Shoes are
made with
Full Vamps



All Mayer
Shoes are
made with
Full Vamps

F. MAYER BOOT & SHOE CO.

MILWAUKEE, WIS.

LARGEST MANUFACTURERS OF FULL VAMP SHOES IN THE WORLD

THE STORE'S POLICY.

Some Things the Manager Must Determine.

No handler of goods can be too careful about the manner in which he attempts to supply the wants of the customers who come to him for attention. It is less a matter of getting the present coin than of getting that coin in the manner that shall leave the customer fully satisfied. It is far better to allow a customer to leave the store with her money still in her pocket and an untarnished opinion of the way business is done there than to obtain from her any sum whatever and allow her to depart with an impression or a package, or both, that will eventually be damaging to the business of the store. Every retailer will say "amen" to that statement, yet not one in a hundred demands and compels that it be practiced in his establishment. Rather strong language perhaps, but nevertheless a fact.

If the right-minded merchant could wait upon every customer, conduct every conversation, show every piece and yard of goods and handle completely every customer who comes to his store, it might be possible to reduce to a minimum the chances of offense, but all that is impossible. It is not meant to be said that every store has a gang of indifferent or rascally clerks to wait upon customers, but it is a fact that clerks are expected to do business. It is impressed upon them from the beginning to the end that they are expected to sell goods and get the money. While the manner of the selling may be somewhat restricted and directed, the fact remains that unless they can show a good sales sheet they are frowned upon in some way—and they know it. Even the "square deal" merchant will have to admit that.

With such a condition, what else will a clerk do than sell the goods and make a record on every possible occasion? He need not necessarily lie about the goods nor misrepresent them, yet he can make a sale without doing either and still know that the goods he sells is not the thing the customer wants. Any man who has ever tramped behind a counter and waited upon a varied and capricious trade knows that. If a customer is apparently satisfied now, he knows she will not be after she has examined the goods at home, but he knows he is expected to make sales and he takes the bird in hand rather than run the risk of finding any more in the bush. How much is the clerk really to blame, especially if he has never been admonished or directed to the contrary and allowed a latitude of action that may protect the store when he is also protecting himself?

It is not altogether an easy question to answer, for there is a bunch of clerks that will take advantage of an opportunity given to shirk, lose a sale, or cut from under a difficult situation and then lay the blame on the admonition of the management that they shall not take any undue

advantage of a customer in order to make a sale. Nor can a manager always be on hand to watch what is being said and done, much less run the risk of interfering in a conversation when a clerk is putting forth an argument.

Nevertheless, there is the possibility of forcing upon the attention of clerks the reasonable end of the dilemma and allowing the common sense understanding to work out the proper and best solution in all cases. And really the most of the offenses, and the most serious ones, are the simplest and those which can be easily avoided—avoided by the activity of a little horse sense that ought to belong to every individual selling goods. If the clerk is perverse, determined to be tricky or willing to be deceptive, he is not worth keeping, ever. But the manager must be satisfied that no sense of a fear of discharge is the cause of the clerk's extraordinary ambition to sell, no matter how.

A few simple examples of actual occurrences may best illustrate the point intended to be made. Not all of them are dry goods store incidents, but they will carry the point to be made. A young man desired a new pair of trousers. He inspected a stock and found a pair of a pattern he liked and at a price he could pay that appeared to him a very good bargain. In recalling the transaction, he remembered the clerk watched him very closely when he was examining the goods and frequently put the question, "Are you sure those are what you want?" They were apparently very heavy goods. The purchaser had worn them but a day or two when it occurred to him that the creasing and feeling of the goods were not like wool, and a close examination proved the warp to be of cotton. He made a kick to the clerk who sold the goods and was met with the reply, "You said you were satisfied with the goods before you bought them. It is not my fault. You had opportunity to examine them." That clerk knew he was wrong, but thought his shrewdness had covered his failure to frankly inform the customer of the texture of the goods. The consequence of the transaction is apparent.

A woman went to a sale of linens much heralded and with the pretension of great bargains. Her pursuit was for table linen and it must be full two yards wide. In the lot shown her by the clerk she found but one pattern that she liked well enough to buy at even the reduced price. The width seemed less than she wanted, but in answer to her doubtful question the clerk assured her the goods was full two yards in width. The customer bought and toted home four yards of the stuff and found that it was not only too narrow for her table, but that it was eight inches less than purported and stated by the clerk.

The first inclination was to publish the fact broadcast, but when indignation cooled her husband insisted that he would take it back and de-

The
Best
Shoes



At
Bottom
Prices

The above cut on a shoe means that it has been carefully selected and that we have faith in its merits. It means that when you have tried some you will want more of them.

When our salesman calls let him show you our line and you will be satisfied that our claims are fully justified.

Grand Rapids Shoe & Rubber Co.

Grand Rapids, Mich.

Michigan



Agents



**Our Spring Line Will
Appeal to
Your Business Eye**

From every point of view it is the strongest, most up-to-date line of Spring samples we have ever sent out.

Now will our salesmen show you new ideas and designs in our own make; but you will find in our general line shoes of every kind and grade that for wear, style and price contain unusually attractive profit bringing values.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

mand proper reparation. He went immediately to the proprietor, whose first important remark was that the man's wife should have insisted on seeing the goods measured before she ordered it cut. Later judgment gave him to see the error of the store and he finally adjusted the matter to please the customer, but the latter and his family were never satisfied at the transaction and carefully avoided the store excepting for occasional specific purchases where flimflamming was impossible.

Another woman went to a store after percale. She was in a great hurry and asked simply for a medium blue ground with a small figure. The first piece shown by the clerk was satisfactory in design and color and she ordered a length cut off. When the amount was named, she thought it very low, but her haste took careful calculation out of her mind. On arriving home she found she had nothing more than a 64 print of print width. She was indignant, as she had a right to be. It was probable that it was one of those pretentious makes branded "percale" and the clerk could have protected himself by showing the ticket if she had returned the goods, but to her mind it was not percale at all and she felt that she had been deliberately "done."

The whole misunderstanding could have been avoided if the clerk had asked her if she wanted 36-inch goods, but the fact was there was not in stock any 36-inch medium blue ground. He saw he had an opportunity of a possible sale and he allowed the customer to deceive herself in order to get a small sale to add to his string on a dull day. Maybe the clerk was to blame, but the boss was undoubtedly to blame primarily for demanding that the clerks all show up every possible sale.

None of these examples used are startling. They are the everyday occurrences in almost any store where the desire to "get the coin" is made paramount and simple things like those are little, if at all, thought of by a management that damns clerks for shortcomings of failure to make sales and shortcomings for making sales that may contain any sort of dissatisfaction to customers. They are among the little things of management, or mismanagement, that are allowed to go untouched and uncorrected because they are little noticed and not studied at all. No man can allow them to go unnoticed, but the manner of treatment has got to depend upon the manager himself, the character of his trade and the inclinations of his clerks.

How many will remember this talk until to-morrow and the opportunity to put the suggestion into practical use?—Drygoodsman.

The Reason.

The Doctor—Your husband needs a rest. He must go to the mountains, and you go to the seashore.

Mrs. Naggitt—Why can't I go to the mountains with him?

The Doctor—Because he needs a rest.

Too Many Women Dress Unsuitably.

A business man in New York City says of the working girls whom he sees there: "At 12 o'clock as I come out of my office I see hundreds of young women, stenographers and clerks, going to luncheon. They are bright and lovely but most of them are very unsuitably dressed—indeed the dressing of some of these girls is better fitted for the theater or an afternoon reception than for a busy man's office." Of course we all realize "the working girl is as good as anybody." We have heard this enough and we do not gainsay it. Then why must she cheapen herself in this way? She is not proving herself as good as anybody when she does not seem to know how to adapt her dress to time and occasion. To be overdressed is more "out of good form" than to be dressed too plainly. When a girl goes into the business world to earn her living as men earn it she should realize that her manner and dress should be practical, dignified and businesslike. She can not be too quiet in her conduct or her attire. Men are conceited, I am sorry to say, and when they see a girl gayly dressed around an office they infer that she wishes to attract their attention, which is the last thing she should wish them to think. A girl ought to go into business with the same ideas as a man—to make money and to get ahead. Her matrimonial or her flirtation idea should be confined to her social outside life. True, there have been cases where employers married their typewriters, but you will find in every case that these girls were prudent and sensible, dressed plainly and minded their business. It is a sad mistake for a girl to act as if an office were a place in which to put on style and indulge in flirtations—to wear ribbons, frills and thin laces as if she were going to a dance. Very much more attractive, because more suitable, is a plain, well fitted dark dress with nice cuffs and collar, perfectly kept hands and well brushed hair and a sufficiently good opinion of her social importance to make her keep up her dignity. It is a pity that more so-called "business women" do not realize this.

Would Be Embarrassed.

A faithful Irishman in the employ of a Harrisburg man recently announced his desire to take a vacation in order to visit a relative in the West. In recognition of his zealous service his employer not only granted the leave, but made Mike a present of a neat suitcase. The night before Mike was to depart he received the gift, accompanied by a few appreciative words.

Mike stared at the suitcase for a moment and then said: "What am I to do with that?"

"Why, put your clothes in it when you go away!"

"Put me clothes in it?" repeated Mike. "An' what will I wear if I put me clothes in that?"

Cheerful sinners may work less harm than sour saints.

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



Strenuous but Satisfactory

We are loaded to the limit on "Wales Goodyear" rubbers and aren't afraid of anything the weatherman can send, but if we were re-tailing rubbers anywhere from 20 to 150 miles away from this "Wales Goodyear" stock we believe we'd have a good stock of the staples where we could lay our hands on them in a hurry.

You can count on us to do our best, storm or shine—but freights are slow—and even the express will not bring the goods in a minute.

We advise you to order now when you can use the mail instead of the telegraph—and you'll find that it pays to look ahead.

There is a big demand right now for "Wales Goodyear"—we are sending out big orders every day—but we are stocked right on every number—let us have your order today.

Herold-Bertsch Shoe Co.

Agents for

Wales Goodyear Rubbers (The Bear Brand)

Grand Rapids, Michigan



GETTING TOGETHER.

Mutual Relations of Merchants and Farmers.*

Will you let me, at the outset, brag just a little?

I want to boast, just for a moment, without special reference to the people of Grant, of Newaygo county or of Kent county. My boasting will be in behalf of the entire State of Michigan.

The State of Michigan, the dear old Peninsular State, the great but prehistoric home of the wolverine; where the climate, the soils, the natural deposits of wealth, the cultivated orchards and fields, the waterways and the citizens have no superiors.

It is human nature to scold, more or less, about the heat, the cold, the rains, the drouths, the frosts and the winds, but I tell you that the people of Michigan have as little cause to complain on these accounts as any people on this earth.

We are tremendously blessed by the Omnipotent, but our best blessing—our greatest treasure—is embodied in the possession of four and a half million of splendid citizens; citizens who are industrious, skilled, thrifty, broad-minded and fair-minded citizens who are above the average in intelligence; who believe in public schools, whose religious faiths are clear and sincere and whose moral sense is solid in the direction of right, truth and justice.

You all know that the State of Michigan is somewhat popularly known as the Wolverine State.

The old time animal known as the wolverine is the largest member of the weasel family, from three to four feet long, and, with very rare exceptions, is not seen in these days except in territories a thousand or more miles north of us.

The wolverine weasel is also known as an animal that is crafty, persevering, savage and gluttonous in his search for and the robbing of traps set by the hunters and trappers.

On a recent occasion ex-Congressman Charles E. Belknap, of Grand Rapids, while taking an outing in the Upper Peninsula, laid claim to having seen a real live wolverine. Among his hearers was a distinguished citizen of Sault Ste. Marie who expressed doubts as to the correctness of Mr. Belknap's eyesight and continued:

"What if you did? It is no great honor to see an animal that is the worst glutton known. It makes me sore every time I hear Michigan referred to as the Wolverine State—the Glutton State."

Congressman Belknap came back with:

"It isn't strange that those who envy Michiganders take especial delight in calling our State the Wolverine State."

"How's that?" asked the gentleman from the Soo.

"The record of our common-

wealth," said Mr. Belknap, "shows that it is a glutton. Not content with the possession of the greatest growth of white pine on the continent, she insists upon having immense salt deposits; she arranged to have the greatest copper mines, the greatest iron mines in the land. Then she secured the biggest coast line in the country and withal she gained innumerable streams of water and contributing inland lakes, for irrigation and navigation purposes and for the development of millions of horse power by water by means of which she may generate other millions of electric power. Still dissatisfied, she must needs reveal coal mines, gypsum mines, marl beds, stone quarries, and whole empires of orchards, gardens, meadows and grain areas. Truly Michigan has been a glutton in its seizure of the treasures of the earth."

Mr. Belknap's defense of our state's nickname was a good one, but it yet lacks the chief argument—the quality of the citizenship of Michigan.

"That's the biggest load of logs I ever saw hauled on runners," said the late John Brooks, of Newaygo, about forty years ago, "and I'm proud of it," he continued.

"But what about the team that pulled it out?" asked the driver.

Mr. Brooks forgot not only the team, but the driver, as did Mr. Belknap, who, with his mind centered on the wolverine he believed he had seen, forgot the team and the driver.

Moreover, he forgot the good old saw about never catching a weasel asleep.

I believe in the citizenship of Michigan. It is an entity to be relied upon and, in its best essentials, that whole is splendidly represented here to-day. We are here as friends and neighbors whose strongest faith in and admiration of our locality, our neighborhood, respectively, find their best expression in the cordial handshake and good will exchanges. Here, to-day, we are given an opportunity to find out, first hand, just how much of truth there was in this, that and the other report we heard along about the first of last month as to the "yellows" or the bean crop blight or the short onion crop over in the adjoining township. Here, to-day, we may learn about how much exaggeration there has been as to the drouth and we will, doubtless, hear good old interesting rehearsals about the dry spell of '77 or the early frost of '83.

We are here to renew old friendships and make new ones; here to note the enterprise and public spirit of the merchants of Grant and the good fellowship and optimism of the farmers of Newaygo county; we are here to do everything along social and civic lines except discuss politics.

Politics is a great game; a game that has grown away beyond the exclusive dictation of a few. We are all of us politicians—politicians who read the papers, observe current happenings; have the intelligence to size up what we read, what we hear and what we see; and, reading, hearing

and seeing, we have the courage to form our own opinions fairly and to stand by them firmly. Best of all, we have the good grace to let each man entertain his own convictions without at the same time calling him a liar and a horse thief.

And this broad-minded, fair frame of mind, my friends, is a result of that tremendous current of civic righteousness which is so generally sweeping over the country; a companion of that splendid spirit of co-operation which is making itself apparent in all communities.

This festival day in Grant is merely an exhibition of neighborly co-operation. We are present because we know we can learn something here which will assist us to help our neighborhood, our township, our county, our state; and, knowing this, we also know that we are here to have a rational good time—the very best kind of a time possible.

If I may judge by the looks of your store buildings and the happy, contented appearance of your merchants' faces, the farmers who do their trading in Grant do not patronize the catalogue houses of Chicago to any considerable extent. I hope I am correct in this conclusion, because I can not conceive any practice which works so much hardship to the merchants and so much loss to the farmers as that of buying goods away from home, because, by so doing, the farmers are depriving the merchants of the ability to give them the best service, the largest selection and the best prices.

I am fairly familiar with the class of goods that are bought by the catalogue houses of Chicago and I am frank to tell you that they will not buy anything but culls, sortings and seconds if they can possibly avoid doing so. When they engage in the manufacture of their own goods they invariably turn out the cheapest, sleaziest and shoddiest stuff that can be produced. No reputable merchant can afford to handle this class of goods, because he has to live and do business in the locality where he sells his wares and he can not sell the same class of goods the catalogue houses handle and look his customers squarely in the face.

The merchant is expected to do



"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.

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.

Henry Smith
FLORIST
139-141 Monroe St.
Both Phones
GRAND RAPIDS, MICH.

ASK US ABOUT YOUR WANTS

We Sell Electrical Supplies
We Deliver at Once
Our Prices Are *Right*

M. B. Wheeler Electric Co.

93 Pearl Street

Grand Rapids, Mich.

*Address delivered by E. A. Stowe at joint picnic of merchants and farmers at Grant, Oct. 1, 1908.

his part in building up the community in which he lives and in the development of the country contiguous to his town. He is expected to pay taxes on his investments, both stock and real estate, to assist in the construction of good roads; he is expected to contribute to the churches and in every way possible show, both by influence and example, that he is a good citizen. Nothing of this kind is expected from the catalogue houses. No person ever heard of their assisting to build churches or schoolhouses or helping to bury paupers. Such work is foreign to the business of the catalogue houses, which exist solely to make money and render as small an equivalent thereof as possible. The catalogue houses reverse all well-defined and generally-accepted ideas of business. They are interlopers and, as such, should not be encouraged by any good citizen or by any man who hopes to see his town grow and his country prosper. Every dollar sent out of town for goods which can just as well be purchased at home places an embargo on the welfare of the town, hinders the development of its trade and thus curtails its usefulness, both to the man who orders the goods and his neighbors as well.

The merchants of Grant have had hard times the past year, mayhap, but you don't find them whining, because they know that you know that merchants all over the land have been in the same boat. The farmers of the townships around Grant have had equally hard times, perhaps, but they are not scolding, because they know that everybody knows that the farmer, the average farmer, not alone of Newaygo county, but the average American farmer, is the most resourceful, most self-reliant and most dependable of American citizens and it is for this reason that when business depression exists everybody feels dead certain that the farmer will weather the storm best of all.

And my friends, this public faith in the farmer is not based on any dream. It is no mere pretense, no cheap device to tickle the vanity of the farmer. It is an unimpeachable fact that the average farmer is more thrifty than are citizens in other departments of life; that there is no class of people more self-reliant than are the farmers and that in ability to meet and cope with industrial and financial depression the average farmer has no equal.

The other day I was forced to smile as I read an article about the West Michigan State Fair, which attempted to show that a very large percentage of farmers perform most of their work while riding some sort of vehicular machine; that the average farmer cultivates his fields, raises his crops and harvests them, takes care of his live stock, gets out his cordwood, mends his fences, re-hangs his barn door, shingles his roof, puts down his salt pork, does his chores and all that by machinery.

And I wondered if the writer had ever rested under the responsibility

of taking care of a span of horses, milking six or eight cows, feeding the pigs and chickens, herding a flock of sheep and pasturing various bunches of cattle each day at certain hours, to say nothing of mending the harness, greasing the wagon, skimming and setting gallons of milk and so on. And then I wondered if this man ever paid a hired man twenty or thirty dollars and board, lodging and washing per month, besides keeping that hired man's horse, and then did all the Sunday chores because the hired man refused to work on Sunday.

Farmers do have machinery, lots of it, if they have the price; but they do not have the easy times that those elegant gentlemen who pass their lives selling farming implements are fond of telling about.

Talk about being a merchant or a manufacturer, or a lawyer, or a doctor or a clergyman, and the strict account they have to give of their time and the terrible responsibilities that rest upon them, they are not in it with the farmer who is a good farmer. His work is all responsibility, all attention to the passage of the hours. He can not miss a trick and the game he plays with the elements is simply stupendous.

Therefore it is that it is a good thing to see the farmers and the merchants united in a joint holiday, where each can tell the other a few things he does not know; where each can help the other with suggestions and practical advice; where we can all find that, as a rule, we are all of us blame good fellows ready to do a good turn for another.

And so, commending this fine example of broad, fair and genuine good citizenship as an event which may well become an annual affair with you, I thank you for your attention and with "Tiny Tim" exclaim, "God bless us every one."

How He "Called the Boss."

"The trouble with you fellows," said Raymer to the gang on the packing floor, "is that you're always going around as if the boss was doing you a favor by letting you live. You come in on your marrow bones when you ask for the job, and the spiel you give him makes him think you're begging for a chance to stay alive, or if it doesn't it ought to."

"You let him hire you for about 30 cents a week when, if you only knew it, he was ready to pay you man's wages, if he hired you at all, if you only let him know that you knew what you were worth. Then when you get the job you begin to crawl right off."

"Yes, you go along your way, holding down your job as if the boss was doing you a favor by letting you work for him. Nothing of the sort. He isn't doing you a favor, and you aren't doing him a favor by working for him."

"It's like selling and buying something. You've got eight hours' work a day in your system, and the boss needs it in his business. You come to him and you say—or, I mean, you ought to say—'Mr. Boss, I'll sell you

my services.' 'All right,' says he, 'what's it worth to you?' I mean, that is what he ought to say. 'Oh, \$15 per,' you say. 'Good,' says he, 'go to work and deliver the goods.' Then you go to work and deliver them and you aren't asking any favors from anybody. When you've got 'em delivered you've got a bill against the boss."

"Now, that's the situation, but you fellows are such a lot of serfs by nature that you don't know it. Or if you know it you're afraid to live up to what you know."

"After awhile your services get to be worth a little more a week and then you go to the boss and ask for a raise, maybe. Notice I said, 'ask.' What you should do is to waltz up and say: 'My services have got to be worth more both to me and to you. Eighteen per is the selling price now.' 'Right,' he'd say. 'I have been waiting for a month for this demand. Eighteen per it is from now on.' But you don't do it that way. You cadge around and first show how tickled to death you are to be working for him for any wages at all, and then you beg for a dollar more. Beg! Huh! No wonder you're working for boy's wages!"

An old packer scratched his head curiously.

"Let's see, Raymer, how much more than us are you getting a week?" he asked.

"That's all right, that's all right," said Raymer. "I'm getting the same, but after to-morrow night I'll be getting more. I go up after my raise to-morrow. Then I'll just call Mr. Boss and tell him a few things about our mutual relations and so forth. I'll call him right."

Next day the boss looked up at the man who stood fidgeting before his desk:

"Well, Raymer," he said, "what is it?"

Raymer shifted from one foot to the other. Then back again. Then he cleared his throat. Then he said feebly:

"Ain't I going to get a raise pretty soon, sir?"

"Sure," said the boss. "You get a dollar a week more after Saturday."

"Did you call him?" asked the gang in the shipping room when Raymer returned to them.

"Did I?" sneered Raymer. "Well, I should say I did."

They who accuse others often are only excusing themselves.

Practical pity for men is the best kind of piety toward God.

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DETROIT

PRIVATE RIGHTS.

How They Are Invaded by Unthinking People.*

In selecting me to give at each monthly meeting of this Society a review of current events there was no limitation put upon my utterances, and perhaps what I shall say at this meeting will hardly be considered legitimate under the caption of Current Events, but a few things are on my mind and I seek this method of relief and I will treat them under the subject of "Vandalism."

In a trip through our city for the purpose of reviewing the beautiful lawns and the attractive flower gardens and generally beautiful appearance of the city, one every little while comes across a well kept lawn on some corner across which may be seen pathways taken by pedestrians to shorten the distance. As a result of this habitual trespass people have had to erect unsightly arrangements of various styles for protection.

In the country we find the same liberty is taken of cutting across lots, and no matter how many signs we may put up or how many protests we may utter this carelessness in connection with the rights of ownership is greatly in evidence. Hunters make perfectly free to climb fences and go trapesing through fields that are in crops, leave the bars down and the gates open, and there seems to be very little opportunity for redress. They even go so far as to carelessly throw their lighted matches into the dried grass, regardless of the great danger of setting fires, and it is a regular habit with them to throw cigar or cigarette stubs away without any thought of the damage that may possibly be done by starting fires. I have this year, even in times of greatest danger, found the results of this carelessness on the borders of my own place. This carelessness is reprehensible and entirely without excuse.

Even surveyors oftentimes have very little regard for the rights of property, and if they can save themselves a little trouble by cutting off limbs and destroying the symmetry of a shade tree, they do not hesitate to do it, and they use certain privileges that seem to have been given them of making marks upon trees, no matter if this privilege was granted in connection with early surveys that were supposed to be confined to woods or vacant land. Great scars are made upon shade trees by the roadside that not only injure the trees but reduce in considerable measure their beauty. They will cross fields with preliminary surveys and drive stakes regardless of the fact that they may be in meadows and will soon be partially out of sight so as to become dangerous in the use of the mowing machine.

Fruits and nuts seem to be the legitimate prey of the vandalistic spirit which appears to be more or less a part of human nature everywhere. It is pretty difficult to draw the line between things that are per-

missible and things that are reprehensible. No one objects to pedestrians stepping aside and picking a bunch of grapes or picking an apple or a pear from under the trees or to even put a few in their pockets. One would scarcely think of criticising the small boy who could be found under the walnut, hickory or chestnut tree picking up a few nuts that had fallen. But the parties to these activities never or rarely stop there. They take away grapes by the basketful, they gather the apples and pears in bags and shake the trees, they do not stop at picking up a few nuts, but they club the trees and have no thought of what they may be treading upon when they are knocking off the fruit. All of these acts of trespass are understood by the trespassers because the moment an owner appears in sight the thieves take to their heels in a most cowardly manner.

This morning, when the "frost was on the pumpkin," the small boy understood that this provision of Providence also affected the stems of the walnuts and there was liable to be a generous dropping of the nuts at the opening of day. Two of them were in evidence at an early hour with a sack, picking up all they could find. While I was reading my paper a third boy came in sight and picked up a club. One of the two boys who came first said, "You must not throw that club. Mr. Garfield won't allow it. But he says we can have all the nuts that drop on the ground." The new boy looked around and said, "Well, I am going to fling it and if Garfield comes out I will run like the devil." Garfield went out and he did run like the devil, or, perhaps, a better simile would be he ran like William Alden Smith in the Fifth Congressional district. To my astonishment, however, the remaining boys, finding that the club had been effective, spent no time in watching

the swiftly running kid, but picked up the walnuts and put them into their sack that had dropped as a result of the successful fling of the club. Coming upon the scene, I said, "Boys, I thought I told you that you must not fling clubs in the trees," to which they responded: "Yes, you did, Mr. Garfield, and we didn't fling any clubs. That fellow flung the club. We are only picking up what we find on the ground." I have known boys of larger growth to make similar pleas in court.

The automobile and the bicycle are elements of torture to good citizens in many cases. The former go flying around the corners without regard to the danger of it, and if their machine gets rantankerous and they run against a shade tree and injure it, it is an exceptional case when an apology is made, and they will sometimes run their old machines directly over and through ornamental shrubbery and flower beds and act as though these obstructions never ought to have been there.

The milk wagons and the grocery wagons are a great trial to the people in the city who try to adorn their premises with beautiful flower borders or attractive growths of shrubbery. I have seen a milk man's horse stand with both fore feet in the middle of a geranium bed, and it is no uncommon thing for a delivery man's horse to browse for a long time upon favorite shrubs while he is hobnobbing with the maid at the back door. The ice man, with his heavy wagon, finds it a great convenience to come in over your driveway, and if there is a turn around he pays no attention whatever to the tracking of the rear wheels of his great conveyance, and almost any kind of damage may be performed without attracting his attention. In my own case this has happened an indefinite number of times, and in order to protect my shrubs and pretty things I

have placed a row of unsightly rocks around the base of a group of shrubbery. And I assure you these rocks had to be very well embedded or else the rear wheels of the ice wagon would drag them out of place. This protection is adequate, but has no effect whatever upon the manner of driving the wagon. The ice man sits upon the front seat and if the front wheels go on smooth ground he has no care for the rough going of

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(Mention this paper.)

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Valley City Coffee and Spice Mills.
Sagmaw Mich.
Gentlemen, Ship us at once and bill
through Lee Cady and Stuart
At Once 200# Moka Coffee
Oct 6th 200 " "
" 20 " 200 " "
Nov 3 " 200 " "
" 17 " 200 " "
Yours J. A. Kenney & Son

The above order indicates the demand One grocer has for Mo-Ka Coffee.
Mo-Ka is a "Winner" and a "Repeater."

*Address delivered before Grand River Horticultural Society by Hon. Chas. W. Garfield.

the wheels attached to the hind axle-tree. At least the only influence I have experienced has been that he swears a little at the man who placed the barrier there.

One of the most noticeable pieces of heedlessness in connection with our excessive drought was the starting of fires to burn up rubbish on the rear of lawns. In a number of instances this year fires have escaped and only through tremendous efforts have conflagrations been prevented. In a law enacted by this State as early as 1846 this carelessness was pronounced criminal, and the officers of the law were instructed to make arrests and prosecute for such offenses. I never have heard of anybody being prosecuted and so the danger from this criminal unthinkingness is carried along from year to year and generation to generation.

The most recent pieces of vandalism that I have had to deal with have been the taking of melons from my premises and breaking them along the roadside, making a disfiguring mass of decay for a considerable time. The melons have largely been grown to give away and I have never refused a kindly request for one, and still during this season a number of times parties have come in the nighttime and left the debris along the roadside, a most unpleasant feature. It seems as if the interference with private rights had pretty nearly reached its limit when the boys come during any temporary absence of the family and throw clubs into the walnut tree in front of my house, breaking limbs and otherwise injuring it, but the acme of vandalism is reached when they take these nuts onto my clean sidewalk and pound off the outer covering, permanently staining the sidewalk with a disgusting mass of

debris and leaving a lasting mark of their vandalism.

It is no uncommon thing in the country for a man to tear the top board from the fence and break off a piece of it to use as a seat upon his lumber wagon. If he forgets his whip and wants to cut a gad he does not hesitate to select a straight shoot from possibly an attractive tree or shrub that you have saved for its ornamental effect.

Men and boys are not the only invaders of private rights. Women do not hesitate to pluck flowers or break off branches of flowering shrubs or gather any kind of material which is decorative in its character and which they wish to transport to their homes or their churches or their ball rooms, never once apparently thinking that they have by so doing put themselves in the category with other thieves.

The city itself is one of the flagrant breakers of law. It is no uncommon occurrence for it to strew pipes and tile and any other material used in city betterments along the sides of the streets upon grass areas, breaking down shrubs and leaving this material for months and even years an eyesore by the roadside and a menace to the public. It is no uncommon thing to find debris piled in heaps which actually are a source of danger, and left without a lantern or other means of notifying the public of the obstacles. When can we expect of our boys and girls if our men and women, and even our municipalities, are guilty of imposing upon the personal rights of citizens?

I have seen a judge tie his horse to a shade tree and the horse mutilate it. I have seen a lawyer, who is supposed to be skilled not only in the legal but the ethical rights of

people, drive his automobile directly over flower borders without an apology. I have known a minister to allow his children within his own daily gaze to perform acts of vandalism in connection with his neighbor's premises. I know of schoolmasters in this town to-day who seem to have the habit of throwing down waste papers to be blown about the streets and to leave them as waste in the street cars. I saw this year a lady from an automobile ask her little girl to pluck some roses from a wayside flower bed and show her recognition of the vandalism upon seeing me by telling her little girl to "get in quickly" so she could whisk away from the sound of my voice.

With all these examples that are in constant evidence about us, what is our refuge? What shall we do to stop this great evil, this great lack of respect for property, for citizens' rights? I have but one suggestion, and that is that this is a more important subject for the school curriculum than many others which are considered intrinsic. It is of far more vital importance to the community that our ministers by example and precept teach the importance of simple everyday morals than it is to wrangle over differences in theology. Many of our societies devoted to missionary work of various kinds and organized for the betterment of community would be far more in the way of a useful career if they would take up and emphasize some of these simple home matters rather than to undertake the great things that will be talked about in the newspapers and heralded before the public. Lastly, it seems to me that these matters in all Christian homes should be made a part of the religious training inculcated there, and if these simple

items of everyday ethics are left out of the ordinary training of the home, can we consistently speak of such homes as Christian homes?

The Coming Down.

It was an open-air meeting on the public square in the evening. There was a large and enthusiastic crowd present, and the principal speaker of the evening was ready to make the effort of his life. He did make it. He showed that the opposition party had ruined America thirty-six times in the last 100 years, and that on thirty-six different occasions his party had stepped in and gathered up the remains and made a new Goddess of Liberty of them.

He made scores of statements. He backed them up with statistics taken from the family almanac.

He roared. He orated. He stood on his hind legs. He sawed the air and pitied the poor millionaire. He sawed it some more and promised every laboring man a house and lot.

Then, amidst such an outburst of enthusiasm as scared hens off the roost three miles away, and woke up infants to cry with colic, he closed and stood with folded arms. A thousand men rushed to shake hands and congratulate him. A hump-shouldered man led them, and rammed and jammed and elbowed until he stood beside the proud orator. Then he held out a toil-hardened hand and said:

"Say, mister, that was a darned good speech of yours, but you didn't say whether the price of turnips was goin' to be up or down this fall. I have got a load out here, and I'd like to know."

And then we all went home.

A rabid defense of creed is often accompanied by a remarkable indifference to deed.

Itinerary for the Wholesale Dealers' Association of the Grand Rapids Board of Trade, October 14-15-16, 1908

First Day

Grand Rapids	lv. 6:50 a. m.	P. M.
Lowell	ar. 7:35 a. m.	P. M.
Lowell	lv. 8:10 a. m.	P. M.
Belding	ar. 8:30 a. m.	P. M.
Belding	lv. 9:10 a. m.	P. M.
Greenville	ar. 9:20 a. m.	P. M.
Greenville	lv. 10:05 a. m.	P. M.
Stanton	ar. 10:25 a. m.	P. M.
Stanton	lv. 10:55 a. m.	P. M.
McBride	ar. 11:03 a. m.	P. M.
McBride	lv. 11:23 a. m.	P. M.
Edmore	ar. 11:30 a. m.	P. M.
Edmore	lv. 12:00 m.	P. M.
Blanchard	ar. 12:15 p. m.	P. M.
Blanchard	lv. 12:35 p. m.	P. M.
Remus	ar. 12:48 p. m.	P. M.
Remus	lv. 1:08 p. m.	P. M.
Mecosta	ar. 1:15 p. m.	P. M.
Mecosta	lv. 1:40 p. m.	P. M.
Cedar Lake	ar. 2:35 p. m.	P. M.
Cedar Lake	lv. 2:45 p. m.	P. M.
Vestaburg	ar. 2:52 p. m.	P. M.
Vestaburg	lv. 3:12 p. m.	P. M.
Riverdale	ar. 3:20 p. m.	P. M.
Riverdale	lv. 3:30 p. m.	P. M.
Elwell	ar. 3:48 p. m.	P. M.
Elwell	lv. 3:58 p. m.	P. M.
St. Louis	ar. 4:10 p. m.	P. M.
St. Louis	lv. 4:50 p. m.	P. M.
Alma	ar. 5:00 p. m.	P. M.
Alma	lv. 5:05 p. m.	Ann Arbor
Mt. Pleasant	ar. 5:35 p. m.	Ann Arbor
Mt. Pleasant	lv. 6:35 p. m.	Ann Arbor
Shepherd	ar. 6:50 p. m.	Ann Arbor
Shepherd	lv. 7:10 p. m.	Ann Arbor
Alma	ar. 7:25 p. m.	Ann Arbor

Second Day

Alma	lv. 8:00 a. m.	Ann Arbor
Ithaca	ar. 8:15 a. m.	Ann Arbor
Ithaca	lv. 9:00 a. m.	Ann Arbor
North Star	ar. 9:10 a. m.	Ann Arbor
North Star	lv. 9:25 a. m.	Ann Arbor
Ashley	ar. 9:37 a. m.	Ann Arbor
Ashley	lv. 9:57 a. m.	Ann Arbor
Bannister	ar. 10:07 a. m.	Ann Arbor
Bannister	lv. 10:22 a. m.	Ann Arbor
Elsie	ar. 10:32 a. m.	Ann Arbor
Elsie	lv. 11:02 a. m.	Ann Arbor
Owosso	ar. 11:35 a. m.	G. T.
Owosso	lv. 12:35 p. m.	G. T.
Ovid	ar. 12:50 p. m.	G. T.
Ovid	lv. 1:20 p. m.	G. T.
Shepardsville	ar. 1:26 p. m.	G. T.
Shepardsville	lv. 1:46 p. m.	G. T.
St. Johns	ar. 1:58 p. m.	G. T.
St. Johns	lv. 2:45 p. m.	G. T.
Fowler	ar. 3:00 p. m.	G. T.
Fowler	lv. 3:30 p. m.	G. T.
Pewamo	ar. 3:42 p. m.	G. T.
Pewamo	lv. 4:12 p. m.	G. T.
Muir	ar. 4:22 p. m.	G. T.
Muir	lv. 4:47 p. m.	G. T.
Ionia	ar. 5:00 p. m.	G. T.
Ionia	lv. 6:00 p. m.	P. M.
Collins	ar. 6:20 p. m.	P. M.
Collins	lv. 6:35 p. m.	P. M.
Portland	ar. 6:45 p. m.	P. M.
Portland	lv. 7:30 p. m.	P. M.
Eagle	ar. 7:45 p. m.	P. M.
Eagle	lv. 7:55 p. m.	P. M.
Grand Ledge	ar. 8:05 p. m.	P. M.
Grand Ledge	lv. 8:50 p. m.	P. M.
North Lansing	ar. 9:05 p. m.	P. M.

Third Day

Lansing	lv. 9:30 a. m.	M. C.
Mason	ar. 9:52 a. m.	M. C.
Mason	lv. 10:22 a. m.	M. C.
Leslie	ar. 10:47 a. m.	M. C.
Leslie	lv. 11:17 a. m.	M. C.
Rives Junct.	ar. 11:30 a. m.	M. C.
Rives Junct.	lv. 11:50 a. m.	M. C.
Onondaga	ar. 12:00 m.	M. C.
Onondaga	lv. 12:15 p. m.	M. C.
Eaton Rapids	ar. 12:25 p. m.	M. C.
Eaton Rapids	lv. 1:10 p. m.	M. C.
Charlotte	ar. 1:29 p. m.	M. C.
Charlotte	lv. 2:29 p. m.	M. C.
Chester	ar. 2:37 p. m.	M. C.
Chester	lv. 2:52 p. m.	M. C.
Vermontville	ar. 3:01 p. m.	M. C.
Vermontville	lv. 3:55 p. m.	M. C.
Nashville	ar. 4:01 p. m.	M. C.
Nashville	lv. 4:36 p. m.	M. C.
Morgan	ar. 4:51 p. m.	M. C.
Morgan	lv. 5:13 p. m.	M. C.
Hastings	ar. 5:32 p. m.	M. C.
Hastings	lv. 6:32 p. m.	M. C.
Irving	ar. 6:44 p. m.	M. C.
Irving	lv. 6:59 p. m.	M. C.
Middleville	ar. 7:06 p. m.	M. C.
Middleville	lv. 7:41 p. m.	M. C.
Caledonia	ar. 7:53 p. m.	M. C.
Caledonia	lv. 8:13 p. m.	M. C.
Dutton	ar. 8:22 p. m.	M. C.
Dutton	lv. 8:42 p. m.	M. C.
Grand Rapids	ar. 9:02 p. m.	M. C.



The Philosophy of Getting and Holding Attention.

The first, and perhaps the most important step toward a sale is getting the attention of the man you want to sell.

In the natural course of things you must get his attention first to yourself; second, you must secure his attention for your proposition in general—that is if you are a paint salesman, for instance, you must make him understand in the first place that you are in his office and want to do business with him; in the second, that you are the man who has paint to sell, not the man with lead pipe, or structural iron, or lumber or any one of a thousand other products which he may expect to be asked to buy.

In the third place you will have to attract his attention to the peculiar merits of your proposition. Again, supposing for the sake of argument that you are a paint salesman, you must remember that other paint salesmen have probably been ahead of you and others have promised this buyer that they will call on him. You must remember that he has in mind various arguments which he has heard from others in your line of business, and the mere fact that you are a paint salesman and that he is in need of paint is not going to focus his attention exclusively upon yourself. You have first to impress him as being a particular salesman with a particular proposition. That is the first step. To be able to talk your wares intelligently is the second. In order to be successful you must first be able to know how to get a chance to talk them at all. You must know how to command the attention of the buyer.

In all lines of business a great many orders are lost daily because some salesmen do not know how to get attention. Men who lose orders in this way have a habit of dropping into an office, sending in their card and either accepting as final a refusal on a buyer's part to let them talk, or, if they are admitted to his office, of presenting their business in a dull and colorless manner which makes no impression whatever.

They think it is hard luck or the injustice of the world that makes a buyer say in a bored tone: "No, I want nothing to-day. You must excuse me. I have no time to talk with you."

Such men fumble hopelessly for an excuse to remain and talk, but when the prospect turns to his work and ignores them, they feel that there is nothing left for them to do and

out they go, inwardly anathematizing the stupidity of the buyer in turning down, without any investigation, a proposition which they believe would be a genuine advantage to him.

In such a case the fault does not lie with the buyer, but with the salesman, for having overlooked the fact that some special leverage is necessary in order to obtain even passing and casual attention from a busy man.

The attitude of the buyer depends entirely upon the manner in which a salesman goes to work on him. It may be taken for granted that any buyer is open to a good proposition. He is paid a salary for purchasing goods, and for doing it discriminately. His very livelihood depends upon the opportunities that come his way to buy to his employers' advantage. It is unreasonable to suppose that he turns a salesman down simply from a malicious enjoyment of the salesman's discomfiture, or because he lacks interest in his own work and responsibilities.

Usually he is as eager to buy when he can do so at an advantage as the salesman is to sell. But it should be remembered that a great number of salesmen approach him daily; that many are selling the same line of products, and that he can not buy from them all.

He has to listen to the arguments of each, and these arguments are often so similar in nature and delivered in such a hackneyed manner that he would be more than human if he did not feel bored by the constant repetition of such phrases as: "You ought to give me the preference because my goods are really the best;" "we have the particular thing that is just designed for your need;" "we can make you a better price on such and such an article than you can get anywhere else," etc., etc.

Certain salesmen have a leverage on him because they already have his attention, owing to his having bought of them before, or for similar reasons. Now when a new man appears on the scene—one whom the buyer does not know from a side of sole leather—he has to meet competition in a double sense—first in the matter of gaining the buyer's attention exclusively to himself, where there are salesmen who have as good or superior a claim to it; and second, in showing that his article and the service he has to offer are better than the buyer could obtain elsewhere.

A great many salesmen think of a competitor only as a man who has a proposition similar to their own. They overlook the fact that a com-

petitor may be formidable for no better reason than that he has a talent for getting himself heard and compelling attention to his proposition, where they can not.

As an illustration suppose that A and B are out to sell goods. A has a very superior product to offer at exceptionally attractive terms; B has a product which, taken on simple merits, could hardly be compared with A's. A believes that he can not fail because he has the best thing in the market, and he is sure that people who once hear of its special advantages will be as anxious to buy as he is to sell. He is wet-blanketed, however, when he finds that people will not listen to him. For one excuse or another they turn him away, and he goes from prospect to prospect looking for the man who is accessible.

B, on the other hand, concentrates his efforts on getting a hearing. There is that about him which compels his prospects to give him their attention, and he lands orders right and left because his customer, being uninformed of A's superior proposition, believes that B has as good a product of its kind as can be bought.

It is a hard thing on the manufacturer when a superior article at an attractive price goes begging because the salesman representing it can not get anyone to pay attention to his offer. And it is a hard thing for a salesman to see his competitor winning out with an inferior proposition merely because, unaccountably, people will attend to what that com-

petitor has to say, but seem unanimously decided to ignore himself.

He can remedy this trouble, however, if he concentrates his efforts on compelling attention.

He can do this by cultivating and accentuating his individuality. Every man has something about him which makes him different from other men. In some cases the difference is immediately striking; in others it is so vague and indefinable that the man is readily confounded with a class with which we put him down as representative. When the difference is striking one speaks of the person so distinguished as having individuality. He should make the most of the fact, provided the difference between himself and the "general run" of mankind is of a sort to create a favorable impression.

Hundreds of salesmen are forever passing in review before the eyes of the buyer. He can not give to each the degree of attention coveted. Naturally he will pay the most attention to the man who is noticeable by reason of some marked quality in his looks, or manners, or tone of voice.

The man thus selected will get at least a chance to tell what he wants to about his selling proposition. It may develop that the proposition is no good, or that the man himself is not worthy of confidence, in which case the buyer must turn back to one of the less imposing brethren; but the man who was first singled out has succeeded in one respect at any rate—he has secured attention to himself and his errand.

Toledo Traveling Men's Association

Established 1882

We invite the co-operation of all traveling men, buyers and employes of wholesale houses or corporations for our mutual benefit.

We pay \$1500 for death from any cause. In addition, we give \$15 per week accident indemnity for 15 weeks.

We had a surplus, Oct. 1, \$94,805.05. Unpaid claims, none.

Our organization is owned, controlled and managed exclusively by traveling men, with no high salaried officers.

We offer you good insurance at actual cost.

For further particulars, write

D. J. Caine, Sec'y

Box 97

Toledo, Ohio

In view of these things it is a mistake to train down the little eccentricities that distinguish a man from his fellows unless such eccentricities are of a disagreeable kind. Careful training in the matter of deportment—strict regard to good appearance—are most essential things in salesmanship, but so far from making all men alike, such training and regard should have the effect of emphasizing each man's peculiarities.

Actors are known to attach a certain value to anything singular in their appearance or speech which makes them remembered and talked about. Although these people are most thorough in training themselves to appear well, they are equally careful to preserve any natural eccentricities that have in a measure the effect of an advertisement.

The man with a cheerful and infectious laugh—the man whose accent proclaims him a Westerner, a Southerner or a New Yorker—the man who is either strikingly big or noticeably small—the man who is unusually slow and deliberate in his speech—any man who is remarkable for some singular quality—has a better chance of getting people to listen to him than the man who is apparently off the same pattern as hundreds of others who are always passing in a monotonous procession through the buyer's office.

Certainly a man's build and stature are things which he can not help, and he would be foolish to affect an accent for the sake of getting himself singled out from a crowd. These qualities are referred to merely as indicating upon what trivial matters the chance of getting a buyer's attention sometimes hinges.

The salesman who wishes to make himself exceptional will fall into an error if he thinks that the less he knows about other men's methods, the more likely he will be to have a "way of his own" that marks him as a man to whom one can not help paying attention for his very singularity. There is a common model on which all men who wish to appear well should try to shape their conduct, and this, contrary to what might be imagined, decreases the similarity between them instead of heightens it. The errors and gaucheries into which men who have made no careful study of their appearance and the impression they are making habitually fall is what makes so many of them seem alike. The more a man is cultivated up to some common standard of propriety the more his individuality becomes apparent.

Take for a parallel a number of raw recruits who have had no practice in the use of firearms, and you will find them all making the same blunders and resembling one another so entirely in their awkwardness that not one of them claims more attention from the observer than the others. But a man who is skilled in the use of the rifle is invariably distinguished from other men equally skilled. The more of an expert he is the more certain there is to be something personal and distinct about his method; and this in spite of the

fact that he has conformed to the same rules of the game as his fellow experts, and has had a model of excellence in common with them.

The salesman whose inefficiency is apparent makes no distinct impression, because of his resemblance to other men who are inefficient in the same way.

In order to command the attention of the buyer—to make a deep impression on his mind that will give you a claim to an audience the next time you call—discover what your strong points are and study to accentuate them. Observance of all the usual rules of conduct, instead of making you similar to every other man who observes them, will tone down whatever there is of commonplaceness that tends to make the buyer confuse you with a class, instead of giving you his attention as an individual.—Henry M. Cobb in Salesmanship.

The T. P. A. Again in the Field.

The Travelers' Protective Association of America has organized a State division, with headquarters in Grand Rapids, starting out with forty charter members. The officers of the division are as follows:

President—Walter K. Schmidt.

Vice-Presidents—E. A. Clements and Howard A. Howe.

Surgeon—Dr. Wm. Fuller.

Chaplain—Rev. A. W. Wishart.

Secretary and Treasurer—J. V. Throop.

Twenty-five years ago the old T. P. A. had a very flourishing division in this State. Several annual conventions were held and much interest was manifested in the organization. The parent organization failed to keep faith with the division and the members of the Michigan branch thereupon held a meeting at Lansing early in 1889 and turned the property over to the Michigan Knights of the Grip, which was organized at the same time and place. Since then the T. P. A. has been reorganized and placed in a strong position, both numerically and financially, by the creation of a large surplus fund and the election of competent officers and painstaking directors. The organization as now conducted is worthy of the confidence of the traveling fraternity and business public.

George A. Fraam, a traveling man, has reported to the Kalamazoo police that laces and other goods valued at \$1,200 were stolen from a telescope which he checked at the Grand Rapids & Indiana baggage room at that place last week.

An Eaton Rapids correspondent writes: J. E. Maupin, the traveling shoe salesman, likes this city so well that he has bought the P. C. Leisenring brick house on Canal street of Mrs. Olmsted and will reside here permanently.

L. J. Koster begins his thirtieth year of service with Edson, Moore & Co. on Oct. 15. During the past twenty-nine years he has never lost a day's pay and has seldom lost any time from illness.

Late State Items.

Lansing—The interests of the Hildreth family in the Hildreth Manufacturing Co., which makes motors and pumps, have been acquired by R. H. Scott and E. F. Peer, the present President and Vice-President of the company. This change contemplates N. E. Hildreth's retiring from the company, of which he was Treasurer, at the same time superintending the gasoline engine department.

Bay City—Lumbermen are getting ready for woods operations. Those firms operating the year through have no preparations to make, although as a rule they run fewer camps in the summer. The output will be hardly as large as it was last winter. The prospects are going to be slightly better than a year ago. Over in the Georgian Bay district the cut of logs will be probably 25 per cent. less than last winter.

Ann Arbor—Saginaw men will capitalize and operate a new and important manufacturing plant at this place. The concern, known as the International Manufacturing Co., will make knock-down furniture, and is incorporated under the laws of South Dakota, with a capital of \$60,000. F. B. Riley, C. G. Quackinbush and L. E. Minot, recently connected with the Brooks Boat Co., of Saginaw, are the organizers of the enterprise and President, Vice-President and Secretary-Treasurer, respectively, of the company.

Munising—The land department of the Cleveland Cliffs Iron Co. has moved to this point the mill formerly owned by the Tyoga Lumber Co., at Tyoga, and has been operating it since the middle of May. The mill is a single band and was in use at Tyoga but one season. It is running a ten-hour shift and turning out well made lumber, mostly white pine and hemlock. A lath mill takes care of the best of the slabs, etc., and nearly all the balance of the waste is sent to the Munising Paper Co. for fuel and pulp.

Detroit—The Hoskins Manufacturing Co., of Chicago, is preparing to remove to this city to manufacture electrical devices, with a working force of 100 men to start with. Jonathan Palmer is assisting the officers of the company to secure a factory building. It is expected that a factory built two years ago by a concern in which Joseph Boyer and J. L. Hudson were interested will be selected. One of the most important articles manufactured by the company is a wire for an electrical resistance element as a substitute for platinum. William Hoskins, of the Mariner & Hoskins Co.; Edward F. Hoskins an Albert L. Marsh are interested in the company. Several men connected with the company have been in the city for a few days searching for a location.

He Knew.

The Parson—Nature is not unlike some young men.

The Deacon—In what way?

The Parson—Nature begins her fall by painting things red.

System In Keeping Up To Date.

The retail dealer who desires to meet the sharp competition of these modern days must know of new things, even in advance of the demand for them. It has been suggested by an enterprising gentleman in the retail trade that his way of keeping ahead of the demand awakened by progressive manufacturers through their direct advertising methods is to read his trade papers thoroughly, especially the advertising pages, and send for description and prices of every new thing he sees mentioned, whether he has had a demand for it or not. This information he files in a common transfer file indexed from A to Z, using a folder for each subject. When the day arrives, as it always does, when some person wants to know about this new or improved thing, he makes a deep impression on the inquirer by producing an amount of information bearing upon it that readily lands an order. He simply, by this process, puts himself in line with advertising effort and takes advantage of the results that advertising will sooner or later produce. Until this result is produced he has no capital tied up, for his only expense is in mental and physical effort, and nothing very extravagant in either direction.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Oct. 7—Creamery, fresh, 24@28c; dairy fresh, 20@25c; poor to common, 15@18c.

Eggs—Strictly fresh, candled, 23@25c.

Live Poultry—Fowls, 12@12½c; ducks, 11@12c; geese, 9@10c; old cox, 9@10c; springs, 13@15c.

Dressed Poultry—Fowls, 13@14c; springs, 15@17c; 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.

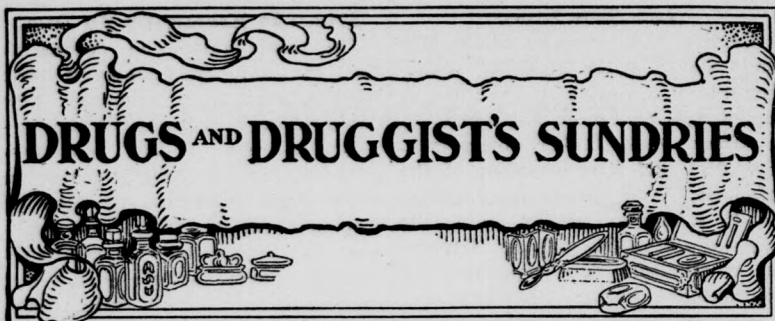
An Explanation.

German bacteriologists have found that suspensions of lecithin have a marked germicidal power—in 1-to-1000 solutions it kills typhoid bacilli in from one-half to one hour. An important source of lecithin is the brain. Does this explain why some brains seem sterile?

A Question In Addition and Multiplication

Add one big airy room to courteous service, then multiply by three excellent meals, and the answer is

Hotel Livingston
Grand Rapids



Michigan Board of Pharmacy.
President—W. E. Collins, Owosso.
Secretary—John D. Muir, Grand Rapids.
Treasurer—W. A. Dohany, Detroit.
Other Members—E. J. Rodgers, Port Huron, and Sid. A. Erwin, Battle Creek.
Next Meeting—Grand Rapids, November 17, 18 and 19, 1908.

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.

How To Make Orange and Apple Ciders Artificially.

The name orange cider has been applied to a variety of beverages of uncertain composition. We think a preparation of this nature for use at the soda fountain might be made from a strongly flavored syrup of orange either from the oil or a tincture of the peel, with citric acid to give the proper acidity, drawn with carbonated water as desired:

An artificial cider may be made as follows:

Soft water 25 gal.
Tartaric acid 2 lbs.
New Orleans sugar 25 lbs.
Yeast 1 pt.

Put into a clean cask, with bung out, and allow to stand for a day. Then add 3 gallons of alcohol and let stand for two days. It is stated that this cider keeps well if not exposed to the air.

Be careful not to label either of these so as to leave the impression that they are made from the fruit as they should be. It is a mistake to make, sell or have anything to do with artificials or imitations of this kind. It always lowers the estimate of your house with physicians and the public, and has a tendency to create a suspicion and hurt your business. Martin Neuss.

Danger in Sterilized Absorbent Cotton.

Absorbent cotton is now prepared in factories on a large scale. The raw cotton is carded, freed from grease by washing with soda, bleached with hypochlorites, and finally washed with dilute sulphuric acid. It is then dried, put into packages, and "sterilized." But after each of the preliminary operations it is washed in water, and for this purpose the manufacturer uses any water that is available, in some cases that of more or less stagnant ponds. In this way a great number of microbes is introduced into the cotton and the insufficiency of the supposed sterilization is demonstrated by the startling results of M. Nonnotte's investigation of commercial brands of absorbent cotton marked "aseptic" and "steril-

ized at 120 degrees" (Centigrade). Cultures were made with every precaution of modern asepsis from thirty packages purchased at random. In every instance flourishing colonies of molds, yeasts and microbes of various kinds were obtained.

Saturation Tables of the Pharmacopoeia.

It seems to me that too little use is made of the saturation tables of the Pharmacopoeia. These, when studied and understood, give great help in prescription work. It must be the experience of everyone at times to find that he is out of some salt called for in a prescription, which he is unable to obtain from any of his confreres. How convenient at such times to know that 99 parts of sodium bicarbonate and 162.58 parts of salicylic acid will produce in solution 188.54 parts of sodium salicylate, or that 99 parts of potassium bicarbonate and 120.63 parts of benzoic acid will yield 211.75 parts of potassium benzoate. It is then easy by simple proportion to figure out the amounts of acid and alkali needed for any given quantity desired.—Druggists' Circular.

The Drug Market.

Opium—Is weak and lower.
Morphine—Is unchanged.
Quinine—Is firm on account of higher price for the bark at the Amsterdam sale.
Quick Silver—Has advanced.
Corrosive Sublimate, Red Precipitate and White Precipitate—Have advanced 3c per pound on account of higher prices for quicksilver.
Glycerine—Is very firm.
Manna—Is in better supply and has declined.
Sugar of Milk—Has declined and is tending lower.
Oils Peppermint and Spearmint—Are both declining.
Oil Cloves—Have advanced on account of higher price for the spice.
Oil Lavender—Is tending lower on account of reports of a large crop.
Oil Pennyroyal—Has declined.
Caraway Seed—Is very firm and tending higher.

The Pure Water Problem.

Dialyzed iron has been proposed for purifying water. A very small amount of alkali or other matter precipitates ferric hydroxide from dialyzed iron solutions, and this carries down any insoluble matters in the water, and also most of the soluble organic matters. The solution is mixed with the water to be purified in about the proportion of one to one thousand.

Wart Removers.

Caustics of various kinds are principally used in local applications for removing warts. According to Potter, heat is a most thorough measure for their radical removal; it may be applied by touching the wart three or four times daily with the hot end of a cigar, the first few applications only, it is said, give pain.

Wart Paint.

Resorcin 150 grs.
Salicylic acid 150 grs.
Lactic acid 150 grs.
Flexible collodion 900 grs.
Ether 300 grs.

Wart Remover.

Compound tincture of lavender. 2 drs.
Glacial acetic acid to make.... 4 ozs.

Wart Solvent.

Camphor 30 grs.
Carmine 1 gr.
Glacial acetic acid 2 ozs.

A solution of caustic potassa or soda, carefully applied with a brush or sponge fastened to the end of a stick, may also be used.

Formulas for Stove Blacking:

1. Mix 2 parts of black lead, 4 parts of copperas and 2 parts of bone-black with water, so as to form a creamy paste. This is an excellent polish, as the copperas is said to produce a jet-black enamel and causes the black lead to adhere to the iron.

2. Plumbago, 2 pounds; water, 8 ounces; turpentine, 8 ounces; sugar, 2 ounces. Knead thoroughly and keep in tin boxes. Apply with a brush. P. H. Quinley.

Does Starch Dissolve in Water?

It has generally been considered that starch forms a suspension in boiling water, but not a true solution—unless chemicals are added which change the character of the

starch, making the so-called "soluble starch." Now a French chemist says that by filtering a pseudo-solution of starch through collodion he gets a true solution of starch which is transparent and perfect. Such a solution is not very stable, but he regards it as a perfect and true solution. He makes a polysyllable explanation of the fact, but we did not find this clear and transparent.

Self-Acting Capsules.

A German chemist has evolved the idea of incorporating pepsin, or papain, in the gelatin of gelatin capsules, to insure their dissolving in the alimentary tract—and he has patented it. He thinks that ordinary gelatin capsules do not always dissolve in the stomach or intestines, but that his will. In order to prevent the gelatin from being liquefied before the capsules are swallowed he mixes a little alkali with the gelatin. What becomes of the pepsin under this treatment he has not yet discovered.

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

Acidum		Copaiba	1 75@1 85	Scilla	@ 50
Aceticum	6@ 8	Cubebae	2 15@2 25	Scilla Co.	@ 50
Benzolcum, Ger.	70@ 75	Erigeron	2 35@2 50	Tolutan	@ 50
Boracie	@ 12	Evethithos	1 00@1 10	Prunus virg	@ 50
Carbolicum	26@ 29	Gaultheria	2 50@4 00	Zingiber	@ 50
Citricum	50@ 55	Geranium	oz. 75		
Hydrochlor	3@ 5	Gossippii Sem gal	70@ 75	Tinctures	
Nitrosum	8@ 10	Hedeoma	3 00@3 50	Aloes	60
Oxalicum	14@ 15	Junipera	40@1 20	Aloes & Myrrh	60
Phosphorium, dil.	@ 15	Lavendula	90@3 60	Anconitum Nap'sF	50
Salicylicum	44@ 47	Limons	1 30@1 40	Anconitum Nap'sR	50
Sulphuricum	13@ 15	Mentha Piper	1 75@1 90	Arnica	50
Tannicum	75@ 85	Menta Verid	5 00@5 50	Asafoetida	50
Tartaricum	38@ 40	Morrhuae, gal.	1 60@1 85	Atrope Belladonna	50
		Myrica	3 00@3 50	Aurant Cortex	50
Ammonia		Mylia	1 00@3 00	Barosma	50
Aqua, 18 deg.	4@ 6	Picea Liquida	10@ 12	Benzoin	60
Aqua, 20 deg.	6@ 8	Picea Liquida gal.	@ 40	Benzoin Co.	50
Carbonas	13@ 15	Ricina	94@1 00	Cantharides	75
Chloridum	12@ 14	Rosae oz.	6 50@7 00	Capsicum	50
		Rosmarini	@ 1 00	Cardamon	75
Aniline		Sabina	90@1 00	Cardamon Co.	75
Black	2 00@2 25	Santal	@ 4 50	Cassia Acutifol	50
Brown	80@1 00	Sassafras	85@ 90	Cassia Acutifol Co	50
Red	45@ 50	Sinapis, ess. oz.	@ 65	Castor	1 00
Yellow	2 50@3 00	Succini	40@ 45	Catechu	50
		Thyme	40@ 50	Cinchona	50
Bacca		Thyme, opt.	@ 1 60	Cinchona Co.	60
Cubebae	24@ 28	Theobromas	15@ 20	Columbia	50
Juniperus	8@ 10	Tigil	10@1 20	Cubebae	50
Xanthoxylum	30@ 35			Digitalis	50
		Potassium		Ergot	50
Balsamum		Bi-Carb	15@ 18	Ferri Chloridum	35
Copaiba	65@ 75	Bichromate	13@ 15	Gentian	50
Peru	2 75@2 85	Bromide	18@ 20	Gentian Co.	60
Terabin, Canada	75@ 80	Carb	12@ 15	Guaiaca	50
Tolutan	40@ 45	Chlorate po.	12@ 14	Guaiaca ammon.	60
		Cyanide	30@ 40	Hyosciamus	50
Cortex		Iodide	2 50@2 60	Iodine	75
Abies, Canadian.	18	Potassa, Bitart pr	30@ 32	Iodine, colorless	75
Cassiae	20	Potass Nitras opt	7@ 10	Kino	50
Cinchona Flava	18	Potass Nitras	6@ 8	Lobelia	50
Buonimus atro.	60	Prussiate	23@ 26	Myrrh	50
Myrica Cerifera	20	Sulphate po	15@ 18	Nux Vomica	50
Prunus Virgini.	15			Opil	1 25
Quillaia, gr'd.	24	Radix		Opil, camphorated	1 00
Sassafras po 25	20	Aconitum	20@ 25	Opil, deodorized	2 00
Ulmus	20	Althae	30@ 35	Quassia	50
		Anchusa	10@ 12	Rhatany	50
Extractum		Arum po	@ 25	Rhei	50
Glycyrrhiza, Gla.	24@ 30	Calamus	20@ 40	Sanguinaria	50
Glycyrrhiza, po.	28@ 30	Gentiana po 15	12@ 15	Serpentaria	50
Haematox.	11@ 12	Glycyrrhiza pv 15	16@ 18	Stromonium	60
Haematox. Is	13@ 14	Hellebore, Alba	12@ 15	Tolutan	60
Haematox. 1/2s	14@ 15	Hydrastis, Canada	@ 2 50	Valerian	50
Haematox. 1/4s	16@ 17	Hydrastis, Can. po	@ 2 60	Veratrum Veride	50
		Inula, po	18@ 22	Zingiber	60
Ferru		Ipecac, po	2 00@2 10		
Carbonate Precip.	15	Iris plox	35@ 40	Miscellaneous	
Citrate and Quina	2 00	Jalapa, pr.	25@ 30	Aether, Spts Nit 3f 30@	35
Citrate Soluble.	55	Maranta, 1/4s	@ 35	Aether, Spts Nit 4f 34@	38
Ferrocyanidum S	40	Podophyllum po	15@ 18	Alumen, grd po 7 3@	4
Solut. Chloride	15	Rhei	75@1 00	Annatto	40@ 50
Sulphate, com'l.	2	Rhei, cut	1 00@1 25	Antimoni, po	4@ 5
Sulphate, com'l. by	70	Rhei, pv	75@1 00	Antimoni et po T 40@	50
Sulphate, pure	7	Sanguinari, po 18	@ 15	Antifebrin	@ 25
		Scilla, po 45	20@ 25	Antipyrin	@ 25
Flora		Senega	85@ 90	Argenti Nitras oz	@ 53
Arnica	20@ 25	Serpentaria	50@ 55	Arsenicum	10@ 12
Anthemis	50@ 60	Smilax, M	@ 25	Balm Gilead buds	60@ 65
Matricaria	30@ 35	Smilax, off's H.	@ 48	Bismuth S N	1 75@1 95
		Spigella	1 45@1 50	Calcium Chlor. Is	@ 9
Folia		Symplocarpus	@ 25	Calcium Chlor. 1/2s	@ 10
Barosma	40@ 45	Valeriana Eng.	@ 25	Calcium Chlor. 1/4s	@ 12
Cassia Acutifol.	15@ 20	Valeriana, Ger.	15@ 20	Cantharides, Rus.	@ 90
Tinnevelly	25@ 30	Zingiber a	12@ 16	Capsici Fruc's af	@ 20
Cassia, Acutifol.	25@ 30	Zingiber j	25@ 28	Capsici Fruc's po	@ 22
Salvia officinalis,	18@ 20			Capi Fruc's B po	@ 15
1/4s and 1/2s	8@ 10	Semen		Carmin, No. 40	@ 25
Uva Ursi	8@ 10	Anisum po 20	@ 16	Carphylus	20@ 22
Gummi		Apium (gravel's)	13@ 15	Cassia, ructus	@ 35
Acacia, 1st pkd.	@ 65	Bird. Is	4@ 6	Catechua	@ 35
Acacia, 2nd pkd.	@ 45	Cannabis Sativa	7@ 8	Centauria	@ 10
Acacia, 3rd pkd.	@ 35	Cardamon	70@ 90	Cera Alba	50@ 55
Acacia, sifted sts.	@ 18	Carui po 15	15@ 18	Cera Flava	40@ 42
Acacia, po	45@ 65	Chenopodium	25@ 30	Crocus	30@ 35
Aloe, Barb	22@ 25	Coriandrum	12@ 14	Chloroform	34@ 54
Aloe, Cape	@ 25	Cydonium	75@1 00	Chloral Hyd Crss 1	35@1 60
Aloe, Socotri	@ 45	Dipterix Odorate 2	00@2 25	Chloro'm Squibbs	@ 90
Ammoniac	55@ 60	Foeniculum	@ 18	Chondrus	20@ 25
Asafoetida	35@ 40	Foenugreek, po.	7@ 9	Cinchonide Germ	38@ 48
Benzoinum	50@ 55	Lini	4@ 6	Cinchonidine P-W	38@ 48
Catechu, Is	@ 13	Lini, grd. bbl. 2 1/2	@ 6	Cocaine	2 70@2 90
Catechu, 1/2s	@ 14	Lobelia	75@ 80	Corks list, less 75%	@ 45
Catechu, 1/4s	@ 16	Pharlaris Cana'n	9@ 10	Creta, prep.	@ 5
Comphorae	70@ 80	Rapa	5@ 6	Creta, precip	9@ 11
Euphorbium	@ 40	Sinapis Ala	8@ 10	Creta, Rubra	@ 5
Galbanum	@ 100	Sinapis Nigra	9@ 10	Cudbear	@ 24
Gamboge po. 1	25@1 35			Cupri Sulph	8@ 10
Gaucaicum po 35	@ 35	Spiritus		Dextrine	7@ 10
Kino po 45c	@ 45	Fruenti W. D. 2	00@2 50	Emery, all Nos.	@ 8
Mastic	@ 75	Fruenti	1 25@1 50	Emery, po	@ 6
Myrrh po 50	@ 45	Juniperis Co.	1 75@3 50	Ergota po 65	60@ 65
Opium	5 00@5 25	Juniperis Co O T 1	65@2 10	Ether Sulph	35@ 40
Shellac	45@ 55	Spt Vini Galli	1 75@6 50	Flake White	12@ 15
Shellac, bleached	60@ 65	Vini Alba	1 25@2 00	Gala	@ 30
Tragacanth	70@1 00	Vini Oporto	1 25@2 00	Gambler	@ 80
				Gelatin, Cooper.	@ 60
Herba		Sponges		Gelatin, French.	35@ 60
Absinthium	45@ 60	Extra yellow sheeps'	@ 25	Glassware, fit boo 75%	@ 75
Eupatorium oz pk	20	wool carriage	@ 1 25	Glue, brown	11@ 13
Lobelia oz pk	25	Florida sheeps' wool	3 00@3 50	Glue, white	13@ 25
Majorium oz pk	28	carriage	@ 1 25	Glycerina	15@ 20
Mentha Pip. oz pk	25	Hard, slate use.	@ 1 00	Grana Paradisi	@ 25
Mentha Ver. oz pk	23	Nassau sheeps' wool	3 50@3 75	Humulus	35@ 60
Rue oz pk	39	Velvet extra sheeps'	@ 2 00	Hydrarg Amm'o'l	@ 12
Tanacetum V.	22	wool carriage	@ 2 00	Hydrarg Ch. Mt	@ 87
Thymus V. oz pk	25	Yellow Reef, for	@ 1 40	Hydrarg Ch Cor.	@ 87
		slate use		Hydrarg Ox Ru'm	@ 97
Magnesia				Hydrarg Ungue'm	50@ 60
Calcined, Pat.	55@ 60	Syrups		Hydrargyrum	@ 75
Carbonate, Pat.	18@ 20	Acacia	@ 50	Ichthyobolla, Am.	90@1 00
Carbonate, K-M.	18@ 20	Aurant Cortex	@ 50	Indigo	75@1 00
Carbonate	18@ 20	Ferri Iod	@ 50	Iodine, Resubi	3 85@3 90
		Ipecac	@ 60	Iodoform	3 90@4 00
Oleum		Rhei Arom	@ 50	Liquor Arsen et	
Absinthium	4 90@5 00	Smilax Off's	50@ 60	Hydrarg Iod.	@ 25
Amygdalae Dulc.	75@ 85	Senega	@ 50	Liq Potass Arsinit	10@ 12
Amygdalae, Ama	8 00@8 25				
Anisi	1 75@1 85				
Aurant Cortex	2 75@2 85				
Bergamili	3 75@4 00				
Cajiputi	85@ 90				
Caryophilli	1 10@1 20				
Cedar	50@ 90				
Chenopadi	3 75@4 00				
Cinnamoni	1 75@1 85				
Citronella	50@ 60				
Conium Mac	80@ 90				

Lupulin	@ 40	Rubia Tinctorum	12@ 14	Vanilla	9 00@
Lycopodium	70@ 75	Saccharum La's	18@ 20	Zinci Sulph	7@ 8
Macis	65@ 70	Salacin	4 50@4 75		
Magnesia, Sulph.	3@ 5	Sanguis Drac's	40@ 50	Oils	
Mannia S. F.	45@ 50	Sapo, G	@ 15	Lard, extra	85@ 90
Menthol	2 65@2 85	Sapo, M	10@ 12	Lard, No. 1	60@ 65
Morphia, SP&W	3 00@3 25	Sapo, W	13@ 16	Linseed, pure raw	42@ 45
Morphia, SNYQ	3 00@3 25	Seidlitz Mixture	20@ 22	Linseed, boiled	43@ 46
Morphia, Mal.	3 00@3 25	Sinapis	@ 18	Neat's-foot, w str	65@ 70
Moschus Canton.	@ 40	Sinapis, opt.	@ 36	Spts. Turpentine	Market
Myristica, No. 1	25@	Snuff, Maccaboy,	@ 51	Whale, winter	70@ 70
Nux Vomica po 15	@ 10	DeVoes	@ 51	Paints	
Os Sepia	35@ 40	Snuff, S'h DeVos	@ 51	Green, Paris	29@ 33 1/2
Pepsin Saac, H &	@ 100	Soda, Boras	6@ 10	Green, Peninsular	13@ 16
P D Co	@ 100	Soda, Boras, po.	6@ 10	Lead, red	7 1/2@ 8
Picis Liq N N 1/2	@ 2 00	Soda et Pot's Tart	25@ 28	Lead, white	7 1/2@ 8
Picis Liq qts	@ 2 00	Soda, Carb	1 1/2@ 2	Ochre, yel Ber.	1 1/2@ 2
Picis Liq pints.	@ 60	Soda, Bi-Carb	3@ 5	Ochre, yel Mars	1 1/2@ 2 1/2
Pil Hydrarg po 80	@ 60	Soda, Ash	3 1/2@ 4	Putty, commer'l	2 1/2@ 3 1/2
Piper Alba po 35	@ 30	Soda, Sulphas	@ 2	Putty, strictly pr	2 1/2@ 3 1/2
Piper Nigra po 22	@ 18	Spts, Cologne	@ 2 60	Red Venetian	1 1/2@ 2 1/2
Pix Burgum	@ 8	Spts, Ether Co.	50@ 55	Shaker Prep'd	1 25@1 35
Plumbi Acet	12@ 15	Spts, Myrcia	@ 2 50	Vermillion, Eng.	75@ 80
Pulvis Ip'cet Opil 1 30@1 50	@ 1 00	Spts, Vini Rect bbl	@ 1 10	Vermillion Prime	13@ 15
Pyrenthrum, bxs. H	@ 75	Spts, V'i Rect 1/2 b	@ 1 10	Whiting Gilders'	@ 95
& P D Co. doz.	@ 75	Spts, V'i R't 10 gl	@ 1 10	Whit'g Paris Am'r	@ 1 25
Pyrenthrum, doz.	@ 20	Spts, V'i R't 5 gl	@ 1 10	Whit'g Paris Eng.	@ 1 40
Quassia	8@ 10	Strychnia, Crystl	1 10@1 30	Whit'g Paris Eng.	@ 1 40
Quina, N. Y.	17@ 27	Sulphur Subl	2 1/2@ 3 1/2	Whit'g Paris Eng.	@ 1 40
Quina, S Ger	17@ 27	Sulphur, Roll	2 1/2@ 3 1/2	Whit'g Paris Eng.	@ 1 40
Quina, S P & W.	17@ 27	Tamarinds	8@ 10	Whit'g Paris Eng.	@ 1 40
		Terebenth Venice	28@ 30	Whit'g Paris Eng.	@ 1 40
		Thebromae	50@ 55	Whit'g Paris Eng.	@ 1 40

ELIXIR

CARENZYME

The Potent.
Palatable Digestive

CARRIED IN STOCK BY DRUG JOBBERS GENERALLY

PECK-JOHNSON CO.

MANUFACTURING CHEMISTS,
GRAND RAPIDS, MICHIGAN.

Our Holiday Line



Is Still Complete in Every Detail

Our samples are arranged in perfect order in the finest building in the city.

All goods are marked in plain figures so that customers can easily make their selections.

We have the largest, best assorted and most desirable variety of Holiday Merchandise we have ever shown.

Our exhibit will be continued at Grand Rapids up to October 15.

We make a liberal allowance for expense of customers and hope to have the pleasure of seeing you at an early date.



Hazeltine & Perkins
Drug Co.

Grand Rapids, Mich.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED		DECLINED	
Fresh Fish		Canned Salmon	
Fresh Meats			
Pure Lard			
Corn Syrup			
Cheese			

Index to Markets		1	2
By Columns		ARCTIC AMMONIA	Oysters
Col		12 oz. ovals 2 doz. box. 75	Cove, 1lb. 90@1 00
A		AXLE GREASE	Cove, 2lb. 1 85
Ammonia		Frazer's	Cove, 1lb. Oval 1 20
Axle Grease		1lb. wood boxes, 4 doz. 3 00	Plums
B		3 1/2 lb. tin boxes, 2 doz. 4 25	Plums
Baked Beans		10lb. pails, per doz. 6 00	Peas
Bath Brick		15lb. pails, per doz. 7 20	Marrowfat 95@1 25
Bluing		25lb. pails, per doz. 12 00	Early June 1 00@1 25
Brooms		BAKED BEANS	Early June Sifted 1 15@1 80
Brushes		1lb. can, per doz. 90	Pineapple
Butter Color		2lb. can, per doz. 1 40	Grated 2 50
C		3lb. can, per doz. 1 80	Sliced 2 40
Candles		BATH BRICK	Pumpkin
Canned Goods		American 75	Fair 85
Carbon Oils		English 85	Good 90
Catsup		BLUING	Fancy 1 00
Cereals		Arctic	Gallon 2 50
Cheese		6 oz. ovals 3 doz. box \$ 40	Raspberries
Chewing Gum		16 oz. round 2 doz. box 75	Standard @
Chicory		Sawyer's Pepper Box	Col'a River, talls 1 95@2 00
Chocolate		Per Gross.	Col'a River, flats 2 25@2 75
Clothes Lines		No. 3, 3 doz. wood bxs 4 00	Red Alaska 1 35@1 50
Cocoa		No. 5, 3 doz. wood bxs 7 00	Pink Alaska 90@1 00
Cocoanut		BROOMS	Sardines
Cocoa Shells		No. 1 Carpet, 4 sew. 2 75	Domestic, 1/4s 3 3/4@4
Coffee		No. 2 Carpet, 4 sew. 2 40	Domestic, 1/2s @ 5
Confections		No. 3 Carpet, 3 sew. 2 25	Domestic, Must'd 6 1/2@9
Crackers		No. 4 Carpet, 3 sew. 2 10	California, 1/4s 11
Cream Tartar		Parlor Gem 2 40	California, 1/2s 17
D		Common Whisk 90	French, 1/4s 7
Dried Fruits		Fancy Whisk 1 25	French, 1/2s 18
Farinaceous Goods		Warehouse 3 00	Shrimps
Fish and Oysters		BRUSHES	Standard 20@1 40
Fishing Tackle		Scrub	Fair 85
Flavoring Extracts		Solid Back 8 in. 75	Good 1 00
Fresh Meats		Solid Back, 11 in. 95	Fancy 1 25@1 40
G		Pointed Ends 85	Strawberries
Gelatine		Stove	Standard 1 25@1 40
Grain Bags		No. 3 90	Fancy 1 25@1 40
Grains and Flour		No. 2 25	Tomatoes
H		No. 1 1 75	Good @1 10
Herbs		No. 8 1 00	Fair 95@1 00
Hides and Pelts		No. 7 1 30	Fancy 1 40
I		No. 4 1 70	Gallons @2 75
J		No. 3 1 90	CARBON OILS
Jelly		BUTTER COLOR	Barrels
Licorice		W. R. & Co.'s 25c size 2 00	Perfection @10 1/2
L		W. R. & Co.'s 50c size 4 00	Water White @10
Matches		CANDLES	D. S. Gasoline @15
Meat Extracts		Paraffine, 6s 10	Gas Machine @24
Mince Meat		Paraffine, 12s 10	Deodor'd Nap'a @13
Molasses		Wicking 20	Cylinder 29@34 1/2
Mustard		CANNED GOODS	Engine 16@22
N		Apples	Black, winter 8 1/2@10
Nuts		2lb. Standards 90@1 00	CEREALS
Olives		Gallon 2 25@2 50	Breakfast Foods
P		Blackberries	Bordeau Flakes, 36 1lb. 2 50
Pipes		2lb. 1 25@1 75	Cream of Wheat 36 2lb. 4 50
Pickles		Standards gallons @5 50	Egg-O-See, 36 pkgs. 2 85
Playing Cards		Beans	Excella Flakes, 36 lb. 4 50
Potash		Baked 85@1 30	Excella, large pkgs. 4 50
Provisions		Red Kidney 85@95	Force, 36 2lb. 4 50
R		String 70@1 15	Grape Nuts, 2 doz. 2 70
Rice		Wax 75@1 25	Malta Ceres, 24 1lb. 2 40
S		Blueberries	Malta Vita, 36 1lb. 2 85
Salad Dressing		Standard 1 35	Mapl-Flake, 36 1lb. 4 05
Saleratus		Gallon 6 25	Pillsbury's Vitos, 3 dz. 4 25
Sal Soda		Brook Trout	Ralston, 36 2lb. 4 50
Salt		2lb. cans, spiced 1 90	Sunlight Flakes, 36 1lb. 2 85
Salt Fish		Clams	Sunlight Flakes, 20 1lb. 4 00
Seeds		Little Neck, 1lb. 1 00@1 25	Vigor, 36 pkgs. 2 75
Shoe Blacking		Little Neck, 2lb. @1 50	Voigt Cream Flakes 4 50
Snuff		Clam Bouillon	Zest, 20 2lb. 4 10
Soap		Burnham's 1/2 pt. 1 90	Zest, 36 small pkgs. 2 75
Soda		Burnham's pts. 3 60	CRACKERS
Soups		Burnham's qts. 7 20	National Biscuit Company
Spices		Cherries	Seymour, Round 6
Starch		Red Standards @1 40	N. B. C. Square 6
Syrups		White @1 40	Soda 6
T		Corn 75@85	Select Soda 8
Tea		Fair 75@85	Saratoga Flakes 13
Tobacco		Good 1 00@1 10	Zephyrette 13
Twine		Fancy 1 45	CRACKERS
V		French Peas	National Biscuit Company
Vinegar		Sur Extra Fine 22	Seymour, Round 6
W		Extra Fine 19	N. B. C. Square 6
Wicking		Fine 15	Soda 6
Woodenware		Moyen 11	Select Soda 8
Wrapping Paper		Gooseberries	Saratoga Flakes 13
Y		Standard 1 75	Zephyrette 13
Yeast Cake		Hominy 85	CRACKERS
		Lobster 2 25	National Biscuit Company
		1 lb. 4 25	Seymour, Round 6
		Picnic Tails 2 75	N. B. C. Square 6
		Mackerel	Soda 6
		Mustard, 1lb. 1 80	Select Soda 8
		Mustard, 2lb. 2 80	Saratoga Flakes 13
		Soused, 1 1/2 lb. 1 80	Zephyrette 13
		Soused, 2lb. 2 75	CRACKERS
		Tomato, 1lb. 1 50	National Biscuit Company
		Tomato, 2lb. 2 80	Seymour, Round 6
		Mushrooms	N. B. C. Square 6
		Hotels @24	Soda 6
		Buttons @28	Select Soda 8
			Saratoga Flakes 13
			Zephyrette 13
			CRACKERS
			National Biscuit Company
			Seymour, Round 6
			N. B. C. Square 6
			Soda 6
			Select Soda 8
			Saratoga Flakes 13
			Zephyrette 13
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			Zephyrette 13
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			National Biscuit Company
			Seymour, Round 6
			N. B. C. Square 6
			Soda 6
			Select Soda 8
			Saratoga Flakes 1

6	7	8	9	10	11
Spring Wheat Flour Koy Baker's Brand Golden Horn, family 5 75 Golden Horn, bakers 5 65 Duluth Imperial 5 80 Wisconsin Rye 4 45 Judson Grocer Co.'s Brand Ceresota, 7/8 6 70 Ceresota, 1/2 6 60 Lemon & Wheeler's Brand Wingold, 7/8 6 10 Wingold, 1/2 6 00 Wingold, 3/4 5 90 Worden Grocer Co.'s Brand Laurel, 7/8 cloth 6 10 Laurel, 1/2 cloth 6 00 Laurel, 3/4 & 1/2 cloth 5 90 Laurel, 1/2 cloth 5 90 Wyes & Co. Sleepy Eye, 7/8 cloth 6 20 Sleepy Eye, 1/2 cloth 6 00 Sleepy Eye, 3/4 cloth 5 90 Sleepy Eye 7/8 paper 5 90 Sleepy Eye, 1/2 paper 5 90 Meal Bolted 4 00 Golden Granulated 4 10 St. Car Feed screened 3 50 No. 1 Corn and Oats 3 50 Corn, cracked 3 50 Corn Meal, coarse 3 50 Winter Wheat Bran 26 00 Middlings 27 50 Bunato Gluten Feed 51 00 Dairy Feeds Wyes & Co. O P Lined Meal 32 50 Cottonseed Meal 30 00 Gluten feed 30 00 Malt Sprouts 20 00 Brewers Grains 20 00 Hammond Dairy Feed 20 00 Oats Michigan carlots 55 Less than carlots 58 Corn Carlots 85 Less than carlots 81 Hay No. 1 timothy carlots 10 00 No. 1 timothy ton lots 11 00 HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 20 HORSE RADISH Per doz. 30 JELLY 5 lb. pails, per doz. 2 25 15 lb. pails, per pail 50 30 lb. pails, per pail 98 LICORICE Pure 30 Calabria 25 Sicily 14 Root 11 MATCHES C. D. Crittenden Co. Noiseless Tip 4 50 @ 4 15 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Fair 20 Good 22 Half barrels 2c extra MINCE 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 85 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 Dry Salt Meats S. P. Bellies 13 Bellies Extra Shorts Clear 11 1/2 Lard Compound 8 5/8 Pure in tierces 12 1/2 80 lb. tubs, advance 1/2 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 21 Picnic Boiled Hams 14 Boiled Hams 22 Berlin Ham, pressed 9 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 9 Pork 9 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, 1/2 45 Potted ham, 1/4 45 Potted ham, 1/8 45 Deviled ham, 1/2 45 Deviled ham, 1/4 45 Potted tongue, 1/2 45 Potted tongue, 1/4 45 RICE Fancy 7 @ 7 1/2 Japan 5 1/2 @ 6 1/2 Broken 80 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 3/4 3 00 SALT 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 Scaled 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 9 Cape 6 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond 50 80z 2 80 Dusky Dnd, 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 4 00 Acme, 30 bars 4 00 Acme, 25 bars 4 00 Acme, 100 cakes 3 25 Big Master, 70 bars 2 80 Marseilles, 100 cakes 5 80 Marseilles, 100 cakes 5 40 Marseilles, 100 ck toil. 4 00 Marseilles, 1/2 lb toilet 2 10 A. B. Wrisley Good Cheer 4 00 Old Country 3 40 Soap Powders Lautz Bros. & Co. Snow Boy 4 00 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkoline, 24 4lb. 3 80 Pearline 3 75 Babbitt's 4 10 Roseine 3 75 Armour's 3 75 Wisdom 3 75 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 35 Rub-No-More 3 75 Scouring Enoch Morgan's Sons. Sapolio, gross lots 9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co. Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 4 1/2 SPICES Whole Spices Allspice 10 Cassia, China in mats. 12 Cassia, Canton 16 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 40 Cassia, Saigon, in rolls 55 Cloves, Amboyana 22 Cloves, Zanzibar 16 Mace 55 Nutmegs, 75-80 35 Nutmegs, 105-10 25 Nutmegs, 115-20 20 Pepper, Singapore, blk. 15 Pepper, Singap. 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, Singap. white. 28 Pepper, Cayenne 20 Sage 20 STARCH 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 16 lb. packages 4 1/2 12 lb. packages 6 50 lb. boxes 4 SYRUPS Corn Barrels 33 Half barrels 33 20lb. cans 1/2 dz. in cs. 2 10 10lb. cans 1/2 dz. in cs. 1 95 5lb. cans 2 dz. in cs. 1 15 2 1/2 lb. cans 2 dz. in cs. 2 15	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 20 Fancy 40 India Ceylon, choice 32 Fancy 42 TOBACCO Fine Cut Cadillac 54 Sweet Loma 34 Hiawatha, 5lb. pails 55 Telegram 30 Pay Car 33 Prairie Rose 49 Protection 40 Sweet Burley 44 Tiger 40 Plug Red Cross 31 Hiawatha 41 Kilo 35 Battle 35 American Eagle 33 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 14 1/2 oz. 44 Nobby Twist 55 Jolly Tar 39 Old Honesty 43 Toddy 34 J. T. 38 Piper Heldsick 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. 27 I X L, 5lb. 27 I X L, 16 oz. pails 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 33 Kiln Dried 21 Duke's Mixture 40 Duke's Cameo 43 Myrtle Navy 44 Yum Yum, 1 1/2 oz. 39 Yum Yum, 1lb. pails 40 Cream 35 Corn Cake, 2 1/2 oz. 26 Corn Cake, 1lb. 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 Silver Foam 24 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, 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 28 Case No. 2 fillers 15 sets 1 35 Case, mediums, 12 sets 1 15 Faucets Cork lined, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring 85 No. 1 common 80 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 2 15 3-hoop Standard 2 35 2-wire, Cable 2 25 3-wire, Cable 2 45 Cedar, 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 60 Northern Queen 3 50 Double Duplex 3 00 Good Luck 2 75 Universal 3 65 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 1 25 15 in. Butter 2 25 17 in. Butter 3 75 19 in. Butter 5 00 Assorted, 13-15-17 2 30 Assorted, 15-17-19 3 25 WRAPPING PAPER Common straw 1 1/2 Fibre Manila, white 2 1/2 Fibre Manila, colored 4 No. 1 Manila 4 Cream Manila 3 Butcher's Manila 2 1/2 Wax Butter, short cut 13 Wax Butter, full count 20 Wax Butter, rolls 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 11 Halibut 10 Herring 10 Bluefish 16 Live Lobster 28 Boiled Lobster 28 Cod 10 Haddock 8 Pickerel 14 Pike 9 Perch 8 Smoked, White 13 Chinook Salmon 16 Mackerel 22 Finnan Haddie 12 1/2 Roe Shad 10 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 Lamb 25 @ 50 Shearlings 10 @ 30 Tallow No. 1 @ 5 No. 2 @ 4 Wool Unwashed, med. @ 17 Unwashed, fine @ 13 CONFECTIONS Stick Candy 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 Ribbon 10 Broken 8 1/2 Cut Loaf 9 1/2 Leader 9 Kindergarten 10 1/2 Bon Ton Cream 9 French Cream 10 Star 11 Hand Made Cream 17 Premio Cream mixed 14 Paris Cream Bon Bons 10 Fancy-in Pails Gypsy Hearts 14 Coco Bon Bons 14 Rudge Squares 13 Peanut Squares 13 Sugared Peanuts 13 Salted Peanuts 13 Starlight Kisses 11 San Blas Goodies 13 Lozenges, plain 10 Lozenges, printed 12 Champion Chocolate 12 1/2 Eclipse Chocolates 15 Eureka Chocolates 16 Quintette Chocolates 16 Champion Gum Drops 9 Joss 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 5lb. Boxes Old Fashioned Molasses Kisses, 10lb. bx 1 30 Orange Jellies 50 Lemon Sours 60 Old Fashioned Horehound drops 60 Peppermint Drops 60 Champion Choc. Drops 70 H. M. Choc. Drops 10 H. M. Choc. Lt. and Dark No. 12 1 10 Bitter Sweets, as'd 1 25 Brilliant Gums, Crys. 60 A. A. Licorice Drops 90 Lozenges, plain 60 Lozenges, printed 65 Imperial 60 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. cs 50 Pop Corn Balls 200s 1 35 Azulkit 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 17 Brazil 12 @ 13 Filberts 13 Cal No. 1 13 Walnuts, soft shell 17 Walnuts, Marbot 14 Table nuts, fancy 13 @ 16 Pecans, Med. 13 Pecans, ex. large 14 Pecans, Jumbos 16 Hickory Nuts per bu. Ohio new 17 Cocoanuts 17 Chestnuts, New York State, per bu. 17 Shelled Spanish Peanuts 7 1/2 @ 8 Pecan Halves 55 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 lots .31
El Portana33
Evening Press32
Exemplar32

Worden Grocer Co. brand
Ben Hur

Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritans35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/4 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass5 @ 9 1/2
Hindquarters7 @ 12
Loins9 @ 14
Rounds6 @ 8 1/2
Chucks6 @ 7 1/2
Plates6 @ 4 1/2
Livers6 @ 6

Pork

Loins@ 14
Dressed@ 9
Boston Butts@ 11 1/2
Shoulders@ 9
Leaf Lard@ 12 1/2
Trimnings@ 9

Mutton

Carcass@ 9
Lambs@ 11
Springs Lambs@ 11

Veal

Carcass6 @ 9

CLOTHES LINES

Sisal

60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..1 50

Jute

60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor

50ft.1 16
60ft.1 35
70ft.1 60

Cotton Windsor

50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided

40ft.95
50ft.1 35
60ft.1 65

Galvanized Wire

No. 20, each 100ft. long 1 96
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 burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95
Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

FINE CALENDARS



NOTHING can ever
be so popular with
your customers for
the reason that nothing
else is so useful. No
housekeeper ever has
too many. They are a
constant reminder of the
generosity and thought-
fulness of the giver.

We manufacture every-
thing in the calendar line
at prices consistent with
first-class quality and
workmanship. Tell us
what kind you want and
we will send you sam-
ples and prices.

TRADESMAN COMPANY

GRAND RAPIDS, MICH.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale and Trade—Stock general merchandise, well balanced up, clean and up-to-date. Doing thriving business. Situated in one of the best towns in Central Michigan, surrounded by good farming country, thickly settled. Farmers prosperous. Will sell at sacrifice, stocks of merchandise, farms and lands. Henry Mleynek, McBain, Mich. 62

For Sale or Exchange—320 acres unimproved Michigan land, mostly clay soil, and can be easily cleared. Located on state road well traveled, 1½ miles from school, 3 miles from railroad. In answering this advertisement, please state what you have for exchange and I will give you full particulars in first letter. Address No. 61, care Tradesman. 61

For Sale—On account of ill health and an accident, fine repair shop and sporting goods business. Established 18 years. Stock, tools, machinery, \$7,000. \$5,500 buys it. Also watch and jewelry repair outfit, cost \$700, \$450 buys it. Four patents suitable for factory, in big demand, that I offer cheap or will trade these for land. M. N. Wertz, Thomasville, Ga. 60

For Sale—I offer my stock of general merchandise at Berwick, Ohio, for sale, with a good paying huckster route. Call on or address O. J. Motry, Berwick, Ohio. 59

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

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

To Exchange—Moving picture machine, value \$125, for cash register or computing scales. Address No. 55, care Tradesman. 55

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 \$2,500, 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

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

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

Wanted—To exchange desirable Grand Rapids residence property for farm or cut-over lands. Address No. 40, care Tradesman. 40

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

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

European Shoe Dealer

Wants to buy for CASH
from 100 to 20,000 pairs of
Out of Date and Other Shoes

Address No. 1000, care Michigan Tradesman

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 unimproved farm or productive city property worth five to six thousand and balance in cash. Address Good Business, care Tradesman. 1

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

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.

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

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. 868

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

Timber Investment—Send 2 cents for illustrated booklet. Columbia Land & Timber Co., Spokane, Wash. 29

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. 968

For Sale—One 200 book McCaskey account register, cheap. Address No. 548, care Michigan Tradesman. 548

G. B. JOHNS & CO.
GRAND LEDGE, MICH.

Merchandise Brokers and Leading Salesmen
and Auctioneers of Michigan

We give you a contract that protects you against our selling your stock at auction for less money than the price agreed upon.

We can trade your stocks of merchandise for farms and other desirable income property. Write us.

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, TRADESMAN
ENVELOPES, COMPANY,
COUNTER BILLS. GRAND RAPIDS.

Simple Account File

Simplest and
Most Economical
Method of Keeping
Petit Accounts

File and 1,000 printed blank bill heads..... \$2 75
File and 1,000 specially printed bill heads..... 3 00
Printed blank bill heads, per thousand..... 1 25
Specially printed bill heads, per thousand..... 1 50

Tradesman Company,
Grand Rapids.

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.

THE GREAT WHITE WAY.

After thousands of the members of the smart set and other thousands of those hanging desperately on to the fringe of that set had succeeded in turning Broadway into a continuous daylight affair without reference to clocks or the solar system, they tickled their own vanity by inventing the title, the Great White Way.

It is a catchy phrase, but when one thinks of the multitudes of perpetually abused stomachs and the armies of degenerate individuals mainly responsible for the coinage it does not seem to be just the thing for a city like Grand Rapids or any other decent community to appropriate the term as designating a certain brilliantly lighted thoroughfare.

Monroe street merchants are seriously contemplating the business wisdom of illuminating that street at night, much as Canal street merchants have lighted up their street. That is all right. It is a good example of harmonious business co-operation and so is good business. The Canal street effect is fine and a similar spectacle on Monroe street would be splendid; but if you must give the enterprise and its effect a name try to be original.

The average New Yorker is unable to see beyond the Hackensack, looking west, or College Point, looking east. Everywhere else is provincial and it's "Me for Noo Yawk" with every one of them. Let them enjoy their Great White Way and its glutony, its licentiousness, its shallow gorgeousness and immeasurable pretense in the solitudes of their tremendous wilderness without attempting to copy even a name.

Beyond any question the decorative lighting of Canal street needs no name. It is so unique among cities that the Grand Rapids system is being talked of all over the land. If Monroe street follows suit there will be more talk and the force of the advertisement will simply be increased in volume. It is best without a name because in this way every astonished beholder tells of the thing in his own fashion and in telling of it he dwells more upon the co-operative spirit shown by Grand Rapids business men than he does upon the spectacular phase of the enterprise. And that is what tells most in the final analysis.

JAPAN RIGHT ON DECK.

Those young citizens of the United States so fortunate as to have participated in the cruise around the world of the United States battle-ships, although they have been surfeited with experiences of an exceptionally effective educational nature and although they have seen and will yet see great harbors, important ports and all that, are destined to see and participate in a function absolutely unique when they reach Japan.

The yellow hued jingoes whose nerves were on the rack last spring, through alleged fear that the great sunburst of Japan would do things terrible while our fleet was away, are up against an unanswerable proposition.

The Japanese government is to send a fleet of sixteen warships out to meet and greet in cordial good fellowship the sixteen visiting warships of our nation. After the usual salutes landings will be made at three specially reserved offings, to be devoted to the exclusive use of the American sailors. The street leading from the chief landing place is to be made a private way, Admiral Sperry and his staff are to be given quarters in an imperial palace and all the officers of the various ships are assigned to the best rooms in the leading hotels of Tokio. Five information bureaus are provided for the use of the American sailors and marines and free train and trolley service between Tokio and Yokohama will carry all men from the fleet whenever and wherever they may wish to go.

The Emperor will receive Admiral Sperry and the higher officers in special audience and there will be other official functions and a continuous round of entertainments. That these will be unusual is shown by the fact that the Japanese government offered prizes amounting to more than \$5,000 for suggestions as to novel forms of entertainment. Briefly, the people and the imperial government of Japan seem determined to leave nothing undone which will contribute to the elaborate and unique plan of the reception of the Americans, and so those frightened ones of a few months ago are required to lay their troubles over upon the shoulders of the Bulgarians, the Herzegovinians and the Bosnians for awhile.

Wheaten and Rye Bread.

It is so long since wheaten bread has displaced rye bread in use in England that any working man would revolt against anything else. But that has never been the case in Germany. Bread made with a mixture of rye has remained in use. The German working man has no extensive experience of wheaten bread and no particular craving for it. The case is very much the same as it was in Scotland with regard to oatmeal porridge. That was the staple food of the people at one time, largely because they could not afford to eat white bread; now that they can afford it the oatmeal product is being gradually displaced. At the same time, there are many people who, quite apart from the question of expense, like it and believe in it, and under the name of "parritch" sing its praises in prose and verse. All the same, wheaten bread is displacing it, as it would displace mixed rye bread in Germany if the German workingman could afford it. But even if that event took place there would still be plenty of Germans to stick to their old-fashioned mixture. —Baker and Confectioner.

Does Not Hurt the Flavor.

A malt extract made in a copper kettle is a damaged extract. Malt extract dissolves copper to an appreciable extent, and it only needs a part copper in 700,000 to spoil the diastase.

Knell of Drink Habit Is Ringing.

Since the race is evolving, the virtues of one civilization become the vices of the next. Habits which found acceptance among ancient Greeks and Orientals are tabooed today. And the usages of to-day pass in favor of a better to-morrow. They pass so palpably and patently, often so swiftly, that it is easy to see them go, and none more so, perhaps, than alcoholism. Although the flowing bowl still contributes incalculably to the gaiety of nations and the pleasures of men, there are many and no uncertain signs that the race is evolving out of the stage when drink is counted an amusement and a help.

When the lovely legends of Valhalla formed paradise there was promised the dead heroes the supreme reward of an eternal orgy of intoxication, intoxication blissfully continued without a "morning after." Public opinion has traveled so far since then that Valhalla could be the heaven of only the dregs of humanity, and even then perhaps fall a little short of their ideal of real happiness.

Dr. Archdall Reid, who happily is in the front rank of scientific men, has shown that in the old days a drinking bout did not interfere with the labors of the chase, which soon effaces its inconvenient effects. And in the next stage when men were farmers and worked by rule of thumb methods they still could indulge copiously without working a whit the worse for it. The craftsman of the Middle Ages needed a certain steadiness of hand and clarity of mind, but he had many holidays and leisure periods when he could turn to his cups for almost unlimited debaucheries.

Of course it is far different with the twentieth century locomotive driver or chauffeur. The least intemperance spells death and pain to hundreds and big money losses to boot. That is why these professions are practically purged of inebriates. There has been a big advance toward sobriety among seamen, too. For the owners of the costly modern steamers teeming with human lives and laden with expensive cargoes can not afford to take the risk of tipsy crews.

It is the same in all the occupations of these latter days. Everywhere is delicate and costly machinery which must be worked systematically and regularly, and this needs a steady hand and a clear head. Everywhere are demanded the order, the stability, the acuteness, the foresight which tipplers can not supply.

It is only in belated lands like Ireland that even a farmer can imbibe his whisky and other intoxicants in the old way. He can do it because he uses desperately old fashioned tools and methods. In modern working arrangements the laborers are often indoors, and they are nearly always sedentary. The machine moves for them. They need more to oil their hands, and these with much exactness, and their minds, and those with much intelligence.

While there are exceptions, to be

sure, in the unusual instances, the hard drinkers are sunk to the lowest levels of society, "the ooze which defiles our dainty civilization." Nineteenths of crime is attributed to drink, 25 per cent. of poorhouse inmates trace their low estate to the bottle. "The most prolific of all the causes of pauperism" is stated by Charles Booth to be drink. Bernard Houghton, who has made faithful researches, finds "the general mortality due to alcohol much exceeds the figure of 10 per cent. of the total deaths." The insurance companies support him in his decree, which goes to indicate that the strong, the self-respecting, the representative types of the race have evolved out of alcoholism—that the coming race will be sober by nature.

Ada May Krecker.

The "Pull Together" Spirit.

It is this "pull together" spirit that is building up the small towns all over the country; and anything that builds up a town builds up every merchant in that town.

It is the "pull together" spirit that is bringing more trade to these small towns, that is bringing people from longer distances, and that is virtually killing mail order competition. And when these things are accomplished, while no one merchant can expect to derive all the benefit, yet every live and aggressive dealer in the town is bound to get his share.

Yes, let this grand, good, brotherly "pull together" work go on among merchants. And instead of the merchants of a town going on the "war-path" with each other, and bending their energy toward downing the other fellow, with the result that legitimate living profits to all concerned are sacrificed, give up trying to kill your neighbors and all work harmoniously together for the general good of the town, and see if you can not extend the limit of your trade territory just a little farther out so that you will all receive a substantial increase of trade.—Southern Merchant.

Who Owns the Streets?

A small boy, Andreas Pellisarti, who said he lived somewhere in Mulberry street, was arraigned yesterday in the Children's Court, charged with playing ball on the street.

"Don't you know it is wrong?" asked Magistrate Olmsted.

"Yes, sir," sobbed Andreas.

"Don't you know that you are likely to hurt somebody? The streets do not belong to you. Now tell me, son, to whom do the streets belong?"

"De automobiles," answered the culprit.

"Discharged," said the Judge.—N. Y. World.

BUSINESS CHANCES.

For Sale—A stock of groceries and fixtures on a prominent street in this city. Enquire Judson Grocer Co., Grand Rapids, Mich. 63

Custom Tanning

Deer skins and all kinds of hides and skins tanned with hair and fur on or off.

H. DAHM & CO.,

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"How a Retail Merchant can increase his business with a typewriter"

I shows you how you may adopt the methods of the successful merchants in the large cities.

The proper use of a typewriter will bring you new trade and hold your present customers.

The Fox is the highest grade typewriter made. We place it in your office for examination at our expense.



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Grand Rapids, Mich.

On the Fox all the writing is always in sight.

Symons Bros. & Co. Saginaw



recommend the purchase of the reliable old

White House Coffee

simply because experience has taught that this superb brand never disappoints anybody.

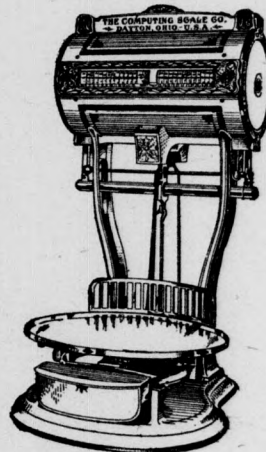
"White House" is a sort of peacemaker in the family and a "soothing syrup" to the worried head of the household and a blessing to the cook, who is proud when she "hits it off" just right.



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., Date.....
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

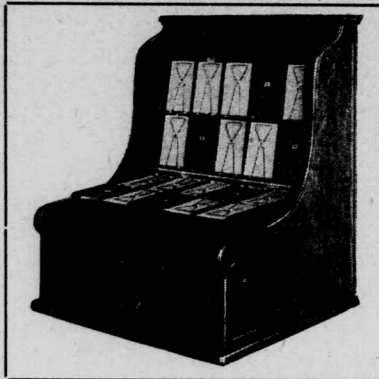


The Friends of H=O

like it so well they are slow to form acquaintance with new and untried cereals. They stick to H-O in spite of all the efforts made to "introduce" things.

H-O has thousands of such faithful friends and they all expect to "meet" H-O in your store and "take it home for a meal"—just what you would do with an "old friend".

The H-O Company
Buffalo, N. Y.



Money Saved Is Money Earned

Many merchants write us that the McCASKEY ACCOUNT REGISTER PAID FOR ITSELF IN THREE MONTHS' TIME.

The McCASKEY does not stop earning money for you when it is paid for, but continues to RETURN YOU SEVERAL TIMES ITS COST YEARLY.

It keeps your accounts in a CAREFUL and ACCURATE manner, with but ONE WRITING.

It **stops the leaks**, such as forgetting to charge goods.

It **STOPS** the clerks from extending any customer more credit than you wish to allow.

It is a COMPLETE CHECK on both the CLERKS and CUSTOMERS.

It PLEASES your CUSTOMERS, DRAWS NEW TRADE, and is the greatest COLLECTOR ever invented.

It is a MONEY SAVER and a MONEY EARNER.

It won't cost you anything to INVESTIGATE.

Information is FREE.

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Mrs. of the Famous Multiplex Carbon Back Duplicating Pads; also the different styles of Single Carbon Pads.

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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



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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.

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Fire and Burglar Proof Safes
Vault Doors, Etc.

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