

MICHIGAN TRADESMAN

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Twenty-Sixth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 14, 1908

Number 1308



21
CAR
LOADS

The Largest Shipment of Breakfast Food Ever Sent to One Person (Name on Request)

21 carloads—an entire train—of Kellogg's Toasted Corn Flakes, shipped to one individual. Enough for 5,292,000 breakfasts. This is the record shipment for breakfast foods. Nothing in this line has ever nearly approached it.

What does this mean? Simply this: First—that there is a constantly increasing demand for this most popular of all breakfast foods; that the people insist on

The Original—Genuine—Kellogg's TOASTED CORN FLAKES

And Second—that the trade is appreciating the Square Deal Policy on which these goods are marketed. There is satisfaction to the retail merchant in handling the only Flaked Food on which he is on equal footing with every other retailer, great and small, and which is sold on its merits—without premiums, schemes or deals. It is not sold direct to chain stores, department stores or price cutters. All the others are.

Are YOU with us on this
Square Deal Policy?

W. K. Kellogg



P. S.—We don't compete with the imitators in price or free deals any more
than they pretend to compete with us in quality.

Toasted Corn Flake Co., Battle Creek, Mich.

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.

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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.



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.

WORDEN GROCER COMPANY

Grand Rapids, Mich.

The Prompt Shippers

Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

SNOW BOY WASHING POWDER.

'GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

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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.

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THE WATERWAY PROBLEM.

The third annual convention of the Lakes-to-the-Gulf Deep Waterway Association, which was held at Chicago last week, was the largest and most important civic gathering ever held in this country.

There were 4,400 delegates present, all states except New Hampshire, Rhode Island, the District of Columbia and Nevada being represented.

It was strictly a non-partisan, non-sectional gathering, a fact which was appreciated by Wm. H. Taft and Wm. J. Bryan, both of whom addressed the convention and, without in any way dabbling in politics, endorsed most heartily the project for making of the Mississippi River a continuous deep waterway from the Gulf to the mouth of the Illinois River; or, as Mr. Schonts expressed it, "an ocean harbor a thousand miles long."

Gifford Pinchot, head of the United States Forestry Bureau and Chairman of the Board for the Conservation of our National Resources, as well as John Temple Graves and Theo. P. Shonts, all endorsed the main proposition—the Lakes-to-the-Gulf Deep Waterway.

In discussing "Railroads and Waterways" Mr. Schonts said, among other things: "The greatest problem in the development and operation of a railway is found in the matter of terminals. It is foolish to build a canal until you are assured an easy, practical outlet. It is equally unwise to build a railway unless you know as to the terminal facilities that may be made available. Railroads to the East have utilized to the limit the terminal facilities at Boston, New York, Philadelphia and Baltimore, and so it is in all large railway centers. Property is held at prices prohibitive.

"Talk about the railway interests being opposed to the improvement of inland waterways. Why, the railways welcome such an improvement as a crying public necessity. The

railways are in a quandary as to terminals. With Mississippi River made into an ocean harbor a thousand miles long, from New Orleans to St. Louis, our terminal problem would be solved for all time; because with such a harbor the railways could build great terminals along either side of the river, every fifty miles if necessary; and, coming from the East to the West, the railways could deliver freight to the ocean boats and the river boats to be carried all over the world. And the railroads would do this and do it gladly because conditions would require such a distribution. There's business enough and more, too, to keep the railways and the steamboats profitably busy all the time."

A GREAT TRIUMPH.

Science is an inexorable ogre which, willing to receive devotion and unlimited attention, smacks its esoteric jaws as it devours a victim or two now and then. Chemistry, mechanics, electricity, pneumatics, hydrostatics, hydraulics, aeronautics and all the rest of the mighty sisterhood are relentless in their taking of toll before they consent to yield to the wiles of men, as evidenced by the awful record of devotees who, fully realizing their danger, freely accept all chances and go to their deaths.

Neither do these giantesses discriminate in favor of the reckless laymen. Their cruel laws must be obeyed to the exact letter and accidents are unknown to them. Excuses are not possible. It is success or death.

Therefore it is that the 300 mile trip of submarines which ended successfully at League Island Navy Yard last Friday evening was a historical achievement.

The Octopus, Viper, Tarantula and Cuttlefish are the impudent names of the boats which laughed and sneered at Old Neptune and arrived at the Navy Yard after a two weeks' run from Newport, R. I. These craft were under the command of Lieutenant Charles Courtney.

For more than four days the men under the sea in these boats living upon manufactured air had little or no food except sandwiches, and for four days went absolutely without sleep. When these men disembarked at the Navy Yard they seemed to be physical wrecks, but they had demonstrated the practicability of submarine navigation, the stability and tractability of the boats and their own courage and patriotism.

At any time during those four days it was wholly possible for these submarine monsters to come to the sea's surface; that is, it was a physical possibility, but morally it was out of the

question. The venture was for the purpose of obtaining exact and positive results and it was a well won victory. And of such stuff are the rank and file of the American Navy.

CAN ONLY SEND FLOWERS.

Last Thursday night Stephen A. Douglas, son of the "Little Giant" of 1858, passed away in straitened circumstances and one of the last acts of his life was to write a note to a Chicago Alderman asking him to procure for him a railroad pass, Chicago to Galesburg and return, that he might attend the Lincoln-Douglas semi-centennial celebration at the latter city.

The Alderman was obliged to reply that he could not accede to the request, much as he wished to do so, and in commenting upon the fact now he expresses deep regret that he did not buy a round trip ticket and send it to Mr. Douglas with his compliments. "And now," he adds, "all we can do is send flowers."

Thousands of similar regrets are felt daily in thousands of like cases. Nearly every business man at some time in his life is aware of the circumstances of some friend who has not only not achieved success, but has failed to acquire an old age competence. He knows that the friend is hard up and has a difficult task to get along; but, as in the case of Mr. Douglas, he does not know that his friend's pride has prevented him from letting the actual fact be known.

And so it happens that, between the pride of the one in distress and the manifold demands upon the time and resources of the busy, prosperous man, the unhappy experience of the Chicago Alderman is duplicated a thousand fold each day.

"All we can do is send flowers" is a somewhat hackneyed phrase. Send flowers to whom? To the widow or orphans, or both, who are in need of the cash expended for the flowers? It is, perhaps, all right to send flowers if one is able also and willing to send immediate material aid to those who are in poverty, but otherwise it is all wrong.

It is the refinement of cruelty to send such aid in such a way that the beneficiaries know specifically as to the donor. Send your flowers, if you wish, but not unless you are able to send the substantial, material aid in such a way that your own sense of decency and kindness applauds your action.

He can not make much of himself who thinks of making the most only for himself.

No man is good enough for heaven whose goodness does not make men happy.

THE JOKING CLERK.

Humor in the Store Isn't Always Profitable.

Written for the Tradesman.

"Where's Eldred?" asked the regular customer. "Haven't seen him about lately. Hope he isn't sick."

The shoe man looked annoyed.

"He's gone," he said.

"Gone!" repeated the regular customer.

"Fired," replied the shoe man.

"I thought he had a cinch here," observed the other. "He's such a cheerful chap to trade with."

"Too cheerful," replied the shoe man.

"In a world stuffed too full of grouches," said the customer, "I can't see how a man can be too cheerful, especially a man who waits on the general public—in a shoe store."

"Eldred was too funny," explained the merchant. "He turned the store into a rough house once too often."

"Come on with the answer."

"Saturday night, when the place was crowded," began the merchant, "he worked one of his cute tricks on a customer who wouldn't stand for it. In other words, he started something he couldn't finish."

"That's too bad."

"A great, big, husky fellow fresh from the plow came in here and asked for a pair of shoes. He had a foot like a forty-acre field and a face like a bulldog. His hands looked like hams."

"Bad man from District Nine, eh?"

"Something like that."

"And Eldred joked with a man like that! Perhaps he didn't know that a joke misplaced is worse than a gun that isn't loaded, or a boat that isn't dangerous to rock in deep water."

"He started to joke with him, all right. After the smoke cleared away it was difficult to see who finished the stunt."

"Wish I'd 'a' been here."

"The big customer sat down on the bench over there and asked for a pair of calf shoes. He looked at several pair and rejected them all because they looked too big. Perhaps he was going to see his best girl, or something like that. Anyway, he wanted Eldred to make a big foot look like a small one. We often have customers like that, so Eldred knew what to do. He picked out a slim shoe that would make the fellow walk like he had boils on his toes until his feet squashed the sides out and started to put it on the man from the plow."

The merchant paused a second to grin over the incident and then proceeded.

"In order to get the shoe on Eldred knew that he'd have to use a lot of soapstone. He dosed one shoe good and plenty and bent over."

"Hold on, there!" yelled the fellow. "What did you put in that shoe?"

"Chloride of lime," says Eldred.

"The big man was on his feet in a second, roaring about the store

like a madman. Wasn't at all funny.

"'You everlastin' dude!' he cried, 'I want you to know that my feet are just as clean as yours are. I washed 'em this mornin'. Come outside!'"

"Eldred sized the fellow up and didn't go outside, so the angry man walked up to him and shook one of his ham-like fists in his face.

"'I'm goin' to beat you up!' he shouted. 'You can't insult me before all these people!'"

"He reached for Eldred, who was scared out of his wits, and drew him up ready to hang something on him that soap and water wouldn't have washed off. I caught his arm. By this time the other customers were making for the front door.

"'Don't start anything here,' I said, talking to Eldred, of course. 'What have you been saying to this gentleman?' Always say gentleman to a fellow like that.

"'Just started a little joke,' replied Eldred, pale as chalk.

"'He put chloride of lime in my shoes,' said the giant. 'I'm going to slip him one just for luck.'"

"Eldred didn't wait to see what luck there might be in coming in contact with one of those hams. You see that long window, there at the back of the store?"

"Sure. Looks like it had been in a state of bombardment."

"Well, there is where Eldred went through. He didn't open it. Didn't have time. He struck the back yard about a quarter of an inch from the customer, and took to the alley. The 7:40 express was going through just at that time, forty miles an hour, and Eldred outran it. If I could speed up like that I'd enter in the Olympian games."

"Did he come back that night?" asked the customer.

"He limped in here about an hour later," replied the shoe man, "after I had squared the thing with the giant and sold him a pair of shoes. I showed him what Eldred had put into the shoe and gave him a box to take home. Of course I explained what a joker Eldred was, but I don't think he understood. If he ever meets him out in the city he'll trim him, unless Eldred sees him first. You said something when you observed that a joke misplaced is more dangerous than a gun that isn't loaded, or a boat that isn't dangerous to rock in deep water."

"The joking clerk makes a lot of enemies until he becomes well known," admitted the regular customer.

"Humor in the store isn't always profitable," said the merchant, "at least that sort of humor isn't. Sometimes a customer will smile and look pleased at a joke, but too often he goes away feeling sore and never comes back. You've got to be mighty respectful to a man when you're trying to get his money."

"I once knew a jokesmith in a grocery," observed the customer. "He was a real village cut-up. He was expected to take the center of the stage at all social gatherings and

hold it. One day while I was in the store he was weighing out a dollar's worth of sugar for a sweet little thing who had it in for him. When he placed the package on the counter she lifted it like she was weighing it in her two hands.

"'Seems pretty heavy for such a small package,' she said.

"'Of course,' grinned the jokesmith. 'We couldn't think of selling sugar that would compete with the native sweetness in the family, so we put a lot of ground gypsum in there. It is better than sand, for it doesn't grit the teeth.'"

"Then the wise young cut-up winked at a young man who was standing at the side of Miss Sweetness.

"The girl blushed and looked appealingly at her escort. So, of course, the young man had to speak up in her defense.

"'You're too fresh,' he said to the clerk.

"'I don't want his old sugar if he's gone and put gypsum in it,' said the girl.

"'Just a joke,' explained the clerk.

"The escort didn't look to be a very quick fellow, but he landed on the cut-up so rapidly that he was over in the dishes before he could go on with his explanation.

"'That's just a joke, too,' he said, and they both walked out of the store. Of course they never came back."

"As a matter of fact," said the merchant, "more than half the alleged jokes that are inflicted on the public never get over the footlights, as stage people say. If a person upon whom a joke is sprung is a gentleman he'll smile and look as if he saw it and was pleased. If he is a grouch he'll look suspicious, like he suspected the joker was trying to 'make a monkey out of him,' as the saying is.

"Half the time he'll walk away thinking: 'Now, what did that clerk mean by saying that to me?' If he is a morbid brute he'll brood over the thing until he really believes he has been insulted.

"And the joker who says something to a customer and then winks at a by-stander as if he was doing something smart ought to be fired on the spot. The clerk who has the winking habit ought to be fired anyway—just on general principles."

"I guess the only way in a store is just to stick to plain, common sense talk, and talk commonplaces and goods," observed the customer. "One can never tell how dense a person may be. Ever notice the look of amazement creep over the face of an ordinarily bright man when something is just a trifle outside the ordinary?"

"You've said it," replied the merchant. "The clerk who sells the most goods is the clerk who makes customers think they know a lot more about everything on earth than he does. When a person has money to spend he swells up. Don't do a thing to unsettle his vanity. As a rule, we give people credit for

knowing a lot more than they really do know. Never fail to see the joke the customer springs, but don't try the game yourself. That is business. The humorous clerk never lasts long."

"Nothing but business!" laughed the customer.

"That is what we are here for," replied the shoe man. "We aren't running a vaudeville stunt, but a shoe store."

Now, if this wasn't a publication circulating exclusively among business men, the shoe man's estimate of the intelligence of the general public would not have been written. But merchants and their clerks will understand.

Alfred B. Tozer.

Movements of Michigan Gideons.

Detroit, Oct. 13.—In the interest of the bible-in-hotels work National Field Secretary Bowers will be in Omaha during the week to work up enthusiasm in this great undertaking of the Christian commercial traveling men. His plan is to go before the wholesalers, the employers of those whom we are seeking to benefit and present the matter to them. In Kansas City recently this plan was adopted and the members of Kansas City Camp pledged that if four weeks' time was given them \$800 would be raised.

Capt. O'Neil, of the Volunteers of America, who has had charge of the work in Detroit for the past year, with his efficient helper, Mrs. O'Neil, will be removed from here and take charge of affairs at Minneapolis. The Gideons who have had charge of the Saturday evening services will be sorry of the move, as this dear brother has endeared himself to them by his Christian demeanor. It is not known who will replace him here, but according to their usual methods there will be a new corps of officers for next Sunday's service. Out of courtesy the Gideons gave way to Brother O'Neil in last Saturday night's service and he did himself proud before the fair-sized audience.

A. C. Holmes was suddenly called to Kalamazoo Sunday by a telegram proclaiming the sad news of a severe accident happening to his mother. He immediately went to her bedside and announces that the dear one was left comfortable, in spite of the seriousness of her injuries.

Wheaton Smith has been selected by Detroit Camp as solicitor for the bible-in-hotels fund and will at once take up active work in behalf of the same.

Charles M. Smith.

Sudden Transition.

Little Willie Jones, while picking blackberries, was stung on the calf of his leg by a poisonous insect. By bedtime his leg was so swollen that his mother began to be very much worried, so the first thing the next morning she went to his room to find out if the swelling had gone down. "How is your leg, son?" she enquired. "Come, look—it's swelled way up," he answered proudly. "My calf has got big as a heifer since last night."

It is impossible to make a doctor believe that health is wealth.

INVENTORS' SUGGESTIONS.

Some Things the World Would Be Thankful For.

Every one respects the man who invented the stud with a movable head. He is one of the benefactors of mankind. No one has heard his name, but he has done more for humanity than, say, Napoleon. He has given the whole world five minutes every morning. Think of the years thus saved and the tempers preserved!

It is, on the other hand, impossible to be friendly with the man who invented that obstinate and arbitrary thing of bone which used to be the ruin of all collars. Such a man can only be forgotten, and, if possible, forgiven. He is in the same category as the man who thought of the top hat, or the starched shirt, or the handsome street whistle. There is no excuse for him.

It is, in fact, necessary that the inventor should be a man of a sensitive and amiable disposition. He must not scorn the little things, and he must remember that the man who thought of goloshes made a fortune. He need not worry so much about flying machines as about studs. It is more necessary that he should add to our comfort than to our altitude.

An appeal, for instance, was made the other day by a correspondent of "The Express" for something to take the place of the elusive button hook. A button hook is admittedly one of the things that can never be found. Its gift of disappearance is shared only with time tables, keys and openers of mineral water bottles.

It is time some one thought of a substitute for the button hook. Every one who has hurt his or her fingers in a desperate attempt to do up buttons would welcome such an invention. String has been tried, but it is not satisfactory. There is a fortune waiting for the inventor of something which would make a button hook unnecessary. There is another waiting for the invention of the unbreakable bootlace.

Other inventions become more necessary every day. How is it, for instance, that the umbrella is allowed to remain so primitive? In its present form it is a clumsy device for protecting one part of one's body at the expense of another. By its assistance the rain is conducted in a concentrated form to one's legs and boots. In a crowd it is a constant source of irritation, as it benefits only the person immediately beneath it, and drips water on any one else who comes within its range. In a wind it may blow inside out at any moment. Surely the mind of man can think of something better than the umbrella.

Then, too, the doormat. Could anything be more unsatisfactory? In its present form it is simply a raising-ground for germs. Some one ought to issue a pamphlet against it. What is needed is a revolving, self-cleaning mat, on which dust or mud could not accumulate. The visitor would put his foot on the mat and the dust would be whirled into a

receiver. A small electric motor would provide the power.

Every one complains of the heat in the summer, and many people are unable to sleep successfully at night. Why should not bedrooms have sliding roofs? Nothing could be more healthy or enjoyable than to be protected by walls, but free from the oppression of the roof.

There is no such thing as a waterproof boot of reasonable weight. Any one who wants to keep dry on a rainy day has to wear heavy shooting boots. Some material is needed which could be combined with leather to make a waterproof boot of ordinary weight.

The man who thought of the fountain pen was a kindly soul, but he might have gone farther and made certain that it would not ink one's fingers or overflow into one's pocket. A gauge should be fitted so that one could tell when the ink is nearly exhausted.

Glass is all very well, but it is quite unsuitable for hansoms, and has been the cause of many accidents. Something of equal transparency, but flexible, is wanted.

The pipe is one of the pillars of society, but the perfect pipe is yet to come. There are many which claim perfection, but there is always a weak point, either of shape or weight or price. At present every smoker starts by trying about six different patents, but after a time becomes careless about the effects of nicotine and goes back to the patentless briar. What is wanted is a pipe which insures absolute dryness and coolness, but does not embarrass the smoker by its grotesque shape or excessive weight.

Chairs are improving, but they are still uncomfortable. They are too angular and unresponsive, and they are made in too wholesale a way. A man ought to be fitted for his chair, just as he is fitted for his clothes. One of the disadvantages of society is the necessity for sitting in other people's chairs.

A fortune is, in fact, waiting for the professor of chairs. He would give advice on the art of sitting down, and at the end of the consultation would measure his patient and hand over the measurements, with notes, to the chair building department. What could be more grotesque than to expect a man six feet two inches tall to be comfortable in a chair meant for a man of five feet six? What is more painful than to see a woman sitting in a chair which gives her no opportunity to be graceful?

The straw hat is a useful institution, but it is getting smaller instead of larger. Originally it was meant to shade the sun, but in its present form it is as ineffectual as the bowler. The reason is that no one has yet thought of the hat which is not at the mercy of the wind, and, instead of concentrating on the problem of how to keep it on the makers have simply reduced its susceptibility to wind and taken away its only merit. A straw hat of reasonable size which can not blow off is urgently needed.

Win Your Husband's Appreciation

You can buy cheaper flour than Lily White if you want to, just as you can buy cheaper pianos than the Chickering, but—the cheap piano is not a Chickering and the cheap flour will not be Lily White.

Nor will it be "just as good."

Paderewski would never have been famous had he not known how to select the best instruments, and no cook can excel in the fine points of her art if she is not a good judge of flour.

Nor can she ever hope to be known as a "good cook" if she believes that all flour is alike and takes anything the dealer chooses to send her.

Lily White

"The flour the best cooks use"

Is made for the careful, conscientious, painstaking and truly noble housewife who believes that her family should be served with the most palatable and wholesome food and takes pride in her art.

There are many such women, thank fortune, and the result of their thoughtful care is shown in the faces of happy children and the steady business success of their properly fed, appreciative husbands.

Inappreciative husbands are often the product of careless, indifferent cooking and baking, and a wise woman soon learns it.

Valley City Milling Co.

Grand Rapids, Mich.

Copy of advertisement recently run in daily papers.



Movements of Merchants.

Pontiac—Ira Dunlap has opened a new drug store.

Big Rapids—J. R. Stillwell will soon open a bazaar store.

Muskegon—A. Dick and H. Roze-ma have opened a meat market.

Howell—Cyrus Sweet is succeeded in the grocery business by Henry J. Sweet.

East Jordan—A men's shoe and furnishing store has been opened by W. Weiss.

Manistee—Louis Staffeld is making preparations to engage in the clothing business.

Lowell—G. H. Uglov will open a bakery here, Herman Strong being employed as baker.

Pontiac—Gus Dondero is succeeded in the feed business by his brother, George Dondero.

Ann Arbor—A branch candy store has been opened by James Kostaus at 612 East William street.

Dowagiac—Scott Bros., meat dealers, have dissolved partnership, H. Scott continuing the business.

Allenville—Albert Eckert has sold his general stock to Fred Litzner. Mr. Eckert will return to Germany.

Hastings—J. Wright will retire from the firm of Wright Bros., who conduct a general store, and go West.

Eaton Rapids—C. D. Knapp and Leo Marshall have formed a copartnership and will conduct a dry goods store.

Kalamazoo—The stock of the McKnight Grocery Co. has been purchased by F. C. Walter and W. E. Woodard.

Hastings—M. G. Sebald, formerly of Ionia, will engage in business under the style of the New York Racket Store.

Adrian—H. E. Prentiss is succeeded in the meat business by Bettis & Kiff, formerly engaged in the meat business at Brooklyn.

Pearline—Johannes Dyke, formerly engaged in the implement business at Holland, will embark in the same line of trade here with H. Lenters.

Lowell—Phin. Smith has sold his bazaar stock to Mesdames Mary Scott and D. C. Macham, who will continue the business under the style of Scott & Macham.

Saginaw—The store formerly occupied by Thomas Lawson with a meat market is to be re-opened by Wolpert & Sons, who will engage in the same line of business.

Eaton Rapids—J. F. Knapp, grocer, has taken Wallace Knapp into the business as a partner and hereafter it will be conducted under the style of J. F. Knapp & Son.

Lowell—Charles M. Edelmann, who recently retired from the hardware business, became the victim of a fatal attack of heart disease, which occurred on Sept. 24.

Traverse City—Frank Kafka, who was for many years identified with the Hannah & Lay Mercantile Co., will open a men's clothing and furnishing store about Nov. 1.

Litchfield—The Litchfield State Savings Bank has been incorporated with an authorized capital stock of \$20,000, all of which amount has been subscribed and paid in in cash.

Hancock—The Hancock Furniture Co. has leased the Ryan block for the purpose of opening therein a furniture store about Nov. 1, which will be in charge of Richard Barkell.

New Era—Frank Scholten has sold his interest in the firm of Scholten & VanderVen to O. VanGorder. The business will be continued under the style of VanGorder & VanderVen.

Marilla—Orla D. Stark, who was formerly employed by F. M. Gleason, general merchant at Copemish, is erecting a store building, which he intends to occupy with a hardware stock.

Ithaca—J. L. Barden will continue the furniture and undertaking business formerly conducted by Harrington & Barden. Mr. Harrington is undecided as to what he will do in the future.

Manistee—Wm. L. Brown has been appointed receiver for the Traverse City Manufacturing Co. It is given out that the liabilities of this company are \$34,136.84 and assets \$61,639.16.

Traverse City—The stock of the Grand Rapids Furniture Co. has been purchased by J. W. Slater, who will close the store which he formerly conducted here and continue business at the location of the retiring company.

Adrian—Robert Thomson, for several years past identified with the shoe trade of Adrian, has opened a shoe store, which he will conduct under the style of Thomson & Co. Mr. Thomson was formerly a member of the firm of Wesley & Thomson, which was dissolved in 1907.

Manufacturing Matters.

Detroit—The Motor Car Co. has increased its capital stock from \$150,000 to \$350,000.

Chelsea—The Chelsea Stove & Manufacturing Co. has been incorporated with an authorized capital stock of \$400,000, all of which has been subscribed, \$25,000 being paid in in cash and \$375,000 in property.

Muskegon—The American Insulated Wire Co. has been incorporated to conduct a manufacturing business with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$5,000 paid in in cash.

Detroit—A corporation has been formed under the style of the Sylph-Form Corset Co. to conduct a manufacturing business with an authorized capital stock of \$1,250, of which amount \$1,110 has been subscribed and paid in in property.

Adrian—A corporation has been formed under the style of the Adrian Pipe Organ Co., which will conduct a factory, with an authorized capital stock of \$10,000, of which amount \$5,170 has been subscribed, \$2,210 being paid in in cash and \$2,960 in property.

Reed City—The Reed City Novelty Co. has been incorporated to manufacture furniture, perambulators and sleighs with an authorized capital stock of \$7,500 common and \$5,000 preferred, of which \$8,500 has been subscribed and \$1,000 paid in in cash and \$7,500 in property.

Cheboygan—E. M. Lewis, of Millersburg, has contracted to put in 1,000,000 feet of hemlock and cedar logs for the Embury-Martin Lumber Co. He has started camp and is cutting the timber. The camps are on the Ocqueoc River, and the stock will be railed to this place.

Ontonagon—The Ontonagon Lumber & Cedar Co. is having a survey made for a railroad line to tap its timber east of this place. No logging will be done at present, but it is the intention to construct the railroad so that operations can be started at any time. The company's mill here will shut down sometime this month.

Salling—Louis Jensen is planning to rebuild his sawmill at this place. It will be made larger and a band sawmill machinery outfit will be installed. A planing mill 46x60 feet on the ground is also to be erected. He has considerable timber available for this plant and is also operating extensively in the Upper Peninsula near Marquette.

Saginaw—Chas. H. Smith and M. V. Foley have formed a co-partnership under the style of Foley & Smith to engage in the manufacturers' agency business. Among other lines they have secured Howe scales, Henry Troemner's scales, gasoline lighting system, R. T. French & Co.'s spices and the Grand Rapids Fixtures Co.'s goods.

Lansing—E. H. Simpkins has been chosen Secretary, Treasurer and Manager of the Perry Barker Candy Co., succeeding Perry Barker, who remains with the company as city salesman. Mr. Simpkins has been in the candy business eight years, having been with the Lansing Confectionery Co. until it was absorbed by the Perry Barker Candy Co.

Weidman—The big sawmill of John S. Weidman has finished its cut. It will be dismantled and the machinery removed to some other point accessible to timber. Mr. Weidman gave

his employes a farewell picnic at Coldwater Lake and the occasion was very enjoyable. The men manifested their appreciation of their employer by presenting him with a gold headed cane.

Saginaw—Hal P. Smith has taken the position of general salesman for the Automatic Faucet & Spigot Co. and is now on an extended trip throughout the Northwest. On his return he will become identified with the business management of the corporation. The device manufactured by the company is an automatic faucet, which renders a vent entirely unnecessary.

Grayling—Last fall the N. Michaelson Lumber Co. erected a shingle mill at Houghton Lake. This season the company has built a shingle band saw mill. The Grand Rapids & Indiana Railroad has built a branch road into the mill property from a point near Cadillac and 5,000,000 shingles are being shipped out. This plant has enough timber behind it to stock it for twenty years.

Bay City—The mills on the Saginaw River are having a steady run and the output this year will approximate 100,000,000 feet. But while there has been considerable improvement since July 1 it is a fact that the movement of lumber is not as good as was expected thirty days ago. The railroads have no difficulty in supplying all the cars that are needed. There is a moderate quantity of lumber being sent out, but the market has not yet developed the activity that has been looked for.

Cedar River—Crawford & Sons have started their sawmill after a short shutdown on account of low water. There is sufficient timber in the river to keep the big mill supplied until the freezeup. Seven camps are cutting timber for next season's sawing and about 8,000,000 feet of logs are already on skids. Crawford & Sons do very little cutting in the woods after December, but saw and skid most of their timber during the late summer and fall months, while the winter is entirely devoted to the hauling of logs and cedar products.

Sturgeon Bay—The Pankratz Lumber Co. will open its camps near Arthur Bay in Menominee county this month and will give employment to 100 men. The company will start its Arthur Bay mill as soon as sufficient logs can be secured and continue in operation all winter. A large quantity of hardwood logs will be cut and the lumber will be brought here on scows next summer and converted into flooring and finishing lumber at the company's planing mill at this place. The forest fires have not touched the timber lands of the Pankratz company.

Diamond Cut Diamond.

"I'm afraid I'm catching cold," said Kloseman, trying to get some medical advice free. "Every once in a while I feel an itching in my nose and then I sneeze. What would you do in a case like that, doctor?"

"Well," replied Dr. Sharpe, "I'd sneeze, too."

GROCERY AND PRODUCE MARKET

The Produce Market.

Apples—Choice fall apples fetch \$3.50 per bu. Cooking stock is in fair demand at \$2.75. Fall 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 \$2.25 for Extra Jumbos.

Beets—50c per bu.

Butter—The market is steadily advancing on all grades and makes, the supply of fresh stock being slightly less than the required amount to satisfy the trade. 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—50c per bu.

Cauliflower—\$1.25 per doz.

Celery—18c per bunch for home grown.

Chestnuts—14c per lb. for New York.

Citron—60c per doz.

Cocoanuts—\$5 per bag of 90.

Crabapples—\$1 per bu. for Hyslips.

Cranberries—\$8 per bbl. for Early Blacks from Cape Cod.

Eggs—The market is without change from a week ago. Local dealers pay 20c on track, holding candled fresh at 22c and candled cold storage at 21c.

Grapes—Malagas command \$3.50@4 per keg, according to weight.

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

Lemons—The market is without material change. Messinas are in fair demand at \$4.25 and Californias are slow sale at \$4.50.

Lettuce—Home grown hot house fetches 10c per lb.

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

Oranges—Floridas, \$3.50 per box; Late Valencias, \$5@5.25.

Parsley—25c per doz. bunches.

Peaches—Smocks and Salways fetch \$1@1.25 per bu. White Clings bring \$1 per bu.

Pears—Kiefers are the only variety now in market. They range around 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 55@60c per bu. Outside buying points are paying 40@45c.

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

Quinces—\$2.50 per bu.

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

Spinach—60c per bu.

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.

Doings in Other Cities.

Written for the Tradesman.

The City Council of Allegan has taken steps toward the purchase of five acres of land adjoining Pingree Park, to be used for public park purposes.

The Traverse City School Board has been unable to take care of the large number of students who wish to take up manual training and domestic science work. These departments are new in the school curriculum.

A class in scientific photography and the making of stereopticon slides has been formed at the Hackley manual training school, Muskegon.

Ionia has decided that something more must be done in handling its garbage question satisfactorily than simply to appeal to the people to clean up. The city has no system and its streets and alleys are not as clean as they might be. Indeed, the Sentinel of that city says that they are in a deplorable state.

Battle Creek, Lansing, Portland and other cities of the State are seeking to cultivate the farmers and the "farmer trade" and, in line with this movement, the Merchants' Association of Holland has been looking of late into the advisability of establishing a rest room or waiting room in that city where farmers may wash, rest, read or eat and feel at home.

Business man of Saugatuck and Douglas and the fruit growers of that section are working to secure a boat line running direct to Chicago next season. Col. Adams recommends dredging out the river to a depth of 16 feet as far up as Douglas.

A curfew ordinance has reached the first reading in the City Council of Coldwater. Almond Griffen.

Agreed With the Lecturer.

During the lecture at one of the schools on the subject of "Ventilation and Architecture," the temperature of the room rose to a very high pitch.

"And now we will turn to Greece," said the lecturer.

"So we will," said one of the audience wiping his brow, "unless you open some of the windows."

People with small minds are apt to use some big words.

The Grocery Market.

Coffee—The market is firmer than last week, especially on Rios, on account of a heavier demand. The strike at Santos has been affecting shipments considerably, but as the receipts are increasing again it would appear as if the labor troubles are becoming more settled.

Canned Goods—While the tomato packers are looking for an advance and are reluctant sellers at bid prices, jobbers hold back expecting lower prices. Cannors of corn are asking more money for their goods owing to the shortage in the pack. It is said that many of the corn packers are not urging sales, expecting the price to go still higher. Canned beans are in fair demand at steady to firm prices. Peas are steady. Peaches are selling more freely and jobbers are of the opinion that prices have reached bottom. Apricots are also in better demand and show firmness on all grades above standards. The recent advances in gallon apples and continued firmness shown have restricted the demand to some extent, but holders are not willing to make concessions on account of the comparatively high price paid for green apples. Strawberries and raspberries continue firm. Packers of red Alaska salmon are said to be closely sold up and the market has a firm tone. Medium red is not very plentiful and there is not much Sockeye or Chinook fish to be had from first hands. Pink remains dull, with prices somewhat nominal. Domestic sardines continue firm and in limited supply.

Dried Fruits—Raisins are in better request at steady prices. Apricots hold their own both in the local market and in California. They are selling rather slowly just now, however, though California shippers report the spot demand for apricots good as compared with the general demand. Peaches are steady at no quotable change. Currants are steady also. Figs, dates, etc., are enquired for more and are steady in price. Evaporated apples are unchanged since last report.

Syrup and Molasses—Grocery grades of molasses are selling more freely, the trade taking more interest because of the cooler weather. The market on molasses holds very firm, as stocks are light, particularly kettle goods. Cane and sugar syrups are firm at no change since last week. Glucose holds firm also.

Farinaceous Goods—Another advance has occurred in the rolled oats market, 5 pound packages having advanced 10c per case this week. Bulk goods show no change, but continue on a very strong basis.

Rice—Receipts of head rice show more liberal proportions and the tone of the market is somewhat easier. New crop Louisiana Jap rice is beginning to come in in small lots.

Fish—Holland herrings are in better request from the retail grocery trade, holding at steady prices. Salt mackerel is selling seasonably at no change from last week's quotations. Norway remains firm in price. Codfish, under light receipts from the

fishing fleet at Gloucester and an increasing consuming demand, is firm with a higher tendency.

How Street Fairs Help a Town.

The Michigan Tradesman notes fourteen Michigan cities and villages which have this year held special celebrations to welcome home-comers, home-seekers and other visitors and comments very favorably upon such affairs.

This brings up the matter of the Central Lake street fair, which has lain dormant for the past two years. When these fairs were an annual event Central Lake was the most talked of town in this part of the State for weeks before and after the fair. Several of the business men to whom the Torch man has spoken concerning the matter have expressed the opinion that it was about time the annual street fair was revived, and no one has failed to say that while the cost in money and labor was considerable, it paid, directly and indirectly, for all the trouble and expense.

Last year and this have been in a way hard years, although most of the trouble in this section has been of a "sympathetic" nature, hard times, as they are known in some parts of the country never reaching the fortunate dwellers in this region, for various reasons not far to seek.

Next year is practically bound to be a boom year such as this country has never before seen. The forces which operate to make campaign years seasons of doubt and curtailment and hard times, have but benefited the country as a whole and made us ready for the prosperity wave which is coming.—Central Lake Torch.

Steady Youths.

"Many young men around this town?" asked the man who was about to promote a training college.

"Quite a few, stranger," drawled the oldest inhabitant.

"What are they doing?"

"Loafing, stranger."

"But haven't they any leaning?"

"Oh, yes, you'll find them leaning up against the postoffice and the railroad station most of the time."

Lee M. Hutchins (Hazeltime & Perkins Drug Co.) leaves this city Friday night for St. Louis, where he will deliver an address before the St. Louis Credit Men's Association Saturday evening. The following Monday and Tuesday he will attend a meeting of the National Association of Credit Men at St. Joseph. He will subsequently deliver addresses before the Credit Men's Association at Lincoln, Omaha and Des Moines, returning home in time to attend church Sunday morning. Mr. Hutchins is in strong demand for addresses and speeches from all parts of the country and is invariably invited to "come again." A year ago he delivered an address before the St. Louis Credit Men's Association which was conceded to be the finest effort of the kind ever heard in that city.



About Fine Shirts and Lumbermen's Outfits.

It has been well remarked that there are three paramount considerations to be given thought in constructing an effective window trim—not only with the intention of being artistic but to emphasize the purpose for which it was created:

First, there must be the solicitation of the inspection of the eye.

Second, the trim must border on the strongly practical, must contain things that stand a reasonable chance of selling.

Third, there must be distinction.

Of course, either of these three factors is often seen without the other two, but best results are obtained when all three are in conjunction.

Color in Men's Accessories.

There never was a time when so much was thought about color in the accessories that help to fit out a man to appear presentable. Colors are used profusely that not so very long ago would have been designated out, that would have met with but a "Bah!" as the opinion of the average buyer. Now hosiery, the handkerchief and the neckwear may all match and be regarded as quite the proper thing. The very brightest of colors are not viewed with so much favor, choice being rather for tones than otherwise. Blue, brown, lavender, green and mulberry are seen a great deal in the autumn offerings of classy tailors.

Often the body of a shirt is a certain shade. Then tiny darker figures will be seen at regular intervals in the groundwork. These may be a conventionalized flower or a leaf or the figure may be a geometrical one. Sometimes a dark tie is worn with such, also presenting a figure, but it is better to wear a perfectly plain tie, as to color, if the shirt has a figure, although there is some latitude allowable as to the weave.

In shirtings stripes are popular for fall use. These stripes may be the regulation straight line, or they may be made up of a succession of small figures; or there may be a combination of these, the plain perpendicular lines alternating with those composed of the small figures. The shirtings never were so tasty as at the now; and they are in such a multitude of patterns that every fancy may be gratified.

Arrangement of Units.

In preparing shirts to go into the window trim there are several ways of disposing of the sleeves: They may be crushed, following the sides of the shirt, with the cuffs hanging down straight, or they may be wrinkled and

laid diagonally across the front of the shirt. In these two cases the shirt shows somewhat beyond the bosom. If desired only the bosom may show and the sleeves be bunched and project at right angles to the bosom, the cuffs coming quite near the latter. If the sides of the shirt are visible beyond the bosom they are drawn in at the waist line quite sharply, where they are confined or not by a tie like that used at the neck of the unit.

If goods in the piece are employed in a shirt window in connection with the finished article it adds interest and breaks up the monotony. And if suitable handkerchiefs, neckwear and hosiery are introduced at the same time the result is better yet.

One handsome window I saw recently had merely two shirts, three pieces of shirting, two Sox on foot-forms and appropriate handkerchiefs tucked in the top of the shirts and gracefully outspread. The very simplicity of this window stopped a great many people. There was so little in the exhibit that every item could be remembered without the least effort.

Logging Outfits.

Just now, when logging operations are starting up in so many sections, is a good time to make some money on outfits for the lumbermen. On different occasions bring everything to the fore that you have in this line. If you run a general store in one week's trim have all the articles to keep out the cold. Then fetch out shoes and rubbers. Next develop a window in cooking utensils. Stick in a card each week something on this order:

Lumberjacks!
We
Don't
Want You
To
Freeze
Step In and Take a Look
At
Our
Cold-Defying
Garments

Or this:

Ye Men of the Woods
Put
Your
Cold Feet
in
Our
Footery Togs
Which
To
Wet and Cold
Are
Impregnable

Or in place of the latter use this card:

Forest Folk
Tickle Your Sole
With
Our
Frost-Defying
Footery
!

Or this:

Lumberjacks
!
This
For
You
All the Comforts of Home
In
These
Frying Pans
and
Kettles

Also you might direct their eyes to a windowful of bedding with this:

Kings of the Forest, Attention!
Don't Go to Bed
Without
Our Comforters and Blankets
Warranted
To
Scare Away
Jack Frost

Don't talk about price in the windows with these supplies. Get the fellows inside the store and to looking at the furnishings first. Time enough to talk cost after they see what you have for their creature-convenience. Rely on the excellent quality of the stuff to get them, then trot out your cost-to-customers proposition.

Tobacco, pipes and chewing gum should go in the window on the days the jacks are likely to come to town. Then display a card something like this:

You fellows!
We
Know
You
Came To Town
Expressly
For
These Good Goods
"Chews"
No Other

Suggestions for Novel Window Display.

It is an old saying that "A bird in the hand is worth two in the bush." While it would be an easy matter for any store located in a country town to obtain a suitable bush for a window display, it would be sometimes out of the question for a city store to always obtain the requisite emblem. Therefore it becomes imperative that if this article is to be of general use to the average hardware dealer a suitable substitute must be provided, and in suggesting a good substitute the writer proposes to "kill two birds with one stone," as another saying goes, by advertising paint brushes at the same time you make a main drive on shells, cart-ridges, etc. From a carpenter shop obtain a section of 2x3 about 4 or 5 feet in length, with a hatchet roughly chop off the corners of the entire stick, tapering from full size at one end down to about 1½ inches at the point or top of the bush; in the center of this pointed end bore a small

hole, and 3 inches further down surround the stick with a ring of three holes, and 6 inches underneath this still another ring of holes, increasing the number of holes according as the diameter of the stick enlarges as you progress down the stick; also intersect the rings of holes on the sides of the stick by boring carelessly here and there a hole for the starting point of a stray limb or branch of the bush.

In making the holes in the trunk of the bush the point of the bit should be inclined downward at an angle of about 30 degrees, so that the branches will stick outward and upward at the same time. In order to have the tree in an upright position fasten a piece of board by driving nails through the same into the large end of the butt of the tree, then by boring a few holes near the edges of the board, wood screws may be inserted for fastening to the flooring of the window. Into the top hole on the pointed end of the stick insert loosely the handle ends of several pencil brushes in the same manner in which you would place flowers in a vase; continue by placing the handle end of a larger-sized brush in the constantly increasing number of holes all the way down until the bush is finally completed. From taxidermist or milliner obtain three small stuffed birds. Place two in the bush in a conspicuous position. Take a lady's long-sleeved or elbow glove of a pink or white hue, stuff it full of corn meal, fastening the same in place by stitching the sleeve end to a thin cardboard disk inserted for the purpose of retaining the filling. Place on a neatly-lettered show card the old saying:

"A Bird in the Hand is Worth
Two in the Bush."

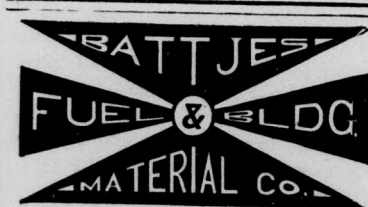
Rest this card in an inclined position at the base of the tree and directly in front and underneath the same stretch out this long arm with the hand clutching in its grasp a bird.

The meal-filled fingers can be readily made to assume and maintain the requisite and proper, all-important natural posture. Fill the balance of the window with guns, shells, cart-ridges, etc., and if desired paints in cans could be added by way of a border for a combination exhibit; but unless the window is very large it is best to omit them, as they serve to take away too much from the general attractiveness otherwise preserved throughout the entire display.—Hardware.

Defined.

Knicker—What is a moral awakening?

Bocker—When you can listen to the alarm clock go off without swearing.



CITY PARKS.

More Perennials, Fewer Annuals, Should Be Used.

Charles B. Blair, President of the Park and Cemetery Commission, as a measure of economy, would do away with the city greenhouse in John Ball Park, and instead of depending on greenhouse growth for the adornment of the parks in summer would make a larger use of shrubs and perennials.

The greenhouse is in itself an attractive feature in John Ball Park and the advisability of doing away with it entirely may be questioned, even although economy does call loudly for a curtailment of park expenditure. Mr. Blair, however, is distinctly on the right track in advocating a change in the style of beautifying the parks. He should be encouraged in his idea.

Ever since this city began beautifying the parks in summer the decorative features have been the same. Year after year we have had geraniums, coleus, cannas, ageratum and bedding plants of a similar nature. The effects produced, it may be admitted, have been attractive, but the decorative scheme has become old and exceedingly commonplace. We see the same effects produced in the small towns that have parks, and in the city dooryards. There is no character, no individuality, no distinctiveness in the municipal floral display, nor is there any variety in it. When the beds are made in the early summer they remain exactly the same until the season ends. And what a short season it is when dependence is placed on these products of the hothouse. Not until danger of frost is over are the flowers planted out, which means about June 1. The first early frost in the fall converts the glories of the park into withered and blackened ruin. The season at best endures scarcely four months, and for eight months the parks are bare.

With a larger use of shrubs and perennials and a moderate allowance for bulbs we can have bloom in the parks from March to November, and no two weeks during this long season will the display be the same. We may not have the solid mass colors such as the geraniums and coleus produce, but what is better we can have variety. From April to September the shrubs in succession are in bloom, beginning with forsythia and Judas tree, and closing with hydrangea and althea. Not only can we have a succession of bloom, but pretty foliage effects ranging from almost white through all the shades of green to the red and yellow and almost black can be secured. The foliage colors change also with the seasons from the pinks and light greens of early spring to the gorgeous hues of autumn. Nor do the glories of the shrubbery expire with the coming of winter. Many of them have bright colored berries which linger for weeks after the snow comes. Some have bark which gives color to the winter landscape. The evergreens add still other variety to the view. Shrubs are easily grown and when once

planted are reasonably permanent, increasing in beauty as the years pass. The city can raise all the shrubs that may be needed in a nursery of two or three acres. In fact, the city already has such a nursery in the back end of Greenwood cemetery, where 20,000 or 30,000 young shrubs and trees are coming on.

However attractive the shrubs may be it is hardly probable that one would be entirely satisfied without the flowers that bloom, and such is the variety among bulb and perennial plants that one can have flowers from earliest spring to latest fall—yes, even in midwinter. The bulbs are the first to gladden us, the crocuses, snowdrops and scillas, if planted in profusion, carpeting the lawn with purple and blue and white even before the snow is off the ground. Then come the tulips, the hyacinths, narcissuses, daffodils and jonquils. In the meantime the English daisies, the forget-me-nots, the violets and the pansies are in bloom and before the bulb flowers are gone the plants of sturdier growth are budding or in flower, and still others are coming on. The hardy border or bed will begin to show mass color in early June, about the time the geraniums are being planted, and from that time until cold weather there is a great succession of bloom, every day bringing some change in the display. It will take some skill and experience with perennials to secure flowers all the time, but it can be done and in private flower gardens often is done. These flowers are easily grown and under proper management rapidly increase either from seed or division of the roots or by cuttings. The plants are hardy and once well established will come up year after year, growing better with the years and more profuse with bloom. Peonies, phlox, gerardias, columbine, coreopsis, Canterbury bells, Shasta daisies, iris, golden glow, hardy asters, herbaceous spiraea, larkspur, pinks, feverfew, hollyhocks, snap dragon, poppy, digitalis, hibiscus, sweet William—this is only a partial list of the hardy flowers that grow easily, increase rapidly and give glorious bloom during the long season from early spring to late fall. To this list may be added the lilies, which can be had in succession from May to September, and which are exceedingly beautiful. Some of the annuals, like the aster, the four o'clock, the petunia, zinnia, marigold, verbena and nasturtium, may be used with excellent effect, and their blooming seasons are long.

With park beds and borders planted to the hardy perennials there will be a constant and ever interesting change in the aspects of the parks, always something new to see and admire. These flowers are of the "old fashioned" kind, such as our mothers and grandmothers grew. But will that detract from their beauty or interest? It may be added, however, that these old fashioned favorites have been vastly improved in size, color and style by skillful growers until some of them would be scarcely recognized by our grandmothers.

In changing the style of the park adornments a greenhouse is not absolutely essential, but in many cases it will come in very handy in securing an earlier start or for the more rapid propagation of the flowers. This would not require the hothouse to be in commission all winter, with the consequent heavy consumption of coal. By firing up in March or April enough plants can be started to adorn a dozen parks and the early start given them will insure bloom when the bloom is desired.

Fascinating Industry Developed in Recent Years.

In the last few years a remarkable new industry has developed in Japan. In many parts of the immense coast line of the archipelago are found pearl oysters. At some points they abound in considerable quantities, although not until recently have attempts been made to apply scientific culture for their increased and systematic production. The fine pearls from time to time obtained at length stimulated regular enterprise in this direction. The old fishery had dwindled to utter insignificance, when experiments were tried with such brilliant success that large culture grounds were organized, and now an immense pearl oyster farm exists on which millions of oysters are laid down and a fine annual crop of pearls is being gathered.

On the eastern coast of the great main island of the Japanese archipelago, Hondo, facing the vast Pacific, are numerous deep bays. One of these, the Bay of Ago, was fixed on as unique in its adaptation for the oystereous cultivation. This inlet is a beautiful and picturesque section of the coast. It is broken up into many irregular coves, where the waters are quiet, and every nook is sheltered from storms. Oysters here multiply prodigiously, and all the conditions are wonderfully favorable. So here an immense farm has been established. It is very scientifically managed, being divided into two sections, one of which is devoted to the young spat under three years of age, the other to the oysters over that age.

During the springtide of the year preparations are made for the summer breeding season by depositing stones in the shallower reaches to which the spat may attach itself. The baby oysters fasten themselves with their byssus to the pebbles in great numbers, increasing as the breeding season proceeds, and the shells are allowed to lie quiescent until the beginning of winter. In November work begins afresh for the culturists, who shift into depths of about ten feet the oysters that lie in shallower waters near the shore. The stones are removed together with the shells. There is a special need for this process. The winter would kill the little creatures in slight depths. The oysters are now left to grow for three years without disturbance.

A very curious technical operation is performed at the end of this period of three years of repose and growth. The young oysters are now about three inches long. Each is taken up

and a nucleus is carefully and skillfully inserted within the bi-valve. With equal care all are placed in the depths again, about four to every square foot of space. For four more years the oysters are permitted to enjoy life in the quiet and beautiful bay, and at the age of seven they are harvested for pearls.

It is not to be imagined that they are free from foes, or that the pursuit of raising this remarkable crop is without special difficulties. The most formidable enemy of these pearl oysters is the octopus, but they also become the prey of a minute worm which corrodes the shells. On the coasts of Japan sponges are found in abundance of a coarse variety, and many an oyster is enveloped by these parasites, which fix their roots on the shell and stifle the creature within.

Some Facts About Stamps.

"Postage stamps were in great vogue for collections not long ago," said a postal employe, "but, although nearly every one made a great fuss about collecting every known variety for some friend, if not for himself, I believe few people ever looked up any statistics in the matter. Here are a few that have come to my attention lately, although I won't try to prove them to you: The total number of all known varieties of postage stamps issued by all the governments of the world up to the present time is 20,496, of which 6,153 are apportioned to the British Empire and 14,343 to the rest of the world. Europe has issued 4,361, Asia 3,856, Africa 4,469, America 4,688, the West Indies 1,637 and Oceania 1,485. These figures comprise only standard varieties of postage stamps, and do not include postcards, letter cards, stamped envelopes or wrappers. Now, with these facts in hand, let any boy proud of the extent of his collection reflect on what he will have to do to approach the total number."

Real Hero.

"Yes," related the Ionia man, "a burglar came around the other night and stole every squeaky phonograph in the neighborhood."

"Gracious," exclaimed the visitor, "and what are they going to give him if captured?"

"I don't know, but I think they ought to give him a monument."

Custom Tanning

Deer skins and all kinds of hides and skins tanned with hair and fur on or off.

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Care E. S. Kiefer's Tannery,
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USED Autos

REO 5 passenger, 18 H. P., 2 cylinder touring car with top and folding glass front, refinished, looks fine. Takes Crescent on high, loaded. Worth \$650; my price \$490.

Cadillac '07 Runabout, looks fine, guaranteed in A1 condition. Worth \$450; my price \$350. Dozens of other bargains in all makes and models.

Be sure and see me before buying.

S. A. Dwight, 160 N Ionia St.
Grand Rapids, Mich.



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
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E. A. STOWE, Editor.

O. L. Schutz, Advertising Manager.

Wednesday, October 14, 1908

FERDINAND OF BURGARIA.

The man likely is to be most in the public eye from an international point of view in the near future is Ferdinand, Prince of Bulgaria, who has recently styled himself, according to some accounts, Czar of the Bulgarians, and according to others King of Bulgaria. Although not a brilliant man by any means and more a student than a soldier, Ferdinand has shown himself to be no ordinary personage, and his ambition to turn his coronet into a crown may yet start a conflagration in Europe, the outcome of which no man could predict.

When Prince Alexander of Battenberg abdicated the principality of Bulgaria in 1886 as the result of an intrigue in which it was understood Russia played the principal part, few of the leading statesmen of Europe thought of Ferdinand, a princeling of the Austrian branch of the House of Saxe-Coburg and Gotha, as a likely successor. When his name was finally suggested Russia used every effort to dissuade him from accepting, and it is reported that he even pledged his word to the late Czar Alexander III. that he would not go to Sofia, but on July 7, 1887, he was elected Prince by the Bulgarian Assembly, and at once accepted the position.

Although opposed by all the powers, particularly Russia, Ferdinand, supported and backed loyally by his Bulgarian subjects, and particularly by the great Bulgarian statesman, Stambuloff, practically defied all opposition and showed more force of character and executive ability than it was believed he possessed. It was not until ten years after his election that Prince Ferdinand was recognized by the powers and by Turkey. About this time Stambuloff, the principal supporter and backer of Ferdinand, was foully assassinated, and it has been hinted, although no actual evidence has ever been brought forward, that Ferdinand was implicat-

ed in the plot, or at least had information as to what was progressing.

That Prince Ferdinand has kept steadily before him the ambition to become King of independent Bulgaria is certain, and in that ambition he has had the undivided support of his subjects. The material resources of the principality have been greatly expanded under his rule, and the Bulgarian Army has been brought to a high state of efficiency. That he has now proclaimed the independence of his principality concomitantly with the annexation of Bosnia and Herzegovina by Austria indicates plainly that he has acted only after a thorough understanding with Austria and probably other powers who hope to profit from the upheaval in the Balkans which is likely to follow.

It is not conceivable that so careful and cautious a man as Prince Ferdinand would have risked war with Turkey unless he had ample assurances of active support from outside powers strong enough to coerce Turkey. Bulgaria alone has neither the armed forces nor the resources sufficient to triumph over Turkey, a fact which nobody knows better than Ferdinand himself. Should it come to war it is not likely that Prince Ferdinand will lead the Bulgarian Army in person, as he has no reputation as a soldier, being in that respect a great contrast to his predecessor, Alexander of Battenberg, who acquired a high reputation for military skill in the Turco-Russian War of 1877, and later in his successful attack on Serbia in 1885. But while his army is fighting Ferdinand will attend to the intriguing and negotiating with other powers that will be necessary, and in that sphere of activity he is a master hand.

PUBLIC OPINION SAFE.

One of the signs of the times that is particularly pleasing is the undoubted change of habit on the part of the American people in their treatment of civic propositions. The time has passed when, by common impulse, the people sneer and jeer at any stepping forward toward increased powers of civilized man over both nature and society; any presentation toward higher opportunities and better ambitions.

As Mr. Wm. H. Taft said in his speech at the Lakes-to-the-Gulf Deep Waterway convention in Chicago last week: "It is entirely safe to-day to entrust any great civic problem to the care of the people of the United States; and this splendid convention, probably the greatest convention ever held in the United States in the interests of the general welfare, is ample warrant for my statement."

It is stated without qualification that the Chicago convention referred to was the largest in its numerical strength and in its widespread representation of the country at large of any ever assembled in this country to advance a purely public ideal. Three years ago next month the Lakes-to-the-Gulf Deep Waterway Association held its first convention with only about 1,100 delegates pres-

ent, and with only the states bordering upon the Mississippi River represented. A year later came the second convention—and its incidental trip down the Mississippi by the President of the United States—with a trifle over 2,200 delegates present. At the Chicago convention over 4,400 delegates were present, representing forty-three commonwealths.

The "dream," as it was called three years ago, has become sufficiently tangible and solid, purely by virtue of the civic intelligence and civic righteousness of our people, to have assumed a recognized and irrepressible position in the approved possibilities of the near future. Next month the people of the State of Illinois are to vote upon a proposition to bond the State for an issue of twenty million dollars with which to help complete the deep waterway from the Joliet end of the Chicago drainage canal to the Mississippi River. If this measure carries the Federal Government will be presented outright with the drainage canal and will be asked to contribute another twenty million dollars for the same purpose as that to which the State's bond issue is to be applied.

It is difficult to forecast the result of the vote next month in Illinois, but beyond any question there will be developed within the next four years an intelligent, ambitious and confident public opinion in the United States which will compel the Federal Government to provide appropriations of at least \$50,000,000 each year until there is a 21 foot deep waterway from Lake Michigan to the Gulf of Mexico. Coincidentally with this will go the building of the canalized waterway 21 feet deep from Georgian Bay and Lake Huron to the St. Lawrence River, below the rapids, by the Dominion of Canada.

Such international co-operation is assured by the public approval of the general plan by President Roosevelt, Premier Laurier, Wm. H. Taft, Wm. J. Bryan, Gifford Pinchot, Theo. P. Schonts and James J. Hill, and by their promise—made at the convention last week—to do all in their power to forward the enterprises.

GOOD FOR HOMER.

Homer Warren, postmaster of Detroit, under appointment by President Roosevelt, has cast aside with a vim his well worn and honorable vocal mantle—"The Sword of Bunker Hill"—by telling a room full of clergymen just what thousands of high grade, upright business men of absolute rectitude have been aching for years to promulgate to some of the gentlemen of the cloth in an equally dispassionate, clear and forceful manner.

"The church," said Mr. Warren to the ministers, "is losing its hold on the great mass of business men. Yet never have the cardinal principles of Christianity been believed in more thoroughly than they are to-day. Seldom do you hear any expression of disbelief. But what men want to-day is more of a practical demonstration from the pulpit."

"The church is discreetly silent where its active opposition is to

lessen contributions to foreign missions, church extension, etc. Nearly all of the men who are to-day exposed to public condemnation for reprehensible financial and commercial wrongdoing are members—and prominent members—of evangelical churches. And each particular denomination arises in defense of its particular bird of prey. There is a monetary standard which entitles a man to privileges, both moral and legal, not accorded to the poor man.

"Make it clear that grafting for Christ's sake is as disreputable as in politics. Preach a more virile Christianity. Talk less of sanctification and more of the Golden Rule. Impress upon your hearers that going to church twice on Sunday and to the weekly prayer meeting doesn't justify 'skinning' the outsider the rest of the week. It is a matter of common remark that if you are dealing with a man of great religious professions you want to watch every move. The trouble is many men in the church satisfy themselves with the form and not the essence of Christianity. Be liberal in your thoughts. Let the church preach brotherhood."

There is not a single new thought in what Mr. Warren told the ministers, the interest attaching to the event being the fact that a layman and a business man had the moral courage to speak right out in meeting. There are hundreds of able, broad-minded ministers who are preaching just what Mr. Warren advises and who will applaud what that gentleman has said; and such preachers are doing a world of good as constructive religionists whose interpretations and deductions are aimed toward promoting the general welfare here on earth. Such men believe in the highest type of citizenship and are striving their level best to drive out bigotry, ignorance and all the other hurtful influences at present in force against co-operation and universal brotherhood.

Henri Poincare, the leading mathematician of France, has given an opinion on a question brought out by an exciting game of roulette between two prominent members of the French court. The claim was made that by a scientific calculation an expert could eliminate the chances and win the game. This is declared impossible unless the player has a tip that gives him an advantage over his unsuspecting opponent. "All one can do," says M. Poincare, "is to combine one's play so as to have a great chance of winning a little and little chance of losing much, or a few chances of gaining much and many chances of losing little. One can arrange his play so as to have one chance of winning a million francs and a million chances of losing one franc, or a million chances of winning a franc and one chance of losing a million francs—and that's all."

The man who can be bought always thinks he can not be caught by his buyer.

People who make trouble always talk of their trials.

A SCHOOL FOR CONSULS.

Formerly appointments to consular positions were made as payment of political debts, with the result that consular positions were in a large number of cases held by men utterly unfitted by previous training for the duties of the office. As a result, American consuls served no serious purpose other than the mere clerical duty of certifying invoices. All that is now changed, and the consular service is commencing to establish a reputation for itself as a useful and praiseworthy branch of the Government.

During the present administration the consular service has been thoroughly reorganized. Congress authorized the grading of consular offices into classes, and provided for new appointments to be made only in the lower grades, the higher positions to be filled by promotion from the lower, as rewards for merit. Congress did not go as far in the law enacted as the administration desired, however, and fell short of placing consuls under the protection of the civil service. This defect was remedied by an executive order, which not only places consular positions on the same plane as all civil service positions, but also provides for a rigid examination into the qualifications of candidates.

The examinations which applicants for positions as consuls must pass are sufficiently rigid to insure that only men of education and ability can be appointed. Even men who had been graduated from reputable colleges and were considered fairly well up in educational matters have failed in the examinations, hence it has been found advisable for candidates to devote some time prior to examinations to special studies. It is said that several of the well-known universities have established departments to care for the branches that applicants for consulships are particularly required to be proficient in, and it is reported from Chicago that a school has been organized especially to prepare young men for a career in the consular service.

CHARACTER AND EDUCATION.

"What is the object of free public education?" is a question that will be answered variously, as the subject is viewed from different standpoints.

When the American public schools were first opened the world was told that the object in view was to teach embryo American citizens the duties that were to devolve on them in maintaining free institutions under a constitutional government. The American people were vested with the right to elect their public officials and lawmakers, and any one of the rising generation of the junior citizenship might aspire to hold office, and, therefore, the public schools were intended to prepare them for those manifold functions.

It was not stated how much education was required to fit citizens for such important purposes, and in the course of time it was demonstrated that the quality and degree of a man's education have little to do with

his attainment of official position. Therefore, it became necessary to find some other excuse for universal education. This was found in the declaration that the Government should teach its citizens how to make a livelihood and actually put them in the way of a start towards getting rich.

Thus there has grown up a large body of opinion and demand that there be available to all at the public expense technical education in all the mechanical trades, commercial pursuits and professional callings.

Some weeks ago an educational congress was held in London, when the President of the assemblage announced that "the highest work of a school is to kindle and foster noble ideals of life and duty"—in a word, to form and establish in the youth of the country high standards of moral character.

This would seem to be the real reason why there should be any free public education.

The speaker mentioned declared that there must be, and in good education always was and always had been, some direct imparting of moral ideas. Men and women needed the inspiring force of a clearly apprehended religious and moral ideal. It was not desirable, nor would it be just and proper, to teach sectarianism in the schools. Being Government institutions, the system of education should be free from all doctrinal and dogmatic religionism, but there must be a constant inculcation of the necessity for truth, honesty and a faithful devotion to duty in all human society, or else it would go to the lowest depths of moral debasement.

The affairs of human society must be founded on truth, honesty and a due sense of duty, and these principles must be instilled in the children at home and at school. Without such a basis of character education is of little permanent use.

How Much Will the Traffic Stand?

Crowding a man for all he will stand in payment for a desired thing is one of the recognized principles of business. "What will the traffic bear?" asks the railroad traffic manager. "How much can he afford to pay?" asks the physician. "The corporation needs that piece of real estate and can't get along without it; how much can I stick it for?" puzzles the real estate owner who holds title to the land.

Everywhere the man who is able to pay is looked upon to pay all that he is able. To close a deal of any kind with him and discover later that he could and would have paid more is something to give heartache to the person who feels that he has overlooked an important bit. The man closing the deal may have cleared three times what he could have hoped to get, but the chance that he could have got four times as much stings him.

It is in this way that a good many wealthy men through a long souring experience with the world, get the reputation of being hard men to deal with. They are forced to be upon

their guard against extortions and from this they become the tight-fists of a community. From this defensive position, finally, they take an offensive, aggressive tack and the result is that to-day in almost any commercial transaction on a large scale or small, the man who would buy finds himself in the position of concealing his real interest in that thing which he seeks to gain possession of. One betraying glance or word may cost him dearly before he is done.

I have a friend who some time ago obtained a patent upon a small household commodity. It was infringed by another manufacturer, and when he prepared for action against the infringement, a new patent attorney in Washington discovered from the records that one of the chief principles in his mechanism virtually had been covered in a crude patent issued ten years before.

In order to push his claims against the infringer, my friend looked up the man who obtained the earlier patent. He found him conducting a small notion store in a small residence neighborhood. The man had forgotten his patent almost, but finally dug up the papers and a remaining sample of the crude article. In the meantime my friend told the story, guilelessly, of how his perfected appliance had been infringed and how he purposed to have redress for it.

All the cupidity of the small dealer was aroused and when my friend asked a price upon his patent which he had left lying idle for ten years, the man named a sum that was prohibitive. But the owner held out. To-day my friend has given up his own invention and as far as he has determined from putting two and two together, the small merchant has grabbed off his perfecting features in the new patent and is turning out the article, wholesale.

"What a fool you were!" was the comment of the attorney to whom the friend went when it was too late. "I could have planned a scheme whereby you could have made the acquaintance of that fellow and bought his patent rights probably for \$25 and found him glad to sell."

Several years ago a friend of mine at Lake Geneva, conducting a sanitarium on the shore of the lake, noticed that a manufacturing plant nearby was sending clouds of exhaust steam into the atmosphere as waste. It occurred to him that a line of pipe from the plant to the radiator pipes in the sanitarium would serve to utilize this waste steam to his advantage.

Probably the most insidious of the small extortions put upon the well to do to-day is in connection with the ownership of an expensive automobile. Most owners of these machines can run them satisfactorily until something goes wrong. They don't know what the trouble is and either they are run into a repair shop or the repair man is sent for.

When the repair man has disappeared under the machine to diagnose the trouble the owner is as much in the dark as ever. It may be a trifling derangement of the mechanism

requiring only a minute for adjustment, but if the workman will he may spend an hour at it. The owner will stand the charge and without a kick.

"O, say," I heard an employe in such a shop say not long ago, "it's a shame to take their money!"

I am familiar with a situation on a Chicago residence corner where a flat owner desires to erect another wing of a flat building that shall extend beyond the alley for a full block. But he made a mistake when he began buying the property there.

The completed portion of this flat building extends the width of six city lots on the one street and the property on which it was built was vacant at the time of the purchase. At the same time of the first purchase five of the six necessary lots on the other street were vacant and were purchased at current rates. But one of these lots has an old house on it, occupied by a family which rents it from the owner. Between the owner and the tenant the price of this obstructing house and lot has gone up until it may be years before the flat building plans ever are carried out.

The mistake this builder made was in not having bought the obstructing house the moment he could get an option on the other lots. In all probability he could have approached the obstructionist house owner and bought the lot and house at a sharp discount for cash. Now that the owner sees the importance of his property to the builder his cupidity may make it impossible for the flat owner to complete his plans.

All down the line of business the value which a man puts upon his holdings is subject to change accordingly as he feels that the man bargaining is overanxious to buy. Not to appear overanxious in bargaining, therefore, is a necessity on the part of the one in the position of purchaser. How best to avoid some of these costly betrayals of anxiety is in avoiding the situations that force them, as could have been done in the case of the man planning the big flat building.

Howard Cheltingham.

The Lesser Evil.

A well-known speaker said recently that most public utterances bore both the audience and the speech-maker about equally. "I always feel glad when called upon to speak, however," he added, with a smile, "for I often find myself in the position of an amateur actor of my acquaintance."

"He was in all the theatricals going in his small town. He played all sorts of parts. I asked him one day if he did not get tired of appearing in every private theatrical performance."

"Yes, awfully tired," he replied, "for I don't like to act a bit. But I know if I am not on the stage I shall have to sit in the audience."

No man can live a whole life without some sense of the life of all men.

THE HOUSE'S POLICY.

The Employee Should Get in Harmony With It.

Every business has a head and policy. The man or woman at the helm may be unconscious of the fact, the employes may pay no attention to it, but just the same there is a moving spirit behind every successful business which the thoughtful employe should study and with which he should work in harmony—get in line.

If you will apply this principle to the different concerns with which you are familiar, you can easily trace the influence.

To the extent that you are able to understand this principle and profit thereby you will rise in the estimation of your employers—earn money. This moving spirit may be the manager, the proprietor or some one who influences one or both.

The person who thinks he is something more than a machine should not stop until this vital matter is settled, until a thorough knowledge of "the policy of the house" is mastered. This "policy" is not always reflected in the advertising, because only the best advertising men pay much attention to such things. Those who do get the best results.

The orders to employes can not fully express the policy, because the policy is a subtle, intangible influence which it is hard to express in words, but its existence is none the less sure and absolute. Every employe can read or understand the general meaning of orders, oral or written, but it is only the exceptional person who can carry them out in harmony with the spirit of the house.

Many rules in different concerns are exactly the same, but their application and interpretation should be modified in accordance with an intelligent understanding of the general policy. The ability to discriminate, to know when to apply a rule, when to act in a given case in violation to a definite rule, is just the qualification which is rewarded by promotion.

No set of rules can be broad enough to cover every situation. The employe who knows why rules are made and recognizes that they may be safely ignored under unusual conditions will receive the approval of his superior if he is worthy of the services of good people.

The ideal employe is one who performs his regular duties in a satisfactory manner and who can be relied upon to act wisely in case of an emergency, or when some unusual situation calls for discrimination, caution and courage. At such a time the employe who knows the "policy of the house" has a better chance than the automatic machine, whose thought has not gone beyond rules, specified duties, and an intense desire to keep out of trouble. This is the distinguishing point between blind and intelligent service.

Right here I fancy some friend may say: "Why doesn't the manager tell us all these things and give us a chance? I never was told to use my judgment." True. It would be unwise for managers to make rules and

then tell employes that they can break these rules. It is only the exceptional employe who could be trusted to use such discretion. The simple intimation that under certain conditions rules could be violated would lead to confusion and disaster simply because there are only a few out of the total who are sufficiently well informed to be intrusted with such responsibility.

We are now trying to mark the path which will lead to greater profit. Rest assured that it takes courage to break rules and also that such courage, born of an understanding of the plans of the house, will be appreciated, because it gives evidence of ability and understanding which can be trusted with greater responsibilities, which is only another name for more salary.

A word of caution is necessary. You must not confuse courage—a desirable positive quality—with the other forces of audacity and daring. The former is a definite quality founded on knowledge, self-sufficiency, poise and dominion, while the latter is a blind "take a chance" spirit, misdirected zeal—the counterfeit of courage.

It is no discredit to any business organization that its policy is different from other concerns in its class. This world is made up of millions of people, and there are quite as many kinds of people as there are stores—probably more. If you stop and analyze the reasons why you do business at a certain store you will find that there is a strong influence which is not on account of their goods or prices. Somehow you and I feel at home in certain places of business, while other institutions do not appeal to us.

This is a delicate influence which it is difficult to express in words, but which exists, is positive, and earns dividends for the house which possesses the largest number of favorable impressions.

Take, for instance, the firm's advertising. The man who can breathe the spirit of the house in his advertisements is the one who will bring people in who will be satisfied when they come, because they will find in the house just the conditions which were reflected in the advertisements. Therefore there is little profit in advertisements which misrepresent, because they won't bring in the kind of buyers who will be satisfied when they come. Or the buyers will be disappointed, which is still worse.

The clerks in harmony with the policy of the house will reflect that element in his service and thereby strengthen their position both with customers and management.

Selling goods or doing any other work in a concern is a science. The first law of science is harmony. People will buy more goods and pay a higher price for them under harmonious conditions.

"A house divided against itself shall fall." The ideal business is one in which the management, goods and service are all harmonious. Such a concern will not sell to every one, but to the people who like its policy, who appreciate the atmosphere of the place. Such a house has a power

over its customers which frequently has a larger money value than the entire stock, tools and fixtures. This is good will.

Every worthy concern has character—good will. Now, we will presume that you obtain a humble position in a certain establishment. Is it not plain that your first duty toward your employer and to yourself is to get in line? There is a pat saying: "Get in line or get out."

There always will be plenty of people to do up bundles and say "they are 25 cents each" in a parrot voice, or add up a column of figures, type-write some other person's dictation, or dust the shelves. But it is the persons who can look behind the details of their work and get the inspiration and absorb the general direction of the "policy of the house" who will be asked to come up higher, who will be placed in a position where it can be said that they "represent the house"—a mighty inclusive and important affirmation.

Get back to the mines.

Get to the fountain head.

It's your business to know the policy of your house, and if you are wise you will not be misled by some associate, either above or below you in position.

Keep your eyes open and ear to the ground.

Read the firm's advertisements.

Draw out their best customers—people who have done business with the firm for years.

Find out why they like the house.

Look for good and you will find it.

Every successful concern has a character all its own.

What is it?

Chances to get a raise in salary are all around you, but some are too busy finding fault and feeling the sore spots of "bad luck" or "no chance to get on" ever to find them. These chances, like salvation, are "free," but if you depend on any one else you'll fail. "Work out your own salvation."

Commence to-morrow. In a week you will be surprised to know how much you have learned. In a month you should notice signs of growth—more understanding.

The place to begin is right where you are. Your horizon will expand as you advance.

Some day, while intelligently doing your full duty—and a little more—working with the current of affairs and in harmony with the policy of the house, you will be noticed, appreciated, promoted. Seth Brown.

Merely a Suggestion.

Norah, the "green" cook, says a writer in the Philadelphia Ledger, poked her head in at the dining-room door, and asked: "Plaze, ma'am, an' how will I be knowin' whin the puddin' is cooked?"

"Stick a knife into it," answered the skilled housewife, "and if the knife comes out clean the pudding is ready to serve."

"Yis, ma'am."

"And, O Norah," continued her mistress, "if the 'knife does come out clean, you might stick all the rest of the knives into the pudding."

"Stocking Caps"



For Boys and Girls are one of the most popular items in headwear for cold weather. We are showing the following styles and prices:

Child's single, white, with fancy stripes.....	\$2.00
Child's mercerized, double, white with fancy stripes.....	2.25
Child's mercerized, double, plain white.....	2.25
Boys' cotton, double, assorted dark colors.....	2.00
Boys' worsted, double, assorted dark colors, with stripes.....	2.25
Boys' worsted, single, assorted light colors, with stripes.....	2.25
Boys' worsted, double, assorted dark colors.....	2.25
Boys' mercerized, double, assorted light colors, with stripes.....	2.25
Boys' and Misses' worsted, double, with mercerized stripes.....	4.25
Boys' and Misses' worsted, double, dark colors.....	4.25
Boys' and Misses' worsted, double, white, with assorted stripes.....	4.25
Boys' and Misses' angora, dark colors, with fancy stripes.....	4.25
Boys' and Misses' mercerized, wool lined, plain colors, with fancy stripes.....	4.25
Boys' and Misses' plain colors, with pineapple stitch.....	4.50
Boys' and Misses' plain white, double.....	4.50
Boys' and Misses' white silk, with stripes.....	4.50
Boys' and Misses' Camel's hair, plain colors, assorted.....	6.00
Boys' and Misses' white silk.....	6.00
Boys' and Misses' white silk, with stripes, worsted lined.....	7.50

Mail orders receive prompt and careful attention.

Grand Rapids Dry Goods Co.
Wholesale Dry Goods

Using the Pretty Girl in Advertising.

Improbable although it seems, in none of the departments of commerce is such heavy tax placed upon grey matter—save that which pays the freight—as in that charged with the responsibility of giving publicity to products. There are those who are content to follow the advertising successes of one or two decades past, but the greater part look for the "somewhat different."

In the demand for constructive advertising genius has brought into existence a profession, scarce yet out of its teens, and all of its adepts seem surcharged with the elixir of "go."

Trade paper advertising possesses value, and the buyer who denies himself the privilege of reading from "kiver to kiver" every trade journal exponent of his line does not know all that is "doing." In fact, if he limits his reading exclusively to the advertisements, rather than to the text, his knowledge will likely cover a greater area in the matter of things he should know as a manufacturer or trader.

There are many whose publicity needs are but partially met in trade paper advertising. It is doubtful if any given publication of this character will circulate among the entire list of one's customers. Therefore, the necessity of calling into service a direct medium is presented. The descriptions of the last-named are without number. It is under this particular classification where the greatest waste is now evident. The cost value of such that daily goes into the waste basket must surely present, could the figures be accurately compiled, an appalling total. Circulars, cards, brochures, price lists, booklets, calendars, house organs, etc., without number, go into the waste basket without receiving more than a passing glance.

Let but a small fraction of this cost be spent in advertising matter which because of its quality, character and generally pleasing tone will command the attention of those to whom it may be directed, and there would be but few doubters as to the compensation to be found in advertising that "does." Prove this to the skeptic, and you then find a demand for "advertisement talent" exceeding the supply. Sooner or later the proof will be made. Every seller will recognize that sales can not be effected by the salesman alone. He will be forced to concede that in the supplemental force of real advertising he secures to himself the maximum of results. The day will come when a mere spread of printer's ink will cease to be regarded as advertising. Copy alone, without the proper vehicle, can not effect the desired results. There must be a combination that will attract and impress the addressee.

It is the writer's observation that the pretty girl advertising matter comes closer to realizing the hopes of the advertiser who needs employ direct media than that of any other description. A propos the pretty girl. Let the qualification be here made that the portrait of any female celebrity of the theater, divorcee, or public character does not come within the meaning of the phrase. These are

too likely to bear the stamp of professionalism. Youth, innocence, modesty of garb and pose, total absence of vulgar suggestion, the ensemble of which creates a pleasure closely akin to that experienced upon the sun's bright rays entering a darkened room, more accurately approximates my meaning.

Since the beginning of time the chivalry in man has always prompted his admiration for the beauty of woman. No manly man wants to sidestep its charm. It is true of beauty in the flesh or in a picture. Ignorance and simon pure gall, sometimes a mixture thereof, is responsible for the reproduction by some publishers and advertisers alike of portraiture at once coarse, vulgar and insulting. Not only is it offensive, but it needs be an advertiser who fears not the adverse criticisms of his customers, real and prospective, who would employ such subjects.

The many processes of reproduction now employed in the graphic arts, as concern expense, make it possible for all advertisers to utilize the pretty girl idea in their advertising matter. Half-tones, duo-tones, three-color plates, lithographs, photolithographs, photo-gravures and photographs—each are extensively used. The higher grade processes command not only better price, but also the greater attention and consideration.

The Akron Mining, Milling & Manufacturing Co., Aurora, Ill., manufacturers of paint, and selling only to the consumers of large quantities now, a little over four years ago adopted as an advertising idea a photograph card the size of a postal card. The face of the card, excepting a space to the depth of one and three-quarter inches at the lower end, was given to the portrait of a pretty girl. The lower space included a calendar for the current month and the concern's address. The reverse side of the card contained a simple advertisement about as follows:

If you
don't
use
you
ought
to.

ROBINSON'S PAINT

Every month there was a new model on the picture side of the card and change of copy in the three top and three bottom lines on the reverse side. The center line, an electrotype, remained the same.

Last fall I made bold to ask Fred W. Harkness, Secretary and General Manager, to tell me what results had come to him from his simple advertising campaign. He replied substantially:

"We began sending out these cards as enclosures to a mailing list of about one thousand addresses, of which between three and four hundred were customers. To-day, of the same mailing list we include between seven and eight hundred as customers of record. I attribute the success solely to the use of the cards. They followed our salesmen, and our salesmen followed them. In every instance, without a single exception, the cards provoked a pleasant word from the buyer, even after our ear-

lier efforts for orders met with failure. Yet the buyer was sufficiently interested to request that his name be not stricken from our mailing list because of his failure to order. The continued pleasantries induced by the cards sooner or latter led up to personal pleasantries between the buyers and our salesmen, with the ultimate result as quoted. We can't use a greater number of cards, for those which we now get fully cover every possible purchaser we can serve. You may better realize our appreciation of these cards when I tell you that since we began we have found it necessary to enlarge our capacity and up to thirty days after the panic hit the country our orders continued in sufficient volume to insure a full month's operation of our factory with our entire force."

A brief analysis of this advertiser's campaign discloses a total increase of from 30 to 40 per cent., or an annual average of from 7½ to 10 per cent. In fact, the business of the concern was doubled in four years. The story of the campaign should prove an eye-opener to the advertiser or department manager who congratulates himself when he secures 2 per cent. and has strong visions of increased salary when the clean-up shows 5 per cent.

To complete the story, it may be stated that after a few months' use of the idea, the cards were sent under one cent postage, the envelope containing, in addition to the address, the notation, "For attention, Mr. Blank, purchasing agt.," or other designation of the buyer, and then it was rubber stamped "personal," in red ink. This was done to assure the sender the card would get past the office boy and into the hands of the person for whom it was intended. The total cost, exclusive of addressing, amounted to less than thirty dollars per month.

Here is a brilliant example of the possibilities of the harmony of relationship between the advertising and sales departments. Each helped the other—both were employed in a common cause—the pursuit of orders.—Arthur G. Battersby in Selling Magazine.

Probably there is nothing so insincere as the struggle between two women to see which shall pay the car fare.

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.

**"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.

Henry Smith
FLORIST
139-141 Monroe St.
Rath Phone
GRAND RAPIDS, MICH.

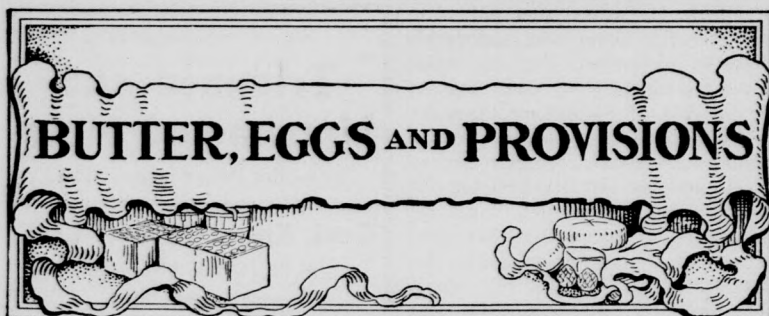
WANTED

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

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.



Soft Wood Butter Tubs and Moldy Butter.

"If you will come down cellar with me I will show you some of those tubs that have soft wood in them, and about which I spoke to you a short time ago," said a receiver. We went down into the butter cellar and the porter brought out of the box samples of a shipment that had come in recently. The first cover that we examined was evidently made of some sort of maple wood, while the staves were of white ash. On examining the butter it was found that the top tasted woody, the flavor having passed through the linen cap cloth into the butter. It was so marked that any judge would have turned it down at once. Other covers had only a piece of soft wood, sometimes less than one-third, but it was easily seen and would have been objected to by any good buyer.

In discussing the matter further with the receiver I learned that some time ago the bottom of the tubs were made of that kind of wood, but on the strong complaint of the receiver the creamery either changed the house from which it secured supplies, or the tubmaker went back to using white ash. Now the soft wood is found in the covers and it is just as objectionable there as on the other end of the tub.

Enquiry throughout the trade has led to the discovery of a number of these tubs, and it is quite time that attention was called to the matter. Woody flavor is a very serious objection and it is quite important that every possible precaution be taken to guard against the trouble. It seems quite probable that in most cases at least the creamerymen are not aware of the kind of tubs they are using. Possibly some manufacturers who do not value the reputation of their product as much as they should have been offering a little cheaper tub, which some creameries have been inclined to try. Whatever explanation may be given, the fact remains that it does not pay to buy a cheap tub. There are standard makes that are just as reliable as the separator or churn. Every particle of wood that goes into their manufacture is seasoned and selected for that purpose. If white ash is used nothing else goes into the tubs. Hence, it pays to know whom you are buying tubs from, and to be assured that every tub has the maker's guarantee behind it.

"If you had been here this morning I would have given you an object lesson in moldy butter that you would never forget," said a salesman

in one of the large butter stores. "In stripping one of the tubs I discovered that the paper on one side had been folded back, making a V-shaped space some inches across where the butter came up against the tub. That part was just as bright and free from mold, while all the rest of the butter was covered with mold. Now this illustrates what I have always believed, that paper linings are worse than nothing unless they are treated properly. It is evident in this case the liner was not soaked in brine before being used, but was put on dry. The tub had probably been soaked and salted, but either through neglect or thoughtlessness the paper liners were not treated in the manner that we all know is essential.

"This reminds me of another experience I had with mold which shows the unwillingness of some buttermakers to do the right thing. We were getting a creamery that was moldy week after week, and we wrote to the buttermaker, urging him to soak his tubs and then rub salt on the inside. He wrote rather a surly letter, telling about what they were willing to stand for, but we are inclined to think that he got orders from the manager to use the salt, for he dumped a quantity in the bottom of each tub. When that shipment came along the bottom of the butter and for four or five inches on the sides was absolutely free from mold, while the rest of the butter was the same as it had been previously. These are lessons that ought to convince any intelligent maker that there are ways of lessening the trouble with mold, which has been so serious of late."—N. Y. Produce Review.

New Cattle Slaughtering Device.

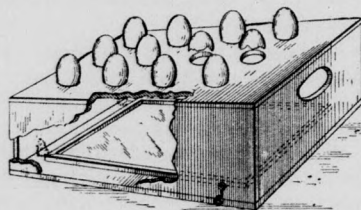
In the slaughter house at Dunfermline, Scotland, a new instrument for killing has been introduced. The instrument is about a foot in length. The barrel is rifled and the muzzle shaped like the mouth of a bell and angled in order to adapt itself to the slope of a bullock's head. By unscrewing the opposite end from the muzzle the cartridge may be inserted. When the bullock has been firmly drawn up, the operator places the bell end well up on the forehead and with a sharp tap of a mallet all is over, the beast generally falling down without a struggle. If the bullet has been properly placed its path should be along the spinal cord, completely severing it. If the instrument has not been well placed death is a little longer in ensuing, but in any case there is no pain to the animal.

THE EUREKA EGG TESTER COMPANY FORT WAYNE, INDIANA

No More Bad Eggs If You

use the

Eureka Egg Tester



Mr. Grocer, Hotel Proprietor, Restaurant Manager, Baker, Confectioner: Did you ever stop to consider how much money you lose per year on account of the eggs you purchase that are stale or worse?

Try an Egg Tester—A Child Can Operate it.

Instructions with each tester.

WANTED—Live salesmen make \$10 to \$15 per day. Something entirely new. So practical and necessary it sells itself. Send stamp for particulars. State rights for sale.

THE EUREKA EGG TESTER COMPANY

Fort Wayne, Indiana

BEANS AND CLOVER SEED

We are in the market for both. If any to offer, mail samples and we will do our best to trade.

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

FOOTE & JENKS' PURE FLAVORING EXTRACTS



(Guaranty No. 2442)

Pure Vanilla
and the genuine



ORIGINAL TERPENELESS EXTRACT OF LEMON

Not Like Any Other Extract. Send for Recipe Book and Special Offer.

Order of National Grocer Co. Branches or Foote & Jenks, Jackson, Michigan

W. C. Rea

A. J. Witzig

REA & WITZIG

PRODUCE COMMISSION

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

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

REFERENCES

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

Established 1873

All Kinds of Cheese at Prices to Please

Write or phone

C. D. CRITTENDEN CO.

41-43 S. Market St. Both Phones 1300. Grand Rapids, Mich.

Wholesale Butter, Eggs and Cheese

FRESH EGGS WANTED

Headquarters for Fancy Jersey and Virginia Sweet Potatoes

F. E. Stroup, 7 N. Ionia St., Grand Rapids, Mich.

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.

T. H. CONDRA & CO.

Manufacturers of Renovated Butter

Grand Rapids, Mich.

How Salmon Are Packed.

The Alaska Packers' Association has just issued an interesting work on salmon, which will go a long way toward explaining to the uninitiated the processes almost unknown used in the great industry on the coast. One of the most interesting chapters is that which explains the method of preparing salmon for market. For the information of thousands who are not aware of the processes the following is reprinted:

Salmon for canning purposes are not caught by hook and line, but in gill nets, seines or traps, and are, immediately after catching, brought to the canneries in boats, scows or steamers. From these vessels the salmon are raised by elevators to the fish dock and given a thorough external washing. In modern canneries they are then butchered and cleaned by machinery, and after being critically examined pass into brine tanks for final cleansing. Next they pass into dripping tanks, where all the water is thoroughly drained off. From them the fish, by endless chain carriers, are conveyed to the cutting machines, where a number of rapidly revolving circular knives divide the salmon into pieces the length of a can. For pound and half-pound flat or oval cans the salmon is then packed by hand, as no practical machine for filling these cans has yet been devised. Over 80 per cent. of all salmon is packed by machines in the highly preferred tall cans, as a machine does not get tired or neglectful. For tall cans the salmon are fed from large hoppers, which are attached to the cutting machines, into the filling machines. The salmon, first being cut into cylindrical pieces, is by gentle pressure of a piston placed in the tall cans in as nice and in a more appetizing way than could be done by hand. In addition to one pound of fresh salmon each tall can contains one-quarter of an ounce of table salt, which is put into the can before filling. From the filling machines the cans are transferred to tables, where they are thoroughly inspected, weighed and any deficiency supplied. Endless belts then convey cans to can-cleaning machines, where the exterior is submitted to a jet of air under high pressure and then polished with rapidly rotating wire brushes. Next tops are placed on the cans and crimped by another ingenious device. Then in the soldering machines the tops are soldered to the cans, after which they pass over runways under numerous jets of cold water, which cools and sets the solder. The central vents of the tops, which are open until this stage of the process, are sealed, and the cans are placed in openwork steel trays, or coolers, as they are called, which are immersed in tanks of hot water. Air bubbles escaping readily call attention to leaky cans, which are removed by tongs and passed to the leak menders for immediate repairs. The contents of a mended can are fully as good as of any other. The trays are then placed one upon another on cars and run over a track into steel retorts, where the salmon is subject-

ed to the first cooking. This requires about fifty minutes under a steam pressure of six pounds at a temperature of 220 deg. Fahrenheit. The cans are then withdrawn and vented by piercing the tops with small brads to allow the heated air to escape; thereafter these second vent holes are soldered. Every salmon can will, therefore, as explained, have two soldered vent holes in one end. The cans are next placed in another retort for the second cooking of sixty minutes under a steam pressure of twelve pounds, or at a temperature of 240 deg. Fahrenheit. After the second cooking the cans are carefully cleaned by scouring them in tanks of strong lye, then washing in boiling and, lastly, in cold water, after which they are allowed to stand for several weeks, during which time repeated tests and examinations are made for defective cans, all of which are removed. Finally they are dipped into lacquer to prevent rust, and after drying are labeled and cased.

New Uses for Lemons Needed.

"In my opinion," said a prominent lemon factor the other day in discussing the question, "the time has come for the trade to enter into a systematic campaign of education with the public, in the hope of reviving and increasing the consumption of lemons—Sicily lemons. It is well known that there is no lemon possessing so much of the true lemon virtue as the Sicily fruit. California lemons may have more juice, but for true 'lemonosity'—if I may use the word—for flavor and acidity and richness of texture, keeping quality and purity of oil—they can not compare with the Italian fruit.

"In my opinion, there is room for a great deal of booming in the world of lemons. The American people have too long confined the use of lemons to the one purpose of making lemonade. For flavoring, they have passed the direct employment along to the 'extract' manufacturers, and we all know with what results. Mighty little of the real lemon juice gets into extract. The peel forms the greater part of that, and barrels of acid of an artificial nature are employed to 'fortify' that before it gets to the consumer. Then, there is the soda fountain, where it is almost impossible to buy a lemonade and have the real fruit squeezed in your presence. We have done a great deal through the co-operation of the pure food officials, but there is room for a lot of education on top of that.

"First of all, we want to impress on the cooks of the country, the beverage servers and the housewives, the importance of using pure and true lemon. Then, there are uses for lemons which very few Americans understand. Take the matter of lemons as a complexion food on my lady's toilet table. Sicilian women have always been famed for their olive complexions, yet it appears to have escaped the attention of the society beauty of America that it comes from the free employment of lemon juice in the toilet water. I have known wonderful results to come

from the use of half a lemon squeezed into a basin of water for the toilet. A dozen lemons judiciously used would work miracles as against bottles and boxes of expensive and artificial cosmetics.

"Then, take lemons for removing ink stains from the skin or from fabrics. The mild acid is perfectly harmless, yet it is more effective than quarts of benzene, naphtha, cleaning fluids, pumice, soaps and more powerful applications usually resorted to. If half the typewriters and stenographers would use lemons to remove stains from their hands the aggregate effect on the lemon trade would be astonishing. As a healer, lemons possess a power unequaled by any disinfectant I know of. Cut your finger, if you chance to. Stick it into a fresh-cut lemon. It will smart for a few minutes, but the mild acid will make the wound absolutely clean and antiseptic, absolutely safe from blood poisoning, with the tissues clean, so that healing will progress faster than by the application of any amount of lotions and bandages.

"These are only a few of the uses for lemons with which the average people are unacquainted. I believe if we started a campaign of education and coaxed the people around to a sane use of a simple remedy, we wouldn't have to complain long about lack of demand. It is true that of late there have been many competitors of the lemon as a flavoring agent and it is not surprising that, in the aggregate, they have injured the demand for lemons. But it is for us to get busy and I, for one, would like to see something done—Journal of Commerce.



Ground Feeds
None Better
WYKES & CO.
GRAND RAPIDS

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

M. O. BAKER & CO.

Toledo,

Ohio

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.

701-705 Indiana Ave. Indianapolis, Ind.

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 Weis & Richardson Co.
Burlington, Vt.

We Want

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

at Full Market Value

Crohon & Roden Co., Tanners
37-39 S. Market St., Grand Rapids

Dry Sound

Our feeds are made from
Dry Corn. We give
you grain that will draw
trade. Let the other fel-
low worry with cheap,
damp, sour goods. Send
us your orders for

**Molasses Feed
Cotton Seed Meal
Gluten Feed
Old Process Oil Meal**

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.

Grand Rapids, Michigan

Wanted Beans and Clover Seed

Apples, Potatoes, Onions

Moseley Bros. Wholesale Dealers and Shippers
Beans, Seed and Potatoes

Office and Warehouse Second Ave. and Railroad.

Both Phones 1217

Grand Rapids, Mich.

The Vinkemulder Company

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

14-16 Ottawa St.,

Grand Rapids, Mich.

B A G S

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. 10.—It can not be said that literally flags are at half mast here, but even if they were the depth of gloom would not be indicated thereby. There are times when grief is so intense that the mourner is best left alone. So it is with New York. From the head of the big plants to the smallest office boy Despair—with a great big D—is written on the countenance, and only in the thought that the Giants may wallop the Cubs next year is there a ray of sunshine. Business is gradually recovering, but the strain of the week has been awful. The Presidential race and the European crisis were forgotten and all minds turned to the Polo grounds. Let us forget it.

Speculative coffee is said to be doing a little better and, in fact, a slight gain has taken place. But the gain scarcely makes good the loss during the fore part of the week, and at the close the situation is not especially hopeful, nor is it discouraging. Spot coffee is taken in the usual small lots and roasters take only sufficient to meet current requirements. In store and affloat there are 3,188,198 bags, against 4,037,917 bags at the same time last year. At the close Rio No. 7 is quoted in an invoice way at 6@6½c. Mild coffees are steady and moving at quotations which show practically no change whatever.

In teas, as usual, most the enquiry is for the lower grades, and this is true of Formosas as well as of Pingsueys and Country Greens. Supplies show some increase and are likely to be augmented.

Refined sugar moves very quietly notwithstanding the recent decline and new business has been quite conspicuous by its absence, and even in the way of withdrawals the transactions have been of very small proportions. Three cargoes of raw Java sugar are being stored here as refiners will not pay a price that will let owners out whole. Beet crops abroad indicate lighter supply and foreign markets show a trifle more firmness.

There is a little more activity to the rice market, although buyers take very small quantities and do not want to be caught with big supplies in case there should be a bigger crop than is now anticipated. The range of quotations is just about on the same level that has prevailed for a number of weeks, good to prime domestic being quoted at 5½@6c.

Spices are quiet, although there is probably some improvement with the approach of cooler weather. Quotations are very firmly sustained and thereby moderate stocks are denoted.

Molasses is steady with prices well held. Supplies are not overabundant and the general situation seems to favor the seller at this writing. Syrups are dull and stocks are of limited proportions.

In canned tomatoes there seems to

be some "divergence of opinion" as to the value of the goods and buyers and sellers are waiting to see what will turn up. There seems to be a good supply of stock that is not all it ought to be as to quality, and holders would like to work off such stock at a shade—or even two shades—from the usual quotations. Seventy-five cents, it is said, will purchase tomatoes that will pass possibly as standards, albeit they are of a blonde rather than of a brunette complexion. Packers ask 80c for honest goods and are unwilling to make any concession. As to the pack the lingering summer weather has caused the ripening tomatoes to hang on and the pack is certainly larger than was looked for a few weeks ago, although still much smaller than last year. Corn is moving in an everyday manner and prices are steady. Other goods are unchanged.

Butter of the top grade is doing fairly well, and working out at 28@28½c. The accumulation of butter in the four markets of New York, Philadelphia, Boston and Chicago is said to be 38 per cent. greater than a year ago, and if this is true it would not seem as if there would be much advance in rates. Western imitation creamery, firsts, 20c; factory, 18@19½c; process, 20@23c.

Eggs are dull save for the very finest, and such are usually in greater demand than can be taken care of. A large part of the arrivals from the West are "mixed;" in other words, good and indifferent stock is placed in the same package and such generally fetches a price equal to what might be obtained for the very worst. Western extra firsts are worth 26@27c; fresh-gathered firsts, 23@25c; seconds, 21@22c; refrigerator, 20@22½c.

Cheese is firm. The drouth has caused a stoppage of supplies at many factories and they are closing down. Full cream specials, 13¼@14¼c, with an upward tendency.

The Rug Beater Who Had a Future.

A rugbeater's experience may be invaluable to a railroad President. This is a good thing to remember if you have your eye on a railroad presidency for the future and are beating carpets for a present living. The only trouble is that we never associate such petty experiences with anything big enough to be worth while. And yet there is a superintendent of a soap factory in Chicago who owes his position to the fact that once upon a time in his young, unprosperous days he was forced to work in a laundry to find the wherewithal to purchase his meal ticket. This is how it worked out:

Some time after he was graduated from the laundry, which was he thought a mere incident to the work of looking around to find a life vocation, this man had qualified as an efficient stenographer. This won for him a place in the general offices of the soap company. He was a good stenographer. He had been trained to work hard. In a few years he held the position of Secretary to the General Manager, a position that threw

him into direct contact with the manufacturing end of the business.

In this way he was able to learn more about the business of making soap than anybody on the outside ever would suspect of existing. But he never thought of applying his experience as a machine operator in the laundry to his present position.

There was another Secretary in the office whose work almost paralleled that of the ex-laundryman. This second young man had come to the office fresh from college. This gave him an advantage over the other. It made him the President's Secretary, thus establishing unquestionable superiority. And also he came much into contact with the work of the factory.

Neither of the young men in question ever dreamed of going into the factory. Neither in their wildest moments of hope and planning ever supposed that they were eligible for the position of factory superintendent, the college man because his bent did not lie in that direction, the other because he had been schooled to regard his chances humbly.

One day there was consternation in the factory. A brand of household soap had fallen under the ban. Merchants had discovered that the soap would not sell, consumers had discovered that they didn't want it. Competitors had discovered both circumstances, and they were making the most of it in advertisements and in selling arguments. The firm had banked on the brand. It had advertised it to the four corners of the earth. It had felt sure that it had a brand which would be a standard for general use, and it had splurged accordingly. But the soap had been tried and found wanting. It was hard to say what was the matter with it. As to its cleansing qualities there could be no two arguments. But in spite of its excellence in this regard it was a thing undesired by the consumer.

The office was in an uproar. The firm stood to lose both money and results of one of its most extensive advertising campaigns. So the ex-laundryman, in a moment of curiosity, took a couple of cakes, went back to the old laundry, where once he had drawn \$10 per and went to work. In three hours he had the secret. He

came back to the office with the skin peeled off his fingers.

"That's what's the matter," he said, holding up his hands. "It cleans clothes better than anything else in the world. But it cleans your hands too well while it is doing it. No wonder people do not like it after a couple of trials!"

It took the firm a long time to put the soap back in favor. By that time the ex-laundry worker was in the factory as the Superintendent's assistant. Later he ascended to the top of the ladder. The college man still was a Secretary and he wonders why a fellow who had done nothing but knock around making his living all his life came to get the better of a man with an A. B. to his name.

Jonas Howard.

An Old Drummer's Philosophy.

All a man needs to be brave is a full stomach; a woman, to be well dressed.

Nearly every man likes to make his mark, but few care to be made marks of.

The most that can be said of love is that it shows how silly a man can be at times.

A woman endears herself to a man by making herself cost as much as possible.

The only way some women try to improve on Nature is through the dressmaker.

Lots of men will tell you there is room at the top, but never give directions for getting there.

When a girl refuses to be kissed by a young man she is just trying to see how bad the young man wants it.

The reason a fool and his money are soon discovered is because they always go on an exploring expedition.

A DIVIDEND PAYER

The Holland Furnace cuts your fuel bill in half. The Holland has less joints, smaller joints, is simpler and easier to operate and more economical than any other furnace on the market. It is built to last and to save fuel. Write us for catalogue and prices.

Holland Furnace Co., Holland, Mich.

FLOWERS

Dealers in surrounding towns will profit by dealing with

Wealthy Avenue Floral Co.

891 Wealthy Ave. Grand Rapids, Mich.



High Grade
Low Price

Mo-KA

COFFEE

Mr. Merchant—
When you put
MO-KA Coffee
in Stock—
you put in a Seller—
The Sale and the
quality are both
absolutely guaranteed
by the roaster—and
more it pays the
Merchant a fair profit
—to which he is entitled.

PEANUT INDUSTRY.

Origin and Development of Culture in America.

Although the peanut is the favorite titbit of the masses when enjoying their outing in the parks and playgrounds, of the boys and girls who longingly eye the numerous stands located at the street corners where peanut candy bars, salted peanuts, peanut brittle and the like are offered for sale, and used in the form of peanut butter by a great many fastidious persons as a table delicacy, yet very few people realize the important role the peanut has assumed as a market product, its value as a food article and the great strides which have been made in the development of the peanut industry within the last decade, and fewer still know anything about its history and growth.

The peanut, known in different localities as the earthnut, groundnut, groundpea, goober and pindar, is, strictly speaking, not a nut at all, it belonging to the pulse family, Leguminosae. It should be, therefore, more properly called the groundpea. The peanut, unlike other plants of the same family, matures its fruit underground. The plants are annuals, growing from 1 to 2 feet high. The blossom is at the end of a long pedicel-like calyx tube, the ovary being at the base; after the blossom drops the peduncle or spike with the ovary on the end bends downward, pushing several inches into the ground, where it develops into a pod containing from one to four seeds.

The plant is a native of Brazil, but it was early introduced into the Old World, where it is very extensively cultivated and used as an article of food. While the weight of authority seems to be in favor of accepting the peanut as a native of Brazil, thus adding it to the four other plants of commercial importance that America has contributed to the agriculture of the world (namely, cotton, Indian corn, potato and tobacco), yet it is difficult to fix upon its origin. This, perhaps, is due to the fact that the peanut, like many other extensively cultivated plants, has not been found in a truly wild state. So widely has it been cultivated in Eastern countries, that some botanists have attempted to trace its spread from China to Japan, thence through the East India Islands to India and thence to Africa, where in the seventeenth century it is said to have been so extensively cultivated that the slave dealers loaded their vessels with it, using it as food for their cargoes of captives.

Virginia, North and South Carolina, Georgia and Tennessee rank foremost in the production of peanuts in the United States, but it has been demonstrated that many other localities are equally adapted to their growth.

Although having been grown for a number of years previous, the peanut was not extensively known in this country until a knowledge of it was acquired by individual members of armies stationed in Virginia at different periods during the Civil War. Be-

tween the years 1865 and 1870 the number of acres devoted to the culture of peanuts increased many fold.

The edible portion of the peanut contains an average of 25.8 per cent. of protein, 38.6 per cent. of fat, 24.4 per cent. of carbohydrates and 2 of ash, or a total of 90.8 nutritious value; thus the peanut is one of the most nutritious of foods.

Millions of bushels are being used in the Old World for the production of oil, which is considered as being equal to olive oil. The residue, after the extraction of the oil, is used very extensively as feed for stock and as such it is most valuable. The vines are used as hay and for fertilizing.

The average yield per acre in the peanut section of the Atlantic seaboard is said to be fifty bushels. There are localities where yields as high as 100 bushels per acre have been reported.

The growth of the peanut industry of the United States since the Civil War has been phenomenal, notwithstanding the fact that, up to 1895, peanuts were nearly all used as titbits and very little use was made of them as a table food.

We find that the peanut crop of the United States in the year 1896 was about 4,000,000 bushels, of which fully three-fourths were sold to vendors of the roasted peanut, while the poorest grades were used up in the making of "burnt almonds," peanut candy and cheaper grades of chocolates. It will thus be seen that until twelve years ago peanuts did not constitute a part of the regular articles of diet in this country, but were eaten as titbits. About that time experiments were made with "peanut butter."

The Virginia varieties, the Tennessee varieties, the Georgia red-nut, the North Carolina (or African) variety and the Spanish variety comprise the varieties cultivated in this country; but there are many other varieties which are raised in foreign countries, viz., in China, Japan, South America, Central America, India, Africa and some parts of Europe.

The Virginia running variety is probably the most widely known and the most popular with the trade. It may be taken as the typical American peanut. It has large, spreading vines, which grow flat on the ground and bear pods over almost their entire length. The pods are white and quite large, weighing about 22 pounds to the bushel.

The Virginia bunch variety grows erect and fruits near the tap-root. Its pods closely resemble those of the running variety.

There are the white and red Tennessee varieties. The white closely resembles the Virginia running variety, while the red produces a smaller pod and its kernels have a dark red skin. This variety matures earlier than the white.

The Georgia red-nut, like the similar variety in Tennessee, has medium-sized vines which grow up from the ground and fruit principally near the tap-root. Its pods contain three to four kernels.

The North Carolina (or African)

variety has a small pod, weighing twenty-eight pounds to the bushel.

The Spanish variety is one of the richest and sweetest-flavored peanuts grown. It is now extensively used in the manufacture of peanut butter and candies. This variety has a comparatively small, upright vine. Its pods are small and form near the tap-root. As this variety can be planted very closely it will produce a heavier crop to the acre than any of the other named varieties.

According to the reports of the Agricultural Department a light, porous and sandy soil seems the best adapted to peanut culture, because it is nearer the natural color of the peanut shell, but almost any soil which can be kept in a friable condition will produce equally sound and well-flavored nuts, providing this soil contains a sufficient quantity of lime for the development of the nuts. The Atlantic Seaboard from New Jersey to Florida and some of the Southern Mississippi Valley States are said to contain excellent peanut land not yet devoted to the crop.

The nuts most in demand by the American trade are those raised between 35 and 37½ deg. north latitude. An early spring, a warm summer of even temperature, with moderate moisture and free from drought, and a harvesting time with very little rain constitute the most favorable weather for peanut culture.

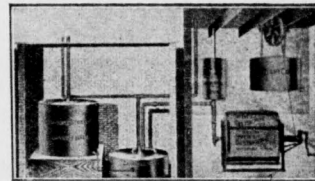
A. P. Grohens.

Many Uses of Indian Corn.

Can you get along without corn? Of course you can give up johnnycake and breakfast flakes, but what of the extra cent or two for every starched thing you wear if the laundry does not use cornstarch? What of the higher priced soap if there is no corn oil in the glucose factory? What of the cheap silk ties that will vanish softly and suddenly away because the cellulose adulteration is based on corn pith? What of the 10 cent instead of 5 cent mucilage bottle when gum arabic is used instead of dextrin, made from corn? What of molasses instead of a table syrup, and more costly and less palatable candy when it is deprived of the grape sugar or glucose content? The navy without corn would mean battleships without the linings of corn pith in their bulks. When a shot penetrates the armour and lets in the water the corn pith swells and fills the hole. A navy without corn pith would be a Spanish armada in a modern sea

fight. Without corn dairy products would double in price. In 1906 the United States grew enough corn to feed the whole human population for three years if they were confined to a corn diet.

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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

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

We Take OLD Pianos in Exchange For New

Let us save you the trouble of trying to find a purchaser for your old piano or organ. We will accept it in part payment for a new one and allow for it full value. Send a postal with your name and address and our representative will wait upon you with all information. ♣ ♣

Friedrich's Music House, 30-32 Canal St., Grand Rapids, Mich.

INACCURATE INFORMATION.**It Is Responsible For Many Troubles In Business.**

Inaccurate information in a general sense is responsible for more troubles in business and in more devious ways than is almost any other one source of annoyances. In this, too, I am waiving the more serious phases which wreck established institutions. Much of everyday knowledge of business is based on mere "information," and in vital moves naturally this "information" may ruin an otherwise solid establishment. I sat in the office of a business house the other day, when a man came in to see the head of the department about a matter that was in dispute. The head of the department, listening a moment, explained that he knew absolutely nothing about the matter, but said that if his caller would go to a certain room on the same floor, the manager of the department there would be glad to take up the matter with him.

"But," protested the caller, "they sent me up here!"

"Who sent you up here?" asked the official.

"Well, I don't know," admitted the caller, "but it was a young man down in the office on the first floor!"—still in a challenging tone of voice.

Not until the manager had added considerably more of pointed definiteness to his directions as final did the caller leave in the direction of the right office for his complaint.

Evidently the young man in the general reception room, lacking information of where to send such complainants, had made the mistake. The complainant, following directions and finding that he was being shifted somewhere else, had grown indignant. His grievance was bigger than it was when he first started up with it.

There are men at the head of departments of business who by nature or through the pressure of business cares are short and curt in their dealings with employees. In giving a direction or answering a query they may show a degree of impatience that makes the employe nervous. He doesn't hear as well as he would if the tone were full of amiability; he doesn't have all his wits in control for the logical assembling of the things he does hear. He goes away nervous and uncertain, and when he begins to put his directions into working order he discovers that he doesn't know just what he has been asked to do.

This brings up to the young man preparing for business the necessity for his cultivating a quick wit and understanding based on common sense. The work of the world does not allow for the operation of a hundred slow brained men presided over by a man whose large salary is based on his quickness of perception and his knowledge of what these 100 slow brained men ought to be able to do if only they could understand enough to do it. He is paid to get results out of these men and if he can not get them he must get new men.

Quick, comprehensive thinking is almost as much a matter of training as it is a matter of brain quality. To train the brain in this respect, however, it must be exercised with a view to its training. Taking sixty seconds to understand a spoken order to do something is as bad as waiting sixty seconds understandingly before you start to do it. It is wasted time.

"I never have to tell that fellow anything twice."

Thousands of times a day men in responsible positions pay this tribute to the wideawake, capable man whose mental powers are under ready command. Such a man concentrates his attention. He can hear and he can grasp the substance of what he hears. He is prepared to act the moment that he has received instructions from his superior. This keenness of wits in working order always promises that the man possessed of it may escape the handicap of misinformation in general. And the world is full of this misinformation of all kinds which is passing current every day among the unthinking.

John A. Howland.

The World Will Ultimately Be One Fireside.

The fashions are coming in this autumn with revolutionary changes, but they are no more revolutionary than the changes that are overtaking fashions in business and education and home customs. A few years ago it was most outre for a girl to go to college. Now it is entirely correct. The tables are turned. Last June over a thousand more young women were graduated from college than young men.

A few years ago it was distinctly bad form for young women to go in business. Now there are over six millions of American women and girls in trade and industry, and more are following them constantly.

A few years ago homes were distinctly different from now, and Mrs. Charlotte Perkins Gilman, who is an apostle of to-morrow, prophesies many changes to come. She has a poem on "The Holy Stove," which expresses our fondness for the gas range and rolling pin in the kitchen. But despite the attachment to them she expects them both to go. She expects the kitchen and all its kettles to leave the house.

She thinks cookery will be done outside the house just as are the cleaning of rugs and curtains, baking, pickling, and preserving, and dress-making and weaving.

There was a time not many years ago when shoes and candles and soap all were made in the individual houses. Now they are prepared each in its own factory. When cookery follows suit the home will be left as a place to rest and chat and play or work in. Each mother will have her profession or art or trade to engage part of her day. And the children will have a chance to grow up with many other children, meeting them every day in big playrooms and playgrounds and kindergartens.

Expert educated women will take

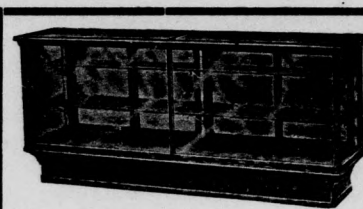
charge of the children as their profession. They will be women who love children. Women who are not fond of children will choose other professions. The mothers, meantime, will have no more to do than has the usual housewife, but they will be able to perform their chosen work as specialized experts who learn one thing well, not as amateurs, jacks of all trades, who know a little of each of the "tangled industries" that go to make up the business of housekeeping.

They will have just as much genuine leisure and playtime with the children as now, perhaps more than now. But it will not be spoiled by the children "being in the way" while mother tends the holy cook stove.

Platonic friendships are thought amusing, if not impossible nowadays. But they will be perfectly possible and natural when there will be a thousand other common interests between men and women besides love making.

Nor will it be necessary to have receptions and high teas in order to give folks a chance to meet. These are relics of olden primitive days when people lived far apart, isolated. Women still largely lead isolated lives and so they get up fantastic gatherings just as an excuse to be together. They meet formally. Men, on the contrary, dislike parties, for they have plenty of ways of meeting each other informally and intimately in the course of their business life, where common interests bring them in touch with each other. Mrs. Gilman predicts that as the women share in the larger life of the larger world there will spring up big common reading rooms and playrooms and sitting rooms where men and women will meet each other in the same delightful friendly natural way. Otherwise put, the big world itself will grow homelike, cozy, sociable, companionable. There will be no "cold, hard outside world." Every place will be home, sweet home.

Ada May Krecker.

**The Case With a Conscience**

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

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

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

GRAND RAPIDS FIXTURES CO.

Grand Rapids, Mich.

Jefferson and Cottage Grove Avenues

Orange Marmalade

is one of the best things we make. You know how good slices of orange with sugar on them are at breakfast. Well, this marmalade is just sliced oranges and sugar, cooked to a jam consistency, and with just enough of the very thin pieces of peel in it to give it the orange "bouquet" which comes from the orange oil in the cells of the outside rind. Your trade will like this, and it only costs you \$4.20 a case of two dozen 16 ounce pound glass jars, freight paid. You sell it for \$6.00, and they'll call for more. Better try a case or two.

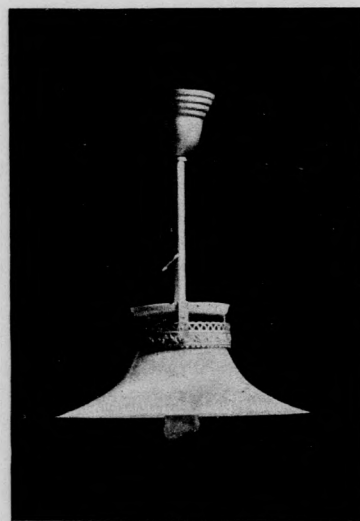
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Redlands, California

(Where the oranges come from)

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We manufacture all kinds of

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We can sell you any style of fixtures, outside arc, mantels, shades, glassware, galvanized piping, etc.

Write for prices. Agents wanted.

IDEAL LIGHT & FUEL CO.

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Encroaching on Each Other's Lines of Goods.

Here is a little help wanted advertisement that struck my eye in one of the Philadelphia Sunday papers last week:

SALESMAN TO CALL ON GROCERY TRADE with line of established family medicines. \$1,200.

It fit in so well with a talk I had with a druggist only a couple of weeks before.

He used to be on the road for a wholesale drug house. That is where I knew him. A chance came to buy this little drug store in an up-State town and he took it over and settled down.

I ran across him on one of my trips and was asking him how he was getting on. He was a little down in the mouth and in the course of conversation it came out that one of the things in his craw was the fact that one of the grocers in the place was selling a lot of things that my friend said belonged to a drug store. They were all the things that paid fat profits, too—that's what cut deepest.

Well, we talked along that line for a while, and later on in the course of business I had to go into the grocery store he was sore on. It wasn't a general store in the ordinary sense, but called itself a grocery store. Good store, too. Yet by snooping around asking questions and keeping my eye peeled I found out that it was selling the following things:

- Seventeen patent medicines.
- Toilet soap.
- Witch hazel.
- Borax.
- Camphor.
- Cake soda.
- Washing soda.
- Jamaica ginger.
- Perfumery.
- Bay rum.

What would you call these—groceries? They sure look like drugs to me. At any rate, it looks as if the druggist had some kick coming, does it not?

I talked with the proprietor of this store a little bit about it.

"You've got quite a drug department," I said.

"Well, yes, we keep a few things," he said.

"Don't you find that the druggists kick?" I asked him.

"Never heard of 'em kicking," he replied. "Wouldn't make any odds if they did; everything I sell I've got a right to sell. No law compelling a druggist to sell such things exclusively, is there?"

The man was right. So far as any law is concerned he had a perfect right to sell anything in the drug line he wanted except things like poisons or brandy. Nobody could stop him for one minute. And if he didn't feel that it was up to him not to do it because custom and grocers should not sell such things, why there was not any reason at all why he should not do it.

I wouldn't come within ten miles of telling him he ought not to do it—

it is none of my business. Those things are as a man feels.

A salesman who gets around a good bit told me not long ago that the grocers were hogging it. We had a warm little mix-up over it, but between you and me, since I think it over, isn't it so?

What about selling meats that used to belong to butchers?

What about selling patent medicines and other drug store things?

What about selling candy that used to belong to candy stores? A tremendous lot of grocers sell candy now; almost every jobber carries it in stock.

What about selling oil cans and other hardware stuff?

What about selling cigars and tobacco?

I honestly believe that you can hardly find one grocery store in a hundred that sells groceries and nothing else.

Of course there has been a change in nearly every line. The drug store sells stationery, candy, cigars and a whole lot of other truck that would make the old-time professional druggist turn in his grave. The candy store sells the drug store's soda water, and so it goes.

The lines are getting very much broken, and they're going to be more broken. Competition pushes us so hard that it is a case of grabbing up whatever we can fit in to make a dollar on.

I am bound to admit, though, that the grocer's gone farther away from his own field than anybody else.

Didn't he have a right to? Sure! But the other fellows don't think so.—Stroller in Grocery World.

Progressive Conundrums.

"Miss Gracie," he said, with an engaging smile, "did you ever try your hand at one of these progressive conundrums?"

"What is a progressive conundrum, Mr. Spoonamore?" enquired the young lady.

"Haven't you heard of them? Here is one: Why is a ball of yarn like the letter 't'?"

"Because a ball of yarn is circular, a circular is a sheet, a sheet is a flat, a flat is \$50 a month, \$50 a month is dear, a deer is swift, a swift is a swallow, a swallow is a taste, a taste is an inclination, an inclination is an angle, an angle is a point, a point is an object aimed at, an object aimed at is a target, a target is a mark, a mark is an impression, an impression is a stamp, a stamp is a thing stuck on, a thing stuck on is a young man in love, and a young man in love is like the letter 't' because he stands before 'u,' Miss Gracie."

"I don't think you have the answer quite right," said the young lady. "A ball of yarn is round, a round is a steak, a stake is a wooden thing, a wooden thing is a young man in love, and a young man in love is like the letter 't' because, Mr. Spoonamore—and she spoke clearly and distinctly—"because he is often crossed."

The young man understood. He took his hat and his progressive conundrums and vanished from Miss Gracie Darlinghouse's visiting list forever.

Tea Talk

Our new crop

Japan Teas

have arrived.

The quality is excellent.

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

Our 1908 crop

Congous and Gunpowders

are now en route direct to us from China.

A new importation of

Ceylon Teas

is now on the water direct to us.

We Do Not Buy Old Crop Teas

because they are cheap.

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



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

Judson Grocer Co.

Direct Tea Importers

Grand Rapids, Mich.

"ONLY HIS WAY."

How Ralph Roberts' "Way" Brought Bitter Defeat.

Written for the Tradesman.

You know the people who "don't mean anything by it."

Every community has a few of them.

"It is only his way," say friends, in apology.

"It is a mighty poor way," declare disgruntled ones.

And it is not only a "poor way," but a "way" that often leads to ruin.

There was Ralph Roberts, the ice man at Jimtown. He had a "way" with him. He lost friends where ordinary civility would have retained them. He was brutally frank in his speech. He treated every man he did business with, every person who was unfortunate enough to come in contact with him, as if he thought that person was trying to rob him.

He couldn't conduct an ordinary conversation without saying mean and insulting things. He termed his observations "practical common sense." Those who met him termed them boorish breaks. He acted as if he thought no living person was entitled to decent treatment at his hands. You know his kind. It is a pity that such folks have the gift of speech, for they make others feel uncomfortable when there is no call for it.

After a long time, after Roberts had strutted about the streets of Jimtown in overalls and hickory shirt, browbeating and insulting those he did business with, for many years, he discovered that his cheap bluster was giving him a reputation of "up-and-downness" which he rather liked. Therefore he tried to live up to his reputation and became more "up-and-down" than ever. It pleased him when sycophants burst into loud guffaws at his impudent speeches.

He never for a moment thought that every man, woman and child in Jimtown, including most of the members of his own family, wished that he might get a good beating up every night for the things he had said during the day. He believed that the chip he carried around on his shoulder was a sure enough badge of royalty.

Now, it is not in the nature of things that this could go on forever. When a man makes enemies where he might make friends, he is an ass, and on the road to ruin. It is comparatively easy to down such a man, for when one starts in on the job he has a good many assistants. That is, he has assistants if there is a reasonable show of downing the nuisance. If there is no such reasonable show, those who ought to assist will turn in and help the bully. Which shows that, after all, this is a mighty selfish old world.

One summer Roberts took into his inferior-looking head the notion that he could be a little more "up-and-down" on ice prices, so he nearly doubled the rate to consumers. His customers roared, but that did no good. Roberts had the only ice in town, and there was no way to get more in. The local agent of the one

railroad passing through Jimtown couldn't, or wouldn't, supply cars to bring in more.

When the people arose in their wrath and went to the division superintendent he rubbed his nose and looked wise.

"I don't see how we can furnish cars every day for this ice business which you propose," he said. "We are loaded down with demands for cars."

"I thought your road was here to do business," said the spokesman.

"Well," replied the railroad man, "I'll see what I can do for you. If I give you the service you ask it will be because of a desire to accommodate you."

The consumers took hope from this and congratulated each other.

"We'll get the cars," said one.

"And we'll down old Roberts," said another.

"Next year we'll have a new ice company," submitted a third.

"If you do," cut in the pessimist, "old Roberts will buy it out and boost rates again."

And Roberts knew what was going on and was more "up-and-down" than ever with his patrons. His delivery men gave smaller pieces of ice for a quarter and refused to carry them into the houses.

"I'll show 'em," Roberts said, "that they can't dictate prices to me. I guess I know what that ice cost me, and what I ought to make as a reasonable profit. I'll show 'em a thing or two."

Satisfying himself with this reasoning, which he copied from newspaper interviews with trust managers, the ice man rattled the money in his pockets and waited for the people of the town to begin buying ice at the new rate.

In the meantime the consumers, hoping much from the fact that the railroad man had treated them civilly, had discovered that they could buy ice at the next town five dollars a ton cheaper than Roberts offered it. This wasn't much when the cost of transportation and delivery was taken into account, but it would give Roberts a black eye, and that was enough.

One day the chairman of the Committee went to the railroad office to find out about the cars and the rate.

"I find," said the division superintendent, "that I can, at some loss to the road, carry this ice for you. We would rather not touch it, but, as you said the other day, we are here to do business, and must take the good with the bad."

"What we want," said the chairman, "is to lease the cars."

The railroad man shook his head.

"Why not?" asked the chairman.

"Because you'd be carrying all sorts of truck back and forth in the cars, running a little transportation line of your own without making any investment," said the division superintendent. "You'd be carrying passengers if we didn't watch you."

"What do you propose?" asked the chairman.

"We'll carry the ice by the ton."

"How much a ton?"

"Four dollars."

The chairman sank back in his chair. Having obeyed orders, which were to put on all the traffic would bear, the superintendent smiled.

"Nothing doing," said the chairman.

"Good day!" said the railroad man.

The chairman left the office without saying whether it was or not.

"We're up a tree," he said that night at the meeting.

It is not necessary to set down here what the members of the Citizens' Association said about the railroad. Such things are better left unsaid.

Roberts heard all about it before he went home that night. He chortled in his sleep. He decided to put another nickel on each customer. The way he put up prices reminded the people of the Standard Oil Company trying to scrape enough money together to pay that \$29,000,000 fine. The next morning he was the man with the iron hand when he sat down in his quiet little office back of the bank.

While he sat there musing the doorway was darkened and a well-dressed man stood looking down upon him.

"What do you want?" demanded the ice man.

"I came in to see about—"

"Then walk out to see about," roared Roberts. "There's plenty of lazy clerks out there to attend to you."

The well-dressed stranger looked startled. It was quite clear that he wasn't used to such receptions.

"My business—" he began, but Roberts choked him off.

"You don't look to me," he said, "as if you had any business. What the — do you mean by butting in here at this time in the morning? Get out."

"What I was about to say—"

"Tell your troubles to one of those flaxen-haired fashion plates in the outer office!" roared Roberts. "You are not about to say anything in here just now."

"All right," said the well-dressed man, and he walked out.

Roberts figured on reducing the wages of his men and raising the price of ice.

In a few moments he was called to the 'phone.

"I called in to see you this morning," began a voice, but Roberts called a clerk and sat down again.

In a moment the clerk stood humbly before him.

"If you please, sir," said the clerk, feeling afraid of his job, "the President of the J. & A. Railroad orders the ice supply at the station cut off."

"What?"

"He said he came here a short time ago to talk with you—"

The ice man was out of his chair in a second.

"Call a cab!" he roared.

When the ice man got to the station the President of the road was just stepping into his private car. The chairman of the Citizens' Committee stood by his side.

"We'll carry your ice," the official was saying, "at a dollar a ton, and if that isn't low enough we'll make a cut."

"Wait!" yelled Roberts. "I didn't understand—"

"Take that crazy man away from the car," said the President, turning to a negro porter. "He'll break something next."

"I didn't know who you were," cried Roberts, "besides I didn't mean anything personal by what I said. It is only my way!"

"If he comes any nearer," said the official, "call an officer."

Roberts went out of the ice business next year. He is now the meekest man in Jimtown. He ought to be meek, for he isn't worth a cent. When he makes a break, forgetting, people don't say, "That is his way, he doesn't mean anything by it." They give him a slap in the face. It took an unusual, almost unbelievable, action on the part of a railroad company to down the nuisance, but the fact was accomplished. May all his kind go with him. It is too bad that all men with such a "way" don't come to such a finish.

Alfred B. Tozer.

Musical Part of Brain in Front.

The musical part of the brain is in the front. Thus saith Dr. Auerbach after studying the brain formations of two famous musical geniuses. In examining the brain of Stockhausen, the eminent singer and instrumentalist of the fatherland, he came in touch with an incomparable master of tone as he was rated by contemporaries. To be a pupil of Stockhausen was no less an honor for a singer than it was for a violinist to be instructed by Joachim. Taken in its entirety, Stockhausen's brain is extremely rich in convolutions. The frontal convolution has a special development with nearly double the normal length, and it is traversed by deep furrows. Broca's convolution is most pronounced. The temporary convolutions are of extraordinary size.

Speaking generally, Auerbach considers that this brain presents a complicated configuration. The remarkable development of the frontal lobe is perhaps the material substratum of the great intelligence and powerful energy of the artist. The abnormal extent of the second left frontal convolution may be related to his aptitude for singing. There is known the case of a singer who, at a certain moment of his life, became incapable of uttering the slightest note; at the autopsy he was found to be suffering from a cyst in the second frontal convolution. The notable development of the third left frontal convolution may be related to the oratorical talent of Stockhausen.

Finally, the skull has remarkable prominences in the temporal regions. These interesting results of Auerbach agree with those obtained by the same author in 1906 from the brain of another musician, Prof. Koenig, of the Conservatory at Frankfurt-on-the-Main.

A Word From Josh Wise.

"Men sneer at women's shoppin', but when women shop they don't have ter eat cloves to disguise what they've been buyin'."

Making Customers and Profits

There is nothing of
the "veneery" about

DEPENDON Dry Goods
TRADE MARK

Back to the raw material,
everything that goes into

DEPENDON Dry Goods
TRADE MARK
is absolutely dependable.

You make good profits—
better in most cases—
by selling

DEPENDON Dry Goods
TRADE MARK

We do not sell
to Catalogue Houses.

The making of profits is not the most important part of a merchant's business.

If it were "veneered" goods—stuff that looks fine, but won't give satisfaction—would be much more eagerly sought for, and the chief object of manufacturers would be to make the "veneer" as thin as possible, instead of putting into their goods the best possible material and workmanship.

The merchant—the man who works for something more than present profits—keeps in mind, always, that the only basis on which lasting success can be built is that of satisfied customers.

That merchant makes his effort for business on the basis of merchandise that can be depended on in every respect.

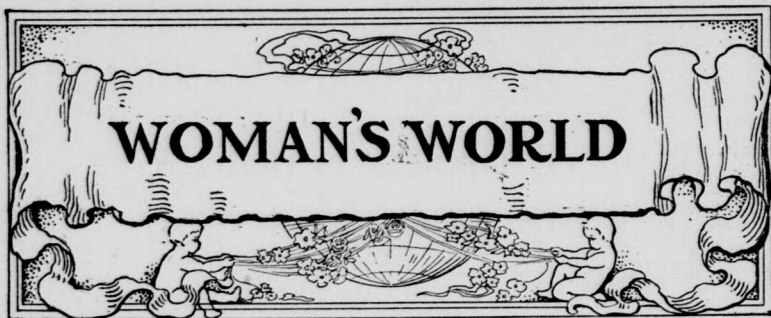
Sell **DEPENDON** Dry Goods
TRADE MARK

*and make satisfied customers
as well as good profits.*

JOHN V. FARWELL COMPANY

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

CHICAGO, THE GREAT CENTRAL MARKET



The Book of Bores—the Talented Amateur.

Let us now turn our attention to Exhibit No. 2 in the Amalgamated Collection of Bores. This ironclad destroyer of peace and happiness is commonly known as the Talented Amateur, and if, as we have noted, the Adviser drives people to drink, the Talented Amateur is first aid to suicide.

Compilers of criminal statistics have been unable to decide where this relentless pest to society originated, but it is a very easy matter to trace its baleful influence. Wherever you find blighted homes and a harried, wild-eyed community, pervaded by a deep, bilious pessimism, there will you find the Talented Amateur engaged in the nefarious work of rendering life a burden to all about it.

Although the Talented Amateur is to be found everywhere, its native lair is the village and rural neighborhoods. It flourishes but poorly in large cities, and this explains the rush of population to the towns. Unfortunately for a good cause gone wrong, the Talented Amateur is chiefly bred in church sociables, where husky young men with nutmeg-grater voices get up and boom out "Rocked in the Cradle of the De—e—e—ep" to the tumultuous applause of their own mothers and sisters; and thin, nervous young women, with white muslin gowns and red hair, recite "Curfew Shall Not Ring To-night" in a way that makes the Squedunk Daily Bugle speak of them as future theatrical stars, and starts them on their devastating way.

Innocent little children, also, that if left to themselves might never do anything worse than getting divorces or stock watering, or giving short weights in groceries, are also taught to be Talented Amateurs in such places—which are regular trouble factories—and thus turned out to add to the gloom of nations and afflict their fellows-creatures as long as they live. It is very, very sad.

It is the consensus of opinion that nothing else on earth is so fearsome a sight—not man-devouring lions nor starving grizzlies—as the spectacle of a Talented Amateur bearing down on you, just beginning to fizzle and sputter, and ready to show off. It makes the heart of the boldest turn to water, for escape there is none, no matter how frantically you look for it. You are doomed.

There is no place left to which to flee as a mountain of refuge, for the trail of the near-genius is over-civilization, blighting and withering hu-

man intercourse with its horrid suspicions. For you know not in these days whom to trust. Anybody is liable to have a talent concealed about their person that they may draw on you at any moment. Likely as not the elevator boy varies the ups and downs of his life by composing poetry, the garbage man believes that he could write stories as good as Mr. Howells if he had a mind to, and your washlady does a Salome dance that she is convinced has Gertrude Hoffman nailed to the floor. And sooner or later they will get you if you don't watch out.

Worse still, you never know when your friends are going to develop the misery. There are some men and women who live perfectly good, respectable, commonplace lives until they are middle-aged, and who are loved and honored and pointed out as models because they do not do anything, who suddenly fall into private theatricals, or get the writing or painting bee in their bonnets, and thenceforth are the scourges of all who know them.

The Talented Amateur may be of either sex, or of both. When he is of the male persuasion he is very, very afflicting; but when she is a female, she is awful.

The male Talented Amateur is not as numerous as the female, because, if a man thinks that he can do a thing he generally goes and has a try at it, and if he fails he shuts up about it, and if he succeeds he is too busy doing it to have time to exhibit it for nothing. On the other hand, the female Talented Amateur generally stays at home and makes society tired encoring her silly performances. Also the world will stand for more from a woman than they will from a man. If a man should try to do the parlor stunts that many a pretty girl does there would be murder committed.

Still, the amateur conjurer, who does tricks with your hat and watch and a deck of cards, while you sit with your thumbs turned down and pray that sudden death may overtake him; the man who thinks he is funny and does character stunts, and the pansy-faced, long-haired youth who rolls his eyes like a dying calf and sings tenor songs in a way that makes the listener long to be smitten with sudden deafness, are ever with us.

So, too, the man who plays the piano by the hour, and, worse still, the man who has written a play that nobody will ever play, that he insists on reading to you; and he who writes letters to the papers that he

signs "Vox Populi" or "Old Subscriber" or "Veritas," and that he keeps in his pocketbook and draws out without the slightest provocation. "Say, d'ye see my letter in the Planet? Oh, missed it! Too bad, but I just happen to have a copy here. I'll just read it to you. Do you know, I felt that I made an awful mistake in going into the green grocery business instead of literature; but, as it is, I keep pegging along, and I have a couple of novels—short things, not more than 356,000 words each—that I will bring over and get you to read some night, so you can tell me whether I had better let the Century or Harper's have 'em." Who has escaped?

When the Talented Amateur is a woman she is nothing short of a brigand. If she paints she demands the prices of old masters for her daubs. If she recites she does not ask for the loan of your ears, she simply robs you of them for keeps. If she has played in private theatricals to the applause of an audience that was eating her mother's terrapin and drinking her papa's champagne, she has not a doubt that she could put Sarah Bernhardt out of business and that Belasco and Frohman are sitting up nights wondering how many millions of dollars a night she will take to let them star her.

But where the Talented Amateur gets in her deadliest work is in talking about her Art. "No, really, I don't know how to cook or keep house, and our dinners are perfectly shocking, and I scarcely know my children



Old and Young
Alike Buy

Holland Rusk

(Prize Toast of the World)

It tastes good, looks good and is good.

A necessary of life that finds a ready sale in every locality.

Holland Rusk Co.
Holland, Mich.

LARGE PACKAGE
RETAILS
10¢



ALWAYS on the move, because every cook knows its excellence and purity—its absolute goodness.

**Sixty-Six Years
of Superiority**

have proved its merit.

Doesn't that argue in its favor? In nearly every home in your neighborhood

KINGSFORD'S OSWEGO CORN STARCH

is found indispensable in preparing all kinds of delicious desserts—equally invaluable for improving every-day cooking: sauces, gravies, soups, jellies and many other dishes.

Advertising now in progress will further stimulate sales.

Are you in line?

T. KINGSFORD & SON, Oswego, N. Y.
National Starch Company, Successors

when I see them, for my Art absorbs me so completely I have no time to give to domestic affairs. Did you see my Juliet at Mrs. Simpkins' private theatricals last night? No? Really, of course, I shouldn't say it, but Mr. Browne—he is so intelligent and so sympathetic, I just don't know what I should do without his friendship—said that it was so superior to Adelaide Neilson's conception of Juliet, and that it simply put Julia Marlowe's Juliet out of the running. I think of nothing but my Art. I am so temperamental. I really should never have married. I should have devoted myself to my career."

How often do we hear that little story from the Talented Lady Amateur—and how tired, how deathly weary, it makes us!

So far no adequate defense against the Talented Amateur has been devised. He and she still get us at evening parties occasionally, nor can we altogether escape them in the fastnesses of our own homes; but it is observable that there is a tendency in society to segregate those afflicted with the gift bug, and, please God, the time will come when they will be left to prey on each other and fight it out among themselves like the famous Kilkenny cats.

What becomes of all the Talented Amateurs is as profound a mystery as what becomes of all the pins.

The only cure for the Talented Amateur is to go up against the game and find out if his or her gift is genuine or only phony.

The husband or wife of the Talented Amateur always looks like an understudy of an early Christian martyr.

Blessed are they who have no talents, for great popularity shall be theirs.

Dorothy Dix.

Do You Know What You Are Doing?

I wonder what proportion of the young men in modern business, stopped suddenly under such a questioning based on a sound philosophy, would be able to answer satisfactorily that they do know. Ask yourself, young man—Do YOU know what you are doing?

I was talking with one of the wealthy business men of this country on one occasion and he was deprecating the lack of interest and understanding that existed among hundreds of his young employees. They came to work on time in the morning, they went through a set routine of the day, and went homeward as promptly at night. Each one of these hundreds looked more or less carefully to his routine only so far as it concerned his work for that day. At night the employees' one thought was that fifteen or sixteen hours later one more day's routine would begin.

"This office of mine is swept out, scrubbed and dusted every working night of the year," said this man, with a sweep of the arm. "I look it over sometimes in the morning. I see where the scrubman has slighted a corner of the floor here and there. I see where the feather broom and dust cloth have missed patches of dusty mahogany and glass.

"Sometimes, looking over an especially slighted bit of cleaning, do you know if it were not that it would be impossible for me to do it, I would send for a scrubbing pail, dusters and brushes and set this room in proper order for just once. But more than that, in doing the work I could get especially interested in it, simply because I would do it as well as I knew how to do it."

This wealthy man had forgotten, however, that in thus scrubbing out and dusting his own private office he would have brought to bear on the work not only his interest in seeing the work properly done, but he would have had behind him all the powers of concentration and of experience that had come to him in years of gigantic business organization.

It is not improbable that most of the persons responsible for the care of his office could neither read nor write. They may have been brought up under the hard conditions of poverty which scorns even sanitary conditions. Cleaning his handsome offices every night, some of these workers may have been occupying tenement rooms that are not cleaned once a month. Granting this possibility, the situation in the case of the millionaire's offices was that, unused to cleanliness and untrained in it, his workers did not know what they were even trying to do; they didn't know cleanliness when they saw it.

It is one of the greatest trials of the employer of men that his employees so rarely think of what they are doing. Ask the claim agent of a great railroad how much money mere unthoughtedness costs his company in a single year and his answer will surprise you. For the railroads of the United States these unthinking workers cost their employers tens of millions of dollars every year as the expense bill for carelessness.

Before a package of freight comes to the hand of the receiving agent the packer will need to have packed intelligently. When the agent bills that package and sees to its markings, he must have a thought for the agent's work at the destination of that freight. The purpose of the employing railroad is to please its patrons by transporting this freight in quick time to its destination. But after the agent at the point of shipment has done all that he can do, possibly, it may be that any one of a dozen other employees can cause his efforts to go for naught.

A freight handler in the depot, picking the package up, satisfies himself when he has dumped the load into the car. But if in this he scrapes the shipping tag from the box he has made the work of all others impossible. If in some transfer another handler smashes the box open, what of a satisfied customer of the road? Or if at the destination a negligent agent continues for a week or ten days to say that no such package has arrived in his freight shed? In such way one man's work laps over into the work of another. Until that man knows what he is doing and can do it intelligently, with a full sense of its import and bearing, he is a second rate worker, or worse.

John A. Howland.

Humor In Advertising.

For Sale—Baby carriage slightly used. Going out of business.

Just received a fine lot of Ostend rabbits. Persons purchasing will be skinned and cleaned while they wait.

No person having once tried one of these coffins will ever use any other.

Wanted—A furnished room for single gentleman looking both ways and well ventilated.

Wanted—A good girl to cook, and one who will make a good roast or broil and will stew well.

Wanted—A young man to take care of a pair of mules of a Christian disposition.

Wanted—A laborer and a boy; with grazing for two goats; both Protestants.

Wanted—A competent person to undertake the sale of a new medicine that will prove highly lucrative to the undertaker.

Wanted—A boy to open oysters fifteen years old.

For Sale—A bull dog. Will eat anything. Very fond of children.

Lost—Near Tipperary, on or about Tuesday morning last, a large pig. Had no marks on his ears except a short tail, and a slight limp in one leg.

Personal—If this should meet the eye of Lewis J. Smith, and he will send present address to old home, he will hear something to his advantage. His wife is dead.

Nothing impoverishes a good deed quicker than thinking of its profit.

H. LEONARD & SONS

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

POST TOASTIES

(Formerly called
Elijah's Manna)
The "Supreme Hit" of the
Corn Flake Foods—
"The Taste Lingers."

Postum Cereal Co., Ltd. Battle Creek, Mich.

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

Walter Baker & Co.'s Chocolate & Cocoa



Registered,
U. S. Pat. Off.

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

48 HIGHEST AWARDS
in Europe and America

Walter Baker & Co. Ltd.

Established 1780, Dorchester, Mass.

BALLOU BASKETS ARE BEST

Just A Basket



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

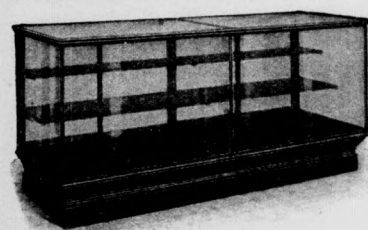
Demand Ballou Baskets and get them—All Kinds—especially Stave Baskets with Wide Band.

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

will outlast dozens of common baskets.

Write for particulars.

BALLOU MFG. CO., Belding, Mich.



Display Case
No. 600

Display — Display — Display

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

Send for our catalog A.

GRAND RAPIDS SHOW CASE CO.
GRAND RAPIDS, MICH.

Branch Factory Lutke Mfg. Co., Portland, Ore.
New York Office and Showroom, 750 Broadway
St. Louis (same floors as McKenna Bros. Brass Co.)
Office and Showroom, 1331 Washington Ave.
San Francisco Office and Showroom, 576 Mission St.

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

IN THE WOODS.

Place Where Brains Can Still Reap Dollars.

For young men who believe there is no more room at the top in the lumbering industry there are plenty of arguments to the contrary. The fact that the "lumber kings" obtained their first millions when the industry was young, and have continued to accumulate other millions, only argues that the young man of to-day has not taken advantage of his opportunities, or at least has stood idly by and permitted others to make the money.

The time when the lumberjack waded waist deep in water and lived entirely on a ration of beans and black tea has passed. To-day the lumberjack is the best kept workman in the woods life. He is well housed, well dressed, well paid, and well fed. True, he does not receive the wages paid in occupations of a more civilized zone, but in lieu of the higher pay he has nothing to spend his money for but his tobacco and clothing—and his clothing is sold to him at as near cost as possible.

Let us compare the old time lumberjack with his successor of to-day. Years ago, in the Wisconsin lumbering district drained by the St. Croix River, where the fortune of many a lumber king was cut out, the old time lumberjack was in his prime.

His was a day of strife. His life was a constant fight for existence, and a more happy go lucky struggle for existence never was fought. The law was the law of fist. The foreman, or "push," as he was known, was foreman because he was strong, a fighter, and knew no law above his own word and strength. The lumberjack worked long hours in merciless weather because he was strong and because he took pride in his labor. He never would permit it to be said he had "laid down" at a critical moment. Thus it came that the lumber companies profited by the labor of men who deemed it to their credit to work twenty-four and sometimes thirty-six hours at a stretch without eating or sleeping.

In the early days the lumber companies furnished the lumberjack with rations of beans, coarse bread, and a little salt pork. Tea the men were required to purchase for themselves. And their tea the men were required to purchase of the company's store. Not fair, you say? But it made money for the lumber companies. The lumberjacks did not care, for they had no desire to make millions, and the forest was their home and work their delight.

Times changed, and the old time French-Canadian lumberjack, who once sang his wild song, worked, and slept when he could, passed on his way. The Wisconsin districts were logged out, and the old timer must go to a place where the trees were large enough and the country wild enough to satisfy his passion for the real "big woods." There was only one place where he could achieve this ambition. This was Washington, and

there, even now, may be found the last of the old time lumberjacks.

In Wisconsin, Michigan, and in Northern Minnesota there sprang up a new set of workers. They were the men who demanded better conditions, a chance to rise in the industry, decent working hours, better pay, and a part in the business of the woods. How well they gained their point may be known by a glance at the present forests of the North.

True, there is little more white pine. In one district in Wisconsin there is a patch containing enough white pine to keep one lumber company working for another six years. This will end the era of white pine in Wisconsin. In the northern portion of Minnesota there are widely scattered patches of white pine, but no considerable stretches. Norway pine and the smaller varieties can be found in abundance.

A modern lumber camp is constructed to stay. It is not a makeshift. It is laid out at the direction of a competent engineer, who utilizes every scheme for drainage, and with an eye to keeping as near as possible in the center of operations. The men have roomy, clean sleeping quarters, the company store is big and airy, the offices are well appointed, and, lastly, the kitchens and dining quarters are large and cleanly.

The men rise at the same hour every day and knock off work at a regular hour. They do not work Sundays, and do not work extra time without receiving additional pay for their services. The boss is no longer the slave driver of the old days, but is apt to be a student of forestry, who has not only learned his lesson well in school, but in addition has taken a post-graduate course under the regime of the woods.

He handles his men well and carefully, and instead of losing a good one-fourth of the product of their labors, knows how to utilize every bit of the raw material of the pineries. In the old days the lumberjacks went through the woods cutting the best of the trees, leaving big stumps and thousands of feet of branches and small trees suitable for shingles.

That day has passed. To-day the careful young man, with a college education and versed in the art of utilizing the whole tree, directs his workmen in the saving of every foot of lumber. There are no large stumps; the trees are cut close to the ground with saws, not axes. The big branches are not permitted to lie about the forests, inviting forest fires which may destroy millions of feet of lumber in a week.

The new lumberman makes use of all this, and piles the branches and brush in regular heaps, and the forest is left as clean as if a gardener had done his work thoroughly in the big woods.

What is the lesson? Nothing, if the young man of to-day cannot see his way clear to enter the ranks of the "soldiers for the common good," who would make their names stand out and at the same time labor for the preservation of the natural re-

sources of the nation. A young man with a college education, and with no fear of hard work for a few years, need have no fear of success in the woods. True, he must isolate himself from society and from cities, but when he has demonstrated his ability to work close to the ground there is plenty of room at the top.

The lumberjack and the rule of fists have passed. In the place of the iron hand has come the law of mind. Lumber is no longer looked upon as inexhaustible—a gratuity of nature which can be treated with an eye only to the best in the woods. The forest must be conserved, and it is up to the man of brains to conserve it.

Let a young man go into the woods and begin his labors as a common lumberjack. If he watches his opportunities and uses his mind he will not remain long in the laborers' class. He soon will be a foreman, a cruiser, a "walking boss," and then a lumber magnate.

But work is the only doorway. It is hard and disagreeable at first, and there are no cafes nor street cars, but if the young man does his part of the work which President Roosevelt now is urging, he can do little less than succeed. Robert M. Lee.

Not the Burglar.

Mrs. Hick was telling some ladies about the burglar in her house the night before.

"Yes," she said, "I heard a noise and got up, and there, from under the bed, I saw a man's legs sticking out."

"Mercy!" exclaimed a woman. "The burglar's legs?"

"No, my dear; my husband's legs. He heard the noise, too."

CHILD, HULSWIT & CO.

INCORPORATED.

BANKERS

GAS SECURITIES

DEALERS IN

STOCKS AND BONDS

SPECIAL DEPARTMENT DEALING
IN BANK AND INDUSTRIAL STOCKS
AND BONDS OF WESTERN MICHIGAN.ORDERS EXECUTED FOR LISTED
SECURITIES.

CITIZENS 1999

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411 MICHIGAN TRUST BUILDING,
GRAND RAPIDSSuccessful Progressive
Strong

No. 1 Canal St.

Capital and Surplus
\$1,200,000.00Assets
\$7,000,000.00Commercial and Savings
DepartmentsTHE NATIONAL
CITY BANK
GRAND RAPIDS

Forty-Eight Years of Business Success

Security for Deposits \$1,400,000

Any Business Intrusted to us by Mail or in Person will be
Strictly ConfidentialWE PAY INTEREST ON DEPOSITS, BOTH ON CERTIFICATES AND IN
OUR SAVINGS DEPARTMENT

THE TRULY GREAT

Men in the True Meaning of the Word.

When a man goes grudgingly to a task he lacks the spirit that gives vim to his arm and cunning to his hand. Consequently he can not bring to bear upon it the necessary requisites to completeness or perfection. A work to be successful must be undertaken with interest and desire to bring it to the best conclusion possible. No individual masterpiece of hand or brain has been produced by any one who had not a concentration of all his forces in the work in which he engaged. Phidias, Praxiteles, and Angelo put heart and soul into their statues, and Titian, Raphael and Rembrandt endowed their canvases with the breathing realism of their own living existence.

It is the same in every field of thought and endeavor. To be truly great at one thing we must devote every energy to it.

Napoleon became the world's greatest soldier because he loved "the tented field" and made soldiering a science. Gladstone was regarded as the greatest statesman of ancient or modern times, and his success in this direction lay in the fact that politics was the hobby of the life, he was in love with his work, hence he made it a success.

The man who imagines that the world owes him a living, that he is its creditor instead of its debtor, and who looks to Providence to solve the bread and butter problem without any effort on his part, takes a twisted view of life, his ideas are distorted, and he never will be able to do much good for himself or his kind.

Work is a divine design to help man to attain the end of his being, and as such is welcomed by all who have an even balance and look forward to a higher life than the present. To such work is an unfolding, an enlarging, a developing of those qualities which constitute a true and virile manhood. In work alone is true happiness; idleness brings ennui and misery.

"The heart of the toiler has throbbings
That stir not the bosom of kings."

The fact that a man is doing his share to make the world better and brighter, to benefit and uplift his race, to gain for himself the approval of others, brings a consolation which is never found in any other source.

Many look upon work as a disagreeable necessity, merely a means to gain a bread and butter end. From these come the shirkers, who try to escape duty at every turn; and finally the downright idlers, who become loafers and parasites on their kind, consuming without producing and consequently making the world poorer than they found it.

Work is a necessity if you would develop the best in you; the divine spur that compels a man to unfold his possibilities by conquering the enemies of success and happiness.

He who sees only evil in the necessity of work and frowns at nature

because she has not placed ready to his hand the necessities for his lazy existence will never grow, but his idleness will bring out the worst and make him a drawback instead of an advantage and help to his fellow beings.

The man who will not work that he may win sufficiency for his own needs without dependence on the toil of others is, as Charles Mackay says, "a clog upon the wheels of time."

The idler must lower his head and blush for shame in the face of honest endeavor. He must skulk along and fear the light like some cringing animal whose brute instinct tells it that it has done wrong among its kind.

How different with him who performs his assigned tasks and takes pleasure in their accomplishment. In truth, he is a king in himself.

He the true ruler and conqueror—
He the true king of his race—
Who nerveth his arm for life's combat
And looks the strong world in the face.

The man who goes about his work as a privilege and not merely as a duty is cheerful and happy. He does not go around repining at fate and deploring the condition that renders work necessary at all, but he meets you with a smile on his face and cheerful words on his lips, and although he may have to toil hard for little return he always will tell you he is doing well indeed. He is never pessimistic, but always optimistic, always looks on the bright side of the picture and, no matter how dark the cloud, sees the silver lining beneath.

Resolve to like your work. At first it may be a little disagreeable, but constant companionship will alter its appearance and in the end it will become congenial. Above all, never slight it, for, remember, what is worth doing is worth doing well.

No matter what others do, you resolve to do your best, and thus keep your conscience satisfied.

Not alone keep up a certain standard, but always strain to reach an ideal, to attain perfection in your work. The attitude with which you approach your work will have an influence not only upon that work but upon your character as well.

In order to do your level best, you must get your own highest self-approval; but you never can have this as long as you regard your work a bore. If circumstances force you to do something which is beneath your dignity or distasteful, do not frown or complain, but accept the condition manfully and try to discover something in the task that will appeal to you. It is there, and if you persevere you will find it. The magnet that brings success and happiness must be a positive, optimistic, enthusiastic force. This magnet is not hard to find, if you only try.

After all no necessary employment is commonplace and no honest work can be disgraceful. The cobbler is as good as the king in his own place. Boots and shoes are as necessary as statesmanship. If you are a farmer, learn the rotation of your crops and

the nature of your soil so that you may obtain the greatest from your labors. No matter what the work is, do it in the spirit of an artist.

In respecting everything you do you will lift your life out of the commonplace, and the approval of your own conscience for the way in which you perform your duty will imprint on your character the seal of honest endeavor, thus showing to the world that you are really a man in the true meaning of the word, and not a drone, who exists on the toil and sweat of others.

Madison C. Peters.

Something Unique.

He had been away and been missed. When he returned the other day one of his acquaintances met him on the street and proceeded to say:

"Have a good time?"

"Yes."

"Feel better for it?"

"Yes."

"Glad you went?"

"Yes."

"Gain any in weight?"

"Ten pounds."

"Any mosquitoes?"

"Not a one."

"Do any hunting or fishing?"

"Nope."

"You didn't?"

"No; it was against the rules of the institution."

"You mean the hotel?"

"No—the workhouse. I got drunk and was sent up for thirty days, you know. Happy to find that you fellows missed my society."

VOIGT'S CRESCENT

The Art of Buying

Mr. Grocer:

Did you ever stop to think that before your customers can buy good goods you, too, must be careful about your selections?

That you may be able to place before your customers goods that give them full value for their money you must first get full value for yours.

Your money, like theirs, is good enough to demand the best, and when you spend that good money for "Voigt's Crescent" flour you're making it possible for your patrons to get the best possible return for their money.

Voigt Milling Co.
Grand Rapids, Mich.

VOIGT'S CRESCENT

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.

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.



How To Conduct a Successful Retail Hardware Store.

We are living in a commercial era, but not a peaceful era. This is a commercial age and the world will judge us by our business ability. The soldier is not alone in the race of life, nor his victory the only supremacy. Competition is a foe that never dies, an enemy that gives no quarter; and the youth who fails to prepare will some day discover that business is war and he has neglected his armor.

Have you ever considered what it is that makes one salesman a man of push and another salesman in the same store just the opposite? What does this successful salesman do or say that gains him friends and customers, and makes him so far superior over his fellow clerks?

The clerk or salesman who would analyze this question will find that the advantage consists principally of two things: keeping your hands busy, and keeping your eyes open.

All salesmen may be pushers if they want to. This is not merely a matter of favor but rather a habit that may be acquired, and one that any clerk who makes up his mind to succeed can get by persistent efforts. The art of being a pusher consists of hard work, of noticing what is going on around you; what your competitors are doing, and learning from their successes and mistakes just what to do and what to avoid for yourself.

The clerk or salesman who knows his line, who is posted on his stock and goods, who knows what others are doing, and who is always busy trying to do something himself, is the man who is most sought after, the man who is always credited as having energy and push.

Elbert Hubbard, of Roycroft-Philistine fame, says: "In every business house there are two distinct classes of employees: One we may call the Bunch, and these are out for a maximum wage and a minimum service. They are apt to regard their employer as their enemy, and in their spare time they persistently 'knock.' They keep bad hours, overeat, overdrink, overdraw their salaries and are 'off their feed' at least one day in a week.

"The other kind get their sleep, take their cold baths, do their Emersonians, join no cliques and hustle for the house.

"If I were a youth I would not compete in the twelve-dollar-a-week class. Like George Ade, who left Indiana and went to Chicago in order to get away from mental competi-

tion, I'd set the Bunch a pace. I would go in the free-for-all class. I would make myself necessary to the business.

"No matter how 'scarce' times are, there are a few employees who are never laid off, nor are their wages cut down. These are the boys who make the wheels go round. And it is not brains that counts most; it is intent. The difference is this: the Bunch plot and plan for personal gain—for ease and a good time. The other kind work for the house, and to work for all is the only way to help yourself."

If any employee believes that the management is not pursuing the right course along any lines, if he thinks the policy of the house can be changed for the better, talk the matter over—but with the management; do not discuss on the side, do not criticize in secret among yourselves the actions and policy of the house, but talk it over with the general manager or proprietor, and get the facts, not theories of some one who may not know; become convinced that the house is right, or else, by the force of your argument, convince the house that it is wrong in its policy, and then, no doubt, they will change. If you are not able to convince the management that you are right, then adopt its ideas as your own and be as loyal to them and fight as hard for them as though they were your own.

You may say, "I am loyal to the house, I believe in its policy," and you may be absolutely honest in making that statement. However, the true test of loyalty is the handling of the little things that every day have to be dealt with. For example, if one of your pet customers that you claim as your own has been induced by your fellow clerk to leave a nice order with him, don't get "sore;" if the buying department does not promptly supply goods that have been called for, don't proclaim from the housetops that "that buyer is rotten." If for some reason, and there are reasons (sometimes good ones and sometimes not), why goods you promised delivered at a certain time are held up for a while don't get mad and say, "If we can't make more prompt deliveries we'd better quit the business." When you have these troubles, and you will have them every little while, don't "knock," but call attention to each of these little annoyances and shortcomings, not in a complaining, fault-finding manner, but in a frank way that will produce in every instance just as strong and quick results, with less of the trials

and worries that beset the life of every busy business man. At the same time you will lessen your troubles and will make each day's work shorter and pleasanter. In these little things as in no other way can you show your loyalty in a way that will tell and will be appreciated.

To my mind the real function of the hardware salesman is to create business and make sales, to prepare and set in motion the necessary displays and demonstrations that are essential in each individual store. The salesman should be given free run to demonstrate whether he knows his business or not. Give him entire charge of his end of the line, and if results do not show he is the right kind of man, he will soon sink into oblivion. If he does know his business he will thrive on and grow stronger through the new responsibilities thrust upon him.

A little incident with which I am personally familiar was the comparison between two leading salesmen of a large Chicago manufacturing concern. I will designate the salesmen as "Do-It-Now" and "Day-After-To-morrow." Day-After-To-morrow came to the proprietor one day and said: "Mr. Free, what is the firm going to do for me next year?" "Well," said the proprietor, "they probably will do a plenty; but what are you going to do for the firm next year?" He said: "Why, I don't know." "Well," said the proprietor, "neither does the firm know, and probably they are not any more suspicious than you are, so you would better just wait until the end of the year, and in the meantime we can see how we have been treating each other." At the end of the year it was found that "Do-It-Now" had turned up a handsome profit and "Day-After-To-morrow" had lost the firm a large amount of money. With that record it is needless to say what course each one of them pursued. "Do-It-Now" has advanced to "I Will" and "Day-After-To-morrow" is probably known as the "Middle-of-Next-Week."

It is well for every business man.

Trunks Suit Cases Traveling Bags

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

All prices.
Ask for catalog.

Brown & Sehler Co.
Grand Rapids, Mich.

WHOLESALE ONLY



\$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.

Foster, Stevens & Co.

Wholesale Hardware

Fire Arms and Ammunition

33-35-37-39-41 Louis St.

10 and 12 Monroe St.

Grand Rapids, Michigan

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.

whether he be manager or proprietor, to watch the little details of his business. These little things, although often very small and unimportant in themselves, yet, put together, will be found truly to make a great portion of the business. I know a great many people who are under the impression that to be a successful business man all that is necessary is to have a general oversight of the business and to regulate and look after the larger and more important matters only, and that the small matters will take care of themselves.

Such a policy may be all right where the proprietor has under him a number of competent employees who are capable of taking care of and managing these smaller details for him. On the whole, however, it would be much better and in the long run much more satisfactory for the hardware business if the proprietor knew not only the larger things that were going on, but also gave more of his attention to the smaller details of his business.

If the proprietor is not posted on the details of his business, how is he going to know whether these minor things are being attended to properly? There are the store and window cleaning, the wrapping of goods, the delivery of packages, the charging of goods, making change, etc. These are all little things in which he should strive to please and satisfy his customers. While there may be a great many employees who will take just as much interest in the business of the store as if it were their own, on the other hand there are also a great number who will steer clear of any work whenever they can.

It is not a bad idea for the proprietor of a business to take a day off from his larger duties and spend it going through the small affairs throughout the store. Let him investigate each department for himself. He should try and make himself acquainted with everything about his store service, so that he can tell at a glance whether these small details of his business are being properly done or not. Such a round of inspection, made at regular times throughout the entire year, will be found to be of great value and help him to a betterment of the little things that require the most watching, as well as an improvement in any faulty store service.

I rode out on the elevated a few nights ago with one of the managers for a rival local company, who found occasion to mention our head salesman.

"He is a monumental liar," said he. "Why, he told our man — you sold seventy-five safety razors one day after advertising them in the —"

"Seventy-five?" said I. "Well, Tom was not making any net figures, but the usual lie is a hundred and twenty-five—especially since you fellows are to furnish the discount."

"But you didn't sell anything like seventy-five razors in one day, did you?" he asked, looking at me in a skeptical manner.

"I really do not know what the ex-

act number is," said I. "I haven't kept track of the razor sales lately, but I guess Tom knew what he was talking about."

It was quite evident that he was not entirely sure of his ground and wanted something official to be used in dispelling whatever favorable impression Tom may have created in regard to our razor advertising, and surely it would not do for me to furnish him with the actual sales with which to dispute the yarn told in a moment of warm enthusiasm in boosting the razor sales of his house.

All the alert salesmen need and want now and then is a pertinent suggestion. I had a talk with an old city salesman a few days ago. In the course of conversation I mentioned the ready resources of some salesmen, which brought forth some old memories, and he said: "Many years ago I went to New York to engage with the — Fire Proof Safe Company, to sell safes. The founder of the safe company took me in hand. He was a man past 70 years of age. He gave me some suggestions that I have never forgotten along the line in point, ready resources. He said in part: 'Our boys go out and they wish to sell a bank one of our high-priced safes. The bank confronts them with the fact that they have but little confidence in the — safes, and cites an instance where burglars had gone through one of the — safes. The salesman replied, 'Certainly, I know all about that instance. In fact, he should know more than the banker does himself, and be able to state some further details to prove his knowledge about the circumstances and come back at the banker by saying: 'It is quite true, but it must be remembered that that was not our burglar-proof safe; that safe was built especially with fire-proof qualities, but it was not our special burglar-proof safe.' At another point he is confronted with the fact that one of their safes in a hot fire had burned the contents of the safe. Certainly, the salesman admits it, knows all about it, but he demonstrates the fact that this was their special burglar-proof safe, that there was more attention given to making the safe burglar proof than a fire-proof affair."

The customer sometimes finds it more easy and satisfactory to make complaints for allowances to the clerk who sold him the goods than to the proprietor or manager.

"Are you working for Sanders or for me?" demanded an angry department manager of one of his clerks who had made an unfortunate but what seemed to him a necessary concession to hold Sanders among his customers.

"Why, I am working for you. The claim seemed a just one and I allowed it, thinking you would agree to it. Really, I think the claim should be allowed."

"Then it will be allowed out of your salary or your place is vacant," was the prompt reply. "And understand me, we don't employ clerks to give away our profits."

And on the first of the month the

clerk found the claim deducted from his salary. He permitted this action rather than lose his position, but whether the house gained or lost by the transaction is a question. The clerk says the manager lost, and as he outlined the matter I am inclined to think the house lost.

In selecting your heads of departments you ought to select only those in whom you can place implicit confidence. Having secured a manager who has energy and ability, do not hamper him with too much red tape. Too much hampering of a real good employe takes all the life and vigor out of his work for you, and in the end does your store more harm than good. When more business men begin to learn that good people are worthy of their hire, and when they begin to understand that men of ability and talent can not work satisfactorily except in the particular channel which they dig out for themselves, then the average business will move much more satisfactorily to all concerned.

The man who is most likely to make himself worth the salary he is being paid, and make himself entitled and worthy of more money, is the one who is ambitious, anxious to improve his prospects and who has in mind the time when he himself will be the proprietor of some hardware store.

No enterprising man expects to always remain a clerk or salesman. If he is ambitious he is continually looking forward to something better. —Hardware.

Mica Axle Grease

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

Hand Separator Oil

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

STANDARD OIL CO.
GRAND RAPIDS, MICH.

Grand Rapids, Holland &
Chicago Ry.

TO CHICAGO

In Connection With
Graham & Morton Line

Steamers

Puritan and Holland

Holland Interurban Steamboat Car
Leaves Market St. Depot

FARE \$2 Nightly 8 P.
M.

Freight Boat Every Night

The Eveready Gas System Requires No Generating

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

Eveready Gas Company

Department No. 10

Lake and Curtis Streets

Chicago, Ill.

A HOME INVESTMENT

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

HAS REAL ADVANTAGES

For this reason, among others, the stock of

THE CITIZENS TELEPHONE CO.

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

BRUSHES.

Something Concerning Care in Their Selection.

Written for the Tradesman.

I stand behind the counter of combs and brushes and similar articles in a local drug store.

Time was that it would have seemed decidedly queer to see a girl behind this counter; when it was actually unprecedented. But "Times have changed since Hannah died" and now 'tis thought nothing of.

I really can see no valid reason why a woman should not be a clerk in such a department in a drug store. One thinks nothing of her presence in that section of a general store or of a dry goods establishment that handles these goods. So why should it seem peculiar to see a lady in charge of them in a drug store? 'Tis just the fact of the one-time unusualness, that's all, of her being in a place devoted to the dispensing of drugs and the sale of druggists' sundries. As to her ability to do the work she is just as competent to assume the responsibility as is a man. It takes no great amount of brains to brush up—no pun intended, believe me—on the subject. And a woman is likely to be much more interested in this merchandise than is a man, for, as a rule, she uses a brush ten to one as much as does he. Consequently why shouldn't she handle the subject more intelligently than would a man? The average woman whose soul is in her work can apply herself to the acquirement of sufficient knowledge of the subject to master its details.

In the first place, the one who has charge of the buying for this department should know enough about brushes never to order those that simply slide over the locks; those whose bristles are too soft to go through the hair—the ordinary hair—to the scalp. Anything that is on this order is not built of the right stuff.

Too many people, men and women alike, give no consideration to this phase in selecting a hair brush, simply relying on the fact that the bristles look pretty, being white, and that the back and handle of the brush are of a handsome pattern—a very poor reason if a brush is to give good service. Often one with homely so-called brown bristles is worth a hundred per cent. more when it comes down to what you can do with it.

Once in a while I have a customer who examines a brush merely with reference to whether it will fill the bill as a "good spanker!"

Of course, for the purpose of paddling the infant terrible the bristles cut precious little congealed aqueous fluid, although as to making the chastisement one to be more accurately—more permanently—remembered perhaps if the brush with the more prickly bristles is purchased the application may be capable of creating a more deep—a more lasting—impression if the sides of the brush are used alternately and one side stings in a thousand points

at once! If a brush is bought strictly with the idea of "teaching the young idea how to shoot" one with a perfectly flat back is preferable to one that has a humpy or knobby back, as being the less cruel of the two.

There is one idea that always has seemed incongruous to me concerning corporal punishment administered by parents, especially by a mother: She will teach her child—boy or girl, it makes no difference as to the gender—that it must be kind to its playmates, must never raise its little hand to strike them, and particularly will she lay stress on the enormity of the crime of lifting its hand against its mother; yet she herself will commit the felony of striking—often with the utmost severity—the child to whom she gave the breath of life! A person can scarcely imagine a more cruel act, even in a relentless savage, than a mother baring a helpless little one and inflicting blow after blow on its quivering flesh!

I once knew a mother who rarely punished a child with whippings, using this means of "correcting" it only when she deemed it "absolutely necessary." The last time she whipped the baby in this manner—it was then about four and a half years old—she used a wooden ruler, and in some way in holding the screaming struggling child to better—God save the mark—make the punishment effective the ruler turned and in several places cut into the child with the brass edge, actually drawing blood in a number of spots! When the mother discovered the inhuman bloody welts she had made she was horrified beyond measure, and then and there prayed Heaven to forgive her awful treatment of one she loved better than life itself. She tenderly washed the blood from the cut limbs of the sobbing baby, applied carbolated vaseline to the open wounds and then and there registered before God a solemn vow never, never to repeat her crime toward the powerless little one. She never did. That awful experience was enough to show her the enormity of her sin, and since then she has lifted up her voice unceasingly against this barbarous practice of parents, and of teachers in public schools and other institutions of learning.

But I am getting a long way from the sale and legitimate use of the hair brush. To "return to our moutons," as the French put it: Don't allow a brush in your department that you can not recommend to do good service to the scalp. Don't buy yourself—nor allow any one else to buy for your section—a single brush that does not conform to this requirement. And teach your customers the difference between a proper brush and its opposite in this respect. A great many, you will find, have never so much as given the subject a thought. They may frequently have wondered why one brush they possessed seemed to please them so much more than others they owned without ever suspecting that the why lay entirely in the stiffness of the bristles, and when you explain

to them the dissimilarity between a first-class brush and its opposite they will probably exclaim:

"Well, there! that accounts for my preference for my celluloid brush with the ivory-tinted birds on the back! Aside from the beauty of the design I've always wondered, ever since I got the set, why it was that I liked so well to use that brush, but now I see the reason. Strange I never thought it out myself!"

Such remarks show how unobservant the majority of people are.

A brush made of pig's bristles can not be too stiff, but a comb can be too sharp-toothed to suit all folk. Most people's scalps are too sensitive to stand a coarse-toothed comb that scratches. On the other hand, one is no good that has such blunt teeth that they can not irritate the skin sufficiently to allay any itching, or that can not even get through the hair because the teeth are too near together. Naturally, in choosing a comb, the purchaser should be governed by the traits of hair of the one who is to use it. If the latter has thin fine hair and a skin that can not bear to have anything touch it a coarse comb with the very sharpest of teeth should not be picked out but rather one having the teeth quite near each other and with these rather blunt than otherwise.

You would be surprised to see how many people there are who pay almost no attention to the characteristics of the teeth of a comb, concentrating their attention all on the price. Some make it a principle nev-

Flour Profits

Where Do You Find Them, Mr. Grocer?

On that flour of which you sell an occasional sack, or on the flour which constantly "repeats," and for which there is an ever increasing demand?



is the best "repeater" you can buy. Your customers will never have occasion to find fault with it. When they try it once they ask for it again because it is better for all around baking than any other flour they can buy. Milled by our patent process from choicest Northern Wheat, scrupulously cleaned, and never touched by human hands in its making. Write us for prices and terms.

BAY STATE MILLING CO.
Winona, Minnesota

LEMON & WHEELER CO.
Wholesale Distributors

GRAND RAPIDS, MICH. KALAMAZOO, MICH.



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

er to pay less than a quarter for a comb and from that up, while there are a good many more who would drop dead were you to suggest that they take a more expensive comb than a 10 center or a 15 center at the most. People of the latter sort are generally of two kinds: the kind who go through life on schedule time and take little thought of creature comforts or the kind who are just the opposite—too lazy or careless to reason why one article is better than another.

Quite a few of the same statements that are applicable to hair brushes are also fitting as to coat brushes and whisk brooms and to face, tooth, hand, nail and body brushes.

Nowadays there is hardly any description of work but what calls for a brush or a broom of some variety. There are the hair brushes about which I have said so much and brushes for all the rest of the grown person and eke for use on the baby; also floor brushes, window brushes, wall brushes, moulding brushes, hearth brushes, bric a brac brushes (most delicate little things for get-works of art), brushes to use in the ting at the smallest interstices in nice care of the bathroom, sink brushes, vegetable brushes, brushes for stoves, wool brushes for the finest of furniture, brushes for bootblacks and also for chimneysweeps' uses, brushes for furnaces and for side-walks, brushes for—well, I presume I've omitted a whole lot now, but the partial list I have given will show that we really couldn't live without brushes.

The little Japs employ a quantity of brushes for convenience that we would never dream of.

When on one of my visits to the World's Fair I inspected that delightful little sample of a Japanese tea-house down on a tiny rise of ground on Wooded Isle, which isle was strung with myriads and myriads of diminutive red, white and blue electric lights, giving it the appearance at night of a veritable dreamland. One entire side of the cute little tea-house was open to the public gaze, the floor of which was afloat two feet from the ground. In one of the rooms, at the side, knelt a comely Japanese woman of 25 summers or so engaged in cleaning the cups, saucers and spoons that had been used in serving the tea. She had her various little dishes for washing them and rinsing them right on the floor before her and, instead of a dishcloth or dishmop such as we on this side of the Big Pond employ, she brushed them clean—no soap, just boiling hot water—with a small bundle of twigs, tied near the top, which were about six inches long and took up a space of an inch and a half crosswise. The twigs themselves were about the size of a bank pin in diameter, looking frail enough to break if you so much as looked at them. But the Japs move slower than do their cousins, the Americans, and not a particle of the fairy brush was broken or even bent out of shape. The young woman seemed

no novice at her work, handling the china, which was of eggshell thickness, with utmost delicacy. A young Jap man came up, who appeared to belong to the house and spoke to the young woman in their native tongue. She answered smilingly in what to us outsiders was a meaningless jargon and went on with her work. The man jumped lightly up on the extreme edge of the floor, removed the desecrating shoes and walked around in his stocking feet. His hosiery was of immaculate whiteness and he walked with the softness of a pussy-cat.

One could well imagine, on seeing him so anxious not to bring in a speck of dirt, why the Japanese houses, wherever seen at the Fair, presented the spectacle of never having been lived in by mortal man.

Louie W. Remington.

Fall Is Best Time To Push Sale of Bedding.

Written for the Tradesman.

Now is the time of the year, if ever, that sales in bedding should show a marked increase. The fall is the usual time to lay in a stock of comforters, blankets and sheets, and in consequence a great many will be sold within the next few weeks without much effort; but still, if these goods are continually put before patrons in one attractive way and another a greater volume of output would show up on the books.

In the first place, the show windows should be made to do their full duty by the bedding department. Show this merchandise time and again in October and November trims. Let there be a complete change at each exhibition, both as to goods and as to their arrangement, so that, although pedestrians may remember seeing bedding frequently,

there may always be something of interest in the displays to make them radically different from what went before.

I am a firm advocate of putting the price on goods that go into the windows, and have said the same many times before now in these columns. There's much to be said in favor of price tags in the windows, while their opponents can produce just as seemingly cogent reasons for their non-use. Still, many of them elatter, at the same time that they decry them for their windows, will give them great prominence in the interior of the establishment. As to emissaries of other merchants noting them when they appear in the windows, using them for arguments in effecting their own sales, they can gain an entrance to your place of business and see inside what your prices are and go away with them in their possession. If other merchants are bound to have knowledge of your prices they will get them anyway, will get them in spite of you. So you might as well have the benefit from them that their presence in your windows will bring you.

So, I say, tag the bedding units in your windows—not with immense tickets but just large enough to be easily read by the ordinary eyesight. Sometimes have all the bedding items appearing differently priced. At other times have all the bedding goods in the display alike as to price but all of different design. Either way has its advantages.

Strive always to have the comforters in your exhibits of bright colors as these attract the multitude much more than do dun colors.

Have little descriptions go with the various comforters or blankets in your windows. Make them pungent so that the reader does not get

weary before she has read half of one.

The bedding department should call for a first-class salesperson, one who has had experience in its sale and one who likes that department. If he has no positive predilection for it he had better step down and out of it.

Keep on hand all sorts of pillows, but try to educate your customers to trade up, so that you can gradually work out of the poorer grades. Pretty tickings please the women, but don't sell the covering at the expense of the contents if you can possibly help it. Teach your patrons that what is inside the tickings is of paramount importance. As you work out of the less desirable qualities of feathers let this be known to your following. Establish a reputation for carrying only good stock—stock that may be relied on implicitly.

Get out attractive circulars relative to your bedding department. Better yet, broadcast handsome booklets concerning the subject. Produce something so handsome that customers will be proud to receive one of these from you and so will be apt to show it to friends. Every time they do this it helps you. Have a wholesome good-looking girl pose for the cover, so that the receiver is interested at once and can not help but wish to know what the pages have to say. When mailing these to patrons, or those wished for as such, accompany same with small samples of bright tickings or of gay comforter patterns. Seal the envelopes so as to ensure attention to the contents. It does not do much good to send shop literature to the houses by a small boy, as, even if the boy is honest enough to do as he is bidden, it may not fall into the hands of the mistresses of the homes. Jeanne.

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

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

THE KLEPTOMANIAC.

How Gregory Stole the Marble Statue.

From the wilds of the Northern woods where I was spending my vacation a telegram reading, "Come back at once. Important," summoned me back to the crowded city and to the office of Mr. Knickerbocker in the Metropolitan Trust building.

Mr. Knickerbocker was awaiting my coming, I having wired him the hour of my arrival. He was pacing the great rug that lay before his desk, his cleanshaven mouth compressed to a thin line, his eye alight with anticipation and worry.

"Good, Baldwin! Good!" he cried, grasping my hand as I stepped through the door. "The sight of you is like rain in a drought. Come; the machine is waiting."

That was the total of our conversation until the car stopped panting in the shelter of the porte-cochere. Then again:

"Come," said Knickerbocker, and instead of entering the house he led the way down to the spacious garden, down the well kept walk, past the little lake, past the little Japanese pagoda, past the flower beds, and into the rustic paths of the imitation forest at the extreme end.

In a small clearing, a lolling space in the brush, we stopped. Knickerbocker pointed to the center of the open spot, and there I saw a figure, a post, or something that stood upright, enveloped and hidden from sight by a great, checked mackintosh.

"Gregory's coat," I said.

"Yes," said the father. "Look beneath it."

I approached and, unbuttoning the bottom of the coat buttons, I carefully raised one side. Then I dropped it again. The figure under that coat was a statue of purest white marble, about four feet high. It was an image of a female form, an Aphrodite so abandoned and daring in pose that one wondered at the sculptor who had the temerity to perpetuate his dream in marble. Yet even one so hopelessly ignorant of art as myself could not fail to see at first glance that it was a piece from the hand of a master.

"The Moeller Aphrodite," said Knickerbocker in answer to my look of enquiry. "You remember Mrs. Holloway—United States customs—"

"That statue!" I exclaimed. For at the mention of Mrs. Holloway I remembered.

It was a famous piece of statuary. Possibly it had attracted more attention from the time of its entry into this country than any work of art in years. Mrs. Holloway, wife of the Banker Holloway, had purchased it, or rather had ordered it made, to present to the city art museum.

The chief of police, interviewed by his favorite reporter, had declared that he would not permit the statue to appear in public without proper covering. And in the end the trustees had refused to accept the statue and Mrs. Holloway, rather pleased, had taken it home and installed it in

the place of honor in her celebrated \$50,000 roof garden. Yes, I remembered that statue readily.

I looked again in enquiry at Knickerbocker.

"Gregory," he said, "stole it, I suppose. At least, this morning when I took my walk there stood the thing with Gregory's coat on it as you see it now. It wasn't there last evening. You can draw your own conclusions."

"No need to do that," I said. "Have any of the servants seen this—has anybody seen it?"

"Nobody. The servants are away. The grounds are locked. I ordered Hopkins to see that no one entered the garden. No; I have kept the secret well."

"Good. Then the first thing to do is to hide it so the possibility of its discovery by other eyes will be removed. I'll carry it indoors so—"

It was my first experience with marble statues. I had no way of knowing the probable weight of that Aphrodite. So I was shocked to find that my attempt to lift it from the ground made no more impression on it than the wind upon the rock in the ground. I might have been lifting the Flatiron building for all the success I had. I am stronger than the average man, but by the feel of that stone I knew that moving it was a task for derricks, not for human hands.

"Well," I repeated, "it's a new one on me; he's got on to a new wrinkle for carrying away his loot. Do you know where he got it from?"

"It must be from Mrs. Holloway's roof garden. That's where she has been keeping the thing. Why, yes, come to think of it, I saw it there no later than a week ago."

"Where is Mrs. Holloway's roof garden—her house?"

"Down on the bay."

"How far away?"

"Oh, about ten or twelve miles, I should say. It's quite a piece out of town—a big, wild sort of place with big grounds, isolated but expensive."

"Ten or twelve miles," I groaned. "And this thing weighing what it does! Well, it's certain that he had accomplices this time; no living man could load and unload this thing."

"Unload?"

"From wagon, automobile, or vehicle of some kind, yes."

Knickerbocker began to laugh wildly.

"Oh, the whole thing must be impossible, of course," he said. "When we come to think of it, it is impossible. First, Mrs. Holloway's roof garden is on top of a four story house; second, how could anybody get this thing to the ground and put it on a wagon without—oh, what's the use? We must—what are you thinking about, Baldwin?"

"That I had better pay a visit to Mrs. Holloway's house and see if she is at home, and if so, has she sold this statue to Gregory, and so forth. It may save us a lot of useless worry and trouble."

Thirty minutes later I was knocking at the gate of Mrs. Holloway's grounds, having left the motor a block away. Studying the grounds

and the house within them while I waited for a response to my pull at the knocker, I grew more impressed with the magnitude of such a task as Gregory apparently had performed. Around the spacious grounds ran a high wall with—so far as I could see—but two gates, one in the front, the other in the rear of the house.

"What is it, sir?" my speculations were broken by the man at the gate.

"I am from the Daily World," I said. "I wish to see Mrs. Holloway."

"Mrs. Holloway doesn't see reporters."

"If you will please give Mrs. Holloway my card," I said, writing on it, "Mrs. Holloway will see me."

I handed him my card, upon which I had written "Aphrodite," and a \$5 bill, and he disappeared, muttering his thanks.

Soon back he came to let me in and usher me down the walk, up the great stairs and into Mrs. Holloway's drawing room. She was waiting to receive me. She was a striking woman, strong and good to look upon, beautiful with the beauty of serene middle age.

"I have not had the pleasure of meeting you before, Mr. Baldwin," said she. "What can I do for you?"

"Your Aphrodite, Mrs. Holloway," I said. "There is a rumor that you have disposed of it. I came to ask if this is true."

"I have not disposed of my statue," said she finally. "But it was stolen last night."

"Impossible!"

"So it would seem on first sight. But, impossible or not, the statue is gone—taken away—stolen."

"It is scarcely credible." I was greatly shocked. "And yet—could it be that it was a thief, or some one who wished to put the papers on the track of the thief, who telephoned the World the hint that sent me here? Possibly I might be of help to you, Mrs. Holloway. At all events, you may repose perfect confidence in me. I assure you."

"I am sure of that. Come, let us go up to the garden and I will show you that the statue really and truly has disappeared."

Once up on the roof garden, my amazement grew by leaps and bounds. The single entrance was a narrow stairway that ran from the floor below; and the glass was all around and above, save for a few shutters that had been thrust back for ventilation.

"You see it is gone," Mrs. Holloway pointed to the empty pedestal. "That's where the poor, much abused thing stood. Where it is now, only the thief knows."

I expressed my amazement and made many enquiries concerning the servants.

"Oh, I suppose it is one of them," she said, wearily.

"More than one of them," I said, "or at least one with several confederates. No single man could carry such a load down that stairway and make away with it. Have you searched your house and grounds and outbuildings?"

"As diligently as possible. There

is not a nook nor corner on the whole place big enough to hold such an object that I have not searched with my own eyes. It has been taken away, positively."

"Have you found any traces or evidences of how the thing was taken away?"

"None. Nothing has been disturbed, either here or elsewhere. Poor Aphrodite has just vanished into thin air."

And that was just what it seemed to have done. Mrs. Holloway was right; there was no trace whereby one could discover how the Aphrodite had been taken away from the roof.

"You haven't been away from home?" I asked as a last resort.

"No, no. I've been having a house party of friends out here for the last three days. They left only last evening."

"And the statue disappeared last night?"

"Yes. But don't get suspicious of my friends, please. They are all old friends and true."

She read a list of them, jokingly, and lo! Gregory Knickerbocker's name led all the rest.

The next three days were to me mad days, days when I ran my head against the stone wall of the impossible and tried to thrash out an idea that would point to a possible clew. There was no clew. There was nothing but the incontrovertible fact that the Aphrodite had been transferred from Mrs. Holloway's home to the Knickerbocker gardens.

I had established myself thoroughly in Mrs. Holloway's confidence by this time, and spent much time at her house or about the grounds. It was on one of my visits that she brought up the subject of Gregory Knickerbocker.

"Do you know what the young fool has done now?" she said. "He has sunk over \$50,000 in some invention or other. Has actually lived with his inventor in a little hut up the bay for months past. Was all I could do to drag him down here to my little party."

I sat up. I had not fancied for a moment that the pair were such close friends; for I had watched Gregory closely for months past and I did not know anything about the inventor. By enquiring casually I managed to learn the location of the hut and the inventor. It was across the bay on a wild stretch of sand dune where nobody ever went except inventors or other crazy people who wished to be alone, said Mrs. Holloway.

That night a motor boat whisked me across the bay and landed me a mile down the beach from where I judged the inventor's hut to be. Going carefully over the sands, I at length discerned a light, and some time later I made out a barnlike structure built upon a knoll well back from the water.

And crouching there behind a scrub oak I was favored with a sight of that which made me gasp with astonishment and wonder why I had not thought of it before. The door open-

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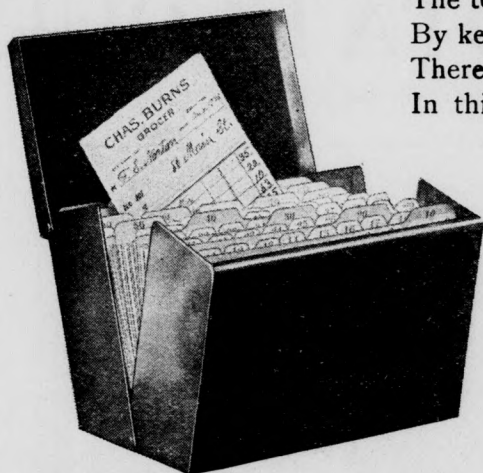
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ed; two men stood revealed in the light; one of them was Gregory; the other was Carroll Lindsey, the Carroll Lindsey whose pictures were in all the papers and magazines—the first man to round the Washington monument in an airship.

I sat down on the sand and gasped at the simplicity of the thing. Then I kicked myself. I should have thought of the airship before; it was the only possible way in which the theft could have been done without leaving tracks.

Mentally I drew a picture of Gregory and his confederate, the inventor Lindsey, on their nocturnal tour. It was three miles, as the crow or airship flies, across the bay to Mrs. Holloway's, a straight uninterrupted flight. A brief stop above the garden, a dropping down of strong tackle, a quiet rise and then sail for Knickerbocker's with the statue dangling beneath, a pause, a releasing of tackle, dropping the Aphrodite upon the grass, a quick ascent and escape—and the first burglary by airship had become an accomplished fact. And Gregory, through his \$50,000, had control of this airship. What sport the kleptomaniac would have in the future! What work I would have to cover up his tracks—no, not his tracks, merely the result of his visits!

The two went inside, the door closed upon them; I was left alone in the dark and loneliness. I covered the mile back to my motor boat as fast as I could run. I told the boatman to rush his craft back to town at top speed, and I drove my cabman frantic with my orders to rush to the house of Knickerbocker. I knew it was a case for him to help with; it takes much money and power to combat thieves in airships.

I told my story and he listened in amazement.

"The worst of it is," I concluded, "the thing can not be put back secretly unless the same process is used. That is, we've got to have an airship if we're going to slip the Aphrodite back unawares."

Then old Knickerbocker became a man of action.

"The army airship," he said; and I blessed him for his quick thinking and for the power that made the use of a Government airship possible to him.

Knickerbocker went down to Washington that night. Two days later the papers announced that Maj. Davies and other men of the signal corps of the army had come to the beach at the edge of the city to make experimental flights with Maj. Davies' airship. The beach, incidentally, was only a couple of miles from the Knickerbocker garden.

Of that night three days later I am entirely inefficient to write. It seemed more like a dream to leave the beach in the basket of the airship, to go up into the Stygian darkness, to pause a moment, and to begin the great curve that brought us directly above the statue, still covered by Gregory's coat, in the garden. Maj. Davies and I were the occupants of the basket. William Knickerbocker,

Sr., in his shirt sleeves, was the man who silently and hurriedly fastened the Major's tackle around the white form of Aphrodite. Then we went up, and with the speed of a bird we sailed for Mrs. Holloway's.

The shutter above the pedestal was closed. Another, at the other end of the room, was open. The Major tossed through this a rope. I slid down into the roof garden. The light from the basket above showed me the catch, and a moment's work served to shove back the glass above the Aphrodite pedestal and to leave no obstacle in the way of achieving a perfect return of Gregory's loot. The Major slowly backed up on the hand windlass; slowly, with my hands steering it to its place, the statue came down. A minute or two of breathless anxiety, then the thing stood where it belonged—Aphrodite had come to her own, and we breathed again.

I drew up the shutter, ran to the rope, was drawn up and away we went, the Major enjoying the frolic immeasurably more than I did. And next morning the papers told how, the day before, Major Davies had broken the motor of his airship and the proposed flights were out of the question. A few old readers wrote to their papers about a mysterious airship that had sailed across the city that night; but the funny writers joked about lodge meetings and such things, and nothing was thought of the matter. Mrs. Holloway might have connected these rumors with the return of her Aphrodite. But as I never saw her again I can not say as to this.

You may remember how Aeronaut Lindsey had the misfortune to lose his airship in a fire that destroyed the building in which it was stored. The fire was thought to be the work of incendiaries. The thought was quite right; Gregory Knickerbocker was too skillful and too successful a kleptomaniac with his bare hands to need any marvels of science to aid him in his trouble-making exploits.

George Adair.

The Self-Opening Door Works Like Magic.

Self-opening doors are London luxuries. As one approaches the door his weight upon the mat causes it to open, and in so ingenious a manner that even if two or more approach it from opposite directions it is impossible for any one to get caught or struck in the face by the opening door. The hinges are replaced by strong arms fixed to top and bottom, standing at right angles to the face of the doors. At the outer ends of these arms are pivots round which the doors revolve in a circular track, edge on. One of the most difficult troubles to overcome in the self-opening doors is the slamming. The closing is easy, but in opening it if two or three heavy persons step on the platform simultaneously the extra power above that wanted to do the actual work causes the door to move at an undue speed and slam violently unless there is a special check device. This is a double pis-

ton working in a cylinder by means of a lever, the whole submerged in an oil tank. The plain end of the double piston controls the shutting of the doors, the end provided with grooves controls the opening. Underneath the cylinder are holes through which the oil can be forced out. Each of the pistons is equipped with a leather retaining valve which permits the oil to pass behind the piston freely but prevents its escape through the holes. When the holes have been passed the last small quantity of oil is squeezed out past the piston, which is not packed, and also through slots in the adjusting screens, which can be regulated. Thick oil is preferred.

Too Deliberate For the Woolly West.

Arizona Judge (to defendant in an assault-and-battery case)—You say the complainant called you a liar and horse thief at least a dozen times before you knocked him down, eh?

Defendant—Yes, sir.

Judge—He said you were a coward and quitter?

Defendant—He did.

Judge—All right. I'll let you off on the assault charge, but—don't be in a hurry, mister—I reckon I'll have to fine you jest about fifty dollars for not knocking him down sooner! The sheriff will take you in tow and see that you cough up the dust before you pass out.

The angels never have time to talk to the man who leaves his work to listen for them.

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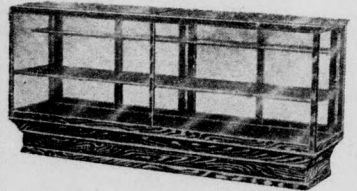
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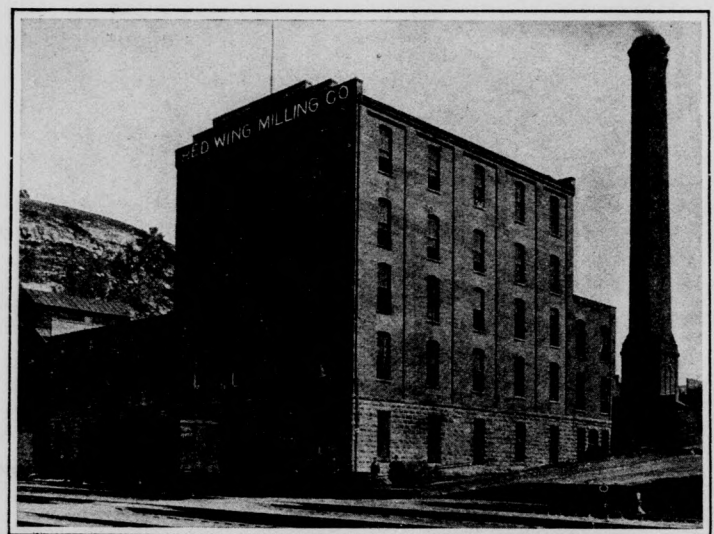
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How a Man Is His Own Worst Enemy.

Oh, see the young man! What a busy young man he is! See how he hurries home from work and asks his landlady. "Has my laundry come?" The laundry has not come. But does this deter the young man? Not appreciably. What does he do? He says: "Darn it all," and having said this he proceeds to turn his collar and cuffs, rub the edges against the white washed wall, and select a necktie that covers most of his shirt bosom. And then?

Then he bolts his supper—for it is a \$4.50 boarding house—and rushes out into the great city. Where does he go? Oh, many places. First to the corner. Why the corner first? Because at the corner he knows there will be one of the gang. What is the gang? A conglomeration of young men like the one we are watching. What do they do? First of all they take aboard, which means "drink," three or four drinks of strong liquor. Why do they do this? The devil of foolishness only knows, and he won't peach on his victims. Do the young men know why they do this? No, but they think they do. They think it is fun. Is it? Ask them next morning.

After leaving the corner? Oh, then they go to another corner. Here they do much the same as at the first corner. And still another corner do they go to. Why is this? Because there are other corners, and after the third stop the young men imagine there is nothing in the world so much to be desired as stopping at such corners. And why is this? Why, simply because the young men have worked indoors all day, because they take little or no exercise, because their hearts are weak and their livers clogged, because they all bolted their suppers and did not get enough to eat, because their power of resistance is at a minimum and the drinks have begun to get in their work.

What does all this mean? It means that the young men have begun to get on a souse. And what is a souse? It is something that many young men, and old ones, and a few women, indulge in, imagining that they are enjoying themselves. It is an institution that is founded on a lack of common or horse sense, for a horse would get angry and kick and bite if it was insinuated that he knew no

better than to go and make a jackass of himself. And would a jackass do it? Dear children! It is the trousered species of that great family that we are discussing.

After the third corner the course of the young man lies toward that part of the great city known as downtown. There are more corners here and things go faster than in the comparatively quiet neighborhood of the boarding house. Besides, the gang by this time has begun to make a night of it, and no night of it is complete without a visit to downtown.

The night has been fairly started by this time. The young man has forgotten that he sits on a stool eight hours a day and lives in a boarding house where they eat supper at dinner time. He thinks he is a gilded youth, with the gilt an inch thick, and that he dwells in mahogany halls where music and mixed drinks float "around and around again, Willie."

He has forgotten that this very day the boss said to him: "See here, young man, you've been falling down a little too often lately. You pick yourself up and be more careful after this if you're interested in holding your job." He has forgotten that the landlady asked him: "Have you got that for me now?" And that he answered: "No, I haven't. I didn't draw to-day. I'll fix it up to-morrow sure." He has forgotten that there is a to-morrow, even. And when a man does this he is in a terrible state. For to-morrow is the day of reckoning.

He thinks he is to be envied for the time being. Is he envied? Not enough to turn anybody green in the face. The waiters are laughing at him, even while they hand him the short change. This is why waiters are so fat and cheerful off watch. They have so many things like this to laugh at. The grown up people in the place also are laughing at him. No, this is not so; they are saying to the head waiter: "How long have you been letting calves drink here? Will you please tell that half baked idiot to confine his remarks to decent subjects? Make that fool shut up. Wouldn't that make you sick!" And kindred remarks. But they might laugh, if the spectacle was not so pitiable.

At the closing hour the young man and his companions stand upon the sidewalk and debate on where to go

next. Don't they know enough to go home? No, by this time they are so wise they know there is no place like home, and are glad of it.

Where do they go next? Well, we have followed them far enough. We will now pass to the next set of pictures.

It is 7:15 in the \$4.50 boarding house. What is that whirring noise? It is the alarm clock in the young man's room. It is calling upon him to rise for another day's struggle with the world for the living it owes him. It says: "There's another day, another chance for you to make good." What does the young man do? Does he spring up blithe and ready? Yes, he does not. He tosses and groans upon his bed and curses the clock, the hour, the world, but mostly himself. Why? Because it is the day after, and he knows that life is not worth the living. He knows he is about as fit to rise for another day's struggle as a toad is fit to do combat with a bulldog. His head is as large as a tub, and it aches in every inch of its hollowness. His eyes are bloodshot. His stomach objects strenuously to its geographical position; and he is only one-tenth awake, for he has been in bed just three hours.

What next? Oh, in thirty minutes he has managed to get to the faucet. He breakfasts wholly on water. He knows from experience that his stomach refuses to suffer introduction to anything else. What, has he had experience in this terrible state before? Well, if going through it once a week is having experience he has, all right. It is just the head that follows a night of it. It makes the young man say: "Never again in my life." But he has such a short memory. If temperance lecturers would give a man a clear memory of his mornings after, they would do a lot of business. A weak stomach has cured many reprobrates.

The young man enters the office at 8:57. He should be there at 8:30. Already he has three black marks against him for coming in late.

"Once more," says the Boss, "and I'll have to let you go."

"It won't happen again, sir," says the young man.

And won't it? No, not for a week, at least.

How does the young man get through the day? He doesn't get through. At 3 he is overcome with a

great need for sleep. He has been splashing water in his face all the afternoon to keep himself awake. He begs his way off and goes home. There he crawls up to his bed and finally drops his weary, large head upon the pillow and goes to sleep.

And this is the end of the matter? No, far from it. He has made enough errors during the day to cost his position if the Boss happens to be feeling bad on the day when they are discovered; he has spent the money that should pay for his laundry, his car fare, his luncheons, and his landlady for the week. He has sent his vitality down another notch, has weakened his nerves and broken his nerve, and he has added another seed to the planting which sooner or later probably will yield a fine, large crop of the disease invented by Dr. Bright.

Does the young man know this? Yes. Then why does he do as he does? Because the crowd does it, and every average young man knows that it is the thing to do what the crowd does. That is what all these words are about, about the young city worker of male persuasion in his justly infamous specialty: Being His Own Worst Enemy. Allan Wilson.

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

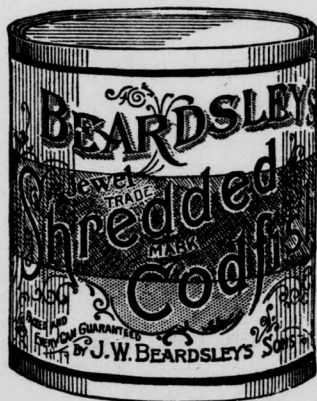
Let us tell you all about what our twelve years' experience can do for you in reducing or closing out your stock at a profit.

We can please you as we have hundreds of others, and leave you smiling when we say good-bye.

Our methods are strictly up-to-date, everything high class, and we get the business.

W. A. RALSTON & CO.

Suite 407-409 Exchange Place Bldg.
Rochester, N. Y.



No SHREDDED CODFISH But Ours

There are two differences between Beardsley's SHREDDED Codfish and other prepared Codfish.

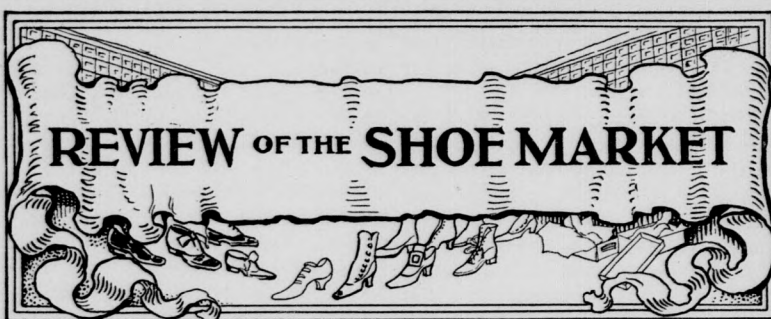
One difference is the fact that not one of them is shredded Codfish but Beardsley's. None of them even dare call their fish "shredded," because under the trademark laws we are granted that right solely.

The other difference is in the status of Beardsley's SHREDDED Codfish on the market. Its quality is so superfine and its advertising has been so wide that consumers know it, like it and demand it. When you sell imitations you hurt yourself and you hurt your customers.

From October to May Beardsley's SHREDDED Codfish is packed in cartons. For summer, tin and glass. The distinguishing mark is the RED BAND.

J. W. BEARDSLEY'S SONS

New York, N. Y.



Banking Too Much on the "Old Established" Slogan.

"The world has gone past me, Walter."

That pathetic remark of one of the immortal characters of Dickens, characters who spoke for the people of all times and all countries, is just as true to-day of hundreds of shoe dealers as it was of the old instrument maker.

"Established in 1871" may or may not be a good thing to advertise, just according to what the particular shoe dealer is doing in 1908.

When you come to think of the number of shoe wearers who have been born and begun wearing foot coverings since that store was established, and of those who have grown up and begun selecting their own footwear since that store was in the height of its popularity, of the number of its early customers who have died or moved away during the intervening years, of the thought which must come to every shrewd customer who reads the slogan and knows how old stock accumulates and how shoe dealers try by every means to work it off, you may draw your own conclusions as to how valuable the "old established" statement is as an advertising factor.

Now, our store here in Lasterville was first opened to the public away back in 1832. Of course Mr. Laster was not a part of it at that time and it was not an exclusive shoe store, but a general store carrying some footwear, which gradually developed during the year. Mr. Laster bought into the business, gradually bought it all out and developed it to exclusive shoes so that really he is entitled to say:

Established 1832

if he wants to, but you couldn't get him to consider it in his advertising, although he may boast of it occasionally to customers and be rather proud of it in a private way, and in a public way which is apart from advertising.

"Why," he says, "I would as soon think of making a last year's funeral notice a part of my advertising."

"How would 'Established 38 B. C.' look in an advertisement, and how much trade would it be likely to attract? The principle is the same. I used to know a shoe dealer whose name was Bruce Charles Harms, and he didn't know any better than to use his initials in his advertisements, and he got the reputation of B. C., and people made a joke of it and it did him a lot of damage. Of course if he had been a real live man he would have turned that to advantage by making a contrast between the

ancient period of his initials and the modern date of his methods, but the unfortunate thing was that he wasn't that sort of a fellow and the reputation got firmly established.

"Now, I am an old fellow; this is an old stand. People have been coming here to buy shoes for a good many years; but every day somebody comes in here who never bought a sole here before. Some come in here every day who never heard of us before. 'Established 1832' would almost make them hesitate to enter. I would not put it on my sign for anything. I might put it on my letter head, the one which we use when we write to wholesalers, for it means something there; but not for retail customers—oh, no!

"It seems to me pretty necessary for us old fellows to forget as much as we can how long we have been at it. The present age is crazy for the up-to-date, for the up-to-the-minute, in fact. You can not impress it enough on them. And the funny thing about it is that the old people who have lived through several different periods are just as much impressed by it as the younger generation.

"It hasn't always been so in these United States. There was a time when much more respect was paid to age both in business and in everything else, but it isn't so now. Fresh, new ideas. 'New store—new stock,' is a slogan to be reckoned with."

That's Laster. He's an old fellow, but he keeps his business young. That would be my advice to every shoe dealer if I were really trying to be wise and give advice. Keep the business young. Laster does it to a very great extent by keeping young fellows around him. I was pretty new when I came into the firm. I'm older now. Hi Ball is still young, despite the fact that his hair is a bit gray. A. Small Sizer is young, and Willie Fitem, Cousin Willie, is very young. Very young, indeed. Some of us wonder if he will ever get any older.

But it has its effect. You ask anybody in Lasterville and they may be unable to tell you how long this store has been running, but they may possibly have a story to tell of how they chanced to begin trading here. I wonder if that sounds as modest as it ought to? Perhaps not. But just you bear this in mind, a shoe man may be modest and retiring and unobtrusive about everything but his business. There he has got to be praising himself and his methods as though he were another man and were talking about a much admired

friend. He has got to talk about himself as though he did it merely to give the reader an insight into a wonderfully public spirited business man, who might otherwise never be known for the friend of the public that he is, and, most of all, he must convince people that this man that he is talking about has fairly to be forced into prominence, and is so up-to-date that he scarcely dares to let people know how progressive he is for fear that they will think he is too much in advance of his age.

Did you ever meet one of these men about whom you only read? The Jims and Toms and Louies, and Dumble the Shoeman, and Swift of Swift's Swell Shoe Shop, and Fred the Foot-fitter, and all the rest? You would think from their advertising, perhaps, that they were blatant egotists who would, at the first mention of their business methods jump onto a counter, throw out their chests, rumple their hair and begin to declaim in long primer. Now wouldn't you?

Well, you just run one of them down once and see. They may be pretty strictly business and full of ideas, and willing to divide if you want them to; but it's dollars to in-soles you'll have to lead them on a good deal to get a word out of them. Nine out of ten of them you'll find to be unobtrusive, quiet, refined—perhaps studious—business men. Certainly studious of business methods. Likely you may find that the personal stuff in their announcements is gotten up by some wide-awake clerk or

newspaper writer of whose enterprise they are shrewd enough to take advantage, and whose thrusting of themselves into the limelight of business life they endure rather than covet, for the sake of the business in which their life is invested. I say their life, for the life and heart that a shoe dealer invests in his business, many a time, are more important than the capital he puts there.

But what's the use? If I were writing this stuff for people outside the game it would be different. Those of you who read it know all about it already.

And here is the allegory as it came to me:

Once upon a time there was a man who was a shoe dealer in a little town which thought it was larger than it really figured in the census report. They called the President of the village the "Mayor," and the three village trustees "Aldermen," and when they all got together for a meeting they called it the "Council."

That is the sort of village that it was.

And this man who was in the shoe business carried this advertisement in the local paper. One quarter of a column long, it was, and of single column width. It ran by the year at

MAYER Honorbilt

Shoes Are Popular



Shoes That Make Good

No matter who has them on or where they walk, shoes, to make good, must have two unfailing characteristics, they must last the wearer a long time under the hard knocks of every day rough usage and they must be comfortable.

This is where our trade mark becomes a valuable asset in your business. Your patrons know that shoes bearing it make good sixteen hours a day or longer and for some months to come.

This means for you quick sales, frequent profits and satisfied customers.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

a contract price which made any change cost extra, and the editor took his pay in shoes for the help:
Established 1879.

A. STILLMAN

Dealer in Boots, Shoes, Slippers and Rubber Footwear.

The Best Goods at the Lowest Prices.

Everything Reliable and Cheap for Cash. Come and See Us When in Need of Anything in the Footwear Line.

The Old Established Store Next to the Postoffice.

He had quite a bit of capital, so he didn't really need the cash, and if you wanted credit you could get it. If you paid cash he would shade prices a little. After a time it got so that people who had an account there hated to go in when they had money for fear that they would get soaked on their cash deals the same as they did on their credit deals, so they went to the other store which was established in 1893.

Bye and bye, A. Stillman began to notice that he was out of debt when he didn't need any goods, but when he had to get in stock there never seemed to be enough money in the bank to met the bills, although every April first his inventory of stock and accounts seemed to be all right.

"Collections are a leetle slow," he used to say once in awhile. He charged interest on all accounts after sixty days, but he seldom collected it. Things kept getting worse and worse. One year his cash sales were only \$4,000, his credit sales were \$6,000 and his collections were \$2,000.

The year after that a young fellow who used to clerk for the other shoe man, the one who was established in 1893, started in for himself, with \$1,000 and a paid-up subscription for a trade paper as his capital. He advertised the "New Store—New, Up-to-the-Minute Goods. Strictly Cash and No Credit to Anybody. We Don't Want Much Profit, But We Want It Quick."

Mr. Stillman, as is the custom of his sort, smiled in a superior way and gave him six months. After a half year was gone he kindly extended the time for six months longer, and when the full year was up the new man was doing such a trade that he kindly refrained from limiting his stay in business and gave his jobber a slight chattel mortgage to secure some long overdue paper—a thing which humiliated him so that he sort of lost spirit.

This allegory is getting too long, already. When the sheriff sold the stock the new young man borrowed money and bought it. And when he advertised the big bankrupt sale of the "Old Reliable Shoe Stock of A. Stillman, Established 1879," people rushed in to get some of that famous stock for spot cash in such numbers that the "Mayor" had to have the "police force" called out and stand in front of the store with his club in his hand to keep the people from breaking in the plate glass windows.

Still, a good shoe is a good shoe.—Ike N. Fitem in Boot and Shoe Recorder.

Do Not Try Tricks on U. S.

There are times when, for one reason or another, you may wish to post a letter to some one, indicating in the post mark on the envelope that it came from some other than your own home town. But, accordingly as you value the scheme which you are trying to work, do not make the mistake of trying to work the postmaster of that particular town into this particular scheme of posting the letter for you! In anything, from a harmless practical joke up to a penitentiary offense which you may be planning, the postal service will recognize in you only a scoundrelly intent to deceive and defraud, and it has schooled every 4x5 postmaster in the country into that fixed belief upon which he must act.

For example, you have written your letter, which you desire to appear as having been mailed at a particular postoffice somewhere in the United States. You seal it, stamp the envelope, and address it to the person. This letter you inclose in a larger envelope to the postmaster of that particular town with the written request: "Please post the inclosed letter at your office."

The postmaster will do this. Oh, yes.

The postmaster, taking up the directed, stamped and sealed envelope, writes across a corner of the envelope a full explanation of the matter, reciting that it was received from Mr. So-and-So at a certain place, asking that the postmaster drop it into the mail as originating at that particular office over which he has jurisdiction.

Nice little situation, is it not? Especially for a traveling man who is married and wishes his wife or his mercantile house to understand that he is somewhere where he is isn't!
Irwin Ellis.

Care of the Wagon.

The useful life of a wagon depends very largely on the care of its wheels and axles. Hosts of bakers have the erroneous idea that "grease is just grease, anyway," and so cut the boxes out of their wagon wheels by using some inferior lubricant which runs off and leaves the spindle dry, or forms a stiff, almost gritty substance in the wheel, which is just as bad.

A proper axle grease for use on every type of heavy wagon should have just the right "body"—that is, it ought to be neither so thin as to run, nor so heavy as to stiffen, and should have, too, a long-lasting quality, as it is to be economical.

It is good policy to keep wagons well painted. A good thick coat of paint once a year will aid greatly in preserving the wood and also in prolonging the life of a wagon. Another point is to always keep wagons well in repair.—Supply World.

Not Hopeless.

Mrs. Henpeck (to her husband)—What would you do if I were to die?
Henpeck—It would drive me crazy.
Mrs. H.—Would you marry again?
Henpeck—I don't think I would be as crazy as that.

Welts Welts Welts

You have not seen the snappiest line now being shown if you haven't seen our

PLANET LINE

Comet



\$3.00

Saturn



\$2.75

Jupiter



\$2.50

Mars



\$2.25

In each of these classes you will find an excellent selection of styles, lasts and leathers, both high shoes and oxfords.

"Hitch your wagon to a star," if you want to shine as a fashionable shoe house.

Our salesman will see you soon. If he has not been calling on you, write us.

Hirth-Krause Co.

Grand Rapids,
Michigan

Shoe Manufacturers and Jobbers of Shoes and
Goodyear Glove Rubbers

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

OLD PEOPLE.

Successful Shoe Merchant's Method of Dealing With Them.

Written for the Tradesman.

"In all my dealings with the trading public there is one thing that I have ever tried to do and that is I have endeavored my very best to be nice to real old people, both men and women. First, I have been polite to them from principle and, second, as a matter of policy. The infirmities of age, however, have always appealed to me and I never could turn to them a deaf ear, so it may be that I deserve no particular credit for being kind to old people.

"Many and many a time have I seen my tactics in this regard rebound to the credit of the store. Many and many a time has my kindness been rewarded by good big orders from old persons who looked so decrepit that one would suppose they had one foot in the grave and that they wouldn't care for a shoe for the other, but who really would show a great interest in the products of the shoemaker's art and would go away with a large bundle of our goods, even insisting on carrying it themselves when I would insist quite as strenuously on sending it to their residence. These shoes would be for themselves. Then in a day or so, or perhaps in a week or longer, I would be surprised to see them again, this time to buy foot coverings and shoe coverings for a grandchild or a nephew or some other relative that was a favorite with them, and the order would be as large in quantity and value as before, or possibly more. And frequently such old people would have the appearance of dwellers in Poverty Row, yet would produce the welcome cash for the goods out of a big fat roll of bills that showed they still had some money to burn or to do whatever else they pleased with it. I would always be as particular to fit them to shoes and rubbers and in every other way to please them and the ones they brought along as if they were the most charming young ladies one could wish to know. The interviews with the former might not—naturally would not—be as entertaining as the waiting on of the latter, but the results of those interviews might show up on the books of the place in a much more attractive amount.

"There's one thing always to be carefully considered in shoe store dealings with the aged, whether man or woman, and that is the matter of comfort. You will never find an old person who will submit to pinching the toes for the sake of looks; they learned years and years ago that it doesn't pay to run around with cramps just for the sake of being able to say that they wear a 4½, when the size of their pedals loudly calls for a 6 or a 6½. They leave all such foolishness for the young generation, preferring to spend the rest of their days in shoes that spell foot-ease in good big capital letters. 'You can't eat your pudding and keep it, too,' and they are as sensible in this as they are in other matters that call for discrimination.

"It's a first-rate plan to accompany, invariably, customers, old or young, to the door, and especially the old folk, even if there is a lackey to open it, for the reason that it gives a pleasant impression of hospitality. It indicates to them that you have no desire to throw them over the instant you have their money in your hand, but that you have the soul of courtesy all the time—every minute. Say, with an impressive bow, that you hope they will find their purchases perfectly satisfactory and that if they are not so in every particular they must allow you to rectify any errors. This puts them in an easy frame of mind as to your merchandise and they are much less likely to be trying to discover things to find fault with when they get home and look over that for which they have parted with their nice shekels. And never, never omit to extend, as the very last word, the heartiest of hearty invitations to 'Come again.'"

So spoke a young man who has built up from practically nothing one of the finest businesses in a thrifty neighboring town of 10,000 inhabitants.

Jo Thurber.

Do Your Own Thinking.

Every employe pays for superintendency and inspection. Some pay more and some less. That is to say, a dollar-a-day man would receive two dollars were it not for the fact that some one has to think for him, look after him and supply the will that holds him to his task. The result is that he contributes to the support of those who superintend him. Make no mistake about this. Incompetence and disinclination require supervision, and they pay for it and no one else does. The less you require looking after—the more able you are to stand alone and complete your tasks—the greater your reward. When you can not only do your own work, but direct intelligently and effectively the efforts of others, your reward is in exact ratio, and the more people you can direct and the higher the intelligence you can rightly lend the more valuable is your life. The law of wages is as sure and exact in its working as the law of the standard of life. You can go to the very top and take Edison, for instance, who sets a vast army at work and wins not only deathless fame but a fortune great beyond the dreams of avarice. And going down the scale you find men who will not work of themselves and no man can make them work, and so their lives are worth nothing and they are a tax and a burden on the community. Do your work so well that it will require no supervision and by doing your own thinking you will save the expense of hiring some one to think for you.

Elbert Hubbard.

Gaining On It.

Merchant (to bill collector)—Well, did you see Mr. Slowpay this time?

Collector (hopefully)—No, but I did better than usual this trip—I caught a glimpse of his coat tail as he went out of the back door.

Do Not Lose Your Head.

Few faculties in the young man of to-day are so neglected as is that of a reasoning observance of the situations, persons and things that are in his immediate horizon. People in community life are imitative in high degree. In many of the emergencies of every day life the crowd takes on the characteristics of a flock of frightened sheep. Under stress of excitement and fear they rush as blindly into danger as out of it. The faculty of a sane, reasoning observation lies dormant in millions of reasoning human beings, and on those occasions when some mind above all others grasps a great situation and meets it in an emergency, the possessor of this trained mind becomes a hero.

"Don't lose your head," is one of the oldest axioms of the business world, which in most cases is about as blind an injunction as it might be were a man six feet tall to be instructed to stand only five feet high in order to be fitted with a suit of clothes.

In any situation a man loses his head through his inability to see through a condition or combination of circumstances. The moment he can see his way through his self-possession returns. Just so long as he is blind to the puzzling condition he has lost his head to the extent that the penalty menaces him.

This losing one's head becomes of sinister importance in the world when it is appreciated in how many unexpected ways and in what infinitely varying degrees this sense of composure and certainty is lost every day to the disadvantage of the loser. Always it reacts upon the one losing self-possession; others may be included finally in its results, but the loser certainly is a victim.

You have walked occasionally in the street with a person who, by no agreement, or concession on your part, unconsciously takes the lead with you in everything. You may be talking interestedly with the slightest concern of the things around you, but with a touch on your elbow here and a word or a nod there, you find that he is the directing agent everywhere. His office is as natural as it is easy. He has no hesitation at crowded crossings or thronged doorways or in crowded trains. You discover as you proceed that you have been relieved of the necessities for observing things and you realize presently that it is a distinct relief.

Observe this type of man the next time you have occasion to be with him. You will find that he is one of those men not easily "rattled," as a bit of slang of the street once tersely characterized the type. Look a little more closely and you will find that the secret of his composure lies in his powers of observance and perhaps in the half unconscious adjustment of thought and movement to the kaleidoscopic effects of his environment. He does or says or smiles or frowns the happy thing at the opportune moment. You may have occasion to notice that now and then some one regards him rather admiringly as if to say, "Well, that

seems to be a pretty capable sort of chap."

And he is, too—don't doubt it for a moment. No matter what place in life he fills, the self-poised man of the type has advantages over all competition. He may be in a modest position at a small salary, or he may be high in the scale of success, but wherever he is he will be valued for those qualities which give him self-possession as the price of his observations and sane deductions. In whatever problem he is considering he will be able to give to the subject a close regard—one undisturbed by irrelevant conditions and things.

No man could estimate the ills of everyday business life which come of a lack of judgment of the commonest things in business environment. Making two appointments for the same hour with persons of wholly inimical personalities and interests might ruin a man's business and future prospects. Inability to take note of look, word or intonation may mean a tragedy. Anywhere at any time the failure to take one's "cue" when it might have been plain for the mere observing is likely to become of the most serious consequence to the young man. There is no one weakness in a man more inexcusable from all sides than is blundering. Consciousness of making a blunder embarrasses one until his self-possession may be lost; the blunder itself may be trivial, but the consciousness of having made it without show of reason has cost many a young man his best prospects in life.

"I ought to have known better than that," is one of the commonest forms of expression for the stupid thing which a little observation would have made wholly impossible and unnecessary. But if one will stop for a minute in a crowded street he will see people doing things which they should know better than to do. Here is a serious side to the proposition:

In these little actions and inactions of life a great many men of the world's affairs find intolerance. Some of the world's greatest men have had their intolerant foibles, and a faux pas is one of the stubbornest of acknowledged weaknesses to such men.

For instance, it is an act of stupidity for a man to walk down a quiet street and beyond a windy corner at which his hat will be blown from his head. A trained observation, no matter how preoccupied the mind may be with other things, should point the danger, the evidences of the wind should be unmistakable. If you were an employer in search of a keen man for a position, you would not be reassured at his coming into your office brushing dirt from his hat which he had allowed to be blown from his head.

Train your powers of observation in the small things of your everyday life. Your whole individual measure many times will be taken accordingly as you acquit yourself.

John A. Howland.

What is the matter with putting up an umbrella for a rainy day?



The Enlarged Plant of the Herold-Bertsch Shoe Company of Grand Rapids

A Grand Rapids Firm Forced by Increased Business to Enlarge Their Plant

While most manufacturers of shoes in this country are hard pushed to find orders at the present time to keep their present force of workmen busy, the Herold-Bertsch Shoe Company have been forced by a largely increased business to greatly enlarge their factory to meet the demand for their "H. B. Hard Pan" brand of shoes.

They have recently added to their factory building 125,000 square feet of floor space, which now gives them one of the largest as well as the most modern shoe factories in the United States.

Grand Rapids has every reason to be proud of its factories. All of them are prospering, but not all of them are enlarging their plants this year as the Herold-Bertsch Shoe Company have been forced to do, but they are turning out goods of a quality which is bound to make for this city an increased reputation as a center where only dependable goods are manufactured.

SUCCESSFUL SALESMEN.

Amos Kendall, President of Toledo Traveling Men's Association.

This is a story of a man's life that seems to have been an orderly progression under the steady hand of one who was a consistent master of himself, whose organism was harmonious and always well balanced.

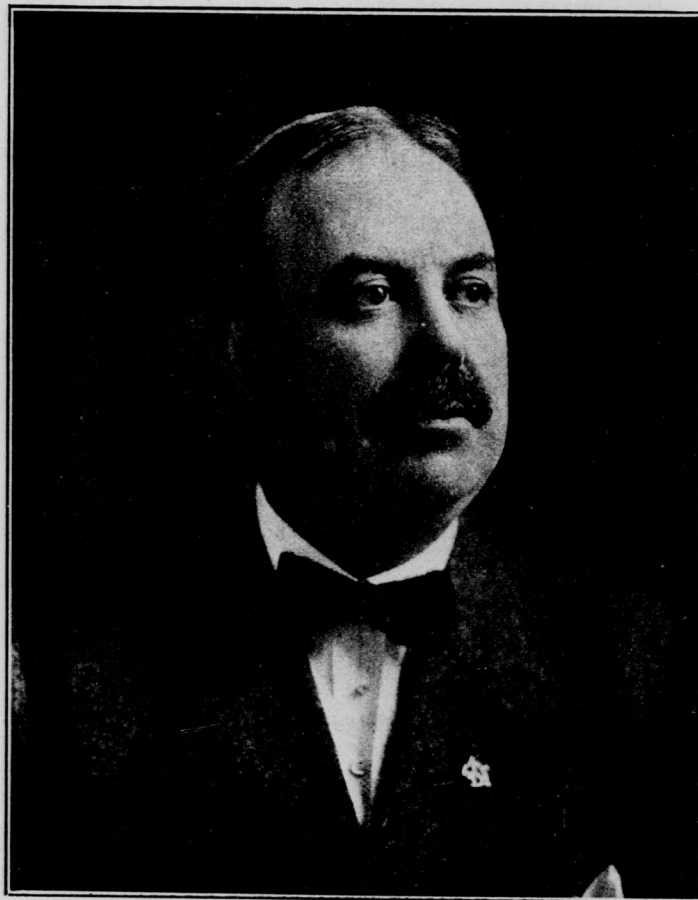
A man of well balanced capacities and powers is always a strong character and one who inspires confidence in others; he may not have genius or any phenomenal characteristics, yet he is capable of mature judgment of his own capacities and of the people and circumstances that make up his life contacts and experiences. He is eminently a man of business sense and easily avoids the mistakes and disasters that come to those who, although possessing remarkable faculties in some respects, are liable to erratic movements that result in unwarranted risk and failure. A man of well balanced mind, even temper and conservative habit is not necessarily lacking in enterprise of the kind that leads to great accomplishments. What a man does and what he attains depend largely upon his opportunities. But the well balanced man mentally and physically is possessed of sufficient courage to venture where favoring opportunity is presented, and his judgment and even paced energy generally carry him forward to the goal of success.

Amos Kendall was born in Medina township, Lenawee county, July 26, 1855. His antecedents were English and Irish on his father's side and Scotch on his mother's side, and he embodies in his make-up the essential features of all three races. He attended school in the old red school-house five miles west of Morenci until he was 15 years of age, when he entered the drug store of his father at Fayette, Ohio, where he worked one winter. He then began selling pumps to farmers, traveling by team. The pumps were made by Wagar & Robinson, of Lyons, and at the end of one season they took him off the road and put him out collecting. He subsequently secured a position as conductor on a Pullman sleeper running from Bloomington, Ill., to St. Louis, Mo. Mr. Kendall began his career as a traveling salesman Jan. 1, 1874, when he engaged to sell tobacco in Michigan and Indiana for Kendall & Purves, of Beloit, Wis. Not being particularly interested in his line, he transferred himself one year later to the American Sewing Machine Co., manufacturer of sewing machines and dental goods at Philadelphia. He represented this company three years in Michigan, Indiana and Ohio. For the next five years he traveled for the same company in the capacity of auditor, visiting the branch offices of the corporation in New York, Pennsylvania, Ohio, Michigan, Indiana and Wisconsin. During the following two years he traveled in the New England States for the Goshen Pump Co., during which time he made his headquarters in Boston. His next

employer was the Domestic Sewing Machine Co., of New York, which Mr. Kendall represented as special agent, auditor and overseer of branch offices for eight years. He then formed an alliance with the Dolphin White Lead & Color Works, of Toledo, and for the next twelve years he visited the trade of Michigan, Ohio and Indiana for that corporation. Three years ago he accepted the position of general sales manager for the Omega Portland Cement Co., of Jonesville, and in this capacity he visits the available towns in Ohio, Michigan and Indiana.

Mr. Kendall was married Feb. 1, 1875, to Miss Clara A. Ferguson, of Elkhart, Ind. They have two children—one daughter, aged 26, who is a graduate of the Hillsdale high

dall was one of the charter members of Hillsdale Council, No. 106, U. C. T., having served as its first Secretary and Treasurer, which offices he held for three years. He has since filled the position of Grand Secretary and has been a member of the Supreme Council, U. C. T., for six years. He was Treasurer of the School Board of Hillsdale for six years and chairman of the Purchasing Committee of the Board of Public Service for an equal length of time, during which he did all the buying for the city. Mr. Kendall joined the Toledo Traveling Men's Association March 7, 1885, being given membership number 246, since which time he has served that organization as a member of the Advisory Committee for three years,



Amos Kendall

school, Mrs. Mansfield's School of Elocution and the Dr. Mary Law School of Kindergarten and who teaches in the kindergarten department of the Toledo public schools, and a son, 23 years old, who travels in Southern Michigan and Northern Indiana for the same house as his father. Mr. and Mrs. Kendall first established a home in Fayette, where they lived ten years after their marriage. From there they removed to Hillsdale, where they resided fourteen years. The family have since that time occupied their own home at 335 Winthrop street, Toledo. Both children still remain under the parental roof. Mrs. Kendall is a Presbyterian and Mr. Kendall says he is a brother-in-law of the church. He is a member of Hillsdale Lodge, F. & A. M.; Eureka Commandery, No. 3, and Zenobia Temple, Mystic Shrine (Toledo). Mr. Ken-

was one of the Board of Directors one year and is now finishing his second year's administration as President.

Mr. Kendall owns a 100 acre farm near Fayette, Ohio, which is claimed to be one of the best farms in the United States. It was formerly noted for the high class horses bred thereon, but of late years the owner has given more attention to diversified farming. He is a stockholder in the Hillsdale Grocery Co. and has interests in two banks and a dozen or fifteen stock companies.

Mr. Kendall attributes his success to hard work and to the fact that he has never had anything given to him. He has not lost a day's pay in thirty-four years—and is on the payroll yet. He has never been discharged, nor has he ever been asked to hand in his resignation. He has never left a place to which he could

not go back. His hobbies are good horses, good horse races and good circuses. He has never been a hunter or an angler, but has been strictly business all his life.

Making Uncle Sam's Word Good.

General Tom Edgar, the first white child born on Galveston Island (his birthday was in June, 1837), was returning to Galveston from Houston, where he had been an honored guest at the dedication of a tablet placed on the site of the first Capitol of Texas, at Houston. We were seat-mates in the smoking car. He told many amusing stories of the early days. Among others, he narrated his experience as a juror in the case of a negro on trial for stealing a mule. It was in 1865, while United States soldiers were still in charge at Galveston. The negro pleaded not guilty, but the testimony was pretty clear against him. His lawyer, ignoring the testimony, based his defense upon the assertion that the negro could not possibly be guilty.

"Is it not a fact," he said, "that the federal government promised to every freedman two mules and sixty acres of land? No man can deny it, for it is a fact. My client has not received his promised sixty acres of land. He has not received his promised span of mules. He has, indeed, got but one mule, as these witnesses have testified, and the United States still owes him another mule and sixty acres of land. I leave it to you, gentlemen," he said, turning to the jury, "if the facts do not prove conclusively that my client is not guilty of stealing this mule and can not, under the circumstances, have been guilty."

"That argument," said General Edgar, "tickled us so that we actually returned a verdict of 'not guilty.' I don't believe the darky ever did get the other mule and the sixty acres, but we did all we could to make Uncle Sam's word good."

Says Fried Grasshoppers Are Good.

Countless millions of grasshoppers have invaded Franklin county, Me., doing much damage to crops of all kinds, but Orrin Woodbury, nature man, of Temple, welcomes their appearance, for he eats them, nicely fried in batter. Like St. John, who ate locusts and wild honey, Mr. Woodbury, who once lived on a milk diet seven years to change his body and cleanse it, lives for the present on "hopper fry." His procedure is about as follows:

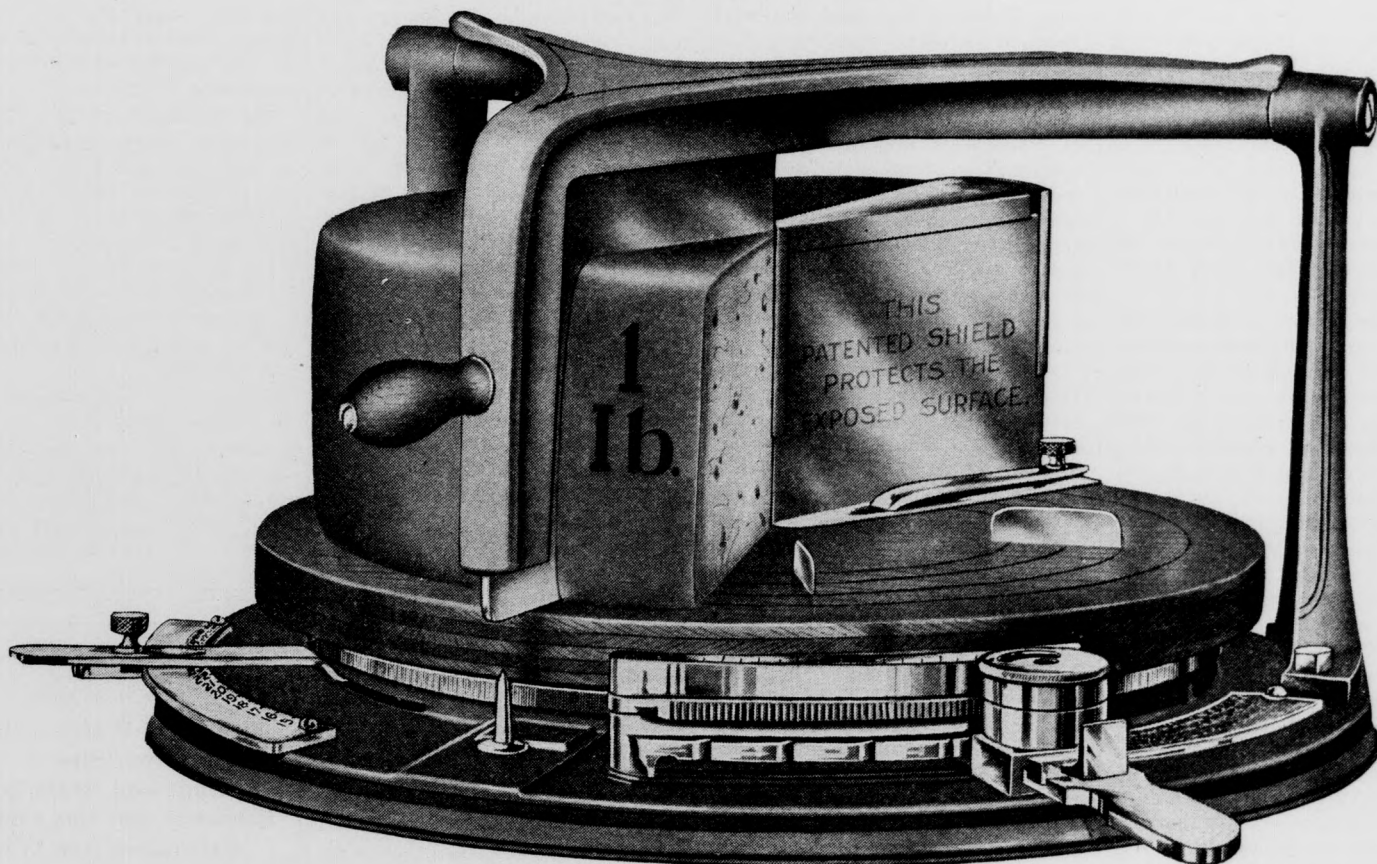
Large bed sheets are spread on the grass, and soon they are literally covered with hoppers of all sizes and kinds. A hasty gathering up of the cloths always results in a good catch fine juicy grasshoppers, which are killed by passing them through a flame that also removes their wings and legs. Then Chef Woodbury prepares a rich and creamy batter, in which he dumps the hoppers. Soon arises an odor from the frying pan that even doubting Thomases admit is pleasing.

"Are they good?" echoes Mr. Woodbury, "well, try a few and see." But no one can be induced to try.

There's Certainly a World of Satisfaction in a DAYTON TEMPLETON CHEESE CUTTER

Out of thousands of machines marketed last year but one single lonely complaint that the machine was not giving perfect satisfaction.

How's That for a Record?



The bargain counter manufacturer got into the field with a five dollar article at a \$12.49 price; but, in the face of it, more Dayton Cheese Cutters were sold than all others of whatever type.

There's a reason for the Dayton Cheese Cutter's success—That reason is simply this: It accomplishes nearly twice the results of any ordinary Cutter. It is so carefully built that a novice can see at a glance that it is built by mechanics who know their business. It isn't an assembled lot of **cast iron**. Every part of it is machine made. Any part of it can be duplicated at any time.

It is the only Cheese Cutter on the market having a solid **pressed steel** base; patented Computing attachment; patented follower shield; patented double edge knife, and patented center to circumference cutting. All other cutters work on the old battle-axe principle, cutting and crumbling the cheese by cutting from outside edge to center. You can cut in cent's worth, 5c worth, 10c worth, $\frac{1}{4}$ lb., $\frac{1}{2}$ lb., and 1 lb. in nice, smooth, whole slices. This machine will handle any size cheese up to 36 lbs., and will accommodate a cheese 6 inches high. Every machine is handsomely finished with highly polished nicked parts, preventing rust, and enameled in a showy Turquoise Blue. Not only the best, but the handsomest machine in every particular. Made by the makers of the finest Computing Scales in the world. If experience and knowing how to do things count for anything, then put a few (and a very few) extra dollars in your investment and get something worth while.

\$20.00

\$20.00

The Computing Scale Co.

=

Dayton, Ohio

DEPENDS ON THE MAN.

Success Not Due To Any Set Formula.

It all depends on the man. Champagne and truffles for one are stale beer and spoiled tomatoes for another. And because one man has gone and done so and so is no reason why the next fellow who comes along should imagine that he can go along and do likewise. For men are different. This, the tale of Barry, elucidates.

Once upon a time not so long, long ago we sat down and wrote a tale of what happened and didn't happen to a man named Sherer. The story came out of the goodness of heart of the sales manager of Going & Co., and it had to do with the fashion in which Sherer turned the tables on fate after old man Going had given him a touch of the rough side of his tongue.

If you remember, which you probably don't, for we had to refer to the files to find it ourself, Sherer had been classified as the failure of the sales department.

Then—still quoting from the story of Sherer—came the annual reception which old Going held in his private office in honor of his selling force.

Old Going sat back in his chair and told those who assembled how a business was nothing without its selling force; how, after all, the success or failure of an enterprise was, in the end, up to the men who were on the road, the men who sold the goods that made it possible for the plants to work overtime and enjoy prosperity and destroy competition and—all that sort of thing. The fact that next day he called the heads of the manufacturing department in and talked likewise to them, and after that the office managers, etc., unto the end, detracted nothing from the pleasure of the event. It was nice to have a good word from old Going, even if you knew it was all in his day's work.

Well, this year the meeting was a great one. Unheard of volumes of orders had poured into the office of Going & Co. Unheard of profits were being realized on them. Going was swelling with pride in his bank book and selling force. The force was feeling pretty good itself. It felt better when the old man told it that never before had the firm been favored with the assistance of such able sellers. Not one but was worth his salary. Not one but had done himself proud.

Then his eye fell on the unfortunate Sherer, hunched up in a corner. "That is," he added, "with one exception. Mr. Sherer, as usual, has failed to do justice to the territory and the line he handles. However, the rest of you have done so well that the handicap of one weak man scarcely has been felt."

Now, that was pretty raw talk, and Sherer took it to heart. He went home. He lay awake all night. He cursed Going and himself, and in the morning he was on a train going back to his territory. He went to see one of the biggest men in his district. He thrust two office boys and one private secretary out of the way. He

stalked in, laid down his card, and announced to the big man that he had come to sell some goods. The big man tore the card up. Sherer produced another.

"I am going to sell you, sir," he said. The man looked at him, and—Sherer sold the goods. He went on and sold more goods until he was one of the star men of the house.

This is the substance of the tale that we wrote about Sherer. The sales manager, who told it to us, read it, clipped it and saved it. When new and aspiring salesmen evinced a desire to know how Sherer became a star the S. M. promptly dug down into his desk and handed them the clipping. The new men read and were benefited—perhaps.

Now, that is all for Sherer, for this is the story of Barry. Barry was not a salesman. He was chief clerk on the commission desk, and he had been on the pay roll of Going & Co. for six long, monotonous years. This sounds anything but sensational on paper, but any one who has lived through six long, monotonous office years knows what it means. It isn't so much the work, although goodness knows that is bad enough, but it's the heart-breaking, soul-crushing monotony, the dreary killing round of a succession of days one just like the other, and the future which is without hope of anything better, which means a succession of days just like the ones that have gone in the past.

That is what spells tragedy to the office worker of ambition and sensitiveness a shade above the brute. It might be argued that the office workers have no business in having ambitions or sensitiveness, but the solemn fact remains that some of them do possess these disturbing elements, and among those so unfortunate was Barry.

Of course Barry hadn't done so awfully bad up to the time he became chief clerk of the commission desk. Take a man who starts in as a low class clerk at \$9 a week, let him work his way to a chief clerkship in four years, and he can not by any stretch of the imagination be called a failure. Barry had done this, but that was all that he had done. He had stuck at the low level of efficiency in the grade that had won him the chief clerk place, and he had not improved in his work or in his salary one bit from the day of his promotion. He had run up against a stone wall in his vocation. He had gone so far and had made no effort to go any farther. The indications were that he would not go farther if he tried.

It was a common office case of a live shoot turning into dead timber, and nobody paid any attention to it except the men above, who, when they troubled to notice him, said: "Who, Barry? Oh, he's just a nice little dried up round stick in a little round hole. He fits it just well enough to hold his position. But if ever there's a shakeup that disturbs that little round hole our little round stick will be jarred loose from his salary for sure."

But Barry didn't know how they talked. It was one of the signs of

the man's limitations that, above the ordinary clerk as he was, he couldn't sense the attitude of the powers toward himself. A good man can do this without much trouble if his eyes do their duty. It is to be seen in the manner in which the heads approach your desk, the way in which they hand you a paper, the way they summon you up to their offices to explain a new matter of office routine. But Barry wasn't a high class man, as the story will make all too evident. He was of the inferior breed of humanity, the kind that are cursed with just enough imagination and ability to make them uncomfortable. So he did not see.

For two years he did not see, two years that helped to put him a little deeper in the rut, to make him a little deeper timber, to etch "Failure" a little deeper into his career. He was blind. So blind was he that in these two years he stepped aside from the necessitous duties of the commission desk and wooed and wedded a little girl with a blond mind, who was sure her husband was destined to achieve one of the highest places in the land, as he was now the most handsome, the most intelligent, the most manly and desirable of men. It is a pretty poor stick who does not appear so in the eyes of his ladylove—for the first few weeks. Afterward—but that's a longer and sadder story.

The accumulation of a wife sweetened existence for Barry and made him more content with his position on the commission desk. He saw that other men went on and passed him; but the wife continued to tell him what a hero he was, and Barry didn't awake. Then came the shock. Barry was in a part of the office where he had no business to be, and the door of a private office stood wide open.

"It's a case like that man Barry's—a cog that happens to fit where it has been dropped by accident, but which never could fit any place else in the world, and which never will be anything but a cog if it lives 100 years."

This was what Barry heard as he passed the door that stood wide open. It struck him with the pleasantness of a pail of cold water down the spine. It turned the nice, warm conceit of his little soul to ice. It made him sit up and look at himself as he really was. Then he saw, as was inevitable, that all that the man in the office had said was the solemn truth. He was a helpless little cog. As a man, an entity, he didn't amount to anything. It was only because he had happened to drop into a soft spot

that he had ever the opportunity to draw a salary. And the salary was the best that he could hope for if he lived to be 100 years old!

Barry was blue that night, so blue that even the kisses of his doting wife couldn't brighten his spirits. He sat in the corner and suffered while his wife pouted at his grouchiness. In the morning he had made a resolve. For he, like many others in the office, had read the story of Sherer and knew that what Sherer had done others could do as well. Barry resolved that he would do it. And he did—part way.

But now see the difference in men, or rather the different way in which they affect other men and circumstances. Barry knew well what to do. He went up to the head of the department.

"Mr. Bowker," he said, firmly, "I have been on the commission desk for two years and I have got rutted there. I can do better work. I can do much better work. I can do as good work as anybody in the office if I'm given the chance. And I want the chance. You must help me get it, because neither myself nor the firm can afford to have me wasted on that fool desk."

The head sat up, pleased at first. He admired spunk in his men above all things. The idea that Barry, the cog, had nerve enough to speak thus was pleasing. And he felt the force of the recently awakened man's argument. But then he looked at him and smiled slightly.

Established in 1873

Best Equipped
Firm in the State

Steam and Water Heating
Iron Pipe
Fittings and Brass Goods
Electrical and Gas Fixtures
Galvanized Iron Work

The Weatherly Co.

18 Pearl St. Grand Rapids, Mich.

PREPARE FOR SUCCESS
AT


This is an age of specialists. Our specialty is the fitting of young men and women for positions of trust and prominence in the business world.

If YOU wish to succeed in business you must study business as business is done. Investigate our modern and practical courses. Write for new descriptive catalog.

D. McLACHLAN & CO.

19-27 S. Division St., Grand Rapids, Mich.

MICHIGAN SHOE COMPANY

"Mishoco" New Specialty Shoe
for Men and Boys

"Josephine" for Women

Made in all Leathers Snappy up-to-date Lasts
Selling Agents Boston Rubber Shoe Co.

DETROIT

"What can you do, Barry?" he asked, kindly enough.

"I can sell goods for one thing," said Barry. He had the story of Sherer in mind. "I know I can sell goods. Will you help me get a chance?"

The head looked him over again.

"I suppose I can get you the chance," he said. "But I don't know what good it will do you. Do you really think you can sell goods?"

"I know I can."

"Well, I don't know. I hardly think you can, but I'll see that you have a chance, just the same. I'm afraid it's no good, though."

That night he talked with the sales manager.

"Send him over," said the latter. "I can use a new man right now."

Barry went over next morning.

"You think you can sell goods, do you?"

"I know it."

"No, you don't. You haven't tried yet. No one can know until he tries. I don't think you can make a go of it, but you can make the trial. I'll give you a little territory down in Missouri, and if you do—"

"No, sir," said Barry, "I want a big territory, one where a man can show what's in him right from the start. One where he won't be cramped."

The sales manager smiled. "You're mighty ambitious for a beginner."

"You bet I am. I'm so ambitious that you can't afford to turn me down."

Again the manager smiled.

"Well, I'll give you Southeastern Ohio, then. How will that suit you? It's one of the best—"

"That's good enough, then. And I assure you that you won't regret giving it to me."

"Well, probably not; you're only going out on trial, you know."

"I know. But I'll make good."

"Perhaps," said the manager.

Barry went onto the road, with pride and confidence large in the breast of him. He had started well. He had lived up to the Sherer principle.

First, the awakening; second, the resolution; third, the effect. Of course, he hadn't made good on the road yet, but he had forced himself out of the rut and into a chance, and of the rest he had but little fear. No fear at all in fact. He was confidence done up in a new suit of clothes and a straw hat. Sherer's example had done the work for him.

The first man that Barry called on—he had picked out the biggest customer on his list—sent out word that he was not in.

"You tell him that I must see him, that I will see him. Never mind about your orders. Here; I'll go right in myself."

In he went—even as had Sherer.

"Mr. Blank, I—"

"You are an impertinent rascal," said Mr. Blank, angrily. "You force yourself into my presence—"

"Because I've got a proposition that you can't afford to turn down."

"I can afford to turn down any proposition that comes to me in this manner," shouted Mr. Blank; and,

looking Barry over, he continued: "You get out. I won't have anything to do with you."

Barry went out—after the man had rung for the porter.

"That was the exception to the rule," he assured himself. "The next one will fall, sure."

His confidence was considerably dampened, but it still was dry enough to float past the next private secretary and into the next private office.

"Mr. Somebody," he said, "I have a proposition which you can not afford—"

Somebody looked up sharply. He was a square jawed man with close cropped gray mustache. His eyes first expressed anger. As they appraised Barry they shone with amusement.

"You're the limit," said Mr. S. "Do you imagine that anybody is going to let you hold him up in this fashion? What do you think you are, anyhow? Eh? Don't you know that you're selling, not buying? Eh? Get out and stay out. I don't care what your proposition is; get out."

Barry got. A week later came a telegram from the sales manager:

"As you have failed utterly, leave samples at Coshocton for Baldwin, who succeeds you, and come in."

And Barry, sitting on his trunk, cursed fate and wondered why it had not worked for him as for Sherer. It all depends on the man, not on the formula, after all. Allan Wilson.

Why William Succeeded and Clarence Failed.

In one of those towns where dog fennel grows along the main street and the village barber is a leading citizen lived two youths whose names were Clarence and Bill. Clarence's food provider was admiral on a hand car belonging to the Bent, Zigzag and Crooked railway. It was his duty to sight along a steel rail and then tell the rest of the section gang to "Hee-Oh!" Bill's daddy toiled from 5 a. m. until 10 p. m. in a village emporium at \$6 a week and his own necessities at cost price. So that in the matter of family, brains, and money the stork had started Clarence and Bill in the race of life on equal terms.

However, it soon appeared that Clarence was an infant phenomenon, so that when the children played store no one was astonished to learn that he was the proprietor and raked in all the stray pins in the neighborhood in exchange for packages of sand. It was observed that Bill was usually the one who lugged the box of sand up from the big road to stock up the make believe grocery store.

Clarence romped through school so rapidly that his father had to cut out smoking to save up enough to buy the necessary books. Bill's father did not find this necessary; in fact, the only way they could get any learning into Bill's think tank was to hold him and insert it hypodermically.

By the time that Clarence was 15 he had his teacher in a corner sparing for wind, and the intellectual bout would have ended in a knockout had it not been for the village merchant, who interfered by offering

Clarence a position as assistant to Bill's father. About this time Bill quit going barefoot and got a job in a livery stable. A few years later Clarence was chosen cashier in the village bank, and Bill also enjoyed a boost, being advanced to the position of driver for the drummers who wanted to "make" a few of the towns near by.

When Clarence was 21 years old he announced his resignation as cashier to accept a position in a Chicago bank, whereupon the village paper lamented his going, but philosophically reasoned that "our loss will be Chicago's gain." Half of the town went down to the depot to give Clarence a proper send-off and to tell him they had always known he was destined to be a great man; also he was cautioned many times not to forget his native town when he got rich. As the passenger train that was bearing Clarence away whistled for the first crossing above town, a freight train said "toot-toot" and slowly pulled from a siding on to the main track toward Chicago. In one of the side door sleepers sat our friend Bill.

The position that Clarence had accepted was that of messenger. He had been a year in landing it. The position paid \$10 a week, and he was required to board in a place selected by the cashier and be careful where he spent what was left out of the \$10 after he had paid his board bill, laundry, and other necessities.

When Bill landed in Chicago he had two bits, a dirty face, no job, and no friends; but he knew a livery stable when he saw one, and he didn't have to take a civil service examination or furnish a certificate of character to get a job. His wages, too, were fixed at \$10 a week; moreover, he could sleep in the haymow if he wanted to, and spend the \$10 in riotous living if he felt like it.

Clarence was bank messenger for two years; then he was advanced to a bookkeeping task at \$12 per. After chasing figures up one column and down another to the satisfaction of all concerned for another two years he was patted on the back by the cashier himself and promoted to assistant to the receiving teller's assistant at the big pay of \$60 a month. Three years later the receiving teller's assistant was fired bodily, and Clarence wrote home that he entertained hopes; but at last accounts he was still entertaining them, inasmuch as the cashier appointed his wife's sister's husband's cousin to the vacant position.

By close attention to his job and imbibing no more booze than he could carry gracefully, Bill won the confidence of his employer and was installed as barn boss at \$20 a week and what he could squeeze out of certain favored drivers for giving them the trips that would yield largest tips. When the automobile business began to loom up Bill's boss bought a bunch of benzine buggies and continued to serve his old patrons at twice the old charges.

Bill's old boss took pity on him and

gave him a job at washing off the mud splatters from his newly purchased vehicles. Incidentally Bill had a chance to learn the difference between a dingbat and a caduey, and all the rest of the technical terms. In a short time he was promoted to the job of chauffeur and was permitted to wear a leather cap and pair of goggles. He earned \$25 a week anyhow, and about thirteen times that in tips.

As the automobile agencies increased in number along Michigan avenue, Bill had a real live bunch. He saved up a month's salary and tips and then called on the manufacturer of a new auto, and hit him for the position of Chicago's representative. Now Bill rides in a different colored auto each day, makes about \$25,000 a year, lives in the swellest place in the city, and when anybody from the home town happens in Chicago he is sure to drop in on Bill. But for some reason or other everybody forgets to call at the bank to see Clarence. Hiram Rice.

Mean of Him.

"One-half of the women in this world retail gossip," remarked Mr. Stubb, as he lighted his after-supper cigar.

"Quite considerate of you not to say all of them retail gossip," snapped Mrs. Stubb, as she washed the dishes.

"Oh, no, only half, Maria. The other half wholesale it."

Many a woman acquires her reputation for beauty at a drug store.

Salesmen—Men with Grit and "Go"—It's Your Chance

I want a few reliable salesmen to canvass the retail trade. Samples in coat pocket. Don't worry trying to revive dead lines. Get one with breath in it now. It's a boom year for you if you connect right. Get wise to the "Towa Idea." Straight commission. New and very profitable for both the salesman and retailer.

(Mention this paper.)

BOSTON PIANO & MUSIC CO.

Willard F. Main, Proprietor

Iowa City, Iowa, U. S. A.

Umbrellas

and telephones are much alike—you may not use them all the time, but it's worth a good deal to know they are right there when you do want them. To go a bit farther, one hardly needs an umbrella at all. It is more comfortable to stay at home in bad weather and

"Use the Bell"

IT
PAYS

CALL
MAIN
330





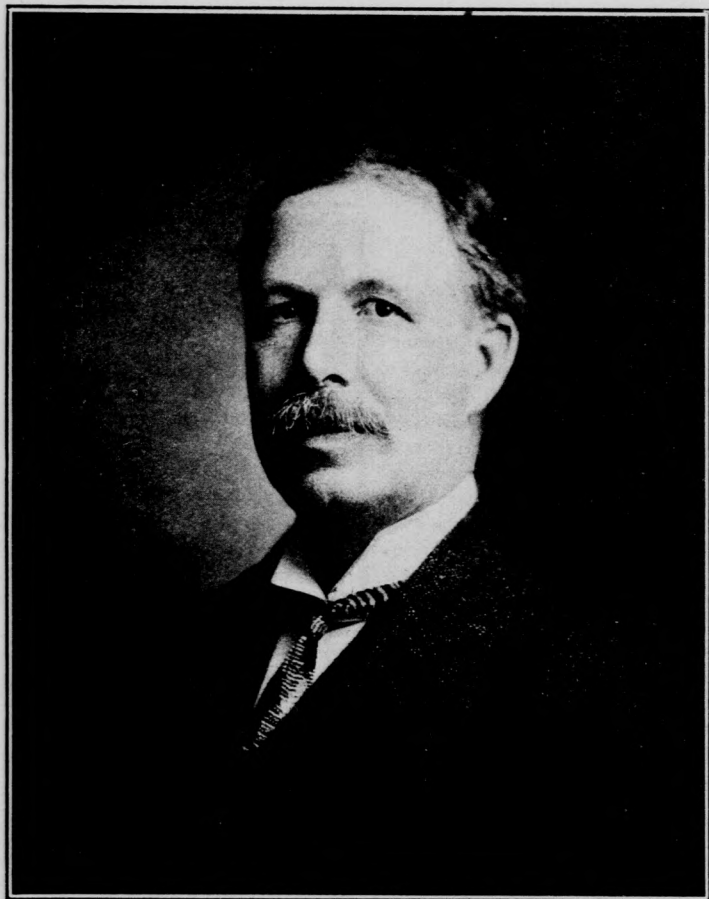
TOLEDO TRAVELERS.

Some Facts About Their Favorite Association.

Toledo, Oct. 20—The Toledo Traveling Men's Association is unique in the history of fraternal societies, a fact which is most abundantly attested by its past history and present standing. Closely identified with the history of Toledo's commercial development, this Association has steadily kept pace with the city's onward march toward influence and prosperity. As the city has gained a commercial reputation far in excess of its population, so has the Toledo Traveling Men's Association taken a leading position among its sister societies when compared in members. Its membership embraces not only

traveling men look upon no organization with more affectionate regard than upon this same Toledo Traveling Men's Association, which they joined while yet working on a salary. At the same time it should be stated that the membership is not confined alone to Toledo, but members are admitted from nearly every state in the Union and a large number have availed themselves of this privilege. The only qualifications necessary to become a member are that you are a traveling man, salesman or buyer for a wholesale or manufacturing house, of good moral character, in general good health and not over 45 years of age.

The Toledo Traveling Men's Association was organized and incorporated May 3, 1882, with a membership



William H. Standart, First President Toledo Traveling Men's Association

the traveling employes of Toledo's manufacturing, jobbing and wholesale business, but also a large number of the proprietors of these interests who associated themselves while yet "on the road" and who have kept up their membership ever since, and it is no exaggeration to say that many of Toledo's most substantial business men who are now extensive employers of

of sixteen, and year by year it has grown and expanded until it has today 1,300 members. Its first President was W. H. Standart, in which capacity he served the organization for two years. Its first Secretary and Treasurer was C. F. McLain, who held these offices for six years. Amos Kendall is at present President and D. J. Caine is Secretary and Treasur-

er and has filled these offices for twenty years. All the regular business of the Association is managed and transacted by the Board of Trustees.

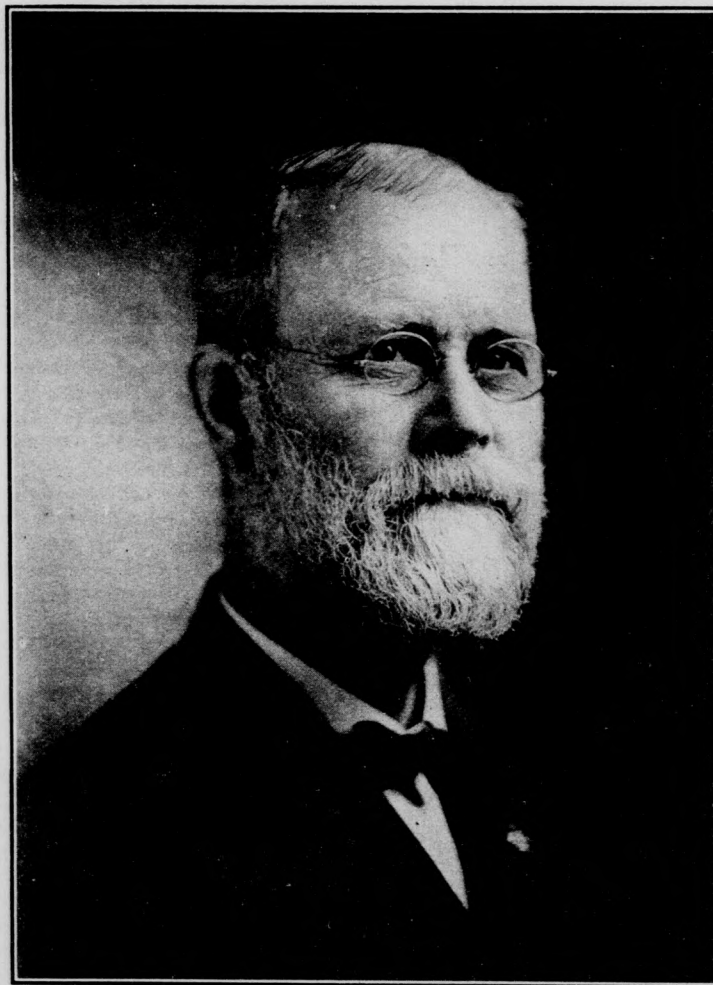
The financial resources on October 1, 1908, were as follows:

Hillsdale school building, bonds, 4½%	\$ 10,000.00
Kalamazoo paving and sewer bonds, 3½%	4,876.50
Hutchinson, Kas., school bldg. bonds, 5%	10,953.33
Omaha school bldg. bonds, 5%	13,311.00

he has done the organization the honor to state that he considers our Association one of the strongest and best managed institutions of its kind in the State.

The offices and rooms of the Association are located at Nos. 338-346 Valentine building, a convenient and central location. A hearty welcome is extended to all commercial travelers to visit the rooms.

The presiding officers of the Association have been as follows:



D. J. Caine, Secretary Toledo Traveling Men's Association

Bryan street imp. bonds, 5%	19,839.30	W. H. Standart	1882-1884
Ottawa water works bonds, 5%	11,112.50	H. A. Weeman	1885-1886
Masonic Temple bonds, Toledo Command'y, No. 7, K. T., 5%	5,000.00	L. D. Massey	1887-1888
Masonic Temple bonds, Ft. Meigs' Chapter, R. A. A., 5%	3,500.00	J. W. Andrews	1889-1890
Muskegon refund'g bonds, 4%	2,970.00	E. B. Ensworth	1891-1892
Hillsdale water wks. bonds, 4½%	2,000.00	J. A. Hawthorne	1893-1894
Cash	11,242.42	John P. Weed	1895
Cash and bonds	\$ 94,805.05	W. H. Schaefer	1896
Paid 186 death losses	\$277,100.00	J. W. Stophlet	1897
Paid accident indemnities	38,063.22	Elisha Davis	1898
		J. H. Hildebrand	1899
		G. W. C. Armstrong	1900
		C. P. Merriam	1901
		E. E. Elliott	1902
		J. G. Keller	1903
		S. B. Chambers	1904
		Henry Herzog	1905
		F. M. Mowrer	1906
		Amos Kendall	1907-1908
Total paid out on deaths and accidents	\$315,163.22		
Liabilities	none.		

This is certainly a creditable showing and one which is sure to attract favorable attention. An Association with more than \$94,000 on the right side of the ledger and no liabilities whatever is an Association of which to be proud.

Being under the direct supervision of the State Inspector of Insurance,

Two Hairs.

"I begin to realize," said young Mr. Kallow, "that I am no longer a mere youth now that I've got a little hair on my lip."

"Yes," said Miss Pert, "and I suppose in a month or so you'll have another one."

Prestige an Invaluable Aid to Success.

Everyone has a more or less correct idea of the meaning of prestige. But it is generally admitted to be a more or less mysterious quantity—often gained through good advertising and on the strength of past achievements, also by the apparently lavish but systematic spending of money in divers ways.

Frequently it is impossible to explain why some men acquire so much prestige or standing. Much of it is often no doubt due to genuine merit, not a small quantity to "bluff" or "nerve," and occasionally it is largely due to a forceful personality and good physical appearance.

Human nature is very much the same in the professional man or art critic as in the business man. Everyone is prone to be doubtful of the merits of a new proposition, or something which has not a name to give it prestige.

Augustin Rodin, the French sculptor, had a great struggle with poverty and adverse criticism in his early youth. At one period of his life he used his leisure in working at night-time, in a deserted stable he had transformed into a studio. There he labored at his wonderful mask of "The Man with the Broken Nose." After eighteen months of hard and patient labor he finished this mask and sent it to the salon. It took the Hanging Committee fourteen years to discover any merit in the work, for it was rejected in 1864, and finally accepted only in 1878.

Yet there is no doubt that the work contained as much merit at the time it was first submitted as when it was later adjudged a masterpiece. It is to be feared that if most people saw the word "Millais" on a painting by a first-rate artist (not a genius by any means), they would fall into ecstasies of praise, and it would take their vanity a long time to recover from the shock if they were told the truth.

It is a well known fact that when a salesman in a store has become discouraged at showing a woman an enormous quantity of goods, that if he will only place a higher price on an article he has already brought to chase at the higher figure, the added cost having lent an unreal prestige to the article in question.

Very many firms buy goods largely on the name of the maker, often for a long time after the quality of the merchandise has deteriorated considerably. This accounts largely for the fact that many a small firm, selling excellent merchandise, has such a stiff and up-hill fight for recognition.

Books, which have later been adjudged masterpieces, have gone from publisher to publisher, while the poor author starved in a garret. One author, who although unknown, recognized to the full this truth, determined to overcome the disadvantage of being without prestige. Sadly pressed for money, he sent in some MS. under the name of a famous writer. The work was immediately accepted and paid for at a very high rate; as

a matter of fact, the production was highly creditable. However, he had now to "square" himself with the great man. This he did by frankly confessing his desperate state and the action he took to relieve it. And the strangest part of the whole business is that when he made a full confession and explained the urgent need of prestige in selling one's productions, the great man remembered a time in his career when he was "up against" the same thing, and frankly forgave him.

Prestige is therefore the great thing to acquire, although it is doubtful whether it would be advisable to employ methods like those used by the needy scribe. It is hard, however, to give advice on this subject. Good clothes and manners conduce to one's prestige, so does an appearance of prosperity. Strength and courage help considerably. But the truth is that every man must work out his own salvation in this regard. If he will only think deeply enough and hard enough he will find out what prevents him from being accepted in that charmed circle of men who are always admittedly able to command attention and success.

W. G. Britton.

The Value of Confidence in Business.

The value of confidence in business can not be overestimated. It is the foundation stone of our financial and commercial system. Confidence, summed up, is simply faith in our fellow man, and when this is shaken disaster follows.

We are told that the business of our country is transacted with 10 per cent. of money and 90 per cent. of confidence. If this be true, confidence is of far more value and should be prized more highly than money. We should be extremely careful in our business affairs to guard every act and to refrain from transactions which may have a tendency to restrict confidence.

If every one were honest and conducted business on strictly business methods and principles, there would be more pleasure in living. Without confidence it is an up-hill matter to accomplish anything, and the class of people who disturb this confidence are undesirable citizens. The man who is suspicious of his neighbor and his fellow man, and who is continually watching out and expecting some one to take advantage of him, is usually the man who needs to be watched. Trickery and sharp practice in business should be discountenanced by all good citizens, and those who engage in it should be made to realize that "honesty is the best policy." The dishonest man is a disturber of confidence, a menace to society and a detriment to business.

Having so far only touched upon this subject in a general way, it might be well to be a little more specific and bring the matter a little closer home.

Does the buyer delight in placing his orders with a salesman of whom he is suspicious? Is there any pleasure or satisfaction for a sales-

man to sell a buyer of whom he is suspicious? The buyer who is tricky and would willfully and maliciously misrepresent or mislead a salesman in order to procure a concession in price or terms is a disturber of confidence. The salesman who would misrepresent his ware, stuff his customer's order, abuse the confidence or take advantage of the unposted buyer, is also a disturber of confidence. In buying and selling it is absolutely necessary to exercise confidence in order to do business with any pleasure or profit. The buyer who would act altogether on his own knowledge, putting no confidence in the salesman or in the house he represents, will surely suffer. No one "knows it all," and if the word of a salesman can not be relied upon, then he does not deserve to be patronized, but should be retired to the class of confidence disturbers, and be taught that such men are not wanted in commercial circles.

It is therefore essential that the salesman should protect and respect the confidence imposed by the buyer, and to give a "square deal" every time. It is equally as important that the buyer give the honest, reliable salesman a fair chance and a respectful consideration. It is as well highly desirable that the sellers should be careful not to employ or to permit unreliable salesmen to represent them, and further to discountenance and discourage all short turns, tricks, schemes and devices which may be used in mailing sales. Finally, let me have 90 per cent.

of confidence and 10 per cent. of money with which to conduct business, rather than 100 per cent. of money and the lack of confidence.

B. O. Barker.

Giving Mamma Away.

Caller (thinking to compliment her)—Little girl, where do you get that peachy complexion? From your mamma, I dare say.

Little Girl—O, dear, no! She never gives me any of hers. It costs her 50 cents a box.

David S. Haugh (Judson Grocer Co.) is enjoying a two weeks' vacation, putting in the time at Mt. Clemens, where Mrs. Haugh is taking treatment for rheumatism. His territory is being covered in the meantime by W. F. Blake, who will discourse as glibly on soap and molasses as he does about tea.

Elevator term:

"Going Up"

There is a finely appointed room with every convenience awaiting you when you hear the elevator boy say those words at the

Hotel Livingston
Grand Rapids

Attention Traveling Men

You all believe in protecting your families in case of death or accidental injury. The TOLEDO TRAVELING MEN'S ASSOCIATION offers you **good insurance** at actual cost.

Established and doing business under the strict insurance laws of the State of Ohio, and, having a record of not contesting any claim for the past twenty-five years, we come to you with a proposition you cannot afford to pass by.

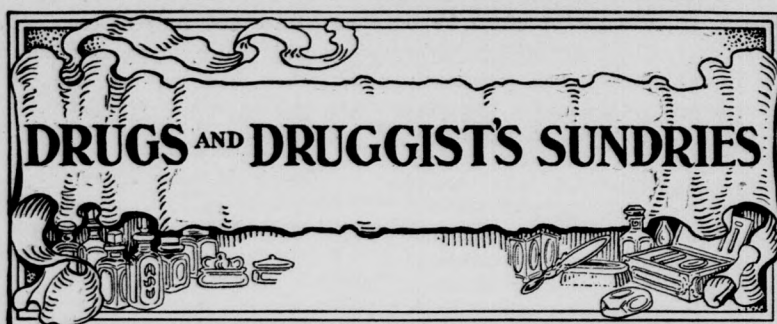
We pay you \$1,500 for death from any cause, in addition \$15 per week for 15 weeks for accidental injury. We have no high salaried officers and expenses are the lowest. We had a surplus October 1 of \$94,805.05. We invite your co-operation for our mutual benefit.

For further particulars write

D. J. Caine, Sec'y

P. O. Box 97

Toledo, Ohio



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.

Some Funny Blunders of Stenographers.

Stenographers often make amusing blunders, but it should be noted in their defense that their medium of expression is a most ticklish one, also that they have to contend not only with the elusive outline which has such devious paths for misleading the unwary but often the "cranky" man, who doesn't like to be asked questions, and the mumbling man, who speaks so indistinctly that through sheer weariness the amanuensis writes down what she thinks he is saying without much hope of unraveling the tangle when she tries to transcribe it. However, the stenographer generally is willing to laugh at her own mistakes and to add what she can to the "gayety of nations."

During the time "Trilby" was in vogue a man who had literary tendencies dictated in writing to one of his salesmen:

"Get your refractory customer into a passive mood, make a few Svengali passes over him, and let your own mind do the rest."

The stenographer, who had never read "Trilby," went back to her typewriter in a tremor of misery, for the man was one of the "cranks," whom it required almost superhuman courage to ask for information. After much mental agony she finally rendered his idea of hypnotic suggestion into these cryptic instructions:

"Get your refractory customer into a passive mood, make a few 'seven-galley' passes over him, and let your own mind do the rest."

Even the "cranky" one gave vent to a crackling laugh when he appreciated the ingenuity with which she had surmounted the difficulty.

A semi-Englishman who was in the employ of a large manufacturing concern and who had to take anything that came to his lot in the way of stenographic help was in the habit of dictating all the punctuation in his correspondence. For some reason known only to himself he always used the expression "query mark" instead of "interrogation point."

It really didn't seem as if he got

much more than was coming to him when one stenographer wrote:

"Are you going to leave Cincinnati this week, Weary Mark?"

She said she thought he was trying to be funny and the "weary mark" was a slang phrase like "easy mark," and, any way, who ever heard of calling a question mark a "query mark?" But she enjoyed the joke on herself quite as much as any one else.

If you will say "L. & N. car" to yourself quite rapidly you will see that it wasn't absolutely inexcusable for the new stenographer in the traffic manager's office to write:

"We have begun to trace Ellen N. Carr No. 345678, but as yet our efforts have failed."

Another stenographer, in transcribing a letter in which the expression "take a vote by ayes and noes" was used, apparently being haunted by the idea of "counting noses," seems to have been troubled by the fact that the two words did not agree in number, so by way of being quite correct she wrote that they "would take a vote by eyes and noses," which hardly appears fair considering the marked advantage the eyes would have had.

One of the most entertaining mistakes which a painstaking stenographer ever made was in a letter for a man who was dictating instructions to one of his collectors. Among other things he said:

"I wish you could make a settlement of that old Cust (the name of the notemaker) claim, which has been hanging fire for so long."

Although she admitted afterward that she was startled, she was equal to the occasion, for without even calling a caucus of the other stenographers in the office (which was done in most cases where ambiguity or idiocy was to be coped with) she wrote, with proper dignity if rather more force than is the custom:

"I wish you could make some settlement of that old accursed claim which has been hanging fire for so long."

A careful man, whose trials in the way of having initials misunderstood had grown to be more than he could bear, had conceived the idea of making himself understood in this way: When he said the initial he would also give a name beginning with the same letter, so that there might be no mistakes. This was a good idea when understood, but a new stenographer, who had been trained in the school of no deviation from the dictation, wondering but resigned to anything in the way of business eccentricity, returned it to him just

exactly as he had said it, but decorated according to her own ideas of punctuation:

"B (for Benjamin) S. (for Samuel) Smith." Noble May.

Cat-Gut Strings Not Cat Gut.

The so-called cat-gut strings, it is well known, are really made from the intestines of fully grown sheep, and these intestines are as high as fifty feet long. At the Chicago stock yards there are several concerns manufacturing these musical instrument strings. The guts are thoroughly cleaned and divested of all fats and loose fibers by the means of a gut cleaning machine. When the gut has been thus cleaned and scraped there remains nothing but the white tough gut proper, which is then passed through a splitting machine equipped with a keen razor blade with a divided safety arrangement similar to a safety razor. This machine splits the gut into even strands which are next spun together, using as many strands as required for different sized strings.

This is done by means of what is practically a spinning wheel, and while the strands are still damp and pliable, after which they are stretched on drying frames, and when dry are polished while still on the frames by means of a very fine emery paper laid on a grooved block of aluminum, each groove polishing one string. The polishing process must be done carefully so as not to weaken the string too much or more than necessary to obtain a polished surface. The strings are then cut into lengths, coiled, wrapped in oiled paper and packed in boxes in sizes ready for the market.

An American "E" violin string requires six strands, while a European "E" string requires but four. Aus-

tralian sheep intestines make the toughest strings, perhaps, although when properly handled there is but little difference in the various manufacturers' goods throughout the world.

Joke Which Didn't Work.

Commander Peary, the famous Arctic explorer, never starts on one of his exploring expeditions without receiving all sorts of packages from cranks—cowhide underwear, tea, tablets, medicated boots, and what not. A few days before the start of his last trip, a club acquaintance wired him to expect an important package by express. The package came. It was labelled: "To be opened at the farthest point North." Peary opened it at once, however. It was a small bag, inscribed: "Axle grease for the pole."

Even married people may be happy—if they have sense enough to settle down and try to make the best of it.

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

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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	
Provisions		Fresh Fish	
Index to Markets		1	
By Columns		ARCTIC AMMONIA	
Col		Doz.	
Ammonia		12 oz. ovals 2 doz. box. .75	
Axle Grease		FRAZER'S	
Baked Beans		11lb. wood boxes, 4 doz. 3 00	
Bath Brick		11lb. tin boxes, 3 doz. 2 35	
Bluing		3 1/2 lb. tin boxes, 2 doz. 4 25	
Brooms		10lb. pails, per doz. .6 00	
Brushes		15lb. pails, per doz. .7 20	
Butter Color		25lb. pails, per doz. .12 00	
Candies		BAKED BEANS	
Canned Goods		11lb. can, per doz. .90	
Carbon Oils		21lb. can, per doz. .1 40	
Catsup		31lb. can, per doz. .1 80	
Cereals		BATH BRICK	
Cheese		American .75	
Chewing Gum		English .85	
Chicory		BLUING	
Chocolate		Arctic	
Clothes Lines		6 oz. ovals 3 doz. box \$ 40	
Cocoa		16 oz. round 2 doz. box .75	
Cocanut		Sawyer's Pepper Box	
Cocoa Shells		Per Gross.	
Coffee		No. 3, 3 doz. wood bxs 4 00	
Confections		No. 5, 3 doz. wood bxs 7 00	
Crackers		BROOMS	
Cream Tartar		No. 1 Carpet, 4 sew .2 75	
Dried Fruits		No. 2 Carpet, 4 sew .2 40	
Farinaceous Goods		No. 3 Carpet, 3 sew .2 25	
Fish and Oysters		No. 4 Carpet, 3 sew .2 10	
Fishing Tackle		Parlor Gem .2 40	
Flavoring Extracts		Common Whisk .90	
Fresh Meats		Fancy Whisk .1 25	
Gelatine		Warehouse .3 00	
Grain Bags		BRUSHES	
Grains and Flour		Scrub	
Herbs		Solid Back 8 in. .75	
Hides and Pelts		Solid Back, 11 in. .95	
Jelly		Pointed Ends .85	
Licorice		Stove	
Meat Extracts		No. 3 .90	
Mince Meat		No. 2 .1 25	
Molasses		No. 1 .1 75	
Mustard		Shoe	
Nuts		No. 8 .1 00	
Olives		No. 7 .1 30	
Pipes		No. 4 .1 70	
Pickles		No. 3 .1 90	
Playing Cards		BUTTER COLOR	
Potash		W., R. & Co.'s 25c size 2 00	
Provisions		W., R. & Co.'s 50c size 4 00	
Rice		CANDLES	
Salad Dressing		Paraffine, 6s .10	
Saleratus		Paraffine, 12s .10	
Salt Soda		Wicking .20	
Salt		CANNED GOODS	
Salt Fish		Apples	
Seeds		31lb. Standards .90 @ 1 00	
Shoe Blacking		Gallon .2 25 @ 2 50	
Snuff		Blackberries	
Soap		21lb. can, 1 25 @ 1 75	
Soda		Standards gallons @ 5 50	
Soups		Beans	
Spices		Baked .85 @ 1 30	
Starch		Red Kidney .85 @ .95	
Syrups		String .70 @ 1 15	
Tea		Wax .75 @ 1 25	
Tobacco		Blueberries	
Twine		Standard 1 35	
Vinegar		Gallon 6 25	
Woodenware		Brook Trout	
Wrapping Paper		21lb. cans, spiced 1 90	
Yeast Cake		Clams	
		Little Neck, 11b. 1 00 @ 1 25	
		Little Neck, 21lb. @ 1 50	
		Clam Bouillon	
		Burnham's 1/2 pt. .1 90	
		Burnham's pts. .3 60	
		Burnham's qts. .7 20	
		Cherries	
		Red Standards .@ 1 40	
		White .@ 1 40	
		Corn	
		Fair .75 @ .85	
		Good .1 00 @ 1 10	
		Fancy .1 45	
		French Peas	
		Sur Extra Fine .22	
		Extra Fine .19	
		Fine .15	
		Moyen .11	
		Gooseberries	
		Standard 1 75	
		Hominy	
		Standard .85	
		Lobster	
		1/2 lb. .2 25	
		1 lb. 4 25	
		Picnic Tails .2 75	
		Mackerel	
		Mustard, 11b. .1 80	
		Mustard, 21lb. .2 80	
		Soused, 1 1/2 lb. .1 80	
		Soused, 21lb. .2 75	
		Tomato, 11b. .1 50	
		Tomato, 21lb. .2 80	
		Mushrooms	
		Hotels @ 24	
		Buttons @ 28	
		Oysters	
		Cove, 11b. .90 @ 1 00	
		Cove, 21b. .1 85	
		Cove, 11b. Oval .@ 1 20	
		Plums	
		Plums .1 00 @ 2 50	
		Peas	
		Marrowfat .95 @ 1 25	
		Early June .1 00 @ 1 25	
		Early June Sifted 1 15 @ 1 80	
		Peaches	
		Pie .90 @ 1 25	
		No. 10 size can pie @ 3 00	
		Pineapple	
		Grated @ 2 50	
		Sliced @ 2 40	
		Pumpkin	
		Fair .85	
		Good .90	
		Fancy .1 00	
		Gallon .2 50	
		Raspberries	
		Standard @	
		Salmon	
		Col'a River, tails 1 95 @ 2 00	
		Col'a River, flats 2 25 @ 2 75	
		Red Alaska .1 35 @ 1 50	
		Pink Alaska .90 @ 1 00	
		Sardines	
		Domestic, 1/4s .3 1/2 @ 4	
		Domestic, 1/2s .@ 5	
		Domestic, Must'd 6 1/2 @ 9	
		California, 1/4s .11 @ 14	
		California, 1/2s .17 @ 24	
		French, 1/4s .7 @ 14	
		French, 1/2s .18 @ 28	
		Shrimps	
		Standard .1 20 @ 1 40	
		Succotash	
		Fair .85	
		Good .1 00	
		Fancy .1 25 @ 1 40	
		Strawberries	
		Standard .1 25 @ 1 40	
		Fancy .1 40	
		Tomatoes	
		Good @ 1 10	
		Fair .95 @ 1 10	
		Fancy .1 40	
		Gallons @ 2 75	
		CARBON OILS	
		Barrels	
		Perfection @ 10 1/2	
		Water White @ 10	
		D. S. Gasoline @ 15	
		Gas Machine @ 24	
		Deodor'd Nap'a @ 13	
		Cylinder .29 @ 34 1/2	
		Engine .16 @ 22	
		Black, winter .8 1/4 @ 10	
		CEREALS	
		Breakfast Foods	
		Bordeaux Flakes, 36 11b. 2 50	
		Cream of Wheat 36 21b 4 50	
		Egg-O-See, 36 pkgs. .2 85	
		Excello Flakes, 36 lb. 4 50	
		Excello, large pkgs. .4 50	
		Force, 36 21b. .4 50	
		Grape Nuts, 2 doz. .2 70	
		Malta Ceres, 24 11b. .2 40	
		Malta Vita, 36 11b. .2 85	
		Mapl-Flake, 36 11b. .4 50	
		Pillsbury's Vitos, 3 dz. 4 25	
		Ralston, 36 21b. .4 50	
		Sunlight Flakes, 36 11b 2 85	
		Sunlight Flakes, 20 11b 4 00	
		Vigor, 36 pkgs. .2 75	
		Voigt Cream Flakes .4 50	
		Zest, 20 21b. .4 10	
		Zest, 36 small pkgs. .2 75	
		Rolled Oats	
		Rolled, Avena, bbls. .6 85	
		Steel Cut, 100 lb. sks. 3 40	
		Monarch, bbl. .6 80	
		Monarch, 90 lb. sacks 3 20	
		Quaker, 18 Regular .1 50	
		Quaker, 20 Family .1 50	
		Cracked Wheat	
		Bulk .4 1/2	
		24 2 lb. packages .3 50	
		CATSUP	
		Columbia, 25 pts. .4 15	
		Snider's pints .2 25	
		Snider's 1/2 pints .1 35	
		CHEESE	
		Acme @ 13 1/2	
		Elsie @ 12	
		Gem @ 15 1/2	
		Jersey @ 14	
		Warner's @ 14 1/2	
		Riverside @ 13	
		Springdale @ 14 1/2	
		Brick @ 15	
		Leiden @ 15	
		Limburger @ 19	
		Pineapple .40 @ 60	
		Sap Sago .22	
		Swiss, domestic .15	
		Swiss, Imported @ 20	

3		4		5	
CHEWING GUM		Family Cookie		DRIED FRUITS	
American Flag Spruce	55	Fancy Ginger Wafer	12	Sundried	
Beeman's Pepsin	55	Fig Cake Assorted	12	Evaporated	@ 9
Adams Pepsin	55	Fruit Nut Mixed	12	California	Apricots @13
Best Pepsin	45	Frosted Cream	8	Corsican	Citron @20
Best Pepsin, 5 boxes	2 00	Frosted Honey Cake	12	Currents	
Black Jack	55	Fluted Cocanut Bar	10	Imp'd 1 lb. pkg.	8 1/4 @ 9
Largest Gum Made	55	Ginger Gems	8	Imported bulk	8 1/4 @ 8 1/4
Sen Sen	55	Ginger Gems, Iced	9	Peel	
Sen Sen Breath Perf	1 00	Graham Crackers	8	Lemon American	15
Long Tom	55	Ginger Nuts	10	Orange American	15
Yucatan	55	Ginger Snaps N. B. C.	7	Raisins	
Hop to it	55	Ginger Snaps Square	8	Cluster, 5 crown	2 25
Spearmint	55	Hippodrome Bar	10	Loose Muscatels 2 cr.	
CHICORY		Honey Cake, N. B. C.	12	Loose Muscatels 3 cr.	7
Bulk	5	Honey Fingers, As. Ice	12	Loose Muscatels 4 cr.	8
Red	7	Honey Jumbles	12	L. M. Seeded 1 lb. 8 1/4	@ 9
Eagle	5	Honey Jumbles, Iced	12	California Prunes	
Franch's	7	Honey Flake	12 1/2	100-125 2 lb. boxes	@ 4
Schen's	6	Household Cookies	8	90-100 25 lb. boxes	@ 4 1/2
CHOCOLATE		Household Cookies Iced	8	80-90 25 lb. boxes	@ 5 1/2
Walter Baker & Co.'s	26	Iced Honey Crumpets	10	70-80 25 lb. boxes	@ 6
German Sweet	38	Imperial	8	60-70 25 lb. boxes	@ 7
Premium	38	Jersey Lunch	8	50-60 25 lb. boxes	@ 7
Caracas	31	Kream Klips	20	40-50 25 lb. boxes	@ 8
Walter M. Lowmyer Co.		Lem Yem	11	30-40 25 lb. boxes	@ 8 1/2
Premium, 1/4s	32	Lemon Gems	11	1/4c less in 50 lb. cases	
Premium, 1/2s	32	Lemon Biscuit Square	8	FARINACEOUS GOODS	
COCOA		Lemon Wafer	16	Beans	
Baker's	39	Lemona	8	Dried Lima	6 1/2
Cleveland	41	Log Cabin Cake	10	Med. Hand Pk'd.	2 75
Colonial, 1/4s	35	Lusitania Mixed	11	Brown Holland	
Colonial, 1/2s	35	Mary Ann	11	Farina	
Epps	42	Marshallmallow Walnuts	16	24 1 lb. packages	1 50
Huyler	45	Mariner	11	Bulk, per 100 lbs.	3 50
Lowmyer, 1/4s	36	Molasses Cakes	8	Hominy	
Lowmyer, 1/2s	36	Molasses Cakes, Iced	9	Flake, 50 lb. sack	1 00
Lowmyer, 1s	36	Mohican	11	Pearl, 100 lb. sack	2 45
Van Houten, 1/4s	12	Nabob Jumble	14	Pearl, 200 lb. sack	4 80
Van Houten, 1/2s	12	Newton	12	Maccaroni and Vermicelli	
Van Houten, 1s	12	Oatmeal Crackers	8	Domestic, 10 lb. box	60
Webb	32	Orange Gems	8	Imported, 25 lb. box	2 50
Wilbur, 1/4s	40	Oval Sugar Cakes	8	Pearl Barley	
Wilbur, 1/2s	40	Oval Sugar Cakes Ast.	9	Common	3 00
COCANUT		Penny Cakes, Assorted	8	Chester	3 00
Dunham's 1/4s & 1/2s	26 1/2	Picnic Mixed	11 1/2	Empire	3 65
Dunham's 1/2s	27	Pretzels, Hand Md.	11	Peas	
Dunham's 1/4s	28	Pretzettes, Hand Md.	8	Green, Wisconsin, bu.	2 50
Bulk	12	Pretzettes, Mac. Md.	7 1/2	Green, Scotch, bu.	2 10
COFFEE		Raisin Cookies	8	Split, lb.	04
Common	10 @ 13 1/2	Ravena Jumbles	12	Sago	
Fair	14 1/2	Revere, Assorted	14	East India	5
Choice	16 1/2	Scalloped Gems	10	German, sacks	5
Fancy	20	Scotch Cookies	10	German, broken pkg.	
Santos		Snow Creams	16	Tapoca	
Common	12 @ 13 1/2	Spiced Honey Nuts	12	Flake, 110 lb. sacks	6
Fair	14 1/2	Sugar Fingers	12	Pearl, 100 lb. sacks	5
Choice	16 1/2	Sugar Gems	8	Pearl, 24 lb. pkgs.	7 1/2
Fancy	19	Sultana Fruit Biscuit	16	FLAVORING EXTRACTS	
Peaberry		Sunsyde Jumbles	10	Foot & Jenks	
Fair	14 1/2	Spiced Gingers	9	Coleman Brand	
Choice	16 1/2	Spiced Gingers Iced	10	Lemon	
Fancy	19	Sugar Cakes	8	No. 2 Terpeness	75
Maracaibo		Sugar Cakes, Iced	9	No. 3 Terpeness	1 75
Choice	16	Sugar Squares, large or	8	No. 8 Terpeness	3 00
Mexican		small	8	Vanilla	
Choice	16 1/2	Superba	8	No. 2 High Class	1 20
Fancy	19	Sponge Lady Fingers	25	No. 4 High Class	2 00
Guatemala		Sugar Crimp	8	No. 8 High Class	4 00
Choice	15	Sylvan Cookie	12	Jaxon Brand	
Java		Vanilla Wafers	16	Vanilla	
African	12	Victors	12	2 oz. Full Measure	2 10
Fancy African	17	Waverly	8	4 oz. Full Measure	4 00
P. G.	25	Zanzibar	10	8 oz. Full Measure	8 00
Mocha		In-er Seal Goods		Lemon	
Arabian	21	Albert Biscuit	Per doz.	2 oz. Full Measure	1 25
New York Basis		Animals	1 00	4 oz. Full Measure	2 40
Arbuckle	16 00	Arrowroot Biscuit	1 00	8 oz. Full Measure	4 50
Dilworth	14 75	Butter Thin Biscuit	1 00	Jennings D. C. Brand	
Jersey	15 00	Butter Wafers	1 00	Terpeness Ext. Lemon	
Lion	14 50	Cheese Sandwich	1 00	Doz.	
McLaughlin's XXXX		Cocanut Dainties	1 00	No. 2 Panel	75
to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.		Faust Oyster	1 00	No. 4 Panel	1 50
Extract		Fig Newton	1 00	No. 6 Panel	2 00
Holland, 1/2 gro boxes	95	Five O'clock Tea	1 00	Taper Panel	1 50
Felix, 1/2 gross	1 15	Frotana	1 00	2 oz. Full Measure	1 25
Hummel's foil, 1/2 gro.	85	Ginger Snaps, N. B. C.	1 00	4 oz. Full Measure	2 40
Hummel's tin, 1/2 gro.	1 43	Graham Crackers	1 00	8 oz. Full Measure	4 50
CRACKERS.		Lemon Snap	50	Jennings D. C. Brand	
National Biscuit Company		London Cream Biscuit	1 00	Extract Vanilla	
Brand		Marshmallow Dainties	1 00	Doz.	
Butter		Oatmeal Crackers	1 00	No. 2 Panel	1 25
Seymour, Round	6	Oysterettes	50	No. 4 Panel	2 00
N. B. C. Square	6	Old Time Sugar Cook.	1 00	No. 6 Panel	3 50
Soda		Pretzettes, Hd. Md.	1 00	Taper Panel	2 00
Select Soda	8	Royal Toast	1 00	1 oz. Full Measure	90
Saratoga Flakes	13	Saltine	1 00	2 oz. Full Measure	1 80
Zephyrette	13	Saratoga Flakes	1 50	4 oz. Full Measure	3 50
Oyster		Social Tea Biscuit	1 00	No. 2 Assorted Flavors	1 00
N. B. C., Round	6	Soda, N. B. C.	1 00	GRAIN BAGS	
Gem	6	Soda, Select	1 00	Amoskeag, 100 in bale	19
Faust, Shell	7 1/2	Sugar Clusters	1 00	Amoskeag, less than 19 1/2	
Sweet Goods.		Sultana Fruit Biscuit	1 50	GRAIN AND FLOUR	
Animals	10	Unedda Biscuit	50	Wheat	
Atlantic, Assorted	10	Unedda Jinjer Wayfer	1 00	New No. 2 Red	94
Brittle	11	Unedda Milk Biscuit	50	New No. 1 White	94
Cadet	8	Vanilla Wafers	1 00	Winter Wheat Flour	
Campaign Cake	10	Water Thin	1 00	Local Brands	
Cartwheels	8	Zu Zu Ginger Snaps	50	Patents	5 50
Cassia Cookie	9	Zwieback	1 00	Second Patents	5 25
Cavalier Cake	14	In Special Tin Packages.		Straight	5 00
Current Fruit Biscuit	10	Per doz.		Second, Straight	4 75
Cracknels	16	Festino	2 50	Clear	4 00
Coffee Cake, pl. or iced	10	Nabisco	2 50	Flour in barrels, 25c per barrel additional.	
Cocanut Taffy Bar	12	Nabisco	1 00	Worden Grocer Co.'s Brand	
Cocanut Drops	10	Festino	1 50	Quaker, paper	4 60
Cocanut Honey Cake	12	Bent's Water Crackers	1 40	Quaker, cloth	4 80
Cocanut Hon. Fingers	12	Holland Rusk		Wykes & Co.	
Cocanut Hon Jumbles	12	36 packages	2 90	Eclipse	4 80
Cocanut Macaroons	10	40 packages	3 20	Kansas Hard Wheat Flour	
Dandelion	18	60 packages	4 75	Fanchon, 1/2 cloth	5 90
Dinner Biscuit	20	CREAM TARTAR		Judson Grocer Co.	
Dinner Pail Cake	20	Barrels or drums		Grand Rapids Grain & Milling Co. Brands.	
Dixie Sugar Cookie	9	Boxes	29	Wizard, assorted	4 40
Family Snaps	8	Square cans	32	Graham	4 40
		Fancy caddies	35	Buckwheat	5 75
				Rye	4 50

6	7	8	9	10	11
Spring Wheat Flour Roy Baker's Brand Golden Horn, family 5 75 Golden Horn, baker's 5 65 Duluth Imperial 5 80 Wisconsin Rye 4 45 Judson Grocer Co.'s Brand Ceresota, 1/2s 6 70 Ceresota, 1/4s 6 60 Ceresota, 1/8s 6 50 Lemon & Wheeler's Brand Wingold, 1/2s 6 10 Wingold, 1/4s 6 10 Wingold, 1/8s 6 10 Worden Grocer Co.'s Brand Laurel, 1/2s cloth 6 10 Laurel, 1/4s cloth 6 10 Laurel, 1/8s cloth 6 10 Laurel, 1/2s cloth 6 10 Laurel, 1/4s cloth 6 10 Laurel, 1/8s cloth 6 10 Wheat & Co. Sleepy Eye, 1/2s cloth 6 20 Sleepy Eye, 1/4s cloth 6 00 Sleepy Eye, 1/8s cloth 6 00 Sleepy Eye, 1/2s paper 5 90 Sleepy Eye, 1/4s paper 5 90 Sleepy Eye, 1/8s paper 5 90 Meal Bolted 4 00 Golden Granulated 4 10 St. Car Feed screened 33 50 No. 1 Corn and Oats 33 90 Corn, cracked 32 50 Corn meal, coarse 32 50 Winter Wheat Bran 26 00 Middings 27 50 Buffalo Gluten Feed 31 00 Dairy Feeds Wykes & Co. O P Linseed Meal 32 50 Cottonseed Meal 30 00 Gluten Feed 30 00 Malt Sprouts 25 00 Brewers Grains 23 00 Hammond Dairy Feed 25 00 Oats Michigan carlots 55 Less than carlots 58 Corn Carlots 85 Less than carlots 87 Hay No. 1 timothy carlots 10 00 No. 1 timothy ton lots 11 00 HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 HORSE RADISH Per doz. 90 JELLY 5 lb. pails, per doz. 2 25 15 lb. pails, per pail 50 30 lb. pails, per pail 98 LICORICE Pure 30 Calabria 23 Sicily 14 Root 11 MATCHES C. D. Crittenden Co. Noiseless Tip 4 50 @ 75 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Deland's 20 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. 1 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 Turn-of-whist 2 25 POTASH 48 cans in case 4 00 Babbitt's 4 00 PROVISIONS Barreled Pork Mess 17 50 Clear Back 21 00 Short Cut 19 50 Short Cut Clear 19 25 Bean 17 50 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 50 Pure in tierces 12 1/2 80 lb. tubs, advance 1/2 60 lb. tubs, advance 1/2	50 lb. tins, advance 1/2 20 lb. pails, advance 1/2 Smoked Meats Hams, 12 lb. average 13 1/2 Hams, 14 lb. average 13 1/2 Hams, 16 lb. average 13 1/2 Hams, 18 lb. average 13 1/2 Skinned Hams 15 Ham, dried beef sets 21 California Hams 9 Picnic Boiled Hams 14 Boiled Hams 22 Berlin Ham, pressed 9 Minced Ham 9 Bacon 14 @ 17 10 lb. pails, advance 1/2 5 lb. pails, advance 1 8 lb. pails, advance 1 Sausages Bologna 7 Liver 7 Frankfort 7 Pork 7 Veal 7 Tongue 7 Headcheese 7 Beef Extra Mess 15 Boneless 15 50 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 1/2 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 Butterline Solid dairy 10 @ 12 Country Rolls 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb. 2 50 Corned beef, 1 lb. 1 50 Roast beef, 2 lb. 2 50 Roast beef, 1 lb. 1 50 Potted ham, 1/2s 45 Potted ham, 1/4s 45 Potted ham, 1/8s 45 Deviled ham, 1/2s 45 Deviled ham, 1/4s 45 Potted tongue, 1/2s 45 Potted tongue, 1/4s 45 RICE Fancy 7 @ 7 1/2 Japan 5 @ 6 1/2 Broken SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box Arm and Hammer 3 10 Deland's 3 00 Dwight's Cow 3 15 L. P. 3 00 Wyandotte, 100 lbs. 3 00 SALT SODA Granulated, bbls. 85 Granulated, 100 lbs. cs. 1 00 Lump, bbls. 80 Lump, 45 lb. kegs 95 Common Grades 100 3 lb. sacks 2 25 60 5 lb. sacks 2 15 28 10 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 @ 7 Small whole 6 1/2 @ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock 5 Halibut Strips 13 Chunks 13 Holland Herring Pollock 4 White Hp. bbls. 8 50 @ 9 50 White Hp. 1/2 bbls. 4 50 @ 5 25 White Hoop mchs. 60 @ 75 Norwegian Round, 100 lbs. 3 75 Round, 40 lbs. 1 90 Sealed 13 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75 Mackerel Mess, 100 lbs. 15 00 Mess, 40 lbs. 6 20 Mess, 10 lbs. 1 65 Mess, 8 lbs. 1 35 No. 1, 100 lbs. 14 00 No. 1, 40 lbs. 5 80 No. 1, 10 lbs. 1 65 No. 1, 8 lbs. 1 35 Whitefish No. 1, No. 2 Fam 100 lbs. 9 75 @ 3 50 50 lbs. 5 25 @ 1 90	10 lbs. 1 12 55 8 lbs. 92 48 SEEDS Anise 10 Canary, Smyrna 4 1/2 Caraway 10 Cardamom, Malabar 1 00 Celery 15 Hemp, Russian 4 1/2 Mixed Bird 4 Mustard, white 10 Poppy 9 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 42 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8oz. 2 80 Dusky D'nd, 100 6 oz. 3 80 Jap Rose, 50 bars 3 75 Savon Imperial 3 50 White Russian 3 50 Dome, oval bars 3 50 Satinet, oval 2 15 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 25 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 25 Lautz Bros. & Co. Acme, 70 bars 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 ck toll. 4 00 Marseilles, 1/2 bx toilet 2 10 A. B. Wisley 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 lb. 4 00 Kirkoline, 24 5c 3 80 Pearline 3 75 Soapine 4 10 Babbitt's 1776 3 75 Roseine 3 60 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 35 Rub-No-More 3 75 Scouring Enoch Morgan's Sons. Sapolio, gross lots 9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co. Scourine, 50 cakes 1 30 Scourine, 100 cakes 1 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. 46 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. 25 Pepper, Singap. white. 25 Pepper, shot 17 Pure Ground in Bulk Allspice 14 Cassia, Batavia 28 Cassia, Saigon 55 Cloves, Zanzibar 24 Ginger, African 15 Ginger, Cochin 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 1/2 Muzzy, 20 lbs. 5 1/2 Muzzy, 40 lbs. 5 1/2 Gloss Kingsford Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 3lbs. 6 1/2 Silver Gloss, 12 6lbs. 8 1/2 Muzzy 48 lb. packages 5 16 5lb. packages 4 1/2 12 6lb. packages 4 1/2 50 lb. boxes 4 SYRUPS Corn Barrels 33 Half barrels 33 20 lb. cans 1/2 dz. in cs. 2 10 10 lb. cans 1/2 dz. in cs. 2 10 5 lb. cans 2 dz. in cs. 2 10 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 30 Fancy 40 India Ceylon, choice 32 Fancy 42 TOBACCO Fine-Cut Cadillac 54 Sweet Loma 34 Hiawatha, 5lb. pails 55 Telegram 30 Pay Car 30 Prairie Rose 33 Protection 49 Sweet Burley 44 Tiger 40 Plug Red Cross 31 Palo 35 Hiawatha 41 Kyo 35 Battle Ax 37 American Eagle 33 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 14 1/2 oz. 44 Nobby Twist 55 Jolly Tar 39 Old Honesty 43 Tody 34 J. T. 38 Piper Heidsieck 69 Boot Jack 86 Honey Dip Twist 40 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 52 Mill 32 Great Navy 36 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 I X L, 5lb. 27 I X L, 16 oz. pails 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 40 Kiln Dried 21 Duke's Mixture 40 Duke's Cameo 40 Myrtle Navy 40 Yum Yum, 1 1/2 oz. 39 Yum, Yum, 1lb. pails 40 Cream 38 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. bails 8 VINEGAR Malt White, Wine, 40 gr 9 Malt White, Wine 80gr 11 1/2 Pure Cider, B & B. 1b 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 25 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25	Bradley Butter Boxes 2lb. size, 24 in case 72 3lb. size, 16 in case 68 5lb. size, 12 in case 63 10lb. size, 6 in case 60 Butter Plates No. 1 Oval, 250 in crate 35 No. 2 Oval, 250 in crate 40 No. 3 Oval, 250 in crate 45 No. 5 Oval, 250 in crate 60 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 Clothes Pins Round head, 5 gross bx 55 Round head, cartons 70 Egg Crates and Fillers Humpty Dumpty, 12 doz. 20 No. 1 complete 40 No. 2 complete 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 Frojan 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, ah 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 4 Butcher's Manila 2 1/2 Wax Butter, short cut 13 Wax Butter, full count 20 Wax Butter, rolls 15 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 1 15 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 9 Halibut 10 Herring 7 Bluefish 16 Live Lobster 28 Boiled Lobster 28 Cod 10 Haddock 8 Pickrel 13 Pike 8 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 Lambs 25 @ 50 Shearings 10 @ 30 No. 1 4 No. 2 5 Wool 17 Unwashed, med. 17 Unwashed, fine 13 CONFECTIONS Stick Candy 11 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 10 Cut Leaf 9 1/2 Leader 9 1/2 Kindergarten 10 1/2 Bon Ton Cream 10 French Cream 10 Star 11 Hand Made Cream 17 Premio Cream mixed 14 Paris Cream Bon Bons 10 Fancy-in Paris Gypsy Hearts 14 Coco Bon Bons 14 Fudge Squares 13 Peanut Squares 11 Sugared Peanuts 12 Salted Peanuts 12 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 Moss Drops 10 Lemon Sours 10 Imperial 11 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Waffles 13 Red Rose Gum Drops 10 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 Crms 80 @ 90 Cream Wafers 65 String Rock 65 Wintergreen Berries 60 Old Time Assorted 2 75 Buster Brown Good 3 50 Up-to-date Ass'tmt 3 75 Ten Strike No. 1 6 00 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 3 50 Pop Corn Balls 200s 1 35 Azulikit 100s 3 00 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS—Whole Almonds, Tarragona 17 Almonds, Avica 13 Almonds, California sft. shell 13 Brazil 12 @ 13 Filberts 13 Cal. No. 1 17 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 10 Cocoanuts 10 Chestnuts, New York State, per bu. Shelled Spanish Peanuts 7 1/2 @ 8 Peanut Halves 65 Walnut Halves 32 @ 35 Filbert Meats 27 Alcanta 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
Flats6 @ 4 1/2
Livers6 @ 6

Pork

Loins@ 13 1/2
Dressed@ 9
Boston Butts@ 11 1/2
Shoulders@ 10
Leaf Lard@ 12 1/2
Trimnings@ 9

Mutton

Carcass@ 9
Lambs@ 12
Spring Lambs@ 12

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
60ft.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; Fiebach 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—Stock of groceries inventorying about \$500 in growing town near Grand Rapids with several large manufacturing industries. Judson Grocer Co., Grand Rapids, Mich. 78

Wanted—Candy manufacturer to establish factory at Great Falls. Our jobbers will take your output. Board of Commerce, Great Falls, Mont. 77

For Sale—Drug store in local option town. Good business. Expenses low. Address No. 76, care Michigan Tradesman. 76

For Sale—Clean stock of dry goods and notions, invoicing \$9,000 in live Michigan city of 3,000. Fall goods in. Will sell for 90c. No trades. Address X. Y. Z., care Michigan Tradesman. 75

Store building for sale or rent at LeRoy, Mich. Frame 110x20 feet, hall on second floor, 60x20 feet, price \$1,000. Terms to suit. Rent \$10 per month. Good business opening for any line of business. Bowling alley, billiard hall and lunch room would pay big during cold months. Address or call O. C. Walden, LeRoy, Mich. 73

For Sale—Ten shares Tobacco Plantation Co., Mexico, \$295 a share. Main offices, Minneapolis, Minn. Summer Davis, Grand Island, Neb. 72

Wanted—Feathers. We pay cash for turkey, chicken, geese and duck feathers. Prefer dry-picked. Large or small shipments. It's cheaper to ship via freight in six foot sacks. Address Three "B" Duster Co., Buchanan, Mich. 71

For Sale—Confectionery and fruit stock. Should sell for \$400, but if sold at once will reduce stock and discount. See or write Harry Starr, Greenville, Mich. 70

For Sale—Stock general merchandise and store, invoicing about \$1,000. Consists mainly of groceries. This is in an inland town, though a good trading point. See or write Harry Starr, Greenville, Mich. 69

Wanted to rent vacant store or purchase a stock. Room 3, 415 Genesee Ave., Saginaw, Mich. 68

General store for sale in one of the smartest little cities of 2,500 inhabitants in Michigan. Write G. A. Stevenson, Vassar, Mich. 67

Wanted—Texas state agency on first-class lines of gasoline and vapor stoves, refrigerators, hardware specialties, galvanized ware, pieced and stamped tinware, cutlery, etc. Am going into manufacturers agency business. Fifteen years actual road experience, selling hardware in Southwestern territory. Best of reference. In reply state full particulars, commission, etc. Address Edmund Burke, Box 467, Dallas, Texas. 66

Wanted—Dry goods, clothing, shoe or general stock, \$10,000 up, for my land in richest part of Central Minnesota, at cash value. R. Straw, Mankato, Minn. 65

Wanted To Rent—I would like to rent a small space in a first-class millinery or ladies' shop for the display and sale of "Lady Imperial" corsets; situation must be in the shopping district. Address at once, Francis Rockett, Jackson, Mich. 64

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 patients 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

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—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 unincumbered 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. Second sale now running at Moeauqua, Ill., sale also running at Gard, Ill. Write us your wants.

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

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

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—Clean dry goods and grocery stock and fixtures, inventorying about \$2,600, for sale at a discount. Annual sales about \$10,000, nearly all cash. Rent, \$12 per month, including living rooms over store. Quick action will be necessary to secure this bargain. Address No. 47, care Michigan Tradesman. 47

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

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—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. 852

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.

Cash buyer and jobber. All kinds of merchandise. Bankrupt stocks, etc. No stock too large or too small. Harold Goldstrom, Bay City, Mich. 951

For Sale—General store, located 11 miles N. W. Charlotte and 7 miles S. E. Sunfield. Stock will inventory about \$3,500. Half interest in store building \$425. K. Bosworth & Son, Sunfield, Mich. 832

For Sale—The best paying meat business in the resort region of Northern Michigan. Established 15 years. Will sell building if desired. Reason for selling, ill health. Address Hirschman's Market, Petoskey, Mich. 968

SITUATIONS WANTED.

Position Wanted—By an experienced window trimmer and card writer. Six years' experience. Best references. Married and strictly temperate. Address XX, care Tradesman. 74

HELP WANTED.

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

Want Ads. continued on next page.

Office Stationery
LETTER, NOTE AND BILL HEADS
STATEMENTS, ENVELOPES, COUNTER BILLS.
TRADESMAN COMPANY,
GRAND RAPIDS

Here Is a Pointer



Your advertisement,
if placed on this page,
would be seen and read
by eight thousand of
the most progressive
merchants in Michigan,
Ohio and Indiana. We
have testimonial letters
from thousands of
people who have
bought, sold or exchanged
properties as
the direct result of advertising in this paper.

KILL THE RATS.

Nobody likes a rat—the animate kind. These pests, bigger than a mouse and more ferocious, are responsible for an annual damage running up into the millions. They work all manner of detriment and every householder and farmer are continually setting traps and placing poison to exterminate them. Despite all that is done in the effort to chase them off the continent they seem to be increasing and there ought to be a more systematic and determined effort against them. The probable damage they do is immense, but that is not all or the worst of it. The scientists say that these pests are responsible for spreading disease, especially Asiatic cholera, the bubonic plague, etc. This is not guesswork or speculation, but leading scientists who have made a study of it charge the rodents with responsibility for spreading these diseases and bringing them to this country.

Not a great deal has been said about it, but it is the fact that there has been a pretty stiff and sturdy fight to stamp out the bubonic plague on the Pacific coast. Dr. Foster, of San Francisco, who is in command of that campaign, does not hesitate to say openly and frankly that one of the most important methods of prevention of the disease is to kill the rats which come over on ships and make their start in this country from the docks. The best belief of those who have given the subject most study is that rats are the principal, if not the sole agents in the spread of this plague. Most people are familiar with the fact that these pests infest all docks and get aboard of nearly all ships and one infected would bring the bubonic plague across the ocean. It follows then that it is a sanitary precaution of great importance to kill all the rats. They serve no useful purpose, but instead are a danger and a menace in every capacity. There must be a general assault if it is to be successful and every place where the rodents live must be besieged. A general rat killing this fall and winter would be very helpful and contribute to the material and hygienic prosperity of the people.

DICK HOBSON.

Mr. Captain-Congressman Hobson has been called a liar by another gentleman and, Georgian although he be, Mr. Hobson does not accept the affront in the usual Southern fashion, but has begun a suit for libel.

The specific facts in the case are not yet made public and are not important in view of Mr. Hobson's platform and newspaper utterings the past year or two in his effort to frighten the people of the United States into belief that Japan and China had concluded a joint agreement to turn in together and whip the American people out of their boots and that our fortifications and Navy were powerless to prevent such a result.

When young Mr. Hobson responded to the call for volunteers to sink a transport ship in the entrance to

Santiago harbor he was applauded; when he and his shipmates accomplished the task they had undertaken they were heroes; when foolish women all over the country struggled together to bestow kisses upon Hobson he was a martyr to notoriety.

But when he resigned his position of honor in the Navy to become the Congressional candidate of a political party more disagreeable terms were used to designate the gentleman and when, as a platform attraction, he began his campaign in behalf of the Jingoites, his sanity was doubted and a great many of his claims and charges were denounced as absurd and inaccurate.

And yet no one called him outright a liar until the gentleman whom he has taken legal action against for libel voiced such an opinion. The Santiago incident is a good many years old. But if Mr. Hobson continues to deteriorate in public esteem during the next ten years as he has since the Spanish War he will have little reputation to defend.

World Before Office Boy.

"Here is a young man, head of one of the most important departments in the house, who eight years ago was my office boy." In these words the manager of one of the great Chicago State street stores introduced to me the other day a bright, active, well groomed young man who had stepped into the room on a matter of business.

"But didn't that young man have the advantage over other young men who came into other departments of the house when he did?" I asked when the young man had gone.

But the manager was sure that he did not.

"He might have had an advantage twenty years ago," he explained. "I remember at that time I had a youngster in the office with me and we were just beginning to branch out. He was quick and active and interested. While he was growing too tall for an office boy he also was learning too much for the position. One day I discovered that I needed an assistant, and when I looked around I discovered that the office boy knew about as much about the work as I did. Therefore he got the position."

"But everything was changed in the case of this young man. In his apprenticeship the house was so large that only a trained man could have come into it as an assistant manager. So when this chap got too big for an office boy I had no place for him but the stockroom. He went in there under other supervision, and whatever success he has made he made without any possible bolstering from me."

But I don't know about that. When this boy entered the stockroom the head of it knew that he had come from the general manager's office, that the manager had liked him and wanted him to succeed. If the head of the stockroom had turned the youngster out the manager would have enquired the reason for it. If the head had explained that he was

indolent and inattentive the manager would have had to say that the boy never was that way while he was in the manager's office. Which would have sounded a good deal like challenging the ability of the stockroom man in handling men.

Also, while this small youngster was working in the stockroom, naturally he would meet the manager occasionally. The manager, interested in him, naturally would spare a second to smile and ask him how he was getting along. To the average youngster there is a world of encouragement in such notice.

Doubtless the trifling, worthless boy finds his finish sooner as office boy to the manager than in any other position he might choose. But if he has something in him the manager's office is a mighty good place in which to start. I have seen it demonstrated too often to doubt it.

Martin Arends.

Patent Granted as Early as 1825.

Adrian, Oct. 13—You know the fellow who tells the first story never has a good show. I noticed in your valued journal a statement which was recently given out from the Patent Office at Washington that on January 18, 1836, the first patent was recorded. This statement has brought to light a patent of an earlier date. It says, "Joshua C. Stoddard, of Washington, was the owner of a document showing that a patent was granted to his grandfather in 1827 on a machine for turning hoe and rake handles. The latter patent was dated December 3, 1827, and signed by John Quincy Adams, President of the United States, and Henry Clay, Secretary of State, and attested by William Wirt, Attorney General."

A customer of mine, H. E. Lepper, of Quincy, and a subscriber to the Tradesman, has in his possession a document showing that a patent was granted to his grandfather, Job Wilkinson, on a machine for raising the nap on cloth. The letters patent are dated May 12, 1825, signed by John Quincy Adams, President, Henry Clay, Secretary of State, and William Wirt, Attorney General. The parchment on which the document is printed and written is in a most excellent state of preservation. The ink used is but little faded and the color of the ribbon under the seal is still bright. Mr. Wilkinson imported from England one of the first, if not the first, Merino bucks in the State of New York, for which he paid \$1,000. He was a manufacturer of woolen cloths, and operated a factory at Milton, Saratoga county. He made the first piece of broadcloth woven in the State and Daniel D. Tompkins, at that time Governor, had a suit of clothes made from the piece.

Geo. W. Armstrong.

Genesis of the Umbrella.

Umbrellas and parasols were used by the Eastern nations many centuries before the Christian era. The oldest chinaware shows pictures of ladies and mandarins shaded by parasols of patterns similar to those now in use. So little known, however,

were those articles to Europeans that a dictionary, published not more than a hundred and fifty years ago, defines the word "umbrella" thus: "A portable penthouse to carry in a person's hand, to screen him from violent rain or heat." The first umbrella ever seen in the streets of London was carried by the philanthropist James Hanway, who died in 1786.

For many years after the introduction of umbrellas a man could not be seen carrying one without being hooted at for his effeminacy, particularly when passing a hackney coach stand. The drivers of those vehicles regarded the umbrella in the light of a rival. For a long time coffee houses and inns were accustomed to keep a single umbrella of great magnitude for the purpose of shielding customers from the rain as they passed from the door to their carriages.

It was not until about the year 1800 that the use of the umbrella became so general throughout Europe and America that a man could carry one without attracting the attention of passersby to a disagreeable extent. In Spain and Italy the article was first domesticated and France adopted it next.

The Drug Market.

Opium—Is firm on account of impending war in Turkey.

Quinine—Is firm.

Morphine—Is unchanged.

Carbolic Acid—Has declined.

Bismuth Preparations—Have declined 10c per pound.

Iodine Preparations—Are tending lower on account of competition among manufacturers.

Cubeb Berries—Are very firm and tending higher.

Juniper Berries—Are firm.

Oil Peppermint—Is weak and tending lower.

Oil Spearmint—Is steadily declining.

Oil Pennyroyal—Is weak and lower.

Buchu Leaves—Are very firm and advancing.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Oct. 14—Creamery, fresh, 24@28½c; dairy fresh, 20@25c; poor to common, 15@18c.

Eggs—Strictly fresh, candled, 25@26c.

Live Poultry—Fowls, 10@12c; ducks, 12@13c; geese, 10c; old cox, 9@10c; springs, 13@14c.

Dressed Poultry—Fowls, 12@14c; springs, 14@15c; old cox, 10c.

Beans—Marrow, hand-picked, \$2.35 @2.50; medium, hand-picked, \$2.30 @2.35; pea, hand-picked, \$2.30 @2.35; red kidney, hand-picked, \$1.75 @1.80; white kidney, hand-picked, \$2.40 @2.50.

Potatoes—New, 60@65c per bu.

Rea & Witzig.

BUSINESS CHANCES.

For Sale—Only drug stock in town, 500. Established 25 years. Surrounded by best farming country. Invoices about \$3,000. Average daily sales, \$22. Rent \$12.50 month. Address 79, care Tradesman.

For Sale—Five acres near Wayne, nicely located on main road. For particulars address owner, J. Lamoreaux, Wayne, Mich.

Rapid
BATH HEATER

For
Hot Water
or
Steam Heat

MR. MERCHANT:
DO YOU WANT TO
PLEASE YOUR OLD
CUSTOMERS AND AT-
TRACT NEW ONES?

Do you want a perfectly
heated store without dust or
dirt, one that your customers
will always regard as com-
fortable as their own home?

A RAPID HEATER will heat your home or store and do it in a
most thorough and satisfactory manner.

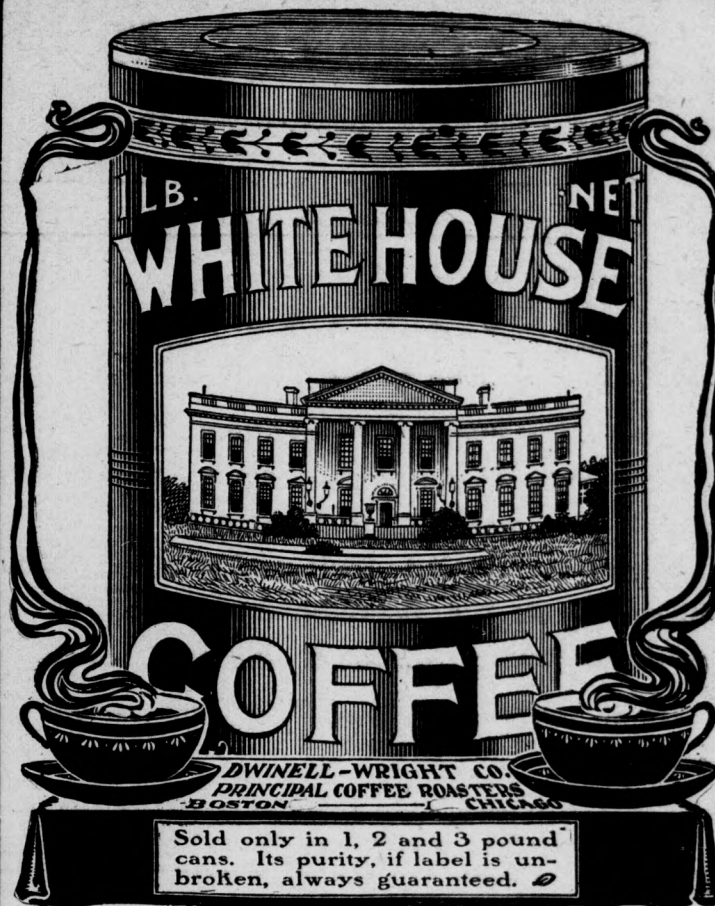
In a few years the Rapid will have entirely paid for itself in the
saving of fuel. It costs less and satisfies more than any other heating
apparatus on the market.

Requires very little attention.
Produces heat quickly.
Lasts as long as your building.
Gives a perfectly sanitary heat.

Now let us give you our proposition or send our traveler to you. We
have several hundred satisfied RAPID users in Michigan, and you should
be one of them.

Write or phone for information to the

RAPID HEATER COMPANY
Louis and Campau Streets Grand Rapids, Mich.



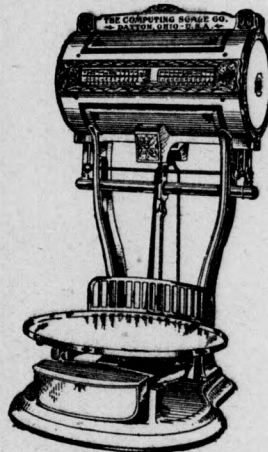
Holds Its Own Pretty Well, Doesn't It?



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 in-
vestigation of the various kinds of scales now
on the market. The purchasers are the pro-
moters 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 grocer-
ies, 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 guar-
antee to the patrons of the institution absolute
accuracy and protection.

Dayton Moneyweight Scales

were found to excel all others in their perfec-
tion of operation and in accuracy of weights
and values. That is the verdict of all mer-
chants 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
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"Making Both Ends Meet"

is a problem for most housewives in these times of pinched purses.

You can help "the woman behind the pocket-book" by telling her about

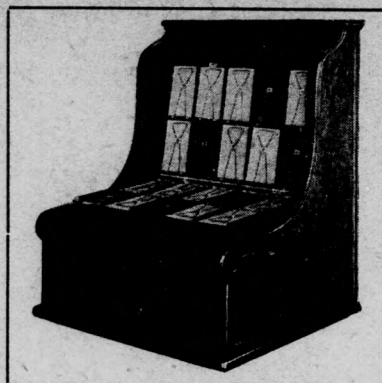
Shredded Wheat

It contains more real nutriment than beef-steak or eggs, is more easily digested and costs much less. Two Biscuits (heated in the oven) with milk and a little fruit and a cup of coffee will supply all the nourishment needed for a half day's work at a cost of five or six cents.

Try it yourself and then tell your customers about it.

No other grocer makes a larger profit on Shredded Wheat than YOU do—no "deals," no premiums, no "sugar," no bribes. The same old policy—A Square Deal for a Square Dealer."

The Shredded Wheat Company, Niagara Falls, N. Y.



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If you want to KNOW HOW MUCH STOCK YOU HAVE ON HAND

If you want to BE SURE THAT ALL GOODS SOLD HAVE BEEN PAID FOR OR CHARGED.....

If you want to RECEIVE THE CASH QUICKLY FOR THE GOODS YOU HAVE SOLD.....

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YOU SHOULD INVESTIGATE THE McCASKEY ACCOUNT REGISTER SYSTEM.

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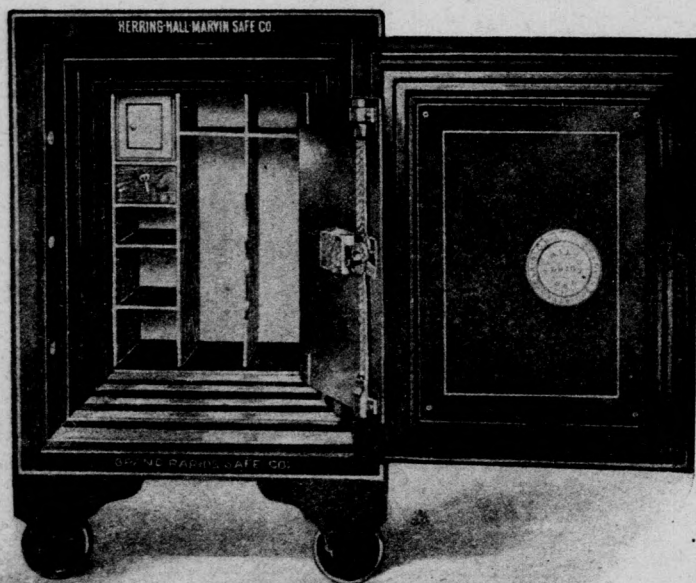
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