

MICHIGAN TRADESMAN

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Twenty-Sixth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 21, 1908

Number 1309



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.

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

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On account of the Pure Food Law
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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.

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Manufacturers

Picklers and Preservers

Detroit, Mich.

Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

SNOW BOY WASHING POWDER.

'GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

Twenty-Sixth Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 21, 1908

Number 1309

Commercial Credit Co., Ltd.

Credit Advances 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.

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TRACE YOUR DELAYED
FREIGHT Easily
and Quickly. We can tell you
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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

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SAFES

**Grand Rapids
Safe Co.**

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SPECIAL FEATURES.

2. As He Pleased.
4. News of the Business World.
5. Grocery and Produce Markets.
6. Window Trimming.
7. Menace to Health.
8. Country Homes.
8. Editorial.
10. An Easy Mark.
12. Butter, Eggs and Provisions.
13. New York Market.
14. Pulpit and Press.
16. Stray Shots.
18. Weighed in the Balance.
20. Woman's World.
22. Making a Detective.
24. Stoves and Hardware.
25. Final Triumph.
26. Women Workers.
28. Your Calendar.
30. The Ribbon Counter.
31. Sofa Covers.
32. Shoes.
36. Lowell Hall.
38. Church Union.
40. Commercial Travelers.
42. Drugs.
43. Drug Price Current.
44. Grocery Price Current.
46. Special Price Current.

DANGER OF AIR NAVIGATION.

Despite the success which has recently attended experiments in navigating the air, there can be no disguising the fact that the world is still far removed from the realization of a reliable method of aerial flight. The balloon, both ordinary and dirigible, which depends upon rarefied gases for its ability to rise and keep in the air, is liable to frequent accidents from the instability of the element which gives it buoyancy. The bursting of two balloons in the recent international long-distance race serves to call attention to the fact that it has not yet been found possible to manufacture a gas envelope capable of avoiding such accidents. The Zeppelin dirigible balloon, which exploded during the twenty-four-hour flight that was being attempted, was constructed in a most careful manner and every precaution had been taken to minimize the danger of bursting or ripping of the gas envelope. Instead of a single gas bag, the balloon was composed of a large number of separate bags protected by a single outer envelope, yet the entire balloon was destroyed in an instant.

The accident to the Orville Wright aeroplane at Fort Myer, near Washington, is of too recent occurrence not to be remembered by every one, and shows plainly that even the heavier-than-air machines have not yet reached a stage where the liability to accident can be considered as other than excessive. Most authorities believe that eventually the heavier-than-air machine will be so perfected as to become the universal method of aerial navigation. Up to the present time the element of excessive liability to accident has not been overcome in either the dirigible balloon or in the aeroplane, so called.

The bursting of two balloons entered in the recent race, and the falling of three more into the North Sea, although in no case attended by loss

of life, point clearly to the very dangerous character of aerial navigation as now practiced. Until this excessive liability to accident is overcome aerial navigation can never be put to any practical commercial purpose. For war service the dirigible balloon or the aeroplane will be employed, no matter how great the element of risk may be, as the objects sought to be achieved are of such paramount importance as to warrant almost any risk of accident.

Great as is the peril of ballooning, it is admitted to be rare sport, hence many people will be found willing to accept the risk for the excitement and pleasure involved. It is therefore, not surprising that despite accidents every balloon race shows a greater number of entries than its predecessor, and, although Mr. Orville Wright's aeroplane experiments near Washington terminated in a fatal accident, the other Wright brother in Europe has continued his experiments with his aeroplane and has achieved even more sensational successes than his relation and partner achieved prior to the accident which put a stop for the time being to further efforts.

But however willing men may be to risk their lives to accomplish some great feat or to indulge a penchant for dangerous enterprise, it will be necessary to render aerial navigation reasonably safe before it can be put to any practical commercial use. Valuable lives and valuable property will not be risked, as a general thing, in any conveyance in which the element of danger is excessive. Aerial navigation will, therefore, have to undergo very considerable development before it can be accepted as a recognized method of transportation either for passengers or merchandise or for any other purpose than pure sport or employment in war.

BOVINE TUBERCULOSIS.

There was a time when it was generally believed that all tuberculosis, whether in the human subject, in horned cattle, in feathered fowls or in any other living creature that can be affected by it, was identical, that is, it was of the same nature and character, and all came from the same source or cause.

When, through the investigations that brought the germ or bacterial origin of diseases into notice, a germ or bacillus of tuberculosis in the common disease of consumption of the lungs of the human subject was discovered it was believed that there was only one species of tubercular bacillus in existence until Dr. Koch, the great German investigator and the highest authority in bacterial science in the world, discovered that the

germ of human tuberculosis was radically different from that of the ox, or bovine species, and he declared his belief that a bovine germ could not produce the disease in the human subject. Succeeding investigations have convinced him that there is no evidence in existence that bovine tuberculosis has ever caused human consumption of the lungs.

At the recent International Health Congress held at Washington professional hygienists from every civilized country were present, and when Dr. Koch reported his declaration on the subject it was actively discussed, with the result that there was no general agreement on the subject. Those scientists who refused to accept the Koch dictum had no proof to the contrary to offer, but they exercised their right to differ.

This matter is of large human interest, because, if human beings can contract consumption germs from the milk and the beef of the cow, safeguards must be provided against such an ever-present danger.

THE USUAL RESULT.

Mayor Johnson, of Cleveland, made a great hullabaloo about municipal ownership of the street railroads. He talked himself hoarse and elected himself mayor on this issue. Finally it was brought to pass and then several other things happened. One of them made traveling more difficult and expensive, for all the while the cost of operating was more than the gross income and the city was losing money every month. It was a most remarkable exhibit to show that municipal ownership of street cars is not what it is represented by its advocates. Despite all that can be done the income has not yet caught up with the deficit, and that it is not likely to be indicated by Mayor Johnson's suggestion that perhaps the fare on the street cars will have to be raised a little this winter so as to make the books balance. That is a fine state of affairs which makes the people pay for their ride and then pay a deficit just to have municipal ownership, when under private ownership the fare was less, the transfer system better and the company stood the loss if there was any. That is one of these vagaries, all of which ought to be avoided.

When a sermon only reaches back to Saturday night you can not expect it to last much beyond Monday morning.

Some girls are afraid to go downtown by themselves for fear a man may not try to flirt with them.

There would be a greater demand for common sense if it were fashionable.

AS HE PLEASED.

The Office Hours Had no Claim on Him.

Written for the Tradesman.

When Fred Fulton took his place at the breakfast table he was out of sorts and looked it. His fellow boarders, all young people and the majority of them women, as he came in exchanged glances and smiled.

"We don't feel at all well this morning," remarked the young woman, the general favorite of the table, whose place, opposite young Fulton's, gave every opportunity for observation. "We didn't get in very early last night, unless you mean very early in the morning, and it does take the tuck out of a feller, old or young, to lose his sleep. We don't believe we've hit the bed before 2 o'clock for the last six weeks and I tell you, girls, it tells. Notice the dark rings around our eyes this morning? 'Bserve our languor? 'F 'twasn't for the strong coffee this establishment is noted for we wouldn't come down to breakfast. That does take the brown taste out of one's mouth; hence, therefore, notwithstanding, Mrs. Whitaker, may I have a second cup of your invigorating decoction?"

With this for an introduction it may be readily inferred that it had a faithful following.

"I'll tell you what it is, girls, in a town like this a fellow has to do something to keep going. After he has been 'stenographing' until his brain whirls and then pounds a typewriter—the instrument, thank you—the rest of the time, he gets all of the strenuous he wants by the time it's time to quit, and, of course, when his supper is disposed of he has just strength enough to drag himself down town for relaxation and rest and refreshment. Oh, it's a regular dog's life we are all living and it's a wonder we last as long as—we're going to! Another biscuit, if you please!"

"It's all very well for you girls," it was Miss Marston who now took the floor, "to get all the fun you can out of a poor used-up he, but for all that when a fellow's all tucked out and stiff sitting all day, there's nothing to limber 'im up like a game of billiards." Several protesting "Ohs" came from as many directions at the table; but Miss Marston was assertive and kept the floor. "It's a relief to get hold of the cue, and I'll leave it to anybody who has any sense if a walk of two hours or so won't limber up anybody. Then you have the excitement of playing to make the other fellow pay for the game. That's my idea of friendship—get as much out of your friends as you can! That is what they are for; and if you beat him, then you have something pleasant to think of all the next day!"

"Bet you five dollars," piped up the young woman with black hair and snapping black eyes, "that you're off—way off! We don't travel around a billiard table until morning more than ten nights in the week; not any. About once in the seven days is about all we can stand of the billiard room. What we like is to cuddle down about a table—a few friends, you know, that

take delight in just skinning one another! 'Cards?' M—mh. 'Chips?' I'm smiling. 'Ante up?' you bet. 'One better?' 'I'll double you!' 'I call you!' Oh, you're easy—easy! I'll have to light up on that!"

"And at the same time let's irrigate. A beer and a cocktail all 'round and don't be too long about it. The button's on your side of the table, Miss Geddes. Two short, sharp pressures means emergency and that's what this is. I can't stand it a minute longer. Throat's dry as a Western cornfield in November."

"Dry? High and dry. I'll let that stand. Had hard luck. Put up on the wrong quadruped. Got scooped clean as a looted bank—fooled, too. Feller who claimed he knew gave me a lot of pointers and I bit. Ergo, hence, consequently, furthermore." At which there was a burst of the jolliest laughter, which Fred Fulton met with stoic indifference.

"I'll confess to, at least, a little surprise, young ladies. You have evidently been in some very questionable company, or else your brothers or some other 'fellers' have been giving you the josh most unmercifully. What's the matter with me this morning? Or is it you who have been getting home at 'the wee, sma' hours?' Isn't my pompadour sufficiently perpendicular this morning, Miss Marston, or what is it?"

"You're looking as if you're all in, Freddie, or a little more so. Two-thirty is a trifle late to get home, now that's a fact, and I'll leave it to you if the banisters didn't furnish much-needed assistance in your getting upstairs last night. 'Better cut out a lot, boy, or you'll go under,' as I heard one boy advising another not long ago. You see—"

"Parding, Miss Marston; but, after saying that you are somewhat presuming, I'm going to tell you, with the rest of your fair sisterhood, that I don't see. You can't tell by looking over a man's shoulder at the cards he holds how he's going to play his game. You have to watch his play. That's what you young ladies must do now. You must watch my playing, and I leave it to you, as interested lookers on, if it's exactly the fair thing to come butting in at what seems to you a poor play."

"Now, as to the hours I keep, while I don't think your interest in me extends so far, I will say that 11:30 found me safe in bed last night. There may have been somebody two or three hours after who had trouble with the banisters, but not your humble servant. Once I'm asleep, I'm right there and I'm not in the upper hall listening, as it is painfully evident that somebody was. After all, the main point isn't whether I had a game of tanglefoot at 3 o'clock in the morning or didn't. F. F.—my initials, ladies—has a pretty fair idea that he knows what he's about; and if it's a game of billiards, or a glass of beer, or poker, or the races or any other old way of getting rid of time and money, he knows what he's about and will stop when he's had enough or thinks he has. I don't mind a little joshing once in a while,

and now and then indulge in it myself; but when it gets to be three times a day it's a trifle monotonous.

"Finally, ladies, to come down to a bit of plain talk, whose business is it? Certainly, not yours. It is 'mine, mine alone.' Miss Marston in her forty-five-year-old anxiety was curious to know a day or two ago what the office folk thought about my goings out and comings in and I pretended not to hear her. It was an improper question and I preferred to be deaf than rude and didn't answer her; but it's a matter of business at the office. My services are an equivalent to what they pay me. If for any reason they consider the equivalence disturbed they will tell me and I skip. My time and my life are my own after office hours, and with that time and that life they have nothing to do any more than you have, a fact which they recognize."—Who blames the young fellow if he did say "They" with considerable emphasis?—"Isn't my position the right one, Uncle Bob?"

It is my idea, gained from considerable experience, that it is much pleasanter to stand leaning against the fence and observe the other man mow than it is to get over the fence and take a hand in the mowing. Thus appealed to by a pretty good sort of young fellow to whom for a long time I had been wanting to talk like a Dutch uncle, with some pretended reluctance I refused to enter into the discussion; but I said to the young man that the young ladies would hardly understand what I was willing to say and that if he'd come to my room after dinner I would be glad to say what might be of service to him. So some hours later I had him in an easy chair with his feet at the proper elevation and something between his lips a great deal better than he was accustomed to have there, and I gave him what I am satisfied is, up to this time, the talking to of his life:

"The main trouble in cases of this kind is that the average young man is a fool without knowing it. That's what's the matter with you, my boy. You are laboring under two delusions: The first is that you can work all day and be out all night and nobody, yourself included, is to be any the worse for it. The second one is, that if you give the folks in the office the hours you bargained for that is all they have a right to expect from you. Now then, you have heard the oft repeated story of burning the candle at both ends, and that's exactly what you have been doing for the last six months. I'm not going to pretend that the candle is almost burnt up, because I don't think it is; but I happen to know that the flames of your candles are not furnishing the required candle power, and I happen to know, too, that unless you give a little attention to that same candle power it is going to be snuffed out."

"The last thing I should ever think of doing would be to ask you what you are doing with yourself between supper and the time you go to bed. It's no more my business than it is the young ladies'. Whether you are

drunk or sober, whether you are flush or penniless is no affair of mine; but no human being can stand that thing long without breaking down, and you are yet, I take it, a human being. I'm not curious; but you know as well as I do that the girls hit you hard in every point they made. You don't fool anybody and you mustn't think you do. That is enough of that. As you said, your life is your own—I'm mighty glad it isn't mine!—but you ought to think kindly enough of it to keep it in pretty fair running order. In all probability you won't have another one to monkey with and the quicker you stop that sort of nonsense the better."

"That other delusion, that your employers have nothing to do with you after office hours, is a matter that needs consideration. You are wrong from start to finish and you are going to find it so. Now listen to me, Fulton: Your pace for the last six weeks has been rapid. You have been having the time of your life. Up all night you have been good-for-nothing all day. I happen to know how many times you have gone to sleep over your work in the office. I happen to know that morning after morning you haven't been wide awake until a little before noon and then only after you have been 'out' for a few minutes. Then you haven't done good work. Then you haven't earned your money. Business is business and paying for what you don't get is bad business, and your prosperous house indulges in no such nonsense. So, then, it follows that your firm have a right to expect that you will keep good hours so that you can do their work. They will insist upon just that, and while they do not intend to make any investigation as to how you are spending your evenings and when you go to bed, they have fully decided to have the work they are paying for, both in amount and quality. They are satisfied that you can do it if you will. The job is yours if you care to keep it; but it can be kept only by the man whose habits and hours are such as to warrant the class of work they are willing to receive."

"How in—something do I know all this? It's easy and I'll tell you: I have known intimately the members of your firm for a good many years. I early spoke of you and when they saw I was interested, they took occasion to say that they liked your good work, that they couldn't afford the bad, and, while it is a rule of the house to drop a man when he becomes inefficient, they were willing, if I wanted to do it, to have me suggest to you the conditions upon which you might retain the place."

"Now, Fulton, I've done just that and it's up to you to keep the place if you want it. You haven't asked for my advice and you won't get any. I would like to suggest, however, that you take time to think things over and then govern yourself accordingly."

He did; and his promotion in that firm is one of the things settled upon.

Richard Malcolm Strong.

No Beauty in the Simple Life.

There are deep philosophy, beautiful poetry even in breakfast foods. Lester Ward supplied some of it when he noticed that the complex bill of fare is in harmony with the methods of our evolution rather than the simple. In evolution there is a more and more intricate organization of many different elements. To cook foods, to have varied sorts of foods, is to be more elaborately organized, more highly evolved, than to return to the uncooked dietaries and the simple fare of primitive folk and animals.

The truly simple life in the twentieth century is not to rough it like a savage or a wild bird, but to render it easy, simple, to secure the complex needs for our complex organizations.

The savage life is simple merely because it furnishes the savage with an easy way to supply what he enjoys and what is harmonious with his nature. But it would not be a simple life for a jelly fish. The jelly fish has a cruder organism by far than the savage. He can not pick up bananas and cocoanuts, no matter how bountifully they may drop to the ground. He would find savage simplicity formidably, impossibly elaborate and complicated.

The simple life brotherhood argue for "raw foods." They are a step backward toward the time when there was little else to do besides eat and time was not a desideratum. True, they make muscle. But modern man needs brain rather than brawn, and

endurance more than brute strength. Civilized folk lead sedentary lives. And they live mostly in climates that necessitate shelter. That means indoor life in chairs, and quite rightly. But what of the fresh air? No, it is not better to gambol outside in the cold and wind. That is reversion to the animal and pastoral states. The civilized man's way is to bring the air into the house and the sunshine into the house. That is his proper simple life.

To go out into the woods and chop wood is not the rationally simple life for him. It is only neglecting his greater mental capacities for his lesser physical.

Nor is the rationally simple life for civilized folk to vegetate in log cabins in the country. It often is far simpler for the modern woman to give up a little flat and its sweet simplicity for the artificialities of a hotel. In the flat she must lead the life of a broom, stewpan and mop. In the hotel her physical wants are met without thought from her, and her higher faculties are free to express in their natural mental and spiritual medium without sordid taint.

The cry is for the simple life and the simple life is interpreted in terms of raw food, wood chopping and log cabins, because we have not yet perfected our environment, we have not adapted it perfectly to our needs. We have not made it simple to get what we require. Civilization is only beginning. After a time it will be just as easy for us to get our beautiful homes, and our music, art,

finished educations and other luxuries of high culture as it now is for the savage to loll under his banyan tree and catch the plump fruit as it falls.

Ida May Krecker.

Doings in Other Cities.

Written for the Tradesman.

Lansing, the city of automobiles, has ordered an auto fire engine, which will be added to its fire fighting equipment Nov. 1.

Lansing has also adopted the savings bank system in its schools.

The celery season at Kalamazoo, which is just closing, has been the largest in years, an average of more than 700 boxes daily, or a total of 4,900 boxes per week, having been sent out by express during the past few months.

Anderson Bros., owners of a electric lighting plant at Hartford, have been granted a ten year street lighting franchise.

At a recent meeting of the Common Council of Flint it was voted that the iron hitching posts and railings on Saginaw street, from Court to Detroit streets, were a nuisance, and the Chief of Police was ordered to remove them forthwith. The Street Commissioner was called from bed and, with a force of men, worked nearly all night removing the "nuisance."

J. Horace MacFarland, President of the American Civic Association, lectured at Kalamazoo Oct. 14 under the auspices of the Commercial Club and the Woman's Civic Improvement Association. He spoke the

previous evening at the Michigan Agricultural College at a meeting of the Forestry Club, and in both cities urged civic improvements in the way of a more beautiful river front, cleaner streets, improved street signs and elimination of factory smoke and bill boards.

Almond Griffen.

Japs' Perfect Wireless System.

The little brown men of Japan have taken kindly and quickly to wireless telegraphy. It is said that all the ships of the Japanese navy are fitted with wireless telegraphy, including destroyers. They not only have receivers but also transmitting stations. The wireless telegraphic apparatus in use is the result of the experiments and combined work of Engineer Kimura, Capt. Tonami, imperial navy, and Engineer Matsushiro, attached to the ministry of communications, who commenced their studies in 1900.

Ever since 1902 these officers, after having studied all the systems in use in Europe and America to which they could obtain access, have secured results in the apparatus produced by themselves which they regard as superior to those from other systems in use abroad, and their apparatus has been adopted and installed on board all the Japanese ships. Engineer Kimura also is the inventor of a wireless telephone which is used on Japanese warships.

You can not improve your view of heaven by climbing on your brother's back.

OUR CHALLENGE

We challenge the World to produce as perfect a Vegetable Butter Color as our Dandelion Brand Butter Color, Purely Vegetable.

WE CHALLENGE THE WORLD UPON THE SIX FOLLOWING POINTS:—

FIRST:—Butter colored with Wells & Richardson Co.'s Dandelion Brand Butter Color never turns a reddish or bricky tinge; it always retains the lovely golden June shade.

SECOND:—Wells & Richardson Co.'s Dandelion Brand Butter Color is as harmless as the natural color of butter, it is pure and wholesome.

THIRD:—Butter colored with Wells & Richardson Co.'s Dandelion Brand Butter Color is perfectly free from taste or smell.

FOURTH:—Its keeping qualities are perfect. It does not become rancid, stale or sour.

FIFTH:—It does not color the buttermilk. The color is all absorbed by the butter globules, and its weight added to that of the butter.

SIXTH:—It is the strongest Vegetable Butter Color made, therefore the cheapest to use.

Dandelion Brand

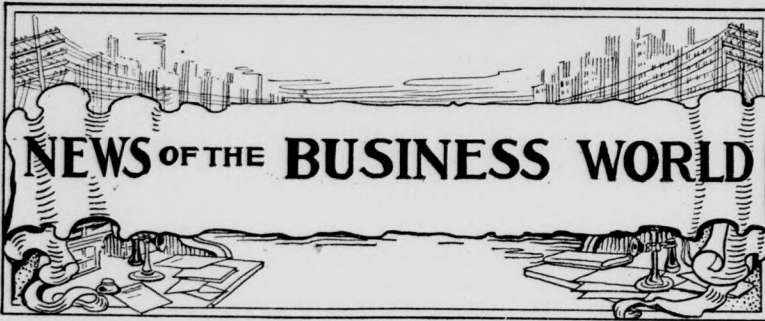


Butter Color

Purely Vegetable

We guarantee that Dandelion Brand Butter Color is purely vegetable and that the use of same for coloring butter is permitted under all food laws—State and National.

WELLS & RICHARDSON CO., Manufacturers, BURLINGTON, VERMONT



Movements of Merchants.

Petoskey—A millinery store has been opened by Jennie Fryman.

Cheboygan—A. F. Watson will soon engage in the produce business.

Sault Ste. Marie—W. G. Patterson succeeds Geo. Miller in the grocery business.

Hancock—Joseph Kitto is making plans preparatory to opening a grocery store.

Alma—Wm. A. Sack is succeeded in the meat business by C. R. Brewer, of St. Louis.

Union City—Frank Flanders, meat dealer, is succeeded in business by Herbert Hayner.

Caro—R. Clark will soon conduct business here under the style of the Caro Bazaar Co.

Cadillac—M. K. Baker has retired from the grocery business and will return to farming.

Greenville—Ray Farr and John Adleson, of this place, have engaged in the meat business.

Watervliet—P. H. Lewis has opened a drug store under the style of the Red Cross Pharmacy.

Gwinn—Peter Koski & Co., general merchants at Ishpeming, have opened a branch store at this place.

Holland—Peter Boven is succeeded in the cigar business by Leonard DeLoof and Bert VanderPoel.

Rudyard—A general store will be opened in the near future by R. J. Forgrave and Theodore Sprague.

Hanover—T. H. Knickerbocker & Co. are succeeded in the undertaking business by Geo. P. Ryon & Co.

Lowell—F. Spagnoliona is succeeded in the fruit and confectionery business by Howard L. Kyser, of South Boston.

Mattawan—S. E. Hosmer has sold his general store to Ryan Bros., who will continue the business at the same location.

Petoskey—Geo. Cobb, of Grand Rapids, has become a partner of I. H. Neff in the upholstering business with a half interest.

Gagetown—Willard Wells is succeeded in the meat business by A. & C. Rochelau and in the bakery business by Alfred Fisher.

Big Rapids—W. G. Ward will add a grocery department to his meat market on Nov. 1, which will be conducted on the cash basis.

Wyandotte—Charles H. Genthe will continue the grocery business formerly conducted by Genthe & Loeffler, A. Loeffler retiring.

Crystal—S. S. Teed has retired from the business of the Crystal Mercantile Co. and Engle DeYoung, of Sethon, has purchased a half interest in the company.

Manistee—A. C. Knuth has purchased a half interest in the C. J. Koller shoe stock and the business will be continued under the style of Knuth & Koller.

Saginaw—D. C. Clarke, who was recently compelled to abandon the bakery business temporarily on account of fire, has re-engaged in the same line of trade.

Negaunee—The management of Rosen Bros. & Klein's clothing store has been placed in the hands of Ernest Klein since Mr. Rosen's departure to Muskegon.

Saginaw—Rice & Meyer, of Addison, now announce their intention of removing to this place about April 1, of next year, when they will manufacture cheese boxes and heading.

Muskegon—Alfred J. Stulp has retired from the Stulp Hardware Co., having sold his interest to John J. Stulp, Egbert Dekker and P. J. Cleotigh, the other members of the firm.

Pavilion—Chipman & Miller, general merchants, have dissolved partnership, Wm. L. Miller conducting the mercantile business and DeForest E. Chipman continuing the shipping business.

Benton Harbor—The shoe business formerly conducted by A. S. Miles & Co. has been merged into a corporation under the style of the Miles Shoe Co., this being a change in style only and not in ownership or management.

Port Huron—R. S. & J. D. Patterson have merged their jewelry business into a stock company under the style of the R. S. & J. D. Patterson Co., with an authorized capital stock of \$20,000, all of which amount has been subscribed and paid in in cash.

Saginaw—The Henry W. Carr Co., which conducts the hay and grain business, has merged it into a stock company under the same style, with an authorized capital stock of \$25,000, of which amount \$16,000 has been subscribed and \$2,500 paid in in cash.

Battle Creek—Geo. Riedell, clothing merchant, has filed a chattel mortgage covering practically all of his stock and fixtures. Mrs. Otto Clifton was appointed trustee and is authorized to dispose of all the goods in her possession, using the money to pay the creditors.

Vicksburg—The business men of Vicksburg recently gave thirty merchants of Schoolcraft a supper at the Vicksburg Hotel. After a few remarks by Schoolcraft and Vicksburg representatives, the company adjourned to the Wonderland, where they were entertained. Vicksburg sent their visitors home feeling that it was good to come to Vicksburg.

Cheboygan—J. W. Smith will engage in the grocery business, having purchased a portion of the stock of Gardner Dodd, both gentlemen conducting business in the Dodd building, which Mr. Smith purchased. Mr. Dodd will proceed to close out the remainder of his stock and will vacate the building in the spring, at which time Mr. Smith will erect a brick building on the lot.

Manufacturing Matters.

Fostoria—A cheese factory is being erected, the enterprise being promoted by H. Freeman, of Flushing.

Detroit—The Huron Portland Cement Co. has increased its capital stock from \$1,200,000 to \$2,000,000.

West Branch—The Batchelor Timber Co.'s sawmill, which has been undergoing repairs, resumed sawing last week.

Kalamazoo—A company has been incorporated under the style of the Kalamazoo Regalia Co. with a capital stock of \$1,000.

Tustin—The Dennis Salt & Lumber Co. has taken possession of its planing mill at this village, placing the management with John Byers, of Big Rapids.

Detroit—The Arbron Friction Gear Co. has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Lansing—H. L. Stanton, formerly with E. Bement's Sons, has been made general manager of the Chelsea Stove & Manufacturing Co., successor to the Glazier Stove Co., of Chelsea.

Freesoil—Frank Hackert, of Ludington, has taken a contract to cut timber for the Cartier Lumber Co., of Ludington. The tract includes forty acres, about 600,000 feet of hardwood.

Marquette—The Pioneer Iron Co. is making preparations to open a plant in connection with its works for the production of chemicals from wood, which it expects to have in operation in two months.

Detroit—The Walsh Safety Lock Snap Co. has been incorporated to conduct a manufacturing business with an authorized capital stock of \$2,500, of which amount \$2,416.67 has been subscribed and \$1,300 paid in in cash.

Battle Creek—The personal property and book accounts of the Battle Creek Interior Finish Co. have been sold at auction to Albert C. Perkins. The sale was the result of the foreclosure of a mortgage held by Robert Wilder.

Kalamazoo—The D'Arcy Spring Co. has merged its business into a stock company under the same style with an authorized capital stock of \$50,000 common and \$25,000 preferred, of which amounts \$51,100 has been subscribed and \$50,000 paid in in property.

Bay City—The Kneeland, Buell & Bigelow sawmill will run through the winter on a ten hour schedule and the Kneeland-Bigelow mill plant will continue to be operated day and night. The concern will operate five lumber camps in Montmorency coun-

ty. Mr. Bigelow says that lumber is selling fairly well and the volume of business is expected to be good during the winter.

Battle Creek—The Kleano Manufacturing Co. has been incorporated to make Kleano paste soap and toilet articles. The company has an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed, \$652 being paid in in cash and \$1,000 in property.

Hillsdale—A corporation has been formed under the style of the Mercury Motor Co. with a capital of \$50,000, which will conduct a factory under the supervision of J. W. Raymond. The output of the company is contracted for by the Motor Sales Agency, of Chicago.

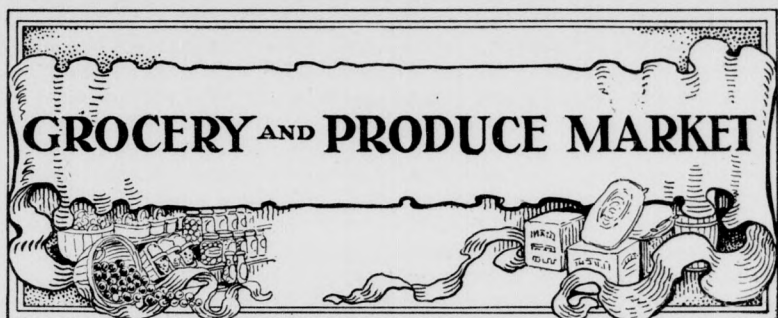
Cadillac—Cummer, Diggins & Co. and the Murphy & Diggins Co. are operating their camps and mills in full force. Owing to a lack of piling room the latter company does not know how soon it will have to shut down until receipt of orders reduces the supply and gives room for piling more lumber.

Nashville—A corporation has been formed under the style of the S. C. F. Machinery Co. to manufacture folding machinery and other textile machinery and appliances, with an authorized capital stock of \$3,000, all of which amount has been subscribed, \$2,000 being paid in in cash and \$1,000 in property.

St. Louis—A corporation has been formed under the style of the Cadwell Manufacturing Co. to make Cadwell elevating platform trucks and other implements. The company has an authorized capital stock of \$30,000, of which amount \$15,000 has been subscribed, \$4,000 being paid in in cash and \$11,000 in property.

Saginaw—Less than two years ago the Strable Manufacturing Co. erected a maple flooring plant, and yet the company has found it necessary to increase its capacity and is just finishing up another kiln and warehouse. It will increase the capacity of the plant one-third. The success of this firm has been somewhat phenomenal. Following the slump last fall the flooring business like others had a season of depression, yet this plant has been able to continue operations without interruption.

Saginaw—The prospect is that the Purity Pickle & Kraut Co., of this city, whose plant is located at Orville Station, which is in the hands of a receiver, will pay its creditors in full, with a handsome surplus for the stockholders. Receiver Allen D. Spangler has just filed a statement of all liabilities, which total \$7,422. He has also asked the court for an order to sell 5,000 barrels of kraut at not less than \$4 per barrel, which will yield \$20,000. The kraut was on hand when the company failed, through inability to market its product and obtain money for running expenses, and could not be sold because it had not yet matured. The receivership has turned out to be a good "investment," for since it has been pending the kraut has soured properly and commands a high price.



The Produce Market.

Apples—Choice fall apples fetch \$3.50 per bbl. 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 has remained stationary during the past week. All grades meet with ready sale and the market is in good condition on the present basis. There is a good consumptive demand for all grades. As the season advances there will be a general falling off in the make, though no radical change in price seems likely during the coming week. Fancy creamery is held at 27c for tubs and 28c for prints; dairy grades command 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—\$8.50 per bbl. for Early Blacks from Cape Cod. The advance of 50c per bbl. is due to crop shortage claimed by Massachusetts growers and consequent reduction in receipts.

Eggs—Fresh continue very scarce, the market having advanced 1c during the week. On the advanced basis the situation is very firm, as no increase in production is likely for some time. The market seems likely to remain stationary during the coming week. Local dealers pay 21c on track, holding candled fresh at 24c and candled cold storage at 22c.

Grape Fruit—Florida is now in market, commanding \$4.50 for 70s and 80s and \$5 for 54s and 64s.

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. New navals

are expected in a few weeks and it is probable that prices will be very reasonable, as a good crop is reported.

Parsley—25c per doz. bunches.

Pears—Kieffers 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 45@50c.

Poultry—Local dealers pay 8½c for fowls, 9½c for broilers and 8c for spring ducks.

Quinces—\$2 per bu.

Squash—1c per lb. for Hubbard.

Sweet Potatoes—\$3.50 per bbl. for Jerseys and \$2.25 for Virginias.

Spinach—60c per bu.

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

Veal—Dealers pay 4@5c for poor and thin; 5@6c for fair to good; 6@8c for good white kidney.

A Broader Realization of Responsibility.

Detroit, Oct. 20—I wish to express my appreciation of your very kind editorial on my little talk before the Ministers' Association of this city.

The occasion was brought about by my discussions with several of the ministers who had called on me at different times, and finally one of them said he would like to have me present my ideas to the clergymen of the city assembled in their Association meeting.

I have the greatest reverence both for the religion of Jesus Christ and for the different denominations, but I do feel that they have not kept pace with the great movements now going on. I find that most of the clergymen who were present received the communication in the spirit in which it was intended, and am inclined to think that it will serve the purpose of directing their thoughts to a broader realization of their responsibility in calling attention to the vital questions which have come up and are coming up in the immediate future.

Homer Warren.

W. G. Ward, of Big Rapids, who has embarked in the grocery business in connection with his meat market, bought his new stock of the Worden Grocer Co.

The Worden Grocer Co. has furnished a new stock of groceries to B. T. Hill, who has re-engaged in trade at Grant.

The Grocery Market.

Sugar—The market is in rather a chaotic condition. On Saturday sugar advanced. Federal advanced 10 points to the 5c basis. On Monday Arbuckle reduced the list 10 points to 4.80. This decline was made by McCann and later in the day American, Howell, Warner and Franklin advanced the list to 5c, although all refiners are still accepting orders at their old list prices. Michigan refiners are now in the market with beet and are selling at 10 points under the American and Howell.

Tea—Congous remain weak and the demand is only fair. Japans remain steady, with no large line reported as moving. Stocks throughout the country are said to be light and the trade seems to be inclined to stock up only as their wants require. The demand, however, is steady but in moderate quantities. Michigan is conceded to be the greatest consumer of Japan teas of any State in the Union and the successful retailer here is getting wise to the fact that he can place his order for his year's supply with his wholesale grocer with confidence as to quality and prices and order it out in small lots in accordance with his requirements and not be obliged to have a large amount of money locked up in a year's stock.

Coffee—Both Rio and Santos grades are weaker than a week ago. The demand is light and from hand-to-mouth only. Mild coffees are dull but steady. Stocks are light and the situation is healthy. Java and Mocha are unchanged and quiet.

Canned Goods—The tomato market has shown more activity this week, buyers having taken advantage of the small concessions which were made by packers in order to get rid of some of their surplus. It is said that the temporary weakness of the market is due chiefly to the financial necessities of the packers. Corn continues very firm and is moving only in a small way, as offerings from packers are said to be light. On account of the large quantity of peaches and apricots on the market an easy tone is in evidence, but jobbers are of the opinion that prices are as low as they can go and look for a steady market for some time. Canned pears are dull but steady. While gallon apples are statistically strong, the market shows weakness this week, as jobbers do not seem disposed to buy. Red Alaska salmon continues firm on account of limited supplies and good demand. Medium red is scarce and firm, as are also Columbia River Chinooks and Puget Sound Sockeyes. Pink salmon is the only weak item in the list, attributed to the large carry-over stocks in the hands of packers, due to the light demand from the South last year.

Dried Fruits—Peaches are fairly active at unchanged prices. Apricots are steady and strong and in very fair demand. Raisins, in spite of the projected corner, grow weaker and weaker. Holders are pushing for sale and prices are at least 1c lower on seeded fruit than a few days ago. There are a great many 2-crown

muscatels this year, and there will doubtless be pressure to sell. Currants are in fair demand at unchanged prices. Other dried fruits are quiet and unchanged. Prunes are dull and inclined to be weak. There is reason to believe that offers of 3½c basis for Santa Claras might not be scorned.

Farinaceous Goods—Rolled oats are in about the same condition as last week, continuing to show much strength on account of the scarcity of good quality oats for milling purposes. Sago, tapioca and pearl barley continue steady and unchanged.

Rice—Heavier receipts for new Japan rice have eased off the market to some extent, but prices are still high and jobbers look for liberal declines as the season advances and receipts grow larger. New head rices also display an easier tone.

Syrups and Molasses—Sugar syrup is quiet and unchanged in price. Molasses is firm and good grades are very scarce. New crop molasses will reach Northern markets in about two weeks. The indications are for a good yield.

Cheese—There is a normal consumptive demand for cheese at the present time.

Provisions—Hams are ¼c lower. Bacon and bellies remain about the same. Pure lard has declined ½c, but no change has occurred in compound. Prevailing prices of provisions are above normal for the season, and even lower prices are likely in the near future. No change has occurred in barrel pork, dried beef or canned meats and there is only a fair trade.

Fish—Cod, hake and haddock are unchanged in price and in fair demand. Sardines of all grades are in moderate demand, French brands being high and firm. Other grades are quiet. Salmon is wanted in very moderate quantities at unchanged prices. The situation in new Norway mackerel has been marked by a radical decline from opening prices. While the new fish that have already arrived in this country are selling at about the opening prices, prices in Norway have been reduced as much in some cases as \$5 per barrel. The cause seems to be several fold: the fact that the trade did not buy adequately at the opening prices, the prospects of a good fall catch in Ireland and the fact that the Norway catch was mostly small and can hardly compete even at the decline with Irish mackerel of the same size. Irish fish are unchanged in price but receipts are good. Shore and Nova Scotia mackerel are cutting very little figure.

The Grand Rapids Carved Moulding Co., which conducts business at the corner of Front and Myrtle streets, has changed its name to the Grand Rapids Parlor Frame Co.

A grocery store has been opened at Allegan by S. W. Fuller, who purchased his stock of the Worden Grocer Co. Mr. Fuller was formerly engaged in trade at that place.

If you would be farsighted you must learn to live on the heights.



Football Paraphernalia Should Be Given Prominence.

With the interest in football increasing day by day and November not so very far away, those merchants carrying the paraphernalia and the togs necessary to this college-loved game should be making the very most of their opportunity.

One dealer has in his window half a dozen dummies of varying ages from a fullgrown dummy arrived at the age of discretion down to a little child dummy who still has his primer on his list of accomplishments. These are clad in typical football dress, including all the stuff necessary to protect participants in this rough sport from loss of probable limb or possible life. These six dummies are posed in different positions assumable in the game, while grouped around them on the floor are football clothing and all the sorts of things used in the game. Small placards accompany this clothing and the merchandise stacked on the floor, while a large central one in a neat frame is hung high in the background above the head of the aforementioned grown-up dummy, where all may easily read the announcement:

Best Place on Earth
To Buy
Football Toggery
Don't Be Afraid
Of
Our
Prices
They're Not Fearful
Like the Game
!

The placards add interest to the goods on display.

Some Monroe Street Merchants are waking up to the fact that they have formerly put too much in their exhibits and are going to the profitable extreme of simplicity, much to the betterment of their displays. Speed the day when all the Monroe street dealers—and Canal street ones, too, for the matter of that—are arrayed under the banner called "The Simple Life." The sooner all get in marching line the finer will be their store fronts. Ever since I took charge of this department—since which a couple or so of years have gone over my head—I have never failed to preach this principle; the reader really might expect to see each week some hint pertaining thereto.

Semi-Precious Stones.

It seems as if their popularity grows daily for settings in combs for ladies' wear in the coiffure and in buckles for adornment of belts

and hats. In Chicago and New York the cost of ornaments for all three of these purposes runs up into hundreds of dollars. Grand Rapids dealers are more conservative, for they would have no call for such expensive goods and it would be foolish in them thus to tie their money up. But even the ordinary pocketbook can find something beautiful at a price that fits its spending capacity.

In all the ways in which the semi-precious stones are used there is a tendency toward more uniqueness of setting and less flashiness of combination in colors, so that they are a joy indeed to the eye artistic.

When a woman's hair is arranged as incomparable Ethel Barrymore says in "Lady Frederick," "to represent a crisis in her existence," and the comb is tucked in to cunningly enhance the attractive adjustment of her locks, a small "crisis" may also be looked for in the affairs of the one who has to foot the bill for said hair and comb!

No, really, 'tisn't so bad as that; but the cost of false hair and the fixin's to beautify it is enough to make that same hair stand on end! Thus saith those who know whereof they do speak. But then, if it isn't one thing 'twill be something else, so where's the diff.? And some masculines say:

"Darn the diff.!"

The Everlasting Directoire.

It must be in regard to this much-talked-about gown as in the familiar lines from Pope's Essay on Man: Vice is a monster of such terrible mien

That to be hated needs but to be seen;

Yet, seen too oft, familiar with her face,
We first endure, then pity, then seek to embrace.

The Directoire tendency in woman's bedeckment does not seem near so outre as at first. We are used to the sloppiness in effect and now do not look for anything else in styles. And we have even lived through the immense headgear that is the inevitable concomitant of the Directoire in gowns—although there is predicted a freeze-out for the big hats with the advent of Old Boreas, the saints be praised!

I had to smile "up my sleeve" the other night. At "Lady Frederick" six young ladies piled as many mammoth hats on the table in the center of the dressing room. Then came six other young women, and they each attempted to add theirs, somewhere, somehow, to those already on the centertable. It made a double stratum of milliners' advertisements

but six glares met six other glares with the utmost composure.

I will say that some of the expensive black voile, Panama and chiffon broadcloth separate satin-trimmed skirts developed along the Directoire idea are very beautiful, although I can't say I admire distractedly the full Directoire costume. Every day may be seen in Valley City windows examples of these same costly separate skirts. The separate waists I don't like—they look so awfully skimpy.

Short Sleeves for Next Summer.

Long sleeves have the call just at the present, but hark ye, ye women with pretty plump arms, to the following from an eminent authority:

"Stylish women and the foremost dressmakers in all the large cities have taken a firm stand on the side of the short sleeve for the coming vernal season."

"Now what do you think of that?" Doesn't that sound good to you, ye haters of the sleeve that concealeth your comely arms?

And if the short sleeve certainly long silk gloves will again come in vogue. Ha, ha, ha! laugheth the manufacturer of the latter.

Tribute To the Late Alderman Baldwin.

Grand Rapids, Oct. 20.—The city of Grand Rapids forty years ago owned the lot on the southwest corner of Monroe and Commerce streets and occupied it with an engine house and an old hand power fire engine. It was sold to Francis B. Gilbert in the early seventies and a small hotel was erected on the lot. Later this building was torn down to make a place for the large Gilbert building. Alderman Baldwin determined to locate an engine house on Lagrave street and equip it with apparatus to protect property in the rapidly growing southeastern part of the city. At that time the engine stationed on the corner of Kent street and Crescent avenue was depended upon to protect the entire property interests of the East Side.

Alderman S. L. Baldwin was an able man, honorable, incorruptible, keen-witted and resourceful. He was unpopular with his associates in the Council because of his independent spirit and the use he made of sarcasm that few could withstand. Year

after year he pushed his favorite ward enterprise, the erection of an engine house on the Lagrave street lot, unsuccessfully, but in time he succeeded in tying up so many local improvement enterprises by skillfully playing one interest against another that the Council gladly voted the money necessary to erect the engine house and to equip the same. By the indiscreet use of his tongue at the expense of Mayor P. R. L. Peirce, Alderman Baldwin incurred the ill-will of that official, and in the following year, for the purpose of punishing the Alderman for his sayings and doings, the important chairmanships the Alderman had held were given to others and the tail-end of the unimportant Committee on Fire Department was handed out to Mr. Baldwin. The latter accepted the appointment good-naturedly, but the year following was the saddest of all in the experience of Mayor Peirce. Alderman Baldwin nagged, ridiculed and pestered the Mayor unrelentingly and the Mayor rejoiced when his term closed.

Alderman Baldwin was a very useful man to the public. In addition to his membership in the Council, he served a term in the State Legislature and gained distinction by his ability and attention to duty.

Arthur S. White.

Thought She Knew Him.

A short time ago a surgeon had three leg amputations in a week. The unusual number caused talk in the surgeon's household, and his little daughter, Dorothy, was greatly interested. A few days after the last operation the surgeon's wife and little Dorothy were rummaging in the attic. In a trunk was found a daguerreotype depicting a girl about 8 years of age. The portrait, through a peculiarity of pose, showed only one leg of the subject, the other being doubled up under her.

"Whose picture is that, mamma?" asked Dorothy.

"Mine. It was taken when I was a child not much older than you are now."

"Did you know papa then?"

"No, dear. Why do you ask?"

"I thought maybe you did, 'cause you've only got one leg."

You can not improve the breed by polishing the brass on the harness.

Fine Cold Day Sellers

Clark Foot Warmers

Lower in price than ever. Clark Heaters have a reputation for excellence. No casting in a Clark—no soldered joints or screws to work loose—every part is solidly riveted.

They fill the bill for carriage, wagon, sleigh or automobile.

Drop us a card for new catalogue. Your jobber has this line.

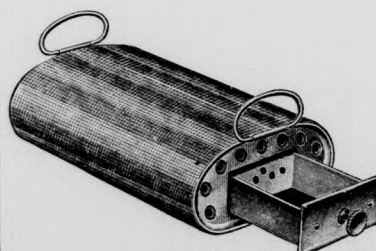
Clark Coal Is Best

Costs no more than inferior grades and every brick carries a written guarantee to give at least 25% more heat than any other fuel on the market.

It is the one fuel that always pleases.

The ideal fuel for foot warmers or self-heating sad irons.

Chicago Flexible Shaft Company
99 La Salle Avenue, Chicago



MENACE TO HEALTH.**Syrian Grocery Stores on South Market Street.**

Written for the Tradesman.

A number of Syrian families have located here and many of them have rented small rooms and gone into the grocery business.

The writer recently visited some of these places and the conditions found were such that the health officers should immediately take official cognizance of the danger they are to the city at large, for an epidemic may be started in any of the several places visited. The existing conditions demand a thorough overhauling by the proper authorities. Not that the city need care about things served to the patrons of these places, but as a measure of prevention of what the final results might be.

Until quite recently these places were unknown here, although they are very numerous all through the Southern and Eastern States, especially in the Southern cities, where they locate in the vicinity of the negro settlements and cater to their trade.

The Syrians sell everything, from a spool of thread to a roast of beef. Their places of business in this city are located principally on South Market street and are small, dark, foul-smelling places.

Cleanliness is unknown among them and if they sell soap they do not know its cleansing value.

It does not seem quite so bad where these people settle among the improvident negroes of the South and secure their patronage, but in the city of Grand Rapids they are not only a disgrace but a serious element to be reckoned with.

From personal observation the writer has found that the Syrian grocery stores of Grand Rapids are not one iota above those located in the squalid sections of Southern cities.

In one store a closet back of the grocery served as a meat market. The existing conditions were anything but salubrious. Piles of rotting tomatoes and decaying cabbage were the chief display.

The windows were obscured by the accumulation of several seasons' dirt and dust. No pure ray of sunshine could penetrate sufficiently to light up the gloomy interior; and it is as well that it does not, as it would reveal the squalid conditions with more distinctness.

The number of flies were legions.

In another place the conditions were the same. In the grocery department decaying vegetables, flies and filth prevailed, but the meat market was even more unfavorable to the preservation of health. On the block was a chunk of nearly putrid meat, covered with a piece of canvas and many large flies. Near by on the floor were several jars of butter having no covering and the top of the butter was covered with dust. A basket nearly full of decaying watermelon rinds and a dirty butter bowl made up the display.

Still another place had, in addition to the other disgusting features, a

box of rotten eggs, which added much in the way of an unwholesome odor to the surrounding squalidity.

Two other stores visited, which were not conducted by Syrians but were in the same neighborhood, were equally unclean.

Some of the stores above described are located as follows:

198½ South Market street.

203 South Market street.

209 South Market street.

Two on Bartlett street.

Jennie H. Clarke.

The Secret Price Tag.

Many retail dealers still retain the secret price system but it is being discarded by enterprising concerns who realize the advantage of plainly marked prices in building up a reputation for square, one-price dealing.

The secret price tag is a puzzle, a problem, says an advertising man.

"As a matter of fact, the secret price mark hasn't a leg to stand on. It is a fawning, sneaking cripple at best and worse, a skulking, blood-thirsty robber. It is a hand-down from the time when business was little less than piracy.

"I know very well that there are capable and honest men who still cling to their secret mark; cling to it because they have 'always had it' and because they do not realize how much it costs them.

"Where is the profit in advertising to bring people into the store and then slapping them in the face with a suspicious price tag? Do not flatter yourself that you are pulling wool over any one's eyes. Even the old Polish lady with a shawl over her head knows that the secret mark is there for the purpose of giving some one the short and some one the long price—it is only an excuse for existence.

"The most successful and profitable installment business I know of is done on an absolute one-price system—no discount off for cash. And 52 per cent. of the sales for last year were cash sales. Another store—a big, growing, prosperous, profit-making store—frankly admits to a customer that its plain figure price is the installment price and that a substantial discount is given for cash. No suspicion there."

Bragging Advertisements.

The loud mouthed individual who is constantly expatiating on his own greatness is soon set down as an idle braggart and all of his statements are taken at a proper discount. The same rule applies with equal pertinence to advertisers who blow their horn too blatantly.

The advertisement writer should studiously avoid over statements, for they are sure to meet with the discredit they deserve.

Gross exaggeration and flamboyant boasting do very well for a circus bill for the circus is "here to-day and gone to-morrow," but the merchant is not playing one-day stands. He must remember that the confidence of the buying public is essential to his success. Big talk is not always conducive to that end.

COUNTRY HOMES.**Lamentably Lacking in Shrubs, Vines and Shade Trees.**

Charles W. Garfield and John B. Martin have had excellent success awakening city interest in the home beautiful idea. They should now turn their attention to the rural districts. A trip through rural Kent in almost any direction will show the great need of revival work along this line among the farmers. That the farmers, as a rule, are prosperous is shown by the size of their barns, the appearance of their livestock, the general aspect of their broad acres. But this prosperity is not, except occasionally, reflected in the immediate surroundings of the home. Shade trees are not altogether lacking, but shrubbery which could be used with such excellent effect around the farm house doors seems to be almost unknown, and vines are far from as common as they should be. There should be more shade trees, which the farmers can have by going to the nearest woodlot for them. There should be more shrubbery, which is cheap as an original investment and easily propagated if more is wanted. There should be more vines, not the short lived annuals like morning glories but vines which will spread farther and grow more beautiful with the years. These accessories of a beautiful home would do much to make the farm more attractive and might help to make the country boy and girl more content. The trees, shrubs and vines would serve other purposes than ornamentation. They would shelter the home from the glare of the sun in summer and from the bleak winds in winter. They would add to the comfort of the farm as well as to its looks.

The effort to interest the farmers in the home beautiful should not stop at shade trees and ornamental shrubs and vines. Some attention should also be paid to the flower gardens on the farm. That there is a love for flowers, a longing for them on the part of the farm wives and daughters is easy to see. Nearly every farm dooryard has its flower bed, but often the efforts at a flower garden are almost pitiful. The trouble is that instead of raising the good old fashioned hardy and reliable perennials, which once established will almost take care of themselves alike against flood, drouth and frosts, the farmers' wives depend on the annuals, which do not thrive under adverse conditions except the commonest varieties. The farm flower garden as a result is only too often a feeble attempt, just a mere striving for the beautiful, whereas with a little showing how and a few suggestions the farm could have its all summer bloom.

If the campaign for the home beautiful be carried into the rural districts the suggestion might be made that the best place to start it would be at the country schools. As a rule the rural schools of Kent are not ornaments to the landscape. They may be comfortable, and merely as school houses may be well kept. But where any effort has been made at their

adornment or the beautification of the grounds around them is the exception. If the campaigners for the beautiful would begin by placing shrubs, vines and shade trees around the schools it is possible the country boys and girls would carry home with them some ideas which would cause changes in the appearance around the farm house. No better place to begin the good work could be found than at the schools. The children could be interested in the movement, and what it done in showing them would stand as an object lesson for the neighborhood.

Libelous.

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"He said you looked like your father."

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E. A. STOWE, Editor.

O. L. Schutz, Advertising Manager.

Wednesday, October 21, 1908

THE TREND TO THE TOWN.

There have always been great cities. The earliest records tell of Babylon, Nineveh, and the vast assemblages of urban population in China, India and in other parts of Asia and North Africa, not to speak of the cities of Europe. The more civilized people became the more wealth and luxury they possessed and enjoyed, and in order to secure such benefits, and not the least for the sake of protection from foreign enemies and domestic marauders, there were constantly great gatherings of population in the cities.

The farming classes were compelled by the conditions of their occupations to remain in the country, but as soon as any of them could find means to maintain themselves in cities they hastened there with such belongings as they could carry, Germany, which, up to a very few decades past, was largely an agricultural country, has, since her war with France, by which she got an immense indemnity fund, become a manufacturing region, with the result that the people are leaving the country and flocking to the cities.

Much information on this subject has been forwarded by the United States consular officers abroad, and interesting particulars are learned. From the situation reported by those agents, it appears that the rapid transformation of Germany from a country where the rural villages were for centuries the principal factor into one in which the city population is very largely in the majority is causing both German economists and statesmen serious thought. At the present time attention is frequently called to the necessity of administrative reforms, due to the fact that in many parts of the German Empire the rural population is becoming very small, and that practically everywhere the cities contain not only the larger part of the population, but control the bulk of the wealth as well.

At the founding of the German Empire, in 1871, the rural communities (those with less than 2,000 population) contained 64 per cent. of the population of the Empire. In 1905 the rural population was only 48½ per cent. of the whole. In some districts, such as the Rhineland, Westphalia, Oldenburg and the Kingdom of Saxony, the rural character of the population has nearly disappeared, the percentage of the rural population in these places being only 23, 23.5, 24.9 and 28.8, respectively, of the whole population. In the Kingdom of Saxony the city population has, according to the American consul at Annaberg, increased from 1,265,057 in 1871 to 3,211,408 in 1905, while the rural population during the same period increased only from 1,291,187 to 1,297,193. The strictly farm villages of from 100 to 1,000 population show actual decrease of from 7 to 9 per cent. for the same period.

Nearly one-third of the population of the Kingdom is found in the five large cities of Dresden, Leipzig, Chemnitz, Plauen and Zwickau, and more than half the population in the cities of 10,000 inhabitants or more. In many of the suburbs of the larger cities, once purely village communities but now swallowed up by the cities, the increase in the population for the five years from 1900 to 1905 was almost phenomenal, averaging from 75 to 80 per cent., and in some instances running as high as 200 per cent.

Saxony is the most densely populated of the German States. In 1871 it had a population of 441 per square mile, and this at the last census enumeration (1905) had increased to 779 per square mile. The population of the three large cities, Leipzig, Dresden and Chemnitz, was, respectively, 22,875, 19,842 and 15,930 per square mile. Next to Saxony the most densely populated parts of the German Empire are the Rhine Province of Prussia, with 616 inhabitants per square mile, and the principality of Reuss the Elder, with 577 per square mile. The average for the whole Empire is 290 per square mile.

Wild tribes keep away each from the other and do not assemble in large bodies, except in time of war, either for aggression or defense, because they are unsocial creatures. So, also, are the frontiersmen who sought the backwoods and were the pioneers in settling up this vast imperial domain of ours. The famous Daniel Boone, who left North Carolina and settled in Kentucky, finally left that State and removed to and died in Missouri, declaring that the population was increasing so fast that it drove away the wild game and civilized the Indians, to all of which he greatly objected, as he subsided on the deer, and realized that the Indians learned only vices from the civilized whites.

The demand for companionship, for the lights and bustle and excitement of city life, is driving the people from the country to town, and towns and cities are growing up everywhere. Machinery is lightening

and abridging farm labor, and the result is that people remain in the country only under compulsion of circumstances. If Michigan were filled up with towns and cities in the same proportion as Massachusetts we would have 16,000,000 inhabitants, while the United States could easily maintain and provide for 300,000,000. We will come to that some day, when great cities will be counted by the hundred instead of by the baker's dozen, as is the case to-day.

LACK OF CURRENCY SYSTEM.

As is well known, Senator Aldrich and a few other Senators have been engaged during the summer in investigating the banking and currency systems in England, France, Germany and other European countries with a view to securing knowledge that might prove useful in framing a comprehensive currency reform law when Congress again assembles. The Senators who have been touring Europe form a subcommittee of the special Congressional Commission authorized by the last session to investigate the whole subject of currency reform.

Senator Aldrich, in an interview with the correspondent of the New York World just prior to his departure from Europe en route home, is quoted as saying:

"The idea that has impressed me more than anything else as a result of our investigation of the banking and currency systems of England, France and Germany is that we have no system at all at home."

There can be no question whatever but that Senator Aldrich is correct in his diagnosis of the currency situation in this country. We have no well defined currency system. The Government not only coins gold and silver, but issues notes as well which are evidences of public debt when no such debt exists or ought to exist. Our silver certificates are secured by the deposit of an equal amount of silver dollars in the Treasury worth not over 50 cents on the dollar, while Treasury notes are secured to the extent of only one-third of their value in gold. No provision is made for the contraction or expansion of the circulating medium, and in time of panic the Government is compelled to come to the relief of the money market by all sorts of extra legal expedients.

In no other country in the world is the government compelled to resort to extra legal means to provide additional currency in times of stringency, and no other country is expected to dominate the banking business as is done in the United States. Senator Aldrich is entirely correct in declaring that we have no currency system at all, but the majority of the people are so wedded to dependence upon Government credit and dictation in banking and monetary matters that it is problematical whether Congress can be induced to make any radical change in the existing methods.

Envy is the habit of extracting our own misery out of the happiness of others.

SOUTH AFRICAN DOMINION.

There have recently assembled in Durban, in the colony of Natal, South Africa, delegates representing the British colonies of Cape Colony, Natal, the Transvaal, the Orange River Colony and Rhodesia, for the purpose of considering the advisability of consolidating the various colonial governments and forming a dominion or commonwealth to include all of British South Africa.

It is urged by the advocates of consolidation that a combination of all the African colonies under a single government would make for economy as well as for a better understanding between the various elements of South Africa. While such a combination would insure Boer domination, that result would not be as objectionable as it would have been prior to the recent Boer War. The Boer elements in South Africa have loyally accepted British sovereignty, and all interests are now content to work for the material and political concerns of the country without regard to racial diversity.

The only differences of opinion to be contended with are the opposing views of the advocates of absolute consolidation under a single government and those who oppose mere federation, such as obtains in Australia. The government of the whole of South Africa by a single executive and a single parliament would save considerable expense and would make for greater harmony in administration. On the other hand, confederation would keep separate and distinct the conflicting interests of the five separate colonies and enable each to control exclusively its own home or domestic affairs, while federated together for mutual protection and for the regulation of the relations with the outside world.

Just how the matter will be determined is problematical, but it is practically certain that a dominion or commonwealth will be formed, uniting the whole of South Africa on the plan of Canada or Australia, the only matter open to doubt being whether or not the old colonial governments will be perpetuated for purely local government or colonial lines be abolished and one strong central government formed to control domestic as well as external relations.

The commissioners of the District of Columbia, acting under the advice of the health officer, have adopted an ordinance which will discourage the poultry business in the little dominion under their control. It prohibits keeping any kind of domestic live fowls or pigeons on any premises which are within 100 feet of a building used for human habitation, occupation or assembly. The ordinance permits live fowls or pigeons in coops, to be kept on sale in commission stores or markets, for a period not exceeding 24 hours. Ten dollars for each fowl or pigeon is the penalty for violation of the ordinance.

Success is not so much in getting there as in knowing what you are there for.

THE GERM THEORY.

Science, armed with the microscope, with a dissecting knife and a few chemical agents, undertakes to examine every material mystery and finally to discover all that is hidden in them. As from its point of view there is nothing in the universe save matter and the forces which influence it or operate on it, it must be accepted that there is nothing hidden that will not finally be discovered, measured, weighed and ticketed and deposited in a scientific museum among the other dried specimens. Thus we will see displayed among them love, sympathy, hate, rage and all human emotions, bottled and labeled so that they may be examined by those who are curious enough to want to know what the germs are which produce the passions and emotions.

Investigations in these lines have been made and his impressions, if not discoveries, put in a book by one Weiniger, in which he undertakes to show what are the basic causes of love, sympathy, friendship and their opposites in human feeling. In his book, which is entitled "Sex and Character," he assumes that the two sexes differ so fundamentally that every organ and even every cell reflect the peculiarities of the male and female plasmas from which they arise, each representing the normal results that follow from the original differences in the sex cell. He holds, however, that there are few, if any, complete males or females, but that most men inherit some female characteristics, while in women male characteristics are equally common. The ordinary woman is dominantly female, not wholly so. The ordinary man in turn is dominantly male, but not completely so, for some of his cellular organism is female.

According to this theory if every man were in every cell and fiber absolutely masculine, and every woman as completely female, any man would be attracted by and suitable for any woman. There would be no basis for individual preference, because the qualities and impulses demanded would be found in any individual of the opposite sex. There would thus be no law of individual attraction. But with the intermediate forms—those partly male and partly female—each person likes in his mate the qualities he has not. Where he is male he demands female qualities in his mate, and where he is female he is attracted by a woman who in these respects has male qualities. A womanly man prefers a masculine woman and she in turn would be attracted by him because each finds qualities in the other that they do not possess.

Therefore the truly male part of a man and the truly male part of his affinity will make an ideal man, while the truly female parts of the two will make an ideal woman. Each wife should possess that amount of maleness that her husband lacks and he should be female to the degree and at those points where she is male. Where two people are male and female in the same qualities there will

be sexual aversion with no inclination to mate.

The interest in this doctrine is increased by the application its author makes of it to the problem of woman's emancipation. The complete woman, he contends, does not want independence and equality with man. She is dominantly sexual and cares little for what is really foreign to her nature as a woman. It is the sexually intermediate forms that desire emancipation. To the degree that a woman has inherited qualities that are male she will have a deep-seated craving to acquire man's character and to have his freedom and ability. All successful women show the dominance of male characters. George Eliot, he tells us, had a broad massive forehead; her movements, like her expression, were quick and decided and lacked all womanly grace.

It is this male element in woman that longs for equality. The womanly woman never pays any special attention to art or to science, or if she does it is only as a means of attracting a person of the opposite sex. Women really interested in intellectual matters are sexually intermediate forms. The whole woman's movement is thus unnatural and artificial. It creates an undue amount of excitement that ends in hysteria. Any attempt to emancipate all women is sure to defeat itself by the artificiality and misery it creates. So much for this theory.

Affinity is not confined to what are called animate or living creatures. Its most powerful operation is seen among inanimate substances which affect and influence each other chemically. For instance, an alkali like potash will separate chemical combinations of certain acids with other mineral substances just as soon as the potash is presented to the combination. It is like breaking up a friendship or a love affair between two human beings. Some other element comes into their presence and at once the combination is destroyed and the lovers are dominated by a more powerful influence than any to which they have ever been subjected.

If lovers and married couples were properly mated intellectually and spiritually, that is, if their admiration each for the other were based on mental and spiritual sympathy, there would be few unhappy matches. But the influence that brings too many together is often, too often, wholly physical, material. Animal attraction, however violent and irresistible it may be for a moment, ceases to operate as soon as gratification has quenched the passions.

How often is it that as soon as the novelty of married life has worn off the charm is broken and those most interested drift apart. But when persons find each in the other the intellectual and spiritual qualities which each seeks, then is established a union which is broken only by death. Human beings are not mere chemical reagents, responding to the forces which establish in their inanimate substance attractions and repul-

sions; neither are they mere organized groups of material cells controlled wholly by animal instincts. They possess, in addition to their physical bodies, intellectual and spiritual natures which are vastly more sensitive to the sympathies of attraction and repulsion than are their mere animal natures. Human happiness depends vastly more upon the operation of our higher than of our lower natures.

Psychology of Counterfeiting Puzzle To Federal Authorities.

"Like the fly which lights on paper carefully smeared with molasses for his benefit the man who lets his thoughts dwell upon 'queer' money is caught hard and fast, unless he gets the idea out of his head as soon as it enters." That is the psychology of counterfeiting, as explained by Captain Thomas J. Porter, of the United States Secret Service.

As a further illustration of his theory, Captain Porter reverted to the case of the Rev. James R. Kaye, the Oak Park minister, convicted of making bad coin.

"Men who counterfeit want to get rich quickly," explained Captain Porter. "It is funny, though, how the game attracts a man who is otherwise honest. The man who is attracted at first by the prospect of making money easily in this way argues that he is doing no wrong."

"He simply says to himself that he will make a few thousand dollars of spurious money and then shove it out in a safe way. He argues with himself that the money will be accepted by every one, and that it really is the same as the money stamped as legal tender by the Government, and only the Government will lose."

"He begins to read about counterfeiting, and the more he reads the easier the thing seems. Ten to one he has a taste for mechanics, and any man with a simple knowledge of metals, if he has the proper dies, can turn out a pretty fair representation of a dollar or other silver coin."

"Most of the oldtime counterfeiters have gone out of business or are serving terms in penitentiaries, and many of the spurious coins made at the present time are manufactured by men who are respected in the communities in which they live."

"Counterfeiting banknotes is more difficult than making spurious coins, but after a man has been successful with silver pieces he takes up the other, and with study and perseverance, can turn out a few bills. However, these makers of bad money never last long. They are run to earth sooner or later. Then comes their realization of the crime they have been involved in. The Government is a relentless enemy and the punishment for making spurious money is severe, but the wrongdoers never realize this until they are fairly caught."

"Every man believes in his own heart that he is sharper and shrewder than his neighbor. When he reads stories of counterfeiters who flourished years ago he sees what blunders they made and how they came to be caught."

"I can do better than that fellow did, and those dub detectives could never have caught me in the trap they laid for him," is the way the amateur counterfeiter muses. He figures it all out to his own satisfaction, but he fails to give the men in Uncle Sam's service credit for any brains or originality of thought. He thinks that they work the same way on every case, and that all he has to do is to observe the pitfalls that the other men fell into and be careful not to walk into them himself.

"This point settled, the deluded victim of the get-rich-quick craze has only a few more steps to take. The first thing that he does, generally, is to manufacture some home-made dies of plaster of paris. They are crude moulds of silver pieces, and so our deluded friend experiments a little by pouring pure lead into these casts, and to his surprise and delight he turns out a few pieces of metal which bear a resemblance to money.—Chicago Record-Herald.

Supporting the Proprietor.

A fault very frequently noticed among salesmen is a failure to support the store's policy with the proper enthusiasm. No store can prosper without this, and no matter how much money is spent in advertising, in store fittings and window dressing, a damper can be thrown over everything by the failure of the clerk to measure up to the occasion, and especially in the handling of customers. The customer is impressed with the store's advertising or with the window display, otherwise he would not have come in, and to throw cold water over him by a spiritless or chilly manner is to create an impression which sticks and which reacts unfavorably for all time. Interest is not necessarily expressed by volubility or talkativeness, but by the alert and businesslike manner, coupled with politeness and an evident desire to give satisfaction.

What a difference between the contact of a "live wire" and that of the "dead one" who looks at you with a listless eye and drones out the old familiar questions without any variation or inflection. The live clerk is ready with suggestions, help, information, etc., where required, does not "butt in" when suggestions are out of place, but conveys an impression of intelligence and wideawake interest in the customer and in the business.

The man who finds it hard to conform to this standard is evidently out of place and should be engaged in some other line with which he can thoroughly sympathize.

The clerk who is inclined to complain of lack of promotion or small salary should call a halt and make sure that the fault is not in himself and that he could not "ginger up" a little to the advantage of himself and his employer.

No Lack of Practice.

A widower who was married for the third time, and whose bride had been married once before herself, wrote across the bottom of the wedding invitations: "Be sure and come; this is no amateur performance."

AN EASY MARK.

It Was on the String for Twelve Years.

"A burnt child dreads the fire," is rarely true in reference to the con game. It would be more nearly true to say, "Once a sucker, always a sucker."

Most men know enough not to buy gold bricks or green goods, and they know enough not to buck a brace faro game or go up against a hungry rakeoff in a poker joint. Why they lose their money in the same old way year after year is something I've never been able to figure out. I've lost my own money time after time—just simply thrown it away—when I was wise to the fact that I had no chance to win. If the con man himself is a sucker upon occasion it is little wonder that the born sucker should remain true to his heredity until he dies.

I had one easy mark on the string for twelve years, and he was as good as a meal ticket for all that time. Whenever I needed a hundred or so I would round him up and take it away from him. It was just like having money in the bank, because he always had money and always was willing to lose it. And for twelve long years he contributed toward my living and never once suspected me. I might have had him on my string until now—only I am not in the game any more—but for the fact that I introduced him to a woman, and she took him away from me.

I generally have managed to steer clear of the gentler sex in my operations, although now and then I have made a confederate out of some woman when occasion demanded it. The fact is that a clever woman, especially if she is fascinating, can do the most artistic confidence work of anybody in the world, but she makes a poor confederate, because sooner or later she allows her sentiments to interfere with business. She either gets in love with you, or the victim, or with somebody else, and whenever a woman is in love she is not to be trusted.

I never was able to decide whether the woman who took my easy mark away from me was in love with him and determined to save him from my clutches, or whether she simply found out how easy he was and determined to get the money herself. Anyway, I lost my sucker when the woman appeared on the scene, and I introduced her to him, at that!

This particular easy mark was in business in the Monadnock building. He was a good business man—he must have been in order to keep things going and furnish all the money I got away from him. He was one of the shrewdest men I ever met, and if I had tried to swap horses with him, or to have traded real estate or any other legitimate business transaction he would have taken my eyeteeth.

But he was a faro bank fiend. He liked to buck the tiger, and as long as he got a chance to play it did not seem to make much difference to him whether he won or lost. He always deluded himself with the idea that

"luck would come his way sometime and that he would get back all he had lost."

This is one of the peculiar illusions of a gambler—that his luck is going to turn. It seems to be true in the main that luck will break even in the end. If a half dozen men sit down at home to play a square game of draw poker every night in the year, if they all play with the same skill they will quit about even at the end of the year, no matter how high the stakes may be.

But the skill of the players never is the same. The best player will get the money, and in any group of men there always is a "best player," who is found to be a persistent winner. He may be more scientific or may be "tight," or he may be one of those gifted souls whose "hunch" stands him in good stead. The latter kind of man always gets a reputation for luck which he does not deserve. He is not lucky, but he has a kind of clairvoyant instinct and seems to be able to read the cards. Usually he manages to "crawl out from under" when the enemy has a big hand, and he "sees it through" when somebody else is bluffing. He doesn't know why he does it. Nobody else knows. It is a kind of second sight.

In the ordinary game of any kind the man who represents the house is the best player. He will win if the game is perfectly square. It is his business to win. When you add to this fact the rakeoff or percentage in favor of the house, and the additional fact that many games are crooked in one way or another, it is easy to see that the outsider can not win, and that he never does win, in the long run. If he keeps playing they are sure to get his money.

And I always got the money from my easy mark. I first met him many years ago, when gambling was more or less openly conducted in Chicago. I found out that he was a fiend for the bank, and one time when all the public games were closed I met him and he asked me if I knew where there was anything doing.

"I think there is a game over on the North Side," said I. "If it is running now it is in a flat and is patronized by some horsemen."

He was crazy to find out where the game was, and I agreed to let him know the next day.

I knew that I had him on the hook, and I proceeded to frame up a combination for him. Hunting up three or four of my pals, we arranged for the use of a flat, and put in a faro layout. Then I took my friend from the Monadnock building over there and we trimmed him for a matter of \$200 the first night. He never seemed to have the least suspicion of the fact that most of the money went to me. My pals were satisfied with \$10 a night for their services, and \$10 would pay the expenses of the flat.

The mark would go up against it two or three times a week, always limiting his losses at each play to from \$100 to \$300. Once in awhile, when faro would open up at the regular houses, I would lose him for a few weeks, but he would always

come back. Sometimes I would frame up a game for him on Madison street, near Halsted, sometimes on North Clark street, and sometimes on the South Side.

If I didn't meet him, or if he didn't send for me, I would make some sort of excuse to get word to him about the game. Once when I happened to be broke and badly in need of money an old pal of mine had a brace game on Van Buren street. I caught him by sending a friend of mine to the office in the Monadnock.

"Look here, Mr. Blank," said this friend, "Bennie"—meaning myself—"is playing faro, and he had a magnificent streak of luck. He has nearly \$1,000 worth of checks in front of him, and he won't quit. He needs the money, but he's just crazy, and declares he will keep on until he breaks the bank. I wish you'd come and see if you can not drag him away."

"Sure," says Blank, "I'll go right over there and drag him away. I'll bet I can make him quit."

When the easy mark came and stood behind my chair I had several big stacks of chips in front of me, which, of course, I had not paid for. I was betting fifty or a hundred at a crack.

"You certainly have got them going your way," he whispered. "You'd better quit now."

"I'm going to stick until I get a piece of money that's worth while," I said. "Here, you take these and play them for me while the bank is unlucky."

I handed him a lot of chips, and of course he sat down and began to play. I hurried up to lose all of mine before he lost his, and within a short time he began buying from

the bank, trying to get some of our money back.

After he had lost \$285 of his own money, I still had \$20 in chips left, and I lent him these until he could go back to the office and pay me. I got \$135 for my share of this play.

The next week I framed up for him on Thirty-first street near Forest avenue, where I lived. I used the parlor for the occasion, with the consent of my landlady. As I was taking him into the house I met a young woman I knew coming out of a grocery store. She stopped and spoke to me, and without thinking, I introduced her to Blank.

That was one of the many great mistakes I have made. I saw right away that she had made a hit with him. They stopped and talked a minute and I could not get him away until they had become acquainted. He refused to play that afternoon, and a day or two afterward I met him walking with this young woman.

After that, whenever I would tell him where there was a faro game he would just laugh at me, and to the best of my knowledge he never played again. How she managed to obtain such an influence over him I can not imagine. It is the hardest thing on earth to reform a man who is a victim of the deadly fascination of gambling.

I don't know whatever became of the girl. I met my old time easy mark not long ago, and he was laughing at me about old times. He seemed to understand perfectly that I had been robbing him, but he was not sore about it.

Finally I ventured to ask him about the young woman, but he



would not tell me anything about her.

"That's the only good turn you ever did for me, old man," he said, "introducing me to that girl. It makes me forget the number of times you have cheated me out of money. If it had not been for you I probably never would have met her."

I think probably they married, but I never have been able to dope the thing out to my own satisfaction.

At any rate, I was exceedingly careful after this not to introduce any sucker to a woman. Perhaps, however, I should be satisfied that this easy mark escaped from my clutches. I had him hooked for twelve years, and many has been the time since he broke loose when I have been down to my last cent and no way to raise the wind that I have sighed for another just like him.

Joel Cremer.

Good Advertising and Good Merchandise Go Together.

The majority of retailers are good, sincere and truthful men, and show it in every line they put in their articles of publicity. Their advertisements are models of truthfulness and effectiveness. Their business is growing, and each year shows a greater volume of business done than was done the year previous. They know the philosophy of good advertising and practice it in all their various introductions for purposes of publicity.

Time and place will have something to do in shaping of advertisements, but these can not change the fact that truthfulness is always their most essential qualities. Careful thought should be bestowed on all products, for if there is no thought behind them there can be no thought in them, and being products without thought, their force and influence will be flat and insipid. Terse language in an advertisement comes from study and thinking. Much will always depend on how you present your claim for patronage. If your language is clear and terse, the thought is lauded as if by a flash. If, on the contrary, the sentences are long and loosely framed so as to give the appearance of concealing something rather than to give clearness to a struggling thought, the effect will be lost.

Words of double meaning should be carefully avoided. Express your thoughts as you have worked them out in your mind, instead of trying to select certain words which to you may express something that you previously did not have in your mind. There is quite a difference between a matured thought, clothed with proper words, and a seeming thought, made by jingling words together. Say something in your advertisements, and avoid the appearance only of saying something by stringing unmeaning words together.

The retailer with an eye to business is always throwing out feeders to his store. We say feeders, for whatever method he employs to bring him custom enlarges his business. That is what he has in view when he resorts to publicity. One

should never be too busy for these feeders; or if one can not attend to one's business, and at the same time do justice to one's advertising, an advertising writer—or agency service—should be employed to attend to that part of the business. If one department in a store should take preference, it is the department of advertising. It is also a difficult thing for one man to attend to the wants of all departments and do them any kind of justice whatsoever.

Good things are indispensable where strong advertising is desired. If an attempt to make poor goods good in an advertisement is undertaken, rest assured failure will land upon the head of him who tries the method. There are a few who seem to think they can stock a store with second rate or inferior goods and then make them good or first-class by advertising them as such. It thus often happens that the advertisement carries a lie upon its face, for it lacks sincerity. If this is not seen in the advertisement at a glance, the public will soon learn it by instituting a comparison between the goods and the claims made for them in the article of publicity. One may deceive the public for a little while, but not long. The first element to success is sincerity, truthfulness; falsehood is short-lived where facts are easily obtained. For these reasons the retailer must have good merchandise if he wishes his claim in a strong advertisement to carry weight and conviction.

Whenever two men meet with the same class of merchandise to sell, the one must show an advantage over his competitor by way of price or quality of the merchandise, or he must be more quick in argument and state his claims with more force than is possible for his competitor to do. The purchaser will be controlled in his decision by what seems to him to be to his advantage. This is what every retailer wishes to accomplish by his articles of publicity. He wants to show the people that it is to their interests to buy his goods; that they will save money by coming to his establishment; that he has a line of goods superior in quality; that he offers better opportunity to his customers for making a good selection; that he carries nothing but merchandise of the latest introductions. He must study the tactics of his competitor as closely as a general would study the movements of an enemy, that he may learn the weak points in his methods. These weak points having been found, and the attack made, an advantage is at once gained by which he will profit. The attack is not made in a way to bring forward the competition, but through the article of publicity, so as to cover the weak methods observed in the competitor's system of meeting competition.

Business nowadays is a sort of a rush cart that is not allowed to tarry long in any one place, but must "move along" like the Italian's fruit cart on the streets. This makes small products acceptable, for they are always read and are strikingly

attractive when a good and appropriate illustration is used to vivify the matter. Small advertisements are reminders and solicitors in bad times. They save money to the advertiser in either case, in the economy of space. They can be large enough for reminders and sufficiently full in their descriptions to give people a good idea of things advertised. The small products can be used in many different ways to help the merchant and save time to the people. Throw life into whatever you aim to do well. A slowpoke way of doing business breeds dry rot. Use sparkling life-like advertising, for your methods of business will be judged by the kind of advertising matter you place before the people. The world moves rapidly, and to keep up with the van you must mount the wagon.

By this time many retailers are busy with their fall trade, and many, in their busy hours, forget the preparing of copy for their articles of publicity. In fact, a few think advertising of minor importance so long as business is brisk with them. To the experienced advertiser such methods are regarded as radically wrong; for it is a well-known principle of interest that a season of much buying brings people to the advertisements. That is, when everybody is wanting something that is a good time to advertise. People in need of fall and winter merchandise scan the advertisements closely before they do buying, and, as a rule, they will go first to the store whose advertisement impresses them the most favorably. One's trade may be large, but one always desires to make it still larger. No matter how many customers one may have, there is always room for one more.—Clothier and Furnisher.

Why He Lost His Friends.

He was always wounding their feelings, making sarcastic or funny remarks at their expense.

He was cold and reserved in his manner, cranky, gloomy, pessimistic. He was suspicious of everybody.

He never threw the doors of his heart wide open to people, or took them into his confidence.

He was always ready to receive assistance from his friends, but always too busy or too stingy to assist them in their time of need.

He regarded friendship as a luxury to be enjoyed, instead of an opportunity for service.

He never learned that implicit, generous trust is the very foundation stone of friendship.

He never thought it worth while

to spend time in keeping up his friendships.

He did not realize that friendship will not thrive on sentiment alone; that there must be service to nourish it.

He did not know the value of thoughtfulness in little things.

He borrowed money from them.

He was not loyal to them.

He never hesitated to sacrifice their reputation for his advantage.

He was always saying mean things about them in their absence.

He measured them by their ability to advance him.

The secret of success lies somewhere between wishing and willing.

Increase Your Profits 10 to 25 Per Cent

on Notions, School Supplies, Dry Goods, Sundries, Brushes, Purses, Pipes, Household Specialties, and various other lines handled by all general stores and grocers.

Send for our Large Catalogue.

Our low prices will surprise you.

Send us a trial order. Let's get acquainted.

It will be profitable to both of us.

N. SHURE CO.

Wholesaler-Importer

220-222 Madison St. Chicago

PREPARE FOR SUCCESS AT

McLachlan Business University

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.

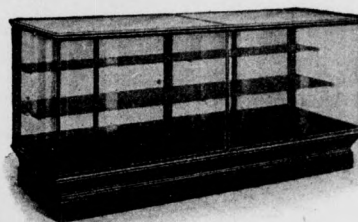
19-27 S. Division St., Grand Rapids, Mich.

BRIGHT LIGHT

Better light means better results in either business or home. More and better light for the least money is the result you get from the Improved Swem Gas System. Write us.

SWEM GAS MACHINE CO. Waterloo, Ia.

Henry Smith
FLORIST
139-141 Monroe St.
Both Phones
GRAND RAPIDS, MICH.



Display Case
No. 600

Have you ever considered that the interest on \$1,000 in modern fixtures means an outlay of only \$50 per annum.

That it also means success.

An era of unexampled prosperity is on its way.

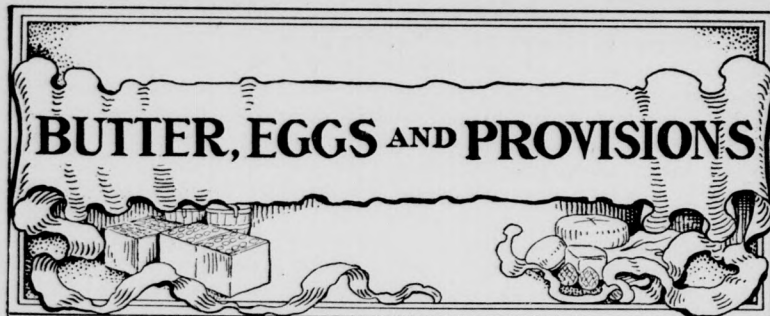
Now is the time to take advantage of low prices and quick deliveries. Do not delay but act now.

GRAND RAPIDS SHOW CASE CO.

GRAND RAPIDS, MICH.

Branch Factory Lutke Mfg. Co., Portland, Ore.

The Largest Show Case Plant in the World



BUTTER, EGGS AND PROVISIONS

Observations of a Gotham Egg Man.

Since our last issue, in which we gave a summary of the reports of storage egg holdings in Chicago, New York, Boston and Philadelphia, we have received the report compiled by the associated warehouses, covering the holdings at the close of September in about thirty cold storage warehouses, located in the above cities and at some interior points. It may be of interest to compare the indications of relative egg stocks and the rate of September reduction as shown in these different and independent reports.

The associated warehouse report, representing the stock of storage eggs in thirty warehouses, is as follows:

Sept. 30, 1908 1,671,758 cases
 Sept. 30, 1907 2,031,077 cases
 Sept. 30, 1906 1,463,313 cases

These reports from the associated warehouses show a decrease of egg holdings as compared with same date last year of 17.6 per cent., while my figures for the four leading markets give indication of a decrease of about 15.9 per cent.

The associated warehouse figures indicate a September reduction in the houses reporting of 262,515 cases, or 13.6 per cent., and my figures for the four leading markets indicate a September reduction of 13.7 per cent.—almost the same.

Considering that these results are arrived at upon entirely separate sources of information—that is, the reports from the associated warehouses are not used at all in my estimates—the results seem to harmonize as well as could be expected.

It will be noticed that the associated warehouse report indicates a greater shortage from last year than my figures indicated; and it is necessary to say that some recent information from Chicago places the stock there at a lower figure than I gave last week.

I have before me some detailed estimates of Chicago holdings which place the stock there on September 30, at something less than 650,000 cases, not including the stockyards holdings; this would make the Chicago total holdings considerably less than the figures that I gave last week, but some of my correspondents who ought to be well posted think my figures are nearer right and they certainly harmonize more closely with the previous conservative reports as well as with the reports of Chicago receipts. Certainly with Chicago receipts from March 1 to October 1 only 78,000 cases short of last year,

it is hard to see how there can be any such shortage in the holdings there as is indicated by these late reports, which, allowing liberally for stockyard holdings, indicate a decrease of some 400,000 cases.

Still, taking the more conservative view of the stock remaining in Chicago, the statistics of the egg situation are satisfactory and such as to give a reasonable confidence for the future. The September and August reduction was evidently less than last year, but it was considerably more than in 1906, and our total accumulations are undoubtedly about halfway between the previous two years in quantity.

There are some indications that the south is getting rather more eggs than a year ago at this season; so far these goods have been finding Cuban and other Southern outlets, but lately a few have been turned this way; more of them would undoubtedly be sent here if they could be sold at the range of prices now quoted for "firsts," but this possibility is doubtful, and from the more northerly sections we must anticipate a steady reduction of supply.

Recent reports from Chicago indicate considerable activity in storage eggs and a stronger market for them; some of our local holders who have had good sized lots in Chicago have lately closed them out at rather better than a parity with values here. A continuance of such a condition will naturally restrict the eastward movement of storage eggs and there is now evidence of a stronger tone in our own market for high grades of stored stock.—N. Y. Produce Review.

Show Your Goods.

A business philosopher would reverse an old adage. Don't say, "If you don't see what you want, ask for it," he advises, but "Show a man what he wants and he will ask for it." Lead the customer up to such things as you think he may need; to make a thing coveted or needed is one of the surest ways of causing its purchase. The street boy who threw a brick through the jeweler's window and stole a watch advanced his plea of justification in these words: "It made me sick to look at it there every time I went by. You ought to have kept it out of sight."

The best advice that can be given to a merchant or salesman is, "Show your goods."

Sarcasm of Fate.

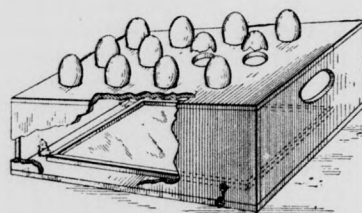
"What's the matter over there?"
 "The sword swallower is being choked by a fishbone."

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

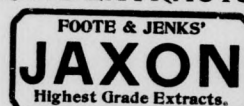
Fort Wayne, Indiana

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.

Whole-ale 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.

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

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Oct. 16—The coffee situation is characterized as dull and heavy, both in the speculative market and for actual stock. Jobbers are meeting with very little demand, as distributors seem loath to take supplies ahead of current requirements. At the close Rio No. 7 is practically unchanged, being quoted, in an invoice way, at 6@6½c. In store and afloat there are 3,382,750 bags, against 4,050,663 bags at the same time last year. Mild coffees, in sympathy with Brazilian, are also dull and everybody seems to be awaiting the advancing season. Possibly some improvement may be noted very soon after election, but sufficient unto the day.

The very moderate movement of sugar consists of withdrawals under previous contract and hardly any new business has been contracted during the week. Granulated is quoted by refiners generally at 4.90, less 1 per cent.

Tea is distressingly dull at this moment and, in fact, for a week or so the movement has been of the smallest proportions. The supply here seems to be accumulating and prices are "wobbly."

Rice is steady so far as spot quotations go, but the volume of business is very light, both buyers and sellers seemingly not caring whether "school keeps" or not. Quotations are well sustained, however, and, while they show no advance, neither is any decline looked for. Good to prime domestic, 5@5¾c.

Stocks of spices are moderate, but there seem to be plenty to meet requirements. Invoice trade is absolutely dead at the moment and colder weather is hoped for in order that not only spices but all other groceries may take a turn for the better. With the thermometer up in the 80s no one cares to exert himself in the last half of October. Zanzibar cloves, 12@12¼c; Amboyna, 22@23c; Singapore black pepper, 6½@6¾c.

Canned tomatoes seem to be plenty. Regular standard goods, worthy of the name, are held at 80c and this is said to be a very reasonable figure, too. There are, to be sure, some alleged standards which would better be labeled Standard Slush. Such goods are dear at 70c and yet sellers seem to think that if they hold on long enough they will get top figures. Packers are said to be doing something in the way of selling futures to the retailer—in fact, more this year than ever—and what the result of thus ignoring the jobber as a middleman will be is for the future to determine. Corn seems to be doing a little better and there have been sales of some pretty good sized lots of New York State standards at 70@75c. Maryland, Maine style, 62½@65c. Peas are firm and the demand shows improvement. California fruits seem to be offering a little more freely and it is possible that holders would make some concession.

Butter has been quiet all the week, and with supplies that seem ample there is certainly no excitement over the situation. Top grades, special creamery, 28c; extras, 27@27½c; Western imitation creamery firsts, 20c; Western factory firsts, 19½c; seconds, 18@19c; process specials, 23@23½c.

The quality of cheese shows some falling off, owing largely to pasture conditions, which are affected by drouth and also by frost, which does not improve stock. Full cream specials, 13¼@14¼c.

Liners of Good Quality Should Be Used.

The recent serious trouble with mold compelled a good many receivers to remove the parchment paper from around the butter, scrape the sides of the butter and put on new liners. In this way attention was called to the difference in the paper used, and it seems to me that the matter is of sufficient importance to be very carefully considered.

In the course of the past month I suppose that I have been called in twenty times to examine the quality of the liners used, and I have been struck by the very thin, poor paper that some creameries have seen fit to use. It has been stated by some that they thought no harm would come by using the cheaper liners, and that if a little saving could be made in this way it was quite worth while. But how does it work out? When this thin cheap paper is used it becomes very tender when wet and often gets torn or ragged, presenting anything but an attractive appearance. It fails to afford the protection to the butter that is sought and it is the opinion of some of the best men in the trade here that it would be better to dispense with the liners entirely rather than use this poor paper.

I am a strong advocate of the use of good quality, good weight parchment. It protects the butter, permits clean stripping and if well soaked tends to keep the moisture in the butter. If a streak of economy strikes a creamery—either co-operative or individual—and a suggestion is made to buy cheaper liners, it would be far better to cut them out entirely. In order to get the best paper care should be taken in the selection of a supply house from which to secure a quantity. There are concerns who have studied this question carefully, know just what is required, and who can be depended on in every way. Consult these houses if you are not already using the standard weight and quality.


It is gratifying to note further improvement in the quality of the fresh butter in this week. This does not mean that all the lots are better, nor that there is not still a good deal of defective stock arriving. But lot after lot is coming up out of the lower to a higher grade; many of the creameries that were down to the low standard of seconds are now passing as firsts, and some of the firsts have moved up to extras. In a few instances there is sufficient im-

provement to make it commercially fancy butter, even although the inspector could hardly pass it as a technical special. It has been several years since buttermakers had so many adverse conditions to work against as they had during August and September, and they will look back upon this period as one of the most trying in their experience.—N. Y. Produce Review.

Know Thy Goods.

"Know thyself" long ago passed into the list of axioms regarding the philosophy of human life. "Know thy goods" may be said to have become an important feature of the commercial world. With the manifold goods in trade, no consumer can be able to keep thoroughly posted as to just what he wants. His forefathers' tastes and needs were simple, and they were able to judge regarding the merits and appropriateness of their few purchases. It required little skill to select a scythe, but the buyer of the modern mowing machine is bound to want to know many things before he makes the purchase. He will ask about the nature of the material used in certain parts; what other parts are for; why this piece is not made so and so, like that of a rival machine; just what work can be done and at what rate. Many more queries arise, and the dealer who has never tested the machine is at sea. If he gives a haphazard answer and blunders the error is bound to be detected.

Religion has no home in the man who does not show his religion at home.



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.

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 Penbody, Mgr.

Grand Rapids, Michigan

Grand Rapids Floral Co.

Wholesale and Retail

FLOWERS

149 Monroe Street, Grand Rapids, Mich.

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.

BAGS

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

ROY BAKER

Wm. Alden Smith Building

Grand Rapids, Michigan

PULPIT AND PRESS.

How and Why They Should Work Together.*

Once upon a time an eminent architect who had designed a beautiful building with a facade purely Gothic in its character was asked to interpolate therein a bit of Byzantine ornamentation. At the risk of losing his client he at once declined to so offend his professional rectitude, showing considerable indignation as he spoke.

"Bless me, my friend," said the client, "if I can stand it surely you should be able to put up with the idea." And the frankness of the client won over the irate architect against his will.

I have rehearsed this little story in the hope that you will, all of you, be equally frank with me; because if you can stand it to have me interweave my homely little greeting among the many brilliant addresses you will hear during your stay in Grand Rapids, and will tell me so, it will make it much easier for me, however great may be my impudence.

In common with all humanity I possess the natural sentiment of religion; in common with all humanity I have received an early training in accord with that sentiment, and in common with multitudes of people I have undergone experiences and have formed religious conclusions in relation thereto.

It matters not here whether I am an earnest Methodist, a devout Catholic, a solemn Episcopalian, a serene Baptist, an intellectually zealous Unitarian, an ardent Presbyterian, Congregationalist or Universalist. It does not matter a particle whether I am a Christian Scientist, a Hebrew, or a follower of the New Thought.

Here, as I understand it, is an assemblage of men and women opposed to bigotry of every sort; a gathering of people who gladly give me "liberty, withal, to blow on whom I please." And I tell you, my friends, the sensation is delightful, bewildering, fascinating. It makes me feel like a very fine young man who had been devoted to a charming young lady he had loved for several years without being able to bring himself to that point where he could propose marriage. Finally, however, by a tremendous effort one bright moonlight night he succeeded in asking her to become his wife.

And as he stood before her in the best room, timid, fearful and almost desperate, she placed both hands upon his shoulders and with the love-light in her eyes she said: "Why, John, I am so glad you asked me. I've been waiting for years for the opportunity to tell you how much I love you. Of course I will be your wife."

Embracing her tenderly and kissing the lips that awaited the tribute he said, "Excuse me," grabbed his hat and rushed out of doors and around the corner of the house where he could see the moon, and, bareheaded, he looked up at the great round light

and ejaculated devoutly: "O Lord, I just hain't got nothin' ag'in nobody."

And I feel that way, my friends, in your presence; and feeling that way I am sure I am warranted, as the proxy of an organization of nearly a thousand of the representative business men of Grand Rapids, in welcoming a joint convention of Universalists, Unitarians and other liberal religious associations.

I like the idea of joint conventions, joint efforts of every character; for that means co-operation, harmony and genuine liberty. Someone has said somewhere that the greatest agent in breaking up the monopoly of the pulpit has been the press. I take issue with that thought and in its place declare that the greatest help toward the betterment of the pulpit and the development of the real, for-true minister has been the press. Indeed, in my estimation, the world has seen no greater or more effectual joint effort in behalf of the general welfare than has been and still is the co-operative campaign of the ministers and the press.

Never have the cardinal principles of Christianity been more thoroughly believed in than they are to-day, and this fact is very largely due to co-operation between the pulpit and the press. Occasionally the press tells to the ministers things that are good for them to know and once in awhile the ministers get back at the press in kind. Mind you, I am now referring to the real, humanly-devout and upright representatives of both pulpit and press, who have the general welfare sincerely at heart. The essence of Christianity is understood, appreciated and practiced to a greater extent to-day than ever before because the press and the pulpit, both of whom are amenable to public opinion, are working together harmoniously, broadly, intelligently and fairly. More than half of the world, including all the really worth while ministers, are readers and thereby religious liberty is becoming more real and so more holy every day in the calendar.

Looking backward into my boyhood I can see a saintly man, perhaps 25 years of age, and his equally saintly bride as they came into a little backwoods lumber town, accessible only after a fifty mile drive through the forest. The husband had accepted a pastorate which carried with it a salary of \$300 and a house to live in. The congregation did not exceed forty members, and cord wood, bear meat, pork, corn meal and potatoes were locally legal tender. Cash was at a premium, and the annual barrels and boxes of second hand clothes, old books and old magazines and old everything else that came to this minister were not half so valuable to him as would have been the cash paid out for expressing the stuff by rail and wagon to him. In the winter that man drove the tote team for a lumber camp with the understanding that he could answer a sick call at any time. During spring and summer he worked the three or four acres about his house for his yearly supply of vegetables and feed for

chickens and hogs. He had no horse and he walked.

Worked? He worked, physically and spiritually, all the time and hard. And I have known him to borrow a horse and ride the animal ten, fifteen and sometimes twenty miles through the woods to answer a sick call or to offer consolation and spiritual comfort to bereaved ones—and all for \$300 a year and a house to live in.

"If they would send me the magazines and \$5 in cash," he once remarked to one of his flock, "their help would be greater," and then he told how carefully he read the magazines and how generously and discreetly he circulated them among his people and added, "and you can have no idea how eagerly they read the magazines and how carefully they handle them that they may be passed on to others."

That information and such experience coming to my notice, even as a boy, made a lasting, valuable impression upon me. For one thing, it enlightened me as to the meaning of genuine generosity and real missionary effort. It also taught me that that minister was a social economist of the highest order and that it is quite as possible to find legitimate priests of God in isolated, out-of-the-way pulpits as it is in the metropolitan temples.

That minister was the first to put up to my intelligence the splendid possibilities—which are now being realized, thank God—awaiting broad minded, fair minded, joint effort on the part of the press and the pulpit.

There is no earthly reason why the pulpit and the press should not co-ordinate their work. The minister, viewed as a social factor and not as the mere advocate of a certain association—a man who teaches and preaches the Golden Rule—is an obvious, individual character directly attached to and the representative of humanity. And it is such a man who transcends and spiritualizes his function as minister that is the true representative of humanity—the really great minister. So it is with the representative of the press who is really great in his vocation. Such men are made for the especial purpose of working together for the great general good and there are many, many such.

Such men did not exist in the day of the wondrous Voltaire else there would have been no Voltaire; such men were not numerous when Tom Paine wrote his Age of Reason, and so that age had not yet arrived, and even two decades ago conditions were such that Robert G. Ingersoll was able with his glorious eloquence and his wonderful personality to achieve a fame which would be impossible today.

The people read.

Sermons of the highest merit and most sincere devotion go out to them

daily through the pages of periodicals; and by virtue of these sermons the ministers are able to be alive and earnest and effective and altogether splendid. And thus through the united effort the congregations, regardless of sect, are daily coming nearer to the ideal age of real Christianity.

And this joint conference of Unitarians, Universalists and all others who choose to avail themselves of the opportunity is for the purpose of helping the cause of unity. Let the yellow journals and the pulpitering bigots go their way. They are not open to discussion—just yet—and when they are ready they will not need to be discussed. They will have made their own argument and rendered their own verdict and all the world will rejoice as it imposes the sentence of unqualified religious liberty.

What is religious liberty? It is that condition of mind which develops human intercourse on equal terms, which recognizes no caste save that which is dominated by intelligence, kindness and love one for another. And it is that kind of liberty, I am sure, which is the end aimed at by the men and women of this convention. And so, again, I extend to each one and all of you a most cordial welcome.

It is usually the man who opens his mouth widest who drinks in most scandal.

H. J. Hartman Foundry Co.

Manufacturers of Light Gray Iron and General Machinery Castings, Cistern Tops, Sidewalk Manhole Covers, Gate B-rs, Hitching Posts, Street and Sewer Castings, Etc. 270 S. Front St., Grand Rapids, Mich. Citizens' Phone 5320.

HEKMAN'S DUTCH COOKIES

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Foresee your telephonic requirements and you will never suffer for lack of service.

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IT PAYS

CALL MAIN 830



We Want Your Buckwheat

We are manufacturers of buckwheat flour and pay at all times the highest price for the grain.

Don't sell either ear lots or bag lots without getting our prices—we can make you money.

WATSON & FROST CO., Grand Rapids, Mich.

*Address of welcome delivered by E. A. Stowe to joint convention Unitarian, Universalist and other liberal Christians, at Grand Rapids, Oct. 20, 1908.

Suggestions in Regard To Retail Salesmanship.

I have been traveling around the whole circuit, and have slept more in a Pullman than I have in a hotel, and if my thoughts appear a little cramped it is just because I have not had a chance to get untangled, but I am going to take a little Swoboda treatment and deliver a few straight blows from the shoulder for the benefit of different salesmen, and if they are not intended for you, why just move one side and let the fellow get them that needs them, for they are going to do somebody some good.

I have gone into a number of stores during the quiet part of the day and walked leisurely to the boot-black stand in the rear, watching the men work up the stock without being spoken to by an employee—from the manager to the bootblack. Of course, this was before the individual profit-sharing basis for salesmen and managers went into effect, but be careful you do not get careless before the first flush of enthusiasm wears off.

If you get a letter from the office showing you how much business you "should have done," just think of the number of customers you could have spoken to when they entered the door, and the number of friends you could have made before they left your store.

If I were manager of a store and I wanted to build up the trade and make an impression on my customers, I would establish a military guard duty (two hours on and four hours off) and keep one man at all times within twelve paces of the door. I would make it impossible for a man, woman or child to enter my store without being greeted or at least spoken to, or recognized in some way by some employee of the store, as soon as they opened the door.

And, by the way, while I am speaking of greeting customers, I want to tell you that I have seen all kinds of bows—from a deep salaam to a twitch of the neck that looked as if the salesman was trying to get away from an ear-ache.

If I told you to try and bow from the hips, I suppose you'd think I was giving you a little introduction to a series of dancing lessons, but it is really the safest rule that I know of, and more than half of you, at the present time, do it unconsciously. The next time you see a salesman jerking his head as if he was trying to dodge a blow, tell him to try and bow from the hips and he'll work out all right in a day or two. The customer does not know whether he is troubled with St. Vitus' dance or is trying to look pleasant.

And I want to tell you right here that a perpetual "Sunny Jim" expression on a salesman is as effective in selling shoes as a Sunny Jim poster is on a bill-board fence. Look pleasant if it hurts you! And if you get a tough customer, give him so much of your time and attention he will be ashamed to go out without making a purchase.

There is another thing I want to call your attention to, and that is, that it is false economy to try and

make the same shirt last from Monday to Saturday, and as the P. M. system is now in effect, it should not be very difficult for you to save up enough to get a shave when you need it, and a hair cut at least once a season!

When you move around the store show a little sign of life; have a little spring in your step, steam in your feet—snap in every movement. Do not drag one foot after the other, and when you have lifted the right turn around to see if the left is following.

These are a few of the "Little Things That Count" that are not in the booklet which we give to our customers.

Just for the sake of an argument we will imagine that you have got the customer seated and have done a little preliminary work with the size stick—you are just starting to pick out from your stock the particular shoe that was made for this man's foot. When you take a certain pair of shoes off the shelf look as happy as if you had discovered a nugget of gold in the wall—don't pull the carton down in a careless, half-hearted manner, and take the lid off as if you had nothing to do the rest of the day; but let every movement you make show some evidence of life.

When you unwrap the tissue paper do it as deftly and gently—I was going to say as tenderly—as a mother would remove the swaddling clothes from a waking infant. When you show the shoe to the customer look pleased, act pleased and talk as if you were interested in your work and really enjoyed waiting on this particular customer.

Keep chuck full of enthusiasm—it is catching—and if the customer does not appear tickled to death with the first pair of shoes you display do you repeat the operation two or three times he will begin to think there is something constitutionally the matter with him, and will generally take the last pair you show him just to convince himself that he is O. K.

If a customer does not take the first pair of shoes you show him do not let a blank expression creep all over your face and look as if you had lost your last friend; do not let your jaw drop four inches—suggest another shoe; go at it a little harder and keep at it until you land him.

When you are waiting on a man do not talk to "Baldy" or "Shorty" or to some other clerk in your store, telling him what you did last night or what you are going to do next week, but look your man in the face and talk to him until he buys.

If you know any little tricks in trying on shoes or presenting findings to make you appear as an expert in the eyes of the customer it will count. For instance, I know a number of clerks who lace up a shoe with one hand in about half the time it takes a new clerk. Any man with two hands, if he has time enough, can pull together a pair of lace shoes, but a smart clerk that does this with one hand creates the admiration of the customer, which leads him to have confidence in the clerk's ability, and teaches him unconsciously to rely on his judgment.

When you talk findings to a man

do not recite a list of everything you have in stock, as the grocery boy does to a servant girl when he calls in the morning, but present a subtle argument and create the man's curiosity, or show him why he needs a particular article which you are trying to sell him, and the customer will be sort of pleased with himself when he carries home a big bundle outside of the shoe carton, and will congratulate himself on making a fortunate purchase.

To illustrate what I mean—I was in a barber shop the other evening in Chicago and intended to get a 15 cent shave; when I got out of the chair the barber informed me that I owed him just one dollar. He had very cleverly worked in a facial massage, shampoo and two or three other extras that I had not ordered, but I stood there and took the medicine, and he understood that silence gave consent, and before I left the shop I had to pay him a dollar and felt perfectly satisfied in giving him a tip.

I know a number of men who when they think they have a tough findings customer put a pair of boot trees in the shoes before they show them to the man, or use a boot tree as a measurement stick, or a stretching machine, or a half dozen other ingenious devices that make effective new ways of showing up the different articles of findings—I don't know but it would be a good scheme to have the inches marked; that would get the customer interested in the particular article you want to sell.

The only time that I'd advise you to work a little slow is when you are ushering a customer toward the door, after you have completed your sale. If his shoes look a little dusty ask him to have a shine and take him over to the boot-black department. If he has two or three bundles offer to have them tied together, and when he leaves his old shoes to be repaired do not forget to put boot trees in them to stretch them out. Every little act of courtesy counts, and if you have made a satisfactory sale and given a satisfactory fit he will come back with your card in his hand the next time he calls at the store.

J. G. Godwin.

Rural Information.

The lost traveler accosted the freckled lad astride the gate post:

"Sonny, how far is it from here to the next town as the crow flies?"

"Dunno, mister. I ain't no crow."

"Well, which is the best way to hit the pike?"

"Hit it any way you want; it ain't got no feeling."

"Tut, tut, my boy; don't be so facetious, and tell me if I can make the next car."

"Hardly. It's already made."

The traveler frowned and removed the perspiration from his brow.

"You appear to be a pretty smart youngster."

"Not half as smart as my brother, mister."

"H'm! What made him smart?"

"Why, he fell into a yellow jacket's nest."

It is a sad day when a man lets his interests determine his principles.



Philanthropy or Business

SUPPOSING Andrew Carnegie would establish an endowment fund for merchants, whereby his agent would walk into your store on the first day of each month and hand you a \$10 bill, the only consideration for which, or requirement on your part, being that you should hand him back a \$5 bill. Made aware of these terms, how long would it be until you put in an application to get on Mr. Carnegie's list?

BUT, supposing the Carnegie agent said that if you carried out your part of the agreement for a few months he would still keep coming with his crisp \$10 note, and having shown your appreciation for a short time by the return of a \$5 bill, every time he gave you a \$10 bill, in order to show a still greater spirit of philanthropy, that that part might be cut out altogether and the favor in the future would flow uninterrupted from the philanthropist's standpoint, without any consideration whatever moving from your side.

In the presence of such an arrangement as this do you not believe that Mr. Carnegie would receive daily bushels of letters, inquiring into the ways and means by which this condition mentioned above could be brought about? Such a "good thing as this" would not go begging for an instant.

Now, it's really too bad that Carnegie does not make such a proposition as this, because there are tens of thousands of merchants that would be glad to avail themselves of it. But, in the absence of such a distribution of the Carnegie millions, The American Case & Register Company steps forward with a proposition as good (or better) than this would be.

If you will install an American Account Register in your place of business, \$10 notes will find their way into your money drawer that were never there before. These notes will come from sources just as productive to you as if they came from Andrew Carnegie's coffers. They will buy just as many comforts and luxuries for your family, or swell your bank account as much. These \$10 notes will come dropping in from many directions in your business. They will come from the direction of better collections, the absence of forgotten charges, the presence of credit limits and stop credits, the turning of hours upon hours of hitherto unproductive labor into productive channels, the following of C. O. D. orders until the money is in your cash drawer, the absence of disputes and jangles, the presence of mutual confidence between you and your customers, the holding of your present trade and the winning of additional trade, the presence in your store of tens of thousands of selling suggestions flashed every year before your clerks and your customers.

Remember that this particular form of business amounts to you to the same thing as philanthropy, for you only are required to return to some one else for the advantages which they have brought to your business and the assets which they have added to it a proportion, for a time only, of the real additional money which they produce for you, and in a very short time they require nothing more whatever from you, but the Account Register and System goes on daily, contributing, without any cost whatever, its benefits to you.

We don't ask you to accept statements of this kind, but we do ask the privilege of absolutely proving their truth to you. It surely would be unwise from your standpoint to deny us this privilege.

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

STRAY SHOTS.

Abuses Which Creep Into Nearly Every Business.

The reason some men have such a hard time doing right is because they are always "at home" to the devil. Even he is too much of a gentleman to stay when he is not wanted; and when you find a man walking arm-in-arm with him in business, or entertaining him socially, you may put it down that it is a case of mutual affinity. People who whine about being "led away" by temptation in nine cases out of ten tempt the devil himself. The man who camps in an enemy's country, and complains when he is pressed into service, does not deserve much sympathy. The man who spends his time and substance with loafers and prostitutes, or devotes his evenings to poker and whisky, ought not to feel astonished if the prayer meeting seems tame or legitimate business dull and uninteresting. An old red-nose soak was arguing on the street corner that the bible endorsed the scorching a man's vitals with forty-rod liquid fire and distilled damnation because the Apostle Paul advised Timothy to "take a little wine for his stomach's sake and for his often infirmities." The listener promptly cornered him by insisting on a flat answer to the question, "Do you take it because the bible authorizes it or because you like it?" There are people on the lookout for anything, from an angel to a devil, to help them crawl out of their own crookedness.

A farmer living a short distance from this city in a moment of weakness the other day blew in 25 cents at a city department store for a fall hat for his wife. On returning home he was so overcome with remorse that he went out to the barn and did the Haman act from one of the cross beams. The hired man happened along just before the curtain dropped on the scene and promptly cut the old hayseed down. He revived and apparently repented his rashness. At the end of the month, however, while against expressing his appreciation of his employe's act, he qualified it by regretting the latter's extravagance in not untying the rope instead of cutting it, docking him the price thereof. The hired man believes that he cheated hell out of the meanest man that ever lived outside its sulphurous depths.

"To everything there is a season, and a time to every purpose under the heaven," said the preacher. How few there are, notwithstanding, who have an adequate conception of the "eternal fitness" of things. To do the right thing at the right time is the "open sesame" of success. We laugh at the incongruities of Handy Andy, but how many of us are guilty of the same faux pas in a degree, and could, if we would, relate most pathetic as well as amusing contretemps in connection with these failings. A prominent local undertaker engaged an assistant some time ago, and in instructing him as to his duties suggested the advisability of his being

cheerful in his demeanor towards patrons rather than mournful and lugubrious. The young man absorbed the idea; and with a view to carrying out his employer's wishes, although not musical enough in his tastes to distinguish "Old Hundred" from "God Save the King," he soon learned to hum one or two street airs sufficiently to embody the tune. One morning he was called to wait upon a gentleman who called to procure a casket for his deceased brother. The young man showed him through the stock, all the while humming his little ditty. The customer looked furtively once or twice at the assistant, and finally turned squarely on him and said: "Young man, do you always hum that tune when you show people caskets?" "I—I don't know," stammered the young fellow, somewhat abashed. "W—why, what is it?" "Well," replied the customer, "it is just this way: It may not always be appropriate, and I advise you to learn something more general in its application." He had been humming "There'll be a hot time in the old town to-night."

Religion that lets a man steal extra discounts and allowances from his creditors, and permits him to cancel orders and return goods in order to buy them from others, is cross-eyed. A man may be an elder, a deacon or a steward in the church; but if he works the flim-flam game on people he buys goods from his religion is not worth the powder it will take to blow it over Gilroy's barn. There is too much of this psalm-singing on Sundays and "shinanagin" on Mondays. The worst of it is that people try to make themselves believe that this kind of thing is not exactly crooked. We would like to know the difference between a man who gets a lot of goods and holds up the seller for an extra 3 per cent. discount, with the alternative of having them returned, and the highwayman who drops a pistol under your nose on a dark night and requests the privilege of examining your purse or your watch. The man who can make the distinction will beat the devil at drawing fine lines. The only difference we can see is that a man gets penitentiary in one case, while in the other he usually gets the discount.

Some men can not stand prosperity. A big place contracts instead of expands them. We have known some fairly decent fellows who have been spoiled by getting on a little in the world. Of course, the man who is small anywhere is a small man at the start. We have in mind a party who was a model apparently of courtesy, kindness and generosity when he was an employe, but who became a niggard and an oppressor when he grew to be an employer. There are some men who seem to thrive and prosper by grinding and crowding others, but just keep your eye on them for a while and you will realize the experience of the Psalmist who says in regard to the wicked: "Yes, I sought him but he could not be found." This kind of sowing is bound to bring its own crop. You old screw, your meanness will make its circuit and

get round to you in time. You may squeeze your unjust discounts and rebates, take advantage of quirks in agreements and manipulate things your way for a while, but the end of the long lane will come yet. We might mention concerns in the trade we represent that afford ample illustration of this truth. Think, young man, before you make up your mind to live the life of the commercial highwayman. "Envy thou not the oppressor and choose none of his ways."

The Clerk Who Gets There.

There are many bright young fellows who are clerking in stores today who will never be anything but mediocre clerks. They have the ability and they have the agility, but they will not rise. Why? We think it is because they are not interested. Without interest, intense and absorbing, in any calling or vocation, there can be no advance. We can not see how a man can be associated with shoes, foodstuffs, dress goods or any of the other commodities which are part of the business of merchandising without taking a keen interest in them—their origin, the processes of manufacture, their cost and their uses, but many clerks do not. Naturally bright, they pay little heed to their vocations and spend the bulk of their mental power upon things which may be classed as incidental. The clerk who does find profit and pleasure combined in the study of goods and the study of salesmanship is the one who will succeed.

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.
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GRAND RAPIDS, MICH. KALAMAZOO, MICH.

Send
For
Our
Booklet

HOW A
RETAIL MERCHANT CAN
INCREASE HIS BUSINESS
WITH A
TYPEWRITER

"How a Retail Merchant can increase his business with a typewriter"

It shows you how you may adopt the methods of the successful merchants in the large cities.

The proper use of a typewriter will bring you new trade and hold your present customers.

The Fox is the highest grade typewriter made. We place it in your office for examination at our expense.

Fox Typewriter Co.

260 North Front Street
Grand Rapids, Mich.

On the Fox all the writing is always in sight.



The Difficulty of Retiring from Business.

The man I talked with was on his way to business. I expressed surprise. He retired a few years ago, and I asked why he was in harness again. "Couldn't stand it," he replied. "I was like a fifth wheel in the business world, and this grew irksome. When I quit some years ago I went to California and had a good time there with my wife and family. Then I tried New York City and a year was passed in loafing. In New York when I called on former associates they asked where my office was. I explained I was doing nothing. My visit was simply friendly, but I could see at once I had lost a certain common ground whereon business men in special lines love to meet and talk. This loafing after a while began to tell on my wife's nerves. One day she said, 'You may take your choice of going to work or being divorced. I am tired of seeing you around the house all the time and you are young enough and strong enough to be in business again, and you had better get out.'

"I felt it was up to me to get into harness again, and now I am employed once more and very much happier. It is all well enough being able to play golf or go yachting or take pleasure in other ways when you choose to, but unless there is some kind of terminal with a change in the way of work and contact with business men, the leisure for enjoyment becomes somewhat burdensome. To enjoy play we must first earn the right to play. I have enough money, but that is not all that is necessary in this world for joy and comfort. I now arrange so that I am away from business about four or five months every year, and this gives me all the leisure and pleasure I require, and the remainder of the year I am able to devote my faculties and my long experience to keeping in touch with business conditions."

Later I met another fortunate, or unfortunate, man, depending, of course, upon the point of view. Said he: "I had the bad luck to receive an independent income from my father and it has unfitted me for doing continued useful work in this world. I have had several positions, but whenever things did not suit me I simply quit, knowing very well I would not starve. I have thus escaped that form of self-discipline which every man should have to endure. Whenever I call on former business friends I feel I am intruding. They have no interest in me beyond being courteous, as they understand that I have simply come to kill time, whereas they have affairs to attend to and usually want to get through and return home as soon as possible."

The question of retiring from business contains many serious problems. Some men after being in harness for years feel like becoming active again after a necessary rest. Some go into politics, and a man can not be better employed than in using valuable stores of experience

and contributing to the welfare and management of the city in which he lives. It will be a blessed thing for the good government of the United States when its retired business men, who in the main are honest and willing to remain so, take an active part in the management of city matters. Too often these are left to those who can not afford to resist temptation.

A vast deal of good may be done in this world by those who have leisure and experience to give to such work. There are hundreds of thousands of poor and defenseless children who need protection and encouragement and whose lives may be influenced for good or ill, according to the manner in which they are brought up. As it is much of the work of philanthropy is done in this world by busy men who steal from scant hours of leisure to do what their conscience prompts them. Then again in all cities there are clubs for the general welfare and you will find that the officers are mostly men who have many other things to do, but whose hearts are in their work and who feel that a part of their abilities should be devoted to the general good of the people at large. The leisure class, or those men who are able to retire from business, could not do a better or more noble thing than join in these movements. Being relieved from financial necessities, they could work for little or even nothing, and from past training they could very often do much better work than men to whom associations can not always afford to pay more than small recompense.

Then again there is a class of merchants and manufacturers who make a point of educating young men to take the reins of government, leaving the heads who have done their life's work pretty thoroughly to take long vacations from time to time without injuring the business in which they are interested.

The question of making a success of retirement from business is one of life's problems. It may be made a very pleasant period or, on the other hand, it may prove to be a curse instead of a blessing.

The proprietor of a store in his advancing years might become fossilized or stern and in this way lose considerable trade; while a younger person, if given the chance, might double-discount him in popularity. Storekeepers even while semi-prosperous sometimes overlook this fact, holding to the notion that no other person living could handle the trade as well. How often this mistaken notion puts a check-valve on business getting! As a merchant grows older he should handle the reins and let a younger business man dole oats to the steed.—Traveler in Shoe Trade Journal.

Food For Thought.

In a certain Southern city there is a hot-lunch stand whose proprietor is a pious old-time dorky. Over his counter he has this motto, presented by some friend:

"Prepare to Meet Thy God."

Fresh Ground

**Penn Yan
Buckwheat
Flour**

Made at

**Penn Yan, New York
New York's Leading Brand**

**Pure Gold
Buckwheat
Flour**

Made at

**Plainwell, Michigan
Michigan's Leading Brand**

**Judson Grocer Co.
Distributors
Grand Rapids, Mich.**

WEIGHED IN THE BALANCE.

The Gold Was Heavier Than the Love.

Doris covered her typewriter carefully. As she adjusted the cover her fingers lingered tenderly over its roughened creases and she sighed a little. She pulled out her watch and compared its time with that of the office clock. And then, for a time, she sat idly drumming on her desk.

Her last day at work! Her employer and the rest of the office force had gone some time before, and at last she was alone with her thoughts—thoughts of the past wherein she had been a hardworking business girl and thoughts of the future in which she was destined to be the wife of a rich man. Again she sighed, but this time the sigh was barely audible.

The door opened quietly and a woman came in. Doris recognized her instantly as the wife of her employer. She was a slender, graceful woman with a face interesting rather than beautiful. She had always been Doris' ideal of a well dressed woman, and the girl had dreamed many dreams of the time when she, too, could glide softly about, a vision in silk and fur and sweetly fragrant violets. As Mrs. Lennox saw the girl her face lighted.

"Still here, Miss Bronlew, and alone? I am fortunate to find you, for I came purposely to see you and wish you joy, and to let you know that I, as well as my husband, will miss you." She came over to where the girl was sitting, laid a light, caressing hand on her shoulder, then sank into an easy chair nearby. The odor from the huge bunch of violets pinned on her muff filled the air. Doris said nothing. She was rarely able to talk to Mrs. Lennox, and at this time she felt that there was nothing to be said. The eyes of the other woman lighted with sudden sympathy as they met the steady gray ones of her husband's stenographer.

"You are marrying—well?" she asked, suddenly, and her low voice sounded a trifle sharp and strained. The girl beside her covered typewriter pulled nervously at an imaginary thread on the cover. She dropped her eyes when she answered, but her voice was calm.

"Yes—I shall be rich," she said. The other woman's gloved hand toyed with her violets. Her eyes took on a faraway expression. She seemed to have forgotten her companion. When she spoke it was as if she were talking to herself.

"I knew a girl—once," she said, "a working girl. She had not always worked. When she was a child she had had everything that her heart could ask for. She had lived at home with her father and mother, and, while they had not been fabulously rich, they had been extremely comfortable. Then reverses came. The father made some foolish speculations and lost everything that he had. He struggled bravely to keep his head above water and preserve their home from the clutches of the creditors, but he was unsuccessful.

Everything went and father, mother and daughter were forced to take up their abode in three cheap rooms.

"It was not long before the father sickened and died. His funeral was, of course, a great expense, and in order to give him a decent burial more debt was incurred. Then the daughter took her mother to another place, where they had two small rooms in which they ate and slept and lived—as they could.

"At night the daughter studied shorthand. Daytimes she helped her mother sew on garments which she took in from people who had known them in their better days. And so for a time they managed to get along. At last, however, the daughter felt herself proficient enough in shorthand and with the practice which she had managed to get on a typewriter belonging to a girl in the same building to apply for a position.

"After many days she procured one. It was not a particularly inviting one, for the office where she was to work was dingy and the pay was but little to start with. But it offered opportunities to learn and become experienced and the daughter gladly accepted the offer of it. She stayed there for some months and then she received an offer of a better position from a man who had noticed her work during various business calls which he had paid to the office. She accepted and in time became this man's private secretary. And so, for awhile, she and her mother managed to live comfortably and pay off their debts little by little.

"Then the mother died and the girl was left alone. She found a place to board in a private family. While living with this family she became acquainted with the son of the house, a brilliant young fellow with the promise of a successful legal career before him. The casual acquaintance developed into a beautiful friendship and the friendship blossomed into love. Both knew that this was so, although the man made no offer of marriage, feeling it would not be honorable to bind the girl until he was able to offer her immediate marriage and a comfortable home. And things drifted—happily.

"The girl was not a pretty girl, but she was intelligent. She had an insight into character which many people considered remarkable and her employer had been known to say that she was invaluable to him. The employer was—not an old man—nor was he young. He was a man of the world, who had warmed both hands at the fires of life and knew all that there was to know about the world. He was a bachelor and had grown tired, tired of bachelorhood and empty rooms and lonely dinners. He needed companionship, and because the girl had proved herself to be so necessary about his office he grew to think of her as a necessity in other places. He thought about it a long time before he said anything, for he was not a man of impulse. One day, however, he made up his mind. He called her into his private office.

"Miss —," he said, 'you will be

surprised to hear what I have to say to you, for I am aware that I am a dry old fellow and pretty apt at covering up my thoughts. I do not now intend to indulge in any foolishness—any maudlin sentiment. I am past that stage. I called you in here to tell you that I have come to have for you a most deep and—I may say—tender regard. Briefly, I want you to marry me. You have had a hard life. I offer you an easy one. I offer you a comfortable home and many luxuries. I offer you servants to do your bidding. I offer you social position and prestige. I can not offer you sentiment, for I am not a sentimental man, but I do offer—' here he smiled whimsically—'occasional boxes of candy and bunches of violets. There is no hurry for you to decide. I don't want you to make any decision for which you will feel regret afterwards. Whatever you do decide will be all right with me. If you will be my wife I will try and make you happy—as I shall be. If you desire to remain as you are—my secretary—you shall have your wish. Until you decide I shall never mention the subject to you. Afterwards if you decide to refuse me you shall never hear of it.'

"He leaned over his desk and started to open his letters. His secretary started to speak, but her tongue failed her. She rose and stood hesitating. The man looked at her kindly. 'You don't need to say a word,' he told her, bluffly. 'Just think it over.'

"Well—she did think it over. She was not a mercenary girl, but life had been hard and the thought of a future where there would be no care, no worry, no thought of how this dollar was to be spent and that bill be met, was a tempting one. She weighed riches in the balance with love—and the gold was the heavier. So she married the rich man and he gave her a comfortable home and servants and many luxuries—and occasional boxes of candy and violets—and violets—"

The girl by the typewriter, leaning forward with parted lips, asked breathlessly, her eyes dilated as they searched the face of the woman before her:

"Was she happy—was she? You must tell me!"

The other woman reached out swiftly and took the girl's warm young hands in her own. Her face was pale and tense. Her voice shook as she said breathlessly:

"Happy? No. Not for one moment. For, when money has bought all that it can buy it is too poor to purchase self-respect. It is too weak a thing to enable a woman to be happy in the arms of the man who gives it. It rings as it drops on the counter and the ring echoes loudly through all of a heart's empty chambers. When a woman is made for love what is money to her? What are servants? What are violets—violets?"

She tore the fragrant blossoms from her muff and hurled them from her.

"What are violets!" she sobbed. "What are violets?"

There was a footstep in the hall. Instantly the woman collected herself and sank back, panting, into her chair. She was smiling into the face of the girl at the typewriter as her husband came in. He advanced, calling cheerily:

"Well, well! What's this? Miss Bronlew, I supposed you'd be at home sewing on doodads for that wedding of yours. Gad, my dear, I hate to lose you. Better give it up and stay. I'll raise your salary."

Doris Bronlew cast a swift, comprehensive glance at the face of the woman before her. Then she smiled radiantly.

"I was—coming back to-morrow morning—to tell you I had changed my mind," she said. At his expression of surprise she shook her head. "No questions," she said, playfully. "It is a woman's right to be capricious." Frances Peck Barnes.

Success Rests on Sleep and Food.

After ten years of business experience I find that success means different things to different persons. This is my definition: To do work which will provide sufficient income for our daily needs, a few pleasures, an occasional luxury, a small savings account, maintenance of good health, no deterioration of morals, and, as a rule, satisfaction with duty done at the end of the day.

To obtain this success we must love our work, and to do this latter we must avail ourselves of every means of knowledge concerning it—be specialists. If we dislike our work or our employer, find other work and another employer. But first honestly and earnestly study ourselves to see where the fault lies. A little search for good in an employer or fellow workman will nearly always disclose estimable qualities and awaken admiration and esteem and throw down our differences, which in great measure are but the imaginings of our own hearts.

Some say they dislike all work. They are mistaken; they have only failed to study the laws of their own bodies. No one living likes to do absolutely nothing. Man must work in order to be happy. No one is lazy! This may startle you, but it is true; so-called "lazy" bodies are merely overworked bodies; they are exhausted in getting rid of what is put into the stomach and in trying to maintain their integrity on too few hours' sleep. Every ounce of food eaten which is not required in body building imposes unnecessary labor on the human machine, and every hour of sleep lost from our required nightly eight hours lessens our working capital and endurance.

The person who gets seven full nights' sleep each night and lives on plain, wholesome food will never need to wonder why she is not a success, for she will love life and work and her neighbor. Adena Myers.

Couldn't Tell a Lie.

Farmer—See here, boy, what yer doin' up that tree?

Boy—One of your pears fell off the tree an' I'm trying to put it back.



THIS illustration conveys an excellent idea of the model that promises to enjoy the greatest degree of popularity the coming season. It certainly indicates all that the name implies—"flossy," "extremely extreme," "different." "Flossys" will be shown in a dozen different models, each an exclusive creation, and one handsomer than the other. The coats are made with many new fixings and odd little details—for instance, in lapels, pockets, etc., and in two-, three- and four-button styles. The waistcoats are cut on entirely new lines, some differing in pattern from the coat and trousers, serving as a fancy vest that can be worn with any garment. New peg-top effects in trousers, with and without cuff bottoms. If you want nifty Young Men's Clothes, the kind that will be especially favored, arrange to see



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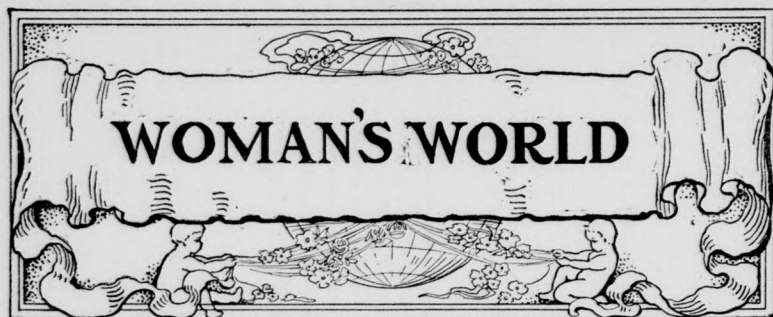
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How To Get Along With a Mother-in-Law.

Maud has had a month's visitation from her mother-in-law.

"And if she had stayed another day," said Maud, "I should have gone to bed with nervous prostration, or have been ready for the padded cell in a lunatic asylum. Isn't it awful? And to think that I was just simmering over with beautiful, sentimental thoughts about her—she was Jack's mother, you know, and all she had suffered for him—regular fairy book state of mind, and she upset it all by sitting around with a sternly disapproving air and peeping into the pantry to see if things were being wasted.

"The first day I had worked myself nearly to death getting things ready for her, and when we sat down to dinner the table was beautiful with all our pretty new china and silver, and cut glass. I was waiting for her to say how thankful she was to heaven for having bestowed such a domestic treasure on her son, when she opened her lips.

"Don't you think it extravagant to use all of these handsome things every day?" she asked, and when I explained to her that Jack and I loved beauty and wanted to enjoy our things, she merely sniffed and remarked that, of course, she didn't expect a daughter-in-law to take any advice, but that she felt it her duty to protect Jack's interest. But that was not the worst. She is a perfect angel, you know—spends her life in visiting the poor and being on charity boards and all that, and she was dreadfully shocked because of our modest little glass of claret at dinner, and when I mixed Jack a highball she actually almost had a fit, and said I was leading him into temptation, and that he was never permitted to smoke, or even drink a glass of beer at home.

"Perhaps," I flashed out, "that is the reason all your boys left home as soon as they were big enough to make their way," and then I was so ashamed of myself I could have bitten my tongue off, and I went off and cried, and she was stiff, and poor, darling Jack looked helpless from one of us to the other, for, after all," added Maud, with conscientious exactness, "she is his mother, you know—more's the pity."

"It does look," I replied, "as if, inasmuch as Adam and Eve are pretty nearly the only married couple that never had to face the mother-in-law question, the combined wisdom and experience of humanity for some thousands of years ought to have

been enough to discover some solution for the problem. Somebody ought to have found a way of effectually squelching the old lady, or else of getting along with her in peace, or, one would think, the mother-in-law herself would have risen to the sublime height of self-abnegation of keeping her finger out of her son's or daughter-in-law's pie and let them be happy in their own way."

"But it has not," said Maud, "except in novels, where the man's mother opens her arms to the newcomer and piously ejaculates, 'Another daughter,' while the bride, murmuring, 'My mother,' falls weeping into her arms. I think I have read a million stories that ended that way, but in my actual experience I don't know half a dozen women between whom and their mothers-in-law there does not exist a kind of armed neutrality that is like a cocked gun ready to go off and do damage any moment. Whose fault is it?"

"Both," I made answer. "To begin with, there is the inevitable jealousy of two women who love the same man, and who feel that they have a right to monopolize him. It ought to be a bond of affection, but it is not. It is a bone of contention, and the man, in his stupid, blundering way, invariably does everything he knows to egg on the fight. If he had a grain of tact he would try to strike some sort of a neutral ground on which he could satisfy the unreasoning devotion of his mother and exigent affection of his wife, without rousing the animosity of the other, but, perhaps, realizing that this would take more of a Talleyrand than he is, he simply throws up his hands and leaves the situation to chance. No policy for him. On the contrary, with the amiable and mistaken idea of endearing them to each other, he holds up each as a model of perfection to the other, and this makes a breach that nothing can bridge.

"Back of all that, however, is the fact that while a woman is anxious for her daughter to marry, she does not want her son to marry, and can never help feeling that the woman who caught him was a designing little minx. Other men may fall in love and get married of their own free will and accord but she is dead sure that her poor, dear Jack would never have thought of such a thing if he hadn't been 'led on.' She knows the artful ways of her sex, and nothing can convince her that he hasn't been taken in by the deep, dark cunning of a regular Machiavelli in petticoats.

"He may have been so frantically

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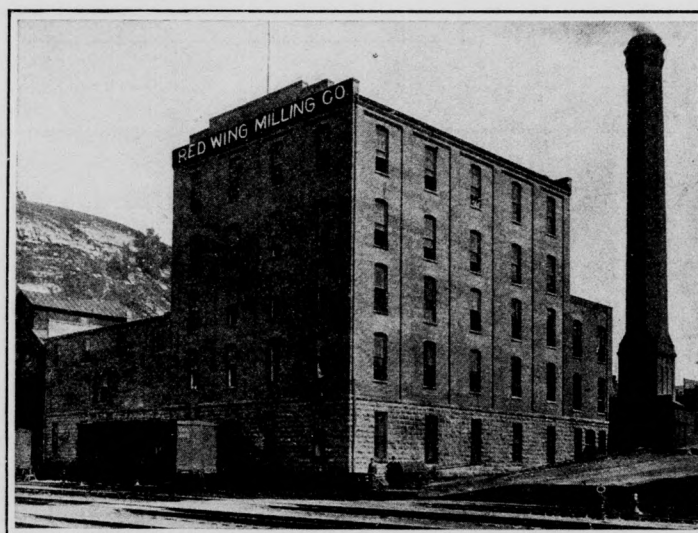
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in love with a girl that she had to marry him to get rid of him. He may be a blase clubman, who, like Lady Kew's daughter, is 40 years old and knows all there is to tell, but in his mother's eyes he is an unsophisticated infant, who has been basely inveigled to the altar. If he had not, she is certain that, in the first place, he would not have married anybody, and, in the second, if he had married, he would have wed that nice, demure little girl around the corner instead of the girl he did. Nobody need ever tell her that he was not taken in. Never. And in her heart she regards him with the contemptuous pity we bestow on the man who buys a gold brick.

"A woman seldom understands why a man falls in love with another woman, anyway. His mother never does. As a general thing she can take her daughter's point of view in regard to a man, but her son's choice of a wife remains a baffling mystery to her. Above all, she is lost in wonder at why he picked out somebody so totally unlike his own family. When she thinks, before the catastrophe actually occurs, about the kind of daughter-in-law that Jack is liable to give her, she always has the comfortable conviction that she will be a domestic girl like his sister Helen, or a serious-minded girl like sister Sarah, or, at worst, a literary one, like sister Charlotte, who reads Ibsen and belongs to Browning societies. These are the ideals of female perfection that have been reared before him, and she is certain that when he goes a-courting they will be a lamp to guide his feet.

"Fallacious hope. Nothing but the contrariness of human nature can explain the fatal surety with which a man always picks out a wife as little like his family as possible. If they are staid, serious, sober, religious, he marries a gay little butterfly whose whole idea of life is wrapped up in chiffon and bounded by the cotillion on one side and the theater on the other. If his people are giddy worldlings, he hunts up a prim little Puritan, who goes into a permanent state of horror at their gayety. His wife and his family generally could not have less in common if they belonged to different planets. Only too often they think differently and have different tastes on every subject, from politics to pie, yet the man drops this alien into his household, and, with a masculine disregard of consequences, stands beaming on them, saying, 'I love you both. Get along together—if you can.'

"Say what you will, the situation is tragical for both parties, and it is no wonder that they so often extract the greatest possible amount of aggravation for everybody concerned out of it, for nothing can exceed the trouble that two good, conscientious women, trying to do their duty, can make for each other.

"The older woman generally disdains to use any tact. Perhaps she is one of those who pride themselves upon being plain spoken, and she forgets that only exceeding love can enable us to hear the unvarnished

truth spoken about ourselves. Above all, she is bent on seeing that her son is not henpecked or trodden upon. Thereupon she conceives it to be her duty to lecture her daughter-in-law about her shortcomings. She groans at Mrs. Jack's extravagance in using her best china every day, and sighs like a martyr as she remarks that in her day young women occupied themselves with their homes instead of gadding about to progressive euchres and hen clubs. Of course, she does this with a this-is-all-for-your-good air, and if there is anything more exasperating than that I have yet to encounter it.

"Worse still, sometimes she goes to Jack with a litany of his wife's faults, and then, indeed, there is war to the knife and no quarter given.

"But the fault is not altogether with the older woman, exasperating as an angelic mother-in-law can be. The younger woman seldom possesses the grace of forbearance. There are a thousand places where the older woman could be propitiated by deference, and where her advice would be of help and comfort if only the younger one had the tact and generosity to seek it. She might at least have the justice to remember, as the goody-goody books say, that her mother-in-law is her husband's mother, but she seldom does it. Rather she is so afraid of being bossed by her, so antagonized through jealousy and prejudice, that she would rather blow up the house with a gasoline stove, or poison her husband on saleratus biscuit, than ask the counsel of the woman who ought to be next to her own mother in her affections.

"The trouble with most girls is that they are spoiled, and the new wife comes from a home where she was the petted darling, and where everything revolved around her. She is not used to criticism nor to being held responsible for things going wrong, and she takes offense too easily. Above all, she is not yet used to thinking of Jack as anything but an adoring slave. The very first shock of learning that matrimony means something sterner than love-making comes from Jack's mother, and she seldom takes any trouble to lighten the blow.

"Of course, it is natural for every woman to want to run her own house to suit herself. It is also perfectly natural for a man's mother to feel that she has a right to boss his affairs. It is always hard probably for a professional to stand silently by and see an amateur bungle the game, and one can understand how a woman who is an experienced housekeeper, and who has raised a large family of children, must be tempted to interfere and run things herself when she sees an incompetent young wife wasting and mismanaging Jack's hard-earned money. It seems actually criminal to Jack's mother, but, if she has sense enough to know it, there is something more important than a few dollars at stake. There are personal liberty, and the right to the pursuit of happiness, and the privilege of running her house in her own

way, that are the inalienable birth-right of every woman. If Jack's mother has the justice to grant his wife this, she will make an adoring daughter of her. If she refuses, she has an implacable foe, who, sooner or later, will alienate Jack's affection from his mother who bore him. This is worth remembering. The loss of a son's love is a pretty high price for a woman to pay for the privilege of criticising her daughter-in-law.

"But after all, my dear," I added, "knotty as is the mother-in-law and daughter-in-law problem, when two women love the same man and desire his happiness there should be some way in which they could get together and establish a platform of mutual toleration. Certainly, if mothers would renounce the error of their belief that their sons were inveigled into matrimony instead of going in with their eyes open; if they would quit speaking of their boys as poor Jacks and looking upon them as martyrs, and if they would grant to their daughters-in-law the right they themselves fought for, to run their own houses in their own way; if daughters-in-law would show a little more forbearance with the woman who has gone through the pain of death and the trials of the inquisition to give them a husband; if they would remember that not even a bride knows it all, although she thinks she does; if they would use their utmost powers of fascination to storm the barricades of their mother-in-laws' hearts, it would make for peace and happi-

ness and do much to settle the vexed problems of their in-laws.

But the only absolutely certain way to get along with a mother-in-law is to marry an orphan."

Dorothy Dix.

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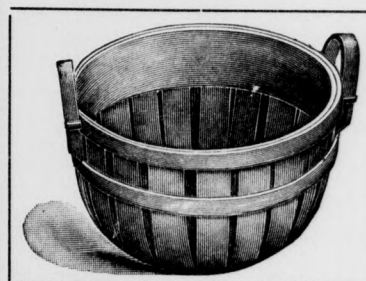
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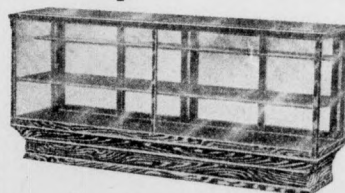
Yes, and **Potato Baskets**, made for the purpose. Tightly braided and reinforced. One

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Write for particulars.

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MAKING A DETECTIVE.

How He Is Usually Taught His Trade.

Detectives are much like soldiers, actors, lawyers and hodcarriers. Some are born and some are made. Indeed, it is safe to say that only a few are born and that many are made. Real detectives do not come upon the scene fully developed like the famous detectives of fiction. Most of them have to undergo a period of painful probation. It is a curious fact, however, that very many of the great detectives of modern times came from other walks of life. Thus John E. Wilkie, chief of the United States Secret Service, was a successful newspaper reporter; Robert J. Linden, under whose leadership the Molly Maguires were brought to justice, was a ship carpenter; Chief Inspector Byrnes, of New York, was a patrolman; Allan Pinkerton, the founder of the greatest private agency in the world, was a cooper by trade; while the present head of the famous Scotland Yard was a professional man.

One of the first things to be learned by the embryo detective is the art of "shadowing," which, reduced to plain English, is the knack of following a suspected person without permitting the one under surveillance to become aware of that unpleasant fact. Indeed, the business of shadowing probably comprises the major part of the work done by the tyro during the first years of his labors as a detective. A suspected man, whether he be a prospective defendant in a divorce suit, the cashier of a bank or a suspected murderer, is immediately "spotted" and all of his movements and habits are noted for the benefit of the more important detective who is handling the case.

The use of disguises is practically unknown in modern detective work to-day. Chief Wilkie, of the Government Secret Service, who probably stands at the head of the profession, has never worn a disguise of any kind. However, there are times when a change in clothing or a concealment of the face may be desirable. Of course, there are times also when it is essential that criminals should not become acquainted with the personal appearance of those who are likely to be placed on their tracks. In Philadelphia this is guarded against in a simple manner. Every morning when the prisoners are brought out of their cells at the central station for the purpose of identification they are confronted by a squad of detectives all of whom have the upper part of their faces masked. In this way the detectives are permitted to be acquainted with the criminals without having the criminals become acquainted with them.

The tests which aspirants for the business of criminal investigation are compelled to undergo are quite interesting. In one of the large cities not long ago thirty patrolmen took an examination for the position of detective. They were unexpectedly brought into a large room; a long table was placed in the center, cover-

ed with various articles. The men were occupied with indifferent tasks for about half an hour, and at the end of that period an order was given that the table should be removed to the rear of the room. The order was given in a loud tone in order that all of the applicants should hear it distinctly.

A few minutes later the table was removed from the room altogether, and then the men were asked to describe the articles on the table as they appeared when the table was in the room. This was a clever test to ascertain the habits of observation possessed by each man. Of course, the candidates had no suggestion that the table was to be used as a part of the examination, and the result was interesting. Some of the men were at a total loss to explain what they had seen; others named some of the principal articles that had been placed on the table, while a few were able to give a distinct and detailed description of what they had seen.

In the Secret Service Department of the United States Government the methods employed are different from those in use in the municipalities. The man who aspires to this branch of the service must possess three requisites—first, personal integrity; second, courage; and third, intelligence. After that he fills out a prepared form which contains, among other things, his entire personal history. Applicants address their papers to the Secretary of the Treasury and present evidence of their experience, training, qualifications and personal characteristics without any reference to their political or religious affiliations. The examination is really confined to personal experience and fitness.

The candidate is required to say whether he uses intoxicating beverages and in what extent; whether he uses tobacco or morphine; whether he is married or single; whether he has ever been convicted or indicted for any crime or misdemeanor; whether he has any defect in sight or speech or hearing; whether he is physically capable of fully discharging the duties of the position; his exact weight in ordinary clothing; his exact height, measured without boots or shoes; his present state of health; whether he has ever had tuberculosis in any form; whether he has any physical deformity, and whether, during the five years prior to his application, he has had any disease, acute or chronic, of any nature whatever; whether he is engaged in the prosecution of any claim against the United States Government; whether any of his family are in the Government service; and finally he concludes with a complete statement showing every kind of occupation he has followed since he has begun to work, including when and where he was so employed, the address of the different employers, the length of time he was employed by each, the salary paid to him by the several employers, and the exact nature of all the work he performed for each.

It is intended that this statement shall be a complete history of all

the experience the applicant has had in any occupation. Finally after he has bared himself and his personal history to the scrutinizing gaze of Uncle Sam, he is sent before Chief Wilkie, who is the final judge of whether he is the sort of man that should be employed in the Secret Service of the United States Government.

The methods employed by different nations and different detective agencies for selecting and training men for their service vary widely. It was in France that the principle of "place a thief to catch a thief" was first put into active practice. Vidocq, who was an unmitigated scoundrel, was the first head of the secret police in the French metropolis. Although protests were strongly made against his appointment to such an important and powerful position, he received it and got good results for his government. Ever since then a certain degree of intimacy has existed between criminals and police officials, and this relationship has been accepted with good natured tolerance by the public.

The Pinkertons run their establishment as a man would run a great business. They do not pretend to anything sensational. The keynote of their method is in the motto of their

business—"We Never Sleep." Everything is grist that comes to their mill, whether it is an emergency call to guard the President of the United States, as Allan Pinkerton guarded Lincoln on his famous trip from Springfield to Washington, or whether it is to disarm and defeat the strikers in an industrial establishment, it is all counted as part of the day's work.

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one method. Inspector Byrnes, of New York, has always been credited with inventing the famous "third degree," by which confession has been extorted from unwilling criminals.

Of course, there is a certain percentage of luck in the work of a detective—that is inevitable. Take the case of Francis R. Kelly, of Philadelphia, who has the reputation of being the greatest bank detective in America. He has many important cases to his credit, but one of the men who constantly eluded his vigilance, yet finally dropped into his net, was William Burke, the bank robber, better known as "Billy the Kid." Years ago a carriage containing two men drove up to a bank in a suburban city. One of the men walked briskly into the institution and towards the directors' room in the rear and the other jumped out of the carriage and, going to the cashier's window, asked that official to change a \$20 bill. While the change was being made the man at the rear of the bank forced the door of the directors' room and obtained entrance to the space behind the desk.

He rushed to the safe, which stood open, and snatched a big bunch of bills amounting in all to something over \$10,000. The discount clerk, who sat at the desk not over ten feet from the safe, grasped a revolver and followed the thief. This was done so quickly that the thief was compelled to drop part of the money in the directors' room, but he managed to reach the doorway, and, rushing out, ran quickly down several streets and fled towards the woods. The first man with the carriage met him a short distance from the scene of the robbery and they quickly drove from the place. Kelly was one of the men who was put on the case. He sought for his man, but he sought in vain.

Two years ago while he was patrolling his beat in the heart of the financial district in Philadelphia a man rushed out of the main entrance of the custom house and ran down the high stone steps, followed by a crowd of men and boys who were shrieking "Stop, thief!"

Kelly, who stood quietly meditating on the other side of the street, instantly awoke to the fact that something was going on under his nose. He sidestepped to the corner of the street and placed himself in such a position that the runaway planted himself fairly in his arms. The fellow had just made a daylight attempt to rob a messenger of the United States subtreasury of \$5,000.

The evidence was complete. He was tried, convicted, and is now serving his sentence in the Eastern Penitentiary of Pennsylvania, and the curious part of the case is that the man who robbed the suburban bank so many years ago was the same man who rushed into Detective Kelly's arms on that exciting day—none other than William Burke, alias "Billy the Kid." George Barton.

Men who are doing a big business never need a "busy" sign.

Bearing your cross does not relieve you from paying your taxes.

Wastes the Hours of Rest.

The birds of the air, the animals of the forest, the fish of the sea, even the trees and the shrubs and flowers obey nature's behest and rest during the hours of the night. Man in this respect sometimes has to disobey nature's law, but in most cases he sets nature at defiance and willfully infringes her rules.

Labor exhausts the tissues of the body. They are constantly being worn away. Every breath we draw, every step we take is a waste of energy, and the waste must be supplied—otherwise life becomes exhausted.

There are two means of restoring this waste, by food and by rest—normal rest, for overindulgence in this respect renders the muscles flabby, makes the body corpulent with adipose fat, and so more susceptible to disease.

What is normal rest? The best authorities in the medical world, backed by the experience of centuries, have placed the limit at eight hours for the brain worker and six for the manual toiler. The cells of the brain become more quickly exhausted than the tissues of the body, and require a correspondingly longer time to recuperate from the strain. Hence the necessity of a longer rest.

The morning hours, like the morning of life, constitute the time in which great things are accomplished; then nature has refreshed herself and appears with a smiling face to invite all to do the best that is in them.

Among the ancients they who lay abed late in the morning were branded with the stigma of shame, and deemed utterly incapable of performing any great and meritorious action.

In our modern life the morning indulgence in sloth is condoned on many grounds and overlooked as a little bit of pardonable laziness, but if we take the time to look over the rostrum of mighty names in the gallery of fame we shall find that most of them owed a great deal of their success to the habit of early rising. Gladstone was ever up with the lark, laying the foundation of that wonderful scholarship and statesmanship which made him the mightiest man in England in our time.

Enthusiasm Acts as Stimulus.

In a business girl's life so many "musts" seem imperative that the larger "might be's" are overlooked. We must be energetic, polite, resourceful, honest and thorough. We must have tact and poise, patience and a good memory. We must be neat and dress suitably, and we must work through every one of these channels with acumen and industry to achieve even moderate success. What wonder that we give no thought to enthusiasm.

Not long ago I asked a business woman, with forty successful years of experience, how she managed to look so young, keep in good spirits and conserve such an amount of energy. She said: "I am not sure but the reason is, no matter how monotonous the business may seem to others, I can always get up a little enthusi-

asm over it, and in that way lose myself in its details."

A study of successful men shows this trait strongly developed. Enthusiasm to the point where the internal force acts as our external stimulus imparts vigor and virility to one's work. One must be interested and feel that she is fitted for the work she has undertaken; then, when she has thoroughly mastered the details, get up all the enthusiasm possible over doing it perfectly.

It is easy for young girls, only they are apt to confuse impetuosity with enthusiasm, and do crude, imperfect work; but one with experience trying the new line will find herself more alive to life, and that her presence acts as a stimulus to her associates, radiating sooner or later to the "powers that be," and material benefits will surely follow. When she goes into business for herself she will find it her most valuable asset. Anna Rutherford.

Plenty of Time.

The minister of a certain parish in Scotland was walking one misty night through a street in the village when he fell into a deep hole. There was no ladder by which he could make his escape, and he began to shout for help. A laborer passing heard his cries, and, looking down, asked who he was. The minister told him, whereupon the laborer remarked, "Weel, weel, ye needna kick up sic a noise. You'll no be needed afore Sawbath, an' this is only Wednesday night."

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

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.

HOLLAND RUSK



(Prize Toast of the World)

A friend to the grocer because its popularity means increased sales.

Goods that have ready sale are the profitable ones to handle.



Holland Rusk Co.
Holland, Mich.

LARGE PACKAGE
RETAILS
10¢



The Futility of Cutting Prices.

Does or does it not pay to cut prices? There are a great many things which attend the cutting of prices which, in a large degree, determine whether it is profitable or not. There are times in every business when cut prices are a necessity and the question of immediate profit is not to be considered. For instance, strictly seasonable lines, or goods of which the merchant has too large a stock, must often of necessity be closed out by reduced prices so as to get customers to buy them.

In such cases it is hardly necessary to say that many times it is good policy to cut prices on heavy stocks in ample time, or before they really become unsalable. Very often a small cut in a line of goods right in season, when they are needed, will do more to move the goods quickly than would a much larger cut after the season and demand have passed.

Perhaps one of the greatest disadvantages the hardware merchant has to contend with is overstocking on any particular line of seasonable goods. It takes quite a careful and competent buyer nowadays to select just the correct kind and proper quantity of goods to purchase for any season's business. It is practically impossible for any one to do so without sometimes making a great mistake.

Of course, the best buyers are those who are always on the safe side; that means, those who buy too little rather than too much. The shrewd, careful buyer will only buy such a quantity as he is quite sure of selling. Then if the goods for any reason move faster than he expected he can easily buy again.

There are also times when it pays to cut prices in order to introduce and advertise a certain stock of goods and in that way get your customers acquainted with the new stock which you carry.

For example, you have a tool or cutlery department which has not been patronized very freely. The other departments of your store seem to be prosperous, but for some reason your customers do not take kindly to your line of tools and cutlery. Now, if certain items be taken as leaders and the prices cut so as to offer some special bargains, there is no question but that a great many people would be brought to these departments who otherwise would not come. Possibly one-half the persons who come may purchase the leaders on which the prices are cut. If they do no more than this it is often policy to advertise tools and

cutlery to prospective customers, who will be so well pleased to get these bargains that they will remember you and come again and buy other goods on which there is a fair margin of profit.

We think the cutting of prices at times is proper and wise, but a constant cutting of prices, a continued lowering of values, is carrying a treatment which is good in small, careful doses to extremes. It is said a little strychnine is a heart stimulant, and is so used by eminent physicians. But too much causes death. An occasional stimulus to your business by means of wise and judiciously lowered prices sharpens the appetite for buying, but keeping it up all the time as a steady diet results in fatiguing the public, rather injuring the trade as a whole and defeating its own purpose.

Simply cutting prices for the purpose of outdoing or fighting a competitor is all wrong. Don't cut prices for this purpose. There is no glory in such cut-throat practices. Remember one man can't do all the business. We are pleased to remark that the better part of hardware merchandising is to avoid all such price cutting.

Price cutting which has for its aim the undoing of a competitor is a near-sighted policy, which only looks at the to-day and forgets the to-morrow.—Hardware.

Railroads Grow Their Own Ties.

Home grown ties and timber is the watchword of a big railroad company which has planted 625,000 young trees this year, making a total of 2,425,000 trees which have been set out since the road undertook scientific tree planting on a comprehensive scale, the largest forestry plan undertaken as yet by any corporation. To prosecute the planting operations economically on a large scale necessitates at present the importation of part of the plant material, because European foresters, on account of the degree of perfection to which they have brought their work and the cheapness of labor, are able to supply certain forest trees for less than they can be purchased in America. This applies not only to native European species, such as Scotch pine and European larch, but also to our own trees, particularly white pine and Douglas fir. This year the company has begun the propagation of ornamental trees and plants for beautifying its shrubbery and hedges for the protection and ornamentation of the station grounds and rights of way. This work will be continued until all

station grounds and unoccupied spaces on the right of way are parked that they may afford as much pleasure as possible to the public. Besides reforesting old farm land and other open areas, as in the past, the field planting this year has restocked certain areas which were logged during 1907, and has underplanted certain old locust plantations which needed interspersed trees to stimulate their growth in height and to regulate their form development. It is believed that the conservative lumbering and forest planting which the company is conducting on its wood lots and farm lands which are not now needed for other purposes will serve as an object lesson for farmers and provide an incentive to intelligent forest development on the part of the public generally. It is expected that in case no substitute for the wooden tie is developed during the next thirty-five or forty years the company will have ready a part of the enormous supply of timber needed for cross ties, which at the present time are becoming exceedingly costly.

Outwitted the Landlord.

When recently leasing a house in a fashionable suburb of Philadelphia the lessee failed to examine closely the terms of the lease. After a time his landlord called and reminded him that he was bound to do all the outside painting at certain intervals. The tenant protested in vain; so he engaged painters, and ordered them to paint the whole front of the house red, white and blue—in stripes.

When it was finished the neighborhood rose up in arms, and the landlord was frantic. The tenant politely explained that there was nothing in the lease about the color, so he intended to finish the job by painting the back of the house green with large yellow spots. The landlord saw that he had met his match, and within a few days the tenant had a new lease, in which the landlord undertook to do all the outside painting.

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

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GRAND RAPIDS, MICH.

Foster, Stevens & Co.

Wholesale Hardware

Fire Arms and Ammunition

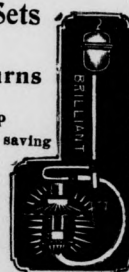
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Grand Rapids, Michigan

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.

FINAL TRIUMPH.

It Can Never Be Acquired By Injustice.

From the earliest dawn of the world men have looked upon injustice as one of the most deadly of the vices. It has ever been held up for the execration of decency, for the anathemas of the righteous in all ages and in all lands.

The unjust man in the early times was stoned through the gates of the city and compelled to wander the roads, an object for all to see and shun until he had atoned for his sin.

History holds forth terrible examples of the downfall and disgrace and ruin of the tyrant emperors and kings who rose to position and power by grinding down their fellow men and depriving them of their God-given rights.

The bloated Nero, after weltering through the blood of countless thousands, and recklessly rioting on the fruits of their sweat and toil, goes down to his inglorious tomb with the concentrated curses of old Rome following his unhallowed memory. Caligula, the human monster, longs for death to escape the hell his conscience has created. Richard III. (crookback) sits uneasily on the throne of England because he knows he caused the murder of his two nephews to get there. Robespierre, cowardly oppressor, is dragged to the guillotine with the blood from a self-inflicted wound spurting over his ghastly face as the crowd jeers and shouts: "Make room there, make room in hell for the soul of Maximilien Robespierre!"

Napoleon, burned and pillaged from Paris to the pyramids, and his once great light goes out in the gloom of misery, a prisoner on rocky St. Helena.

Justice is as eternal as the walls of heaven and she exacts every pennyworth that is her due; although for a time some may seem to escape her, she is only letting them run for a little while in apparent safety, to pounce upon them when they least expect a visit.

"The Babes in the Wood" points a moral to all who wish to take it to heart. The dying father confides his two little children to his brother's care and adjures the latter thus:

As you will by my children deal
So God may you requite.

The cupidity of the uncle is excited by the gold and lands left to the little ones and he plans to encompass their destruction, so he bargains with two ruffians to take the children into a wood and slay them. The deed is accomplished, but from that moment the uncle knows not peace. The accusing hands of the babes are ever pointing to him and the voice of their father ringing in his ears until he can no longer bear the fearful strain. At the same time the gold for which he bartered happiness by his terrible crime melts away from his clasp and he is reduced to poverty. Misfortune follows misfortune until the wretch dies with a maniacal shriek issuing from his lips, the last wail of

a despairing soul. Such examples should surely warn us in time against the destruction-inviting vice of injustice.

Especially should the young early endeavor to realize how all important is just dealing towards every one, under all circumstances and in every condition of life. When William the Conqueror left France to conquer England, the figurehead of the royal galley in which he sailed and which led the fleet was that of a golden boy pointing the way across the channel to England, and as it proved, to victory.

Significant symbol, indeed! Well would it be for the nation were our young men trained to point with the finger of justice toward the haven of success. The future of America depends on her boys, and if their careers can be shaped in the right direction a golden era shall be ushered in which shall produce a magnificent harvest for the future.

Might may overcome right, but only for a time; in the end right will prevail. The kingdoms, thrones, powers and principalities which depended upon force to uphold their tyranny crumbled and passed away, while those which placed their hope in a righteous cause prospered and came to the front, gaining the love and loyalty of mankind.

The ancient Egyptians were a nation which placed a premium on justice, hence the longevity and prestige of that country amid the ruins of sister empires. By the banks of the Nile they personified justice, making the representation in the form of a man without hands or eyes, indicating that he accepted no bribes, knew no difference between friend and foe, was not influenced by fear or favor, but decided every case on its merit.

Modern America has to some extent patterned after the Egyptians in a conception of justice. Here we make the virtue a goddess, holding aloft the scales to show that all earthly matters must be evenly balanced in the accounting day, and we blindfold her, which often is a good thing, seeing the many crimes committed in her name which could she witness them would cause her to fall off her pedestal in indignation and shame.

Injustice is a ghoul whose darkening shadow blots out the light, leaving it in the gloom of its own creation. It never can succeed and wear on its brow the laurels of a final triumph.

Carlyle said: "If thou hadst all the artillery of the world marching at thy back in the support of an unjust thing, it would not be a success. If the thing is not just thou hast not succeeded." All truly great men realize the truth of this statement.

In his early political days James A. Garfield was urged to a doubtful course of action to accomplish a result, but he manfully turned away from the temptation, exclaiming: "I is impossible. I must eat, sleep and live constantly with James A. Garfield, and I am bound to have his good opinion of my conduct, even if I must forfeit that of everybody

else." Well would it be for many politicians of our time had they Garfield's high ideal of justice. What a beautiful world to live in were all men to square their conduct by the Golden Rule!

No other virtue can simulate it, no matter how hard it may try. Generosity often parades before the public, thinking foolishly that it should get the highest place and justice take a lower, but justice will not down; it will lead, others must follow. Giving millions to found libraries, support missions, and endow churches will not atone for injustice practiced in acquiring the millions. The "certain malefactors of great wealth" think that they are squaring themselves in the good opinion of the public by a lavish distribution of ill-gotten wealth. They can never make whole the broken hearts, restore the happy homes, or bring back the roses of health to the pallid cheeks of sickness.

Justice can not be bought with gold; the purchase price is righteous conduct, observance of the law, doing to others as we would wish others to do unto us.

The just man passes through the world beloved and honored, his ashes scent the dust and his memory lives in the hearts of men.

Madison C. Peters.

No nation is any greater or better than its homes.

Courtesy always gives more than it costs.

Mica Axle Grease

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

Hand Separator Oil

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

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In Connection With
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Holland Interurban Steamboat Car
Leaves Market St. Depot

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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.

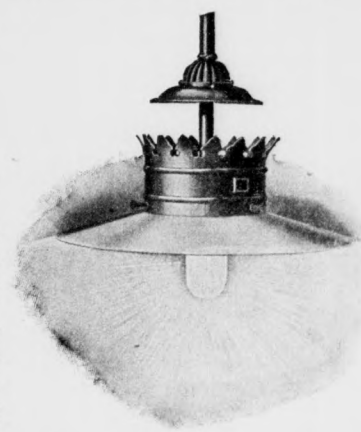
Turn on the gas and light the same as city gas. Can be installed for a very small amount. Send for descriptive matter at once.

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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.

WOMEN WORKERS.

One in Five Is Now a Breadwinner.

One in every five women in America is a breadwinner; and one in every twenty is a domestic or a waitress. Thus the remarkable report on women at work, presenting statistics of feminine toilers of 16 years of age and more, reported in the last census of the United States as having a gainful occupation.

The report was prepared under the supervision of Dr. Joseph A. Hill and was based mainly upon unpublished data compiled from the census schedules.

Comparing its estimates with the tenth census of 1880 the census for 1900 demonstrates that during the twenty years between, the number of breadwinning women increased from 2,353,988 to 4,833,630, an increase in twenty years of 2,479,642, or 105.3 per cent. And although some of these differences may be explained by the growth of population Dr. Hill calculates that in 1900 1,075,941 women were engaged in gainful occupations who would not have taken up these occupations had the conditions and tendencies remained as in 1880.

Willy nilly, the American woman is going to work; and she is doing with her might whatever her hands find to do. The census places women in all but nine of the 303 occupations it distinguishes. No women are reported as soldiers, sailors or marines; none are reported as firemen in the fire departments; none as street car drivers, although there are two motormen, none as telephone and telegraph linemen, as apprentices or helpers to roofers and slaters, or as helpers to steam boilermakers or to brass workers. There are, however, 5 women pilots; in steam railroads 10 are baggagemen, 31 are brakemen, 7 are conductors, 45 engineers and firemen, 26 switchmen, yardmen and flagmen; 6 women are ship carpenters, 2 roofers and slaters; as many as 185 are returned as blacksmiths; 508 as machinists; 8 are boilermakers, 31 are charcoal, coke and lime burners and 11 are well borers.

There are 125 occupations in which over 1,000 women are engaged, and only 63 in which the number employed exceeds 5,000.

In point of numbers woman's leading occupation is that of servant or waitress, including 1,165,561 women, or nearly a fourth of all the women at work. The second most important feminine industry is that of the farm laborer. Almost half a million women are farm hands. In precise figures 456,405 women are agricultural laborers. Next to these two leading occupations come four others not far apart in respect of numbers. These are the callings of the dressmaker, the laundress, the teacher and the farmer. There are 338,144 dressmakers and 307,706 farmers. Three-fifths of all American women following gainful pursuits are found in these six leading occupations. The number of women textile mill operators is 231,458. And they form the seventh occupation group in numerical impor-

tance. Next in rank are the housekeepers and stewardesses, 146,929 strong. These are housekeepers working for wages and they do not include the women toiling in their own homes.

The saleswomen number 142,265, and the seamstresses 138,724, 108,691 nurses and midwives, and 106,916 "laborers" — unskilled laborers in work not directly classified under agriculture, trade, transportation or manufacturing and mechanical pursuits.

These twelve occupations have each more than 100,000 women. There are seven other occupations in which the number of women was between 50,000 and 100,000. First in rank are the typewriters and stenographers, 85,086 of them; then 2,936 milliners, 81,000 clerks and copyists, 72,896 book-keepers and accountants, 61,571 tailoresses, 59,455 boarding and lodging house keepers, and 52,010 musicians and music teachers. These nineteen occupations account for 4,293,894, or 8.8 per cent. of all the women workers 16 years of age and over.

Almost one-fourth of all the women in all occupations, or 1,165,561, are servants or waitresses. For the total feminine population the proportion is 496 per 10,000, or about 5 per cent. In other words, one woman in every twenty is a servant or waitress.

In the larger cities one-half the negro women looking for work and two-fifths of the white immigrant women enter domestic service. Almost one-third of the immigrant servants and waitresses are Irish. The German are the next in number. The next highest percentage comes from Sweden, and the next from Norway, and then Denmark.

The Canadian French prefer the textile mills, and the Russians and Italians, the meatshops. The occupation of seamstress was of greatest importance among the women breadwinners of Russian percentage, giving employment to 13.3 per cent. of all of that nationality.

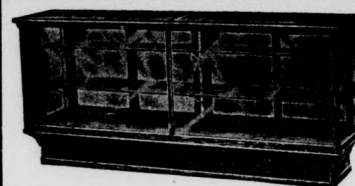
As might be expected, dressmaking is most important for working women of French percentage, 12.7 per cent. of whom were engaged in this occupation. The marked tendency of the women of European nations to follow dressmaking is thought to be due to the fact that dressmaking for years has been considered an important part of the public school training of girls in many countries on the continent, and is, therefore, naturally followed by the emigrants from these countries and by their children. Over one-half the dressmakers are under 35 years of age, and 7 out of every ten are married.

Millinery ranks fourteenth among the pursuits in which women are engaged as breadwinners. It is a distinctly woman's occupation, 94.4 per cent. of all milliners in the United States being women. Only two occupations had a larger proportion of women, dressmaking, with 97.5 per cent. and housekeeping, with 94.7 per cent. Seamstresses are, 91.9 per cent. of them, women. These four occupations were the only ones in

which women constituted over nine-tenths of all persons employed. Almost nine-tenths of the women milliners are native whites. In the large cities more than half the milliners were under 25 years of age. In 1890 there was one milliner to every 323 women 15 years of age and over. In 1900 one to every 285. This change is thought to reflect the advance in the prosperity of the country, since millinery to a certain extent is a luxury, and in family budgets forms an item that probably responds quickly to fluctuations in income.

The number of women teachers or professors in schools, colleges and universities in continental United States was 327,206. This makes teaching first in numerical importance among the professional occupations open to adult women and fifth among all occupations into which they enter. The 327,206 teachers and professors were outnumbered by the 1,165,561 servants and waitresses, the 456,405 agricultural laborers, the 338,144 dressmakers, and the 828,935 laundresses. But they were first among the 429,497 women engaged in professional service, and form 76.2 per cent. of this total.

That women are monopolizing the profession of teaching is demonstrated by the statistical tables which show that women of 16 years of age or over are by far the most important class among teachers in the country. They form 73.3 per cent. of all the teaching force in Uncle Sam's land. That is, about three out of four teachers were women, making the profession rank tenth among all occupations in the relative prominence of women. The occupations having a larger proportion of women are all such as require lower educational qualifications. So that teaching seems the leading occupation for women breadwinners in the more highly educated and prosperous of the population. It is also the leading occupation for spinsters. Of the entire number of women breadwinners only 65 per cent. were single, while the corresponding percentage of the



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Honestly made—exactly as described—guaranteed satisfactory.

Same thing holds on our DEPENDABLE FIXTURES.

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.

H. P. D. Kingsbury

Redlands, California

(Where the oranges come from)

W. S. Ware & Co., Distributors

DETROIT, MICH.



We manufacture all kinds of

Lighting Systems

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

Write for prices. Agents wanted.

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teachers was 92.2. In 1900 the women 15 years of age and over who were teaching were older than those of 1890. For 1890 55.6 per cent. of the total number of teachers were under 25 years of age, whereas in 1900 the corresponding percentage was only 46.5. The increase is particularly conspicuous between the ages of 55 and 64 years.

But unfeeling facts and figures tell scarcely half the story of the working woman's romance, which, alas, in all too many instances, proves a tragedy. As Rose Pastor Phelps Stokes pointed out in her address before the American Academy of Political and Social Science, the average working woman knows from her own experience and from that of the workers about her that under existing systems she must ever live at the margin of subsistence, and that through no effort of her own can she rise to a condition of rightful and necessary independence where daily fears and anxieties would give place to opportunities for bodily and spiritual rest and recreation and health.

"Moreover, she sees that, situated as she is, driven by hard necessity, she must pass through a long period of her life deprived of opportunities for those social relations with her fellows that are essential to the development of much that is best and noblest in her nature. In proportion as she lives and labors as a mere machine the progress and growth of her soul is apt to be thwarted and checked. Not only is she commonly ignorant and of narrow views but she is denied, most often, opportunity for physical or mental or spiritual development.

"All the world is beginning to realize that havoc is being wrought upon the physical health of the workers by the harmful environmental conditions amid which their work is done. The inroads made by pulmonary affections upon women in the spinning, weaving and felting industries grow appalling. Women who bend over the sewing machine for ten to fifteen hours a day or over artificial flower benches, or cigar benches in ill ventilated, ill lighted shops, or in the dingy atmosphere of a tenement room fall easy prey to disease germs in air, food and drink. Nearly all diseases result from want of resisting power in the system. Germs of typhoid are often in our drinking waters. Tuberculosis is in its incipency in nearly every human body. Thus with other diseases. Briefly, all became invaded with the germs of disease, but, roughly speaking, only those succumb whose power of resistance is low." Nearly one-third of the deaths among working women between the ages of 20 and 55, Mrs. Phelps Stokes further points out, occur from tuberculosis alone. And these deaths, she declares, are due almost always to needlessly bad conditions of tenements and shops. In one block of New York City there has been a new case of tuberculosis reported to the Board of Health once every twelve days, as an average, for the past nine years or more. And from

six houses in that block one new case has been reported every thirty-two days. In one flat in one of those houses four families successively were devastated by that disease in five years; "yet whenever attempt is made by the Board of Health or by other bodies of public spirited citizens to secure such alterations in that block as would eliminate its death dealing features and replace them with health giving ones the cry is raised of interference with vested rights, of interference with contract between landlord and tenant, and of interference with the right of every individual to conduct himself as he pleases in relations which are his own. Similarly throughout the factories and workshops of our land unsanitary conditions and starvation of thousands of victims."

Edward A. Filene, a business man of Boston, has investigated and tried to better the conditions of women working for a living, and he finds their number is increasing so fast that an examination of the conditions under which they are employed is well, not only from the standpoint of the workers but also from that of society. He groups the women workers into three classes, those working in factories and workshops, store workers and domestic servants. He finds the worst conditions of the three divisions in factories, workshops, laundries, and similar industries in cities. In these the wages of the unskilled women are extremely low, "and the hours, strain of work and environment are often such as should not be tolerated by decent society."

The conditions get worse in proportion as the trade is unskilled. In trades requiring no particular expertness or education large numbers of women and girls are willing or are

forced to work for \$3 to \$5 a week and are not steadily employed even then. Besides, there are so many women and girls always at hand to take vacant places that there is no pressure from that most effective source, the scarcity of workers, to increase wages and improve conditions. The root of the distress is the fact that vast numbers of women and girls are compelled to work without having had the training for it. They do not know how to work. They do not know how to keep themselves well. They lack the qualities needed to enforce their rights. They lack the intelligence and necessary will power to organize for their own and society's rights. Mr. Filene's experience leads him to believe that the greater part of so-called unskilled trades practically can be put into the class of skilled trades if sufficient training is provided.

Industrial training is regarded as a duty by Mr. Filene, who points to Germany as an example for emulation. Germany in thirty years has established a compulsory system of industrial education; so that every boy learns how to work, either in the day or evening school. "What Germany has done we will do."

The chief defects of the conditions of women workers in the stores Mr. Filene considers to be under pay, the strain of work, and for some, instability of work. The most important of these defects he regards as due to lack of training for their work and an oversupply of workers. And these are mainly the result of the unskilled element in store work as an occupation. In almost all stores the value of the merchandise or the number of valuable customers is largely enhanced by an increase in the intelligence and skill of the saleswoman. Within a reasonable time, therefore,

it is expected that storekeepers will require greater skill and intelligence. A large number of stores already have begun to drill their employees in store classes. In Boston for five years there has been a class in the evening school for salespeople.

The Woman's Educational and Industrial union added a similar class. The result of these experiments and similar movements elsewhere, it is expected, will be a standard for salesmanship which will take it out of unskilled trades and thus diminish if not stop the surplus supply of store workers and correspondingly increase wages.

In Mr. Filene's investigations of the servant girl problem he was compelled to the conclusion that lasting reform must begin with the employers. "The basis of the servant problem is a class point of view, even as it is the basis of municipal corruption when it enables demagogues and grafters to get control of voters by appealing to social, religious and class prejudices. Let us be really democratic. Let us acknowledge the dignity of labor. Let us judge labor by the social value. Thereupon household work will no longer be a stigma, shutting out the workers from all higher social companionship and attainment. Thereupon the hours of work will be adjusted so as to compare favorably with factory and store work, adjusted so as to leave leisure for development and pleasure."

The Bostonian business man is full of hope for the future if his remedies be applied and working women be given industrial education; if they be effectively organized; and if, lastly, more real democracy be expressed in legislation. Harriet L. Miller.

This world never agrees with the man who tries to swallow it whole.

The Trade can Trust any promise made in the name of SAPOLIO; and, therefore, there need be no hesitation about stocking

HAND SAPOLIO

It is boldly advertised, and will both sell and satisfy.

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.

YOUR CALENDAR.

Can It Be Improved As An Advertising Medium?

Written for the Tradesman.

We will suppose that the reader is a merchant and that he follows the usual custom of giving calendars to his patrons each year. Therefore we want to discuss calendars with him.

It would be interesting could we go back into antiquity and learn the origin of the calendar and trace its history to the present. It would also be interesting and profitable to study the development of the calendar since it began to be used as an advertising medium. But let us if possible, turn from other phases of the subject and consider only one question, that is: How to make the calendar more profitable to the advertiser.

A calendar is a universal necessity. It is needed in every home, school, office, store, shop, factory, hotel, depot and waiting room; on the trains and boats; in the desert; on the prairie; among the mountains; in the wilds of the forest; on sea and land. It is needed by the hunter, traveler, explorer, business man, scholar, laborer, housekeeper, and, in fact, by everyone who reads, writes, studies, plans or labors. There is therefore no question as to how far the calendar goes, how widely it is circulated or how extensively it may be used to convey information.

The calendar is not transitory. It is not used to-day and thrown away to-morrow. It repeats its message every day in the year, and to every one who consults it. If you have ever entertained the suggestion that the calendar business was overdone and wondered if it were not a needless expense after all to pay out so much money for calendars to give away, think of this fact.

The next question then is: Do you put out a calendar that will be kept and used. That will depend much upon the style of calendar which you select. It must be attractive and of convenient size. When a person can secure a score of them without cost to himself, he will keep for his use that one or ones which suit him best. In selecting a calendar one should consider whether his customers want simply a work of art, a decoration for the wall or mantel, or whether they want a convenient, easy-to-read calendar.

A family can have a dozen different styles of calendars—one for every room, desk or table in the house. Choose your calendar with this fact in view, and by its appropriateness dictate the place it shall occupy in the home, office or place of business of your customer. If you want your advertisement on the business man's desk, in the farmer's sitting room, on the library table, on the lady's dressing table, or if you want it to reach a certain class of people you must choose that which will most naturally, most appropriately fit the place.

Now as to illustrations. A picture by itself may contain no suggestion of business and be looked upon sim-

ply as a work of art, yet when coupled with the card of the dealer it may suggest a need of certain goods or information as to where they may be procured, and this without detracting from the enjoyment of the picture. For instance, a hunter with his dogs would be very appropriate for the dealer in firearms, ammunition or sporting goods. A boy with a goat harnessed to his express cart loaded with coal would be the thing for a coal dealer. A poultry scene for one who deals in poultry supplies, and so on.

If there is an inaptness, an incongruity between the picture and the business represented it detracts from the value of the calendar as an advertising medium. It reflects upon the judgment of the dealer. For instance, the boy, goat and coal are found upon a baker's calendar; the children feeding ducks on a calendar put out by a bank, and the hunter and dogs on a baker's calendar.

When one sells goods he desires not only to please customers but to reap a profit. So when he puts out a calendar he not only wishes to please the recipient but to secure some return for the expense incurred. If a calendar but pleases a customer, that of course is some gain.

Suppose it displeases him or he is disappointed. Suppose he anticipates getting something which he very much needs, and finds the dates too insignificant and the advertisement too prominent? Bear in mind that when a person consults a calendar he or she is not searching for information where to buy goods, therefore the latter should not be too intrusive—should not crowd the original purpose of a calendar to second place.

In using a calendar as an advertising medium it is made to do a double duty. And yet, consider, it does much more: it conveys various messages; it signifies intents and purposes; it is a pledge and token. In giving a calendar you supply a need; you offer assistance; you direct to a place where their needs may be supplied; you offer a token of cordiality; you solicit a privilege—the privilege of serving; you offer compensation for intruding when other matters claim attention; you aim to make a favorable impression for yourself and your goods. If it does all this, is it not enough to repay you for the expense incurred? And yet does it do all that it might do?

If the foregoing offers no suggestions how a calendar might be improved as an advertising medium, we will consider it further.

A calendar might be devised to meet the especial needs of people of different vocations. For instance, one might be gotten up with information especially for the housekeeper—for the kitchen—containing lists of articles and supplies likely to be needed each month in the year coupled with the name of the merchant who keeps those goods for sale. A general store might list groceries, household utensils and, in fact, almost everything which the housekeeper needs. In other cases the gro-

cer and hardware man might both use the same calendar without a conflict of interests. The expense for each might be lessened; but if not they might get better returns than as though each furnished a separate calendar to the same person, one to be placed where it is most needed and the other destroyed or placed where it is not often seen.

A calendar is most valuable for advertising when people are at leisure, and yet there are times when the suggestion of business is unwelcome. There are times when people need to forget as much as possible all business cares—when they dislike to have buying, selling or getting gain intrude upon their thoughts. At such times they are not apt to charge the memory with the information proffered by the calendar. When leisure is enforced, when people are obliged to wait for their turns to transact business, or when they must wait unoccupied with business and no one with whom they can engage in conversation, even a calendar is a welcome object to engage the attention.

As we study this subject thoughts arise in every direction. We can not investigate it completely; therefore we will add a few remarks and close.

When one pays out money for advertising he should feel as confident of returns from it as though he were purchasing food to eat, clothing to wear or investing in Government bonds.

Are you going to put out a calendar simply because it is the custom, or because your neighbors do and you must do the same or fall behind in the estimation of the public? Are you going to get the most good from the expenditure by selecting a calendar or having one printed that meets the requirements of your patrons as fully as possible? Are you going to use your own judgment or let some one else select it for you? Will it represent your ability and enterprise or will people see in it that which will cause them to think you did not give much thought or attention to it?

Now, if you want the patronage of a certain class, it is all right to put out that which will appeal to that class. But if your business is with everyone—with the public in general—do not put words upon your calendar to intimate that you prefer to deal with a certain class. It will as surely drive away one person as it draws another. If I am not fully understood in this, just suppose you designate on your calendar your political or religious preferences, your nationality, fraternal society or the like and consider the effect.

Now, really, do you not think that instead of the same business card on a calendar to be looked upon by a person every day in the year, the advertisement would be more effective to be in new form, or have different goods listed each month, or some different idea expressed? Let the firm's announcement, whatever it may be, and the dates for one month be on the same sheet and be torn off together, and introduce yourself or

your goods in a different manner for the following month.

I wonder if we will notice any of these ideas expressed in any of the calendars we receive before the coming new year. E. E. Whitney.

Motive Power by Wireless.

Running trains by wireless is the idea of Frederick H. Millener, who has perfected and proved an invention for moving huge bodies by electricity wirelessly conducted. The apparatus consists of a truck weighing nearly three tons and having about ten horse power. Including its own weight it hauls a load of more than twenty tons. The wireless truck carries 144 feet of copper wire made into wireless wings or antennae, and fixed one set on each side of the truck at a height of about four feet from the ground. The cylindrical shape is preferred by Dr. Millener, as it permits the placing of the antennae so low as not to interfere when the cars pass through tunnels or under bridges—an important consideration. Similar wings, built in the cylindrical form and attuned to the electrical truck, swing from a sixty-five foot flagpole at the central station, and from these antennae flow the controlled power waves which move with unflinching accuracy to the traveling truck and control its movements with unflinching perfection. Dr. Millener's invention may be applied to railroad signaling, which is now done by cumbersome levers and wires, and therefore cannot be done at any great distance from the signal towers. With Dr. Millener's invention any number of signals can be thrown or lowered by the mere touching of the sending device, and it matters not whether the signals be fifty feet or fifty miles away. The device can be also applied to railroad telegraphy. Dr. Millener can ring a bell in a given one of any number of stations and leave bells in the others undisturbed. Torpedoes equipped with Dr. Millener's "selective device" can be steered through the water with unflinching accuracy by having the control of the rudder attuned so as to be controlled thereby. It is thought that one man can operate a number of trains on a railroad system of several hundred miles in length with the selective device attuned to the locomotives of the several trains, so that a certain truck would affect only a given locomotive; "and with a system of electric registration lights to show where each train is and its course of movement, it is not out of the range of the probable and practicable. When a train is ready to leave a given station the station agent merely would have to send a wireless flash to the central operating station, whence the locomotive would be started and run to the next station." Dr. Millener thinks that by his invention it will be possible to telegraph from a moving automobile.

The man who can not go to church without sleeping has a remarkable power of keeping his eyes open at a political meeting.

What do People Think Of you?

Misrepresentation is
unnecessary if you sell
DEPENDON Dry Goods
TRADE MARK

They are absolutely the
best at the price.

The **DEPENDON** Ticket
TRADE MARK
is found only on thoroughly
good goods.

DEPENDON Goods
TRADE MARK
are sold in every
department.

We do not sell
to Catalogue Houses.

When Mrs. Jones wants to buy a
dress, does she think of your store
as the one where she will be most
likely to find what she wants?

Does she feel that she can depend
absolutely on what your sales-
people tell her in regard to suit-
ability and wearing quality?

Does she feel that you conduct
your store on principles that in-
sure her obtaining the best pos-
sible values for her money?

Or does she feel that she must
be on her guard every moment
she is purchasing goods in your
store?

*Sell **DEPENDON** Dry Goods
TRADE MARK
and people will think of your
store first and best when
they want to buy
anything you
sell.*

JOHN V. FARWELL COMPANY

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

CHICAGO, THE GREAT CENTRAL MARKET

THE RIBBON COUNTER.

One New Girl's Experience Behind It.

Written for the Tradesman.

I was talking with the ribbon girl of a local dry goods house.

It only needed a word to set her agoin'.

"Like your department?"

"Oh, yes, indeed," she replied enthusiastically.

The girl is about 21 and her mother was a ribbon girl before her, so she ought be proficient as regards the work.

"You might almost say I was born and brought up in the business, for I've heard ribbons, ribbons, ribbons ever since I was knee high to a grasshopper, as my mother was at the head of a ribbon department in a great big establishment for years and years. Now she has retired and her mantle has fallen on my shoulders—I hope I wear it as gracefully as she did.

"Yes," the young girl repeated, "I like the work. There is never anything dirty about it—always nice stuff to handle.

"I have a great many fine customers. I've been in this one place for almost four years now—come the week before Christmas it will be just four.

"I was taken on here to help out in a Holiday rush. I expected to be dropped when New Years came, for the rush would all be over then. I was one of five new girls who were hired just to help out, and could not have felt dissatisfied had I been given my walking papers the night before the New Year began. I was 'hoping against hope' that I might be retained longer, although, as I say, I wouldn't have had the ghost of a 'kick' coming had I been dropped like a hot cake when the time was up for which I was engaged.

"I had tried hard to do every part of my work well. I had asked questions of the permanent employees of the section about various kinks I did not understand and they had kindly interested themselves in my welfare. I hoped I was giving satisfaction. I got no reprimands, which was more than two or three of the other new ones could say. They said they would be glad enough when leaving time came. Not so with myself.

"The last day of our stay word was sent to me that I was wanted in the office.

"I left my counter with fear and trembling, wondering what I had done to merit a 'calling down,' but I could think of nothing in which I could have been remiss. Quite naturally the first day or two had been difficult to get through with, but the longer I stayed the easier had become the routine.

"By the time I reached the office my mind was worked up into an extremely nervous state. The proprietor must have noticed my trepidation, for he smiled reassuringly. He kindly invited me to be seated, and then it transpired that I really and truly was to be retained behind the

ribbon counter after New Years, at a raise in salary, while the other extras were to be allowed to go.

"This was good news to me, indeed," continued the clerk, her eyes brightening even beyond their wonted sparkle. "I went back to my place walking on air. 'Did ever any one hear of such good luck?' I questioned myself.

"After the other girls were gone I settled down to work in good earnest. I had always, as I said, been in love with the goods represented in my department, but now my regard increased a hundred fold. I set myself to the task of learning all I possibly could about them. I read up in everything I could find on the subject, and I asked for information from traveling men, so that it wasn't very long before the old clerks in the department were asking me this, that and the other thing about our merchandise, and I always had some sort of an answer for them. I suppose, however, I wouldn't have gotten along so well if it hadn't been for my having a natural aptitude for the business.

"And I studied well my customers. I learned their little 'quips and cranks,' so that I am better able to deal with them than if I hadn't kept my eyes open as I went along. When we have a 'special' on I call my best patrons up and tell them they had better come down or over, as the case may be, and take advantage of it. In this way I keep in close touch with them.

"I never try to persuade a customer against her will, but if she approaches me in a mood of vacillation I am generally able to switch her over to my way of thinking. Many a lady comes up to my counter hardly knowing herself what she wants. That's the kind that are like dough in my hands. I just knead 'em and mould 'em until they think I'm a regular genius for helping them to decide what to get.

"When I have a rich customer with growing girls who wear hair ribbons is when I make money for the store. It takes a pile of stuff to fashion a brace of these big fly-away bows that children are so fond of getting on, and by the time a mother has fitted out three or four girls with three or four sets apiece it counts up into yards and yards, and where the ribbon is expensive a mother can easily spend \$10 on her little daughters' heads.

"Fancy work calls for a big outlay, too. The woman who has the craze for that sort of thing can put all her pin-money into ribbon alone. And a lot of them do when they are not careful. As you are reeling off the goods, in such a case, you want to keep the customer's mind off of the price. Keep it focused on the beauty of the design of the ribbon or the excellence of the quality. Once let her get to thinking about what all this loveliness is going to stand her in and you are lost. Keep her talking about anything but cost marks until you have the scissors through the goods; then it is too late to crawlfish.

"Stimulate a patron's tendency to buy by bringing out new goods that have just come in. Try to show something that 'no one else has seen.' When she is the first to be treated to an inspection of the very latest arrivals her vanity is flattered and she is in a receptive condition, a condition to be made the most of by the adroit clerk.

"That's the way I look at standing behind the ribbon counter. There are a lot more 'secrets,' but these will do for a starter. If you ever want to enter the business of catering to the ribbon wants of the buying public," laughed this droll girl, "just come to me and I will 'let you in on the deal,' as the saying is."

Janey Wardell.

Faith and Works.

A little girl's brother set a trap to catch birds. She knew it was wrong, cruel; against the laws of kindness, altogether inexcusable from her point of view.

She wept at first; then a little later her mother noticed that she had become cheerful once more, and enquired as to the cause.

"What did you do?" asked the mother.

"I prayed for my brother to be made a better boy."

"What else?"

"I prayed that the trap would not catch any little birds."

"What else?"

"Then I went out and kicked the old trap all to pieces."



TRADE IDEAL MARK.

"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.

"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

SOFA COVERS.

How Three Purchased Were Ruined by a Clerk.

Written for the Tradesman.

"Tis the little rift within the lute
That, widening, makes the music
mute."

I thought of the above couplet the other day when I got provoked at a little thing that happened in a Furniture City store.

I went into the so-called art department to get some beads to replace a few that had become loosened and so lost—case merely, of "want of a horse shoe nail"—from a handsome beaded bag, imported from the Vaterland, of which I am the fortunate possessor.

I found that for which I was searching and then allowed my gaze to wander from place to place and then to rest on what is always a fascinating proposition to one of my sex, a pile of these bright cotton sofa pillow tops stamped with pretty girls interested in college boys—and incidentally in college athletics.

The clerk stationed at the counter on which the pile reposed saw that my curiosity was aroused and immediately scented a sale.

I allowed her to flip them over, pleased that she appeared willing to go to the bother, and found several that tickled my fancy wonderfully.

I had the clerk lay aside three that I liked most, matched them up with a stiff plain fabric that she said they sold for the backs and then she showed me harmonizing cord (with tassels) for the edge of each of the three covers.

Well satisfied with my purchase I paid for the goods and ordered the outfit sent to where I live, cautioning the clerk to be careful, in doing up the covers, not to wrinkle them; told her to roll and not to fold them.

I had a little shopping to do at other places and when I reached home my parcel had preceded me.

Happy in thinking of the trio of handsome cushions I was going to have and how they would "dress up" my simple little parlor, I eagerly undid my package in the privacy of that same little room, filled with anticipation and haste to lay the covers against my shabby old pillows that they were to hide.

Well, if I was not more than annoyed!

There I had particularly cautioned that girl in the department where I got them to exercise care in rolling them so as not to muss them.

I wish you could have seen the way in which they reached me!

I thought as I undid the package that the roll looked decidedly like trouble, and was not surprised to see that the contents carried out my suspicion.

Those lovely covers were irremediably creased for a distance of six inches. I was afraid to use a hot iron on them for fear of injuring the colors, and pressing under a weight would not help the deep dents.

The next day I took back the goods to exchange them for fresh covers, but there were no more of the same design and I either had to se-

lect others that I did not like half so well or keep the damaged ones I already had.

I did the latter. But I have a little heartache every time I look at those cushions that were to be such a delight to me in my cozy parlor.

There is no excuse for a clerk who will heedlessly and needlessly spoil merchandise in this manner.

Louie W. Remington.

If a Raise Is Impossible Get Another Job.

Written for the Tradesman.

That office employe makes a grievous error who solicits a raise in salary on the ground that he "will make it worth while" for the man he works for to give him an increase in wages. He should do his level best for months before he "hits the boss"—perhaps for months or many years. If he has not been doing the best he knows how he has no business to be asking for more wages. If he knows he is—and has been right along—making good, and has proved that he can make money for the firm, he is justified in wanting—and expecting—better wages, and he need not fear to ask for them.

Whether he gets what he requests all lies with the employer, after the employe has made the solicitation. If the former is in a position, financially, to grant it he should do so at once.

Some employers will let a faithful employe go on for years and years without a smell of a raise if it is not asked for. Instead of doing the square thing and not waiting to be approached by the employe on the subject, they take a secret and fiendish delight in the fact that they are getting the services of the workman for far below what his abilities would command with some one else, gloating over the circumstance that the employe is too timid to demand what is his due; that he dreads the wordy encounter and possible or probable curt refusal.

Sometimes, after an employe has politely made a petition for what he should have been getting continuously for his duties, the one for whom he labors will give no sign whatever—if the petition has been couched in writing—that he received such a communication, thinking to so harass the one writing it that he will be worn out with waiting and become hopeless of attainment of the wished-for result and let the matter drop in toto.

Such an employer is a cruel man and the best thing the underpaid, downtrodden employe can do is to hustle around and get himself another job, where he will be paid a salary commensurate with his worth.

H. E. R. S.

What Are You Industrious About?

The first thing we working girls should consider is whether the thing we are doing is worth while. We have a way of falling into beaten tracks and going on and on in them, never stopping to think that there may be chances to better ourselves close at hand, or places where the

same amount of work would give us greater returns and pleasanter lives.

I know one brilliant woman who spent years in an uncongenial school-room before she discovered a gift for writing which has since made her name known to all magazine readers and which brings in more money in one year than her school work brought in in ten. I know another who for years worked as a book-keeper in a shoe factory, ignoring her aptitude for arranging amateur theatricals. She probably would have spent all her life footing columns if lucky chance had not forced her into new lines, making her a successful, highly paid theatrical manager in Chicago.

Before settling down to grind along industriously at the first thing that offers itself we should try to place ourselves where we can get the most of life or if circumstances force us to take up uncongenial or poorly paid work we should keep our heads above the water of stagnation and try to swim out to something better. I am doing it myself. All day I grind out letters on a rickety old typewriter, but evening finds me trilling and vocalizing, no matter how much the neighbors growl; for instead of spending all my life in "stagnant waters," I hope some day to navigate "high C's."

Theresa Malone.

It's the little happinesses we sow that give us the harvest of perpetual pleasure.

Largest Exclusive Furniture Store in the World

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

Klingman's Sample Furniture Co.

Grand Rapids, Mich.

Ionia, Fountain and Division Sts.

Opposite Morton House

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

MERCHANTS

The best is the cheapest in everything
When you have that

AUCTION or SPECIAL SALE

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

Let us tell you all about what our twelve years' experience can do for you in reducing or closing out your stock at a profit.

We can please you as we have hundreds of others, and leave you smiling when we say good-bye.

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better light at 50 per
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Wholesale Dry Goods

Grand Rapids, Mich.

TUNGSTEN LAMPS

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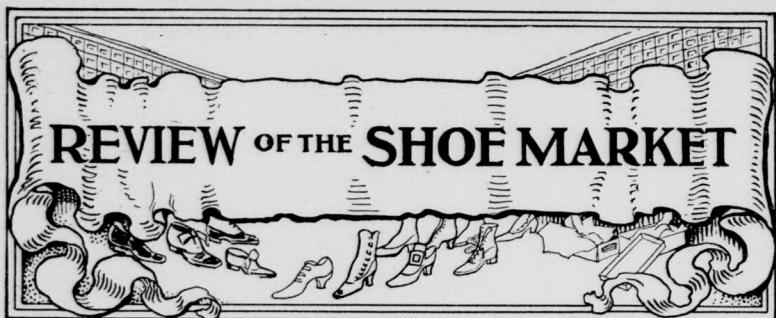
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Less Money

We carry a big stock

M. B. Wheeler Electric Co.

93 Pearl Street

Grand Rapids, Mich.



REVIEW OF THE SHOE MARKET

Some Rules For the Care of Shoes.

Dainty footwear is as important a weapon of the summer girl's campaign as are bright eyes, a neat waist and faultlessly gloved hands. There is charm in my lady's pretty foot, but her slippers, shoes and boots must fit and be scrupulously well cared for.

One need not go to the extreme of wearing tight shoes of high French heels, which induce weak lungs and round shoulders, but footwear should be as carefully chosen and well fitted as are one's gloves. Unpolished, mud stained shoes with runover heels do not present an attractive appearance below the ankle length skirt of to-day, and there is no necessity for any one ever appearing thus when so little time and attention are required to keep shoes in good order.

No more would one think of being unprovided with "shoe trees" in sufficient numbers than of putting away one's clothing without coat and skirt hangers. These little things make all the difference between neatness and the lack of it in a woman's appearance. The best shoe trees can be had for from 75 cents and \$1 and many women buy three or five pairs at a time, for their street shoes, and as many more special pairs for their evening slippers.

On returning from an evening party just a moment is needed for a young woman to slip trees into the shapely slippers she has taken off. They will help wonderfully in keeping the slippers in their correct size and shape and their owner will thus look better the next time for her bit of trouble.

Children's footwear also must be cared for in the same way and for these small shoes there are little trees which are made "adjustable." One such set lasts about three years before they are outgrown and must be replaced by larger sizes.

When shoes have been neglected and badly wrinkled they can be straightened out by first dampening them, then putting in the shoe trees and leaving them to dry. When next worn they should be as smooth and as free from wrinkles as when new. In the absence of shoe trees the best thing is to stuff the toes with tissue paper and press it in firmly. This will be a great deal better than nothing at all.

A few drops of olive oil, sweet oil or vaseline well rubbed in should be applied to black shoes when wet or muddy. Wash the shoes first, then rub the oil in thoroughly and put away to dry with shoe trees in them. Polish later. Neat's-foot oil is also good, but must be used sparingly,

otherwise it is apt to soil the skirts.

In the care of all patent leathers it is well to bear in mind that cold affects them more than anything else. They should invariably be kept in a warm place and warmed before putting on the feet, otherwise little surface checks will appear everywhere and remain, marring the shoes.

Of all the foolish things that women do to "save time" nothing is more foolish than standing wet shoes over a register or steam coil to dry them quickly. This not only shrinks the shoes but burns the leather into a hopelessly brittle condition, leaving it as breakable as glass. Even the heaviest sole made breaks when burned and there is nothing possible but to buy new shoes. Rain does not injure really good shoes, especially those made of any patent leather.

Women should choose some soft, pliable leather for dressy shoes, such as patent kid and patent colt. As the patent kid is a little the nicer it is used in higher grade shoes than the colt. Enameled leather is considered too heavy for women's shoes. It is more used for men's wear.

One can buy all kinds of polishes, and shoe dressings, of course, for black, tan or white shoes, which any one may use at home. There is also shoemakers' "rubber cement," which takes stains off of tan shoes, and a recent discovery has put on the market a preparation which removes oil and grease stains from tan leather—a thing long considered impossible.

Tan Russia leather is a good polisher. It can be washed in soap and water without the least harm. Strong sudsy water on Russia leather will tend to darken it. After muddy tan shoes have been rinsed and wiped dry with an old towel some good liquid cleaner or tan polisher must be vigorously rubbed in to add luster. Glazed tan shoes lose some of their coloring when washed. For this reason many persons use the inside of a banana peel or a cut raw potato instead. When dry apply either beeswax, turpentine or some cream and polish.

As to dyeing, tan shoes dye well. The trouble has always been to dye evening slippers successfully. Only within the last few months has a way been found to dye white satin or kid slippers almost any delicate shade desired. This new process prevents their shrinking or shriveling up or the dye from coming off on the skirts, and it is now possible to dye slippers to match the exact shade of any gown, thus making one pair of slippers last twice as long as before.

At present white glazed kid is much

more popular than suede, and it both dyes and cleans beautifully. Gilt slippers can, of course, be regilded at home and look as good as new.

The smartest thing just now for tennis shoes is white buckskin. They are more expensive than those of canvas, costing \$8 a pair, and come with cork filled instead of rubber soles. When soiled rub on a lot of pipe clay and their snowy whiteness will quickly and easily be restored. When wet all that is necessary is to dry them with a pair of shoe trees inside.

For golf tan half high shoes should be bought, as this height gives the necessary support to the ankle. Many women, however, through false sense of economy take a pair of old low shoes and have rubber or spiked soles put on them, but this is not satisfactory and saves nothing in the end.

Woman's riding boots of tan, patent leather or black are always correct, and to take care of them perfectly will require regular riding boot "forms." These must be made to order, coming to the tops of the boots. They cost from \$10 to \$15 a pair.

If, as sometimes happens during hot weather, shoes that were comfortable before suddenly become too small a little borax sprinkled inside the stocking foot before putting it on will relieve this unpleasant feeling. But unless the shoes were perfectly fitted in the first place it is better not to try to wear them at all.

If there is anything more uncom-

fortable than a tight shoe it is a slipping heel, which is not only a constant annoyance but wears the stockings out. It should be remedied at once either by having heel pads put in or a strip of silk elastic sewed in around the top of the counter just underneath the stitching.

Since it is true that Americans can not be fitted with shoes abroad as well as at home, so foreigners in this country suffer from wearing the long vamped shoes made for Americans. They should choose only those made with the long arch and thick vamp, and for their benefit one Chicago firm makes a specialty of just these short, thick vamped shoes.

Another Chicago store sells a special shoe for persons who have to stand or walk a great deal, which differs in many respects from those usually worn. Women who need shoes of this kind should take the trouble to obtain them for their own comfort.

Women who used to prefer light weight street shoes are learning from men that heavier footwear keeps its shape better, spreads less and makes a neater appearance. The tendency this coming fall for women's shoes is toward heavier soles, lower heels and rounder toes—towards shoes, in fact, of a more substantial build all over.

Wonderful Power.

Howard—Did you ever know any one who was cured by suggestion?

Coward—Yes. I cured the Duke's infatuation for my daughter by suggesting that he lend me five dollars.



If All Shoe Dealers Would Use the Same Good Judgment

in buying rubbers that they do in buying their shoe stocks there would be less effort wasted in trying to make a good round profit.

Now take the "WALES GOODYEAR" Climax Sandal for men and boys—Climax Blizzard for women, girls and children. You can not possibly go wrong on a good big order of these brands. We know of no way so square to your trade and so convincing that your entire stock is right as a line of these goods in your stock. These staples are made right we know.

With the great record breaking line of "Wales Goodyear" specialties you can control the trade of your town.

This immense stock, including the sturdy lines for men, is at your service. Carried in stock to ship same day your order is received.

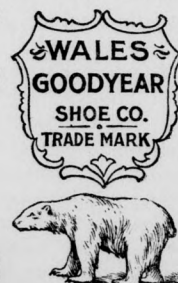
Order "Wales Goodyear" rubbers and order today. Catalogue for a postal.

Herold=Bertsch Shoe Co.

Agents for

Wales Goodyear Rubbers (The Bear Brand)

Grand Rapids, Michigan



How I Would Conduct a Retail Shoe Store.

Many merchants fail to appreciate the value of outdoor advertising. They believe that if they make use of newspaper advertising, window trimming, inside store helps, etc., they have done all that is necessary. While this may be true in some few cases, it is not true in the majority of cases.

I would go out on the highways and byways throughout the country adjacent to the town where I was located and put up signs on fences and buildings wherever possible (good fence signs may be made from old packing cases, roughly lettered). I would erect a few large field signs alongside some of the principal roads leading to town. I would undertake to find good available blank walls that were centrally located, or situated at corners, or near the railway, milling station, milk factory or other places where people of the community were largely accustomed to pass. I would arrange to place upon these blank walls attractive advertisements of my business. The roads that lead to your town are the avenues through which much of your trade comes. If you gain a man's attention as he drives along and impress him with the desirability of trading with you, the chances are considerable that he will visit your store if he is at all undecided as to where to make his purchase.

Outdoor advertising inside a town is equally good. I would put up a number of signs and posters on sides and walls of buildings, especially near where building operations were going on. In the vicinity of my store I would paint or paste signs on the sidewalk, if permitted to do so. A very effective plan of this kind is to cut a quantity of arrows or footprints out of bright colored paper and paste them on the sidewalk leading into your store from all directions. This should be done some dark night in order that it may be completed when the first people are stirring in the morning. I might also do a little bill posting if the rates were low and the wholesalers or manufacturers would furnish me with bill board posters with my imprint on them. Likewise I might advertise moderately in the street cars if I could secure good street car cards from the same source.

Whenever the town had a day of special celebration I would string a large sign across the street if possible.

One of the cheapest and most effective methods of advertising is the judicious use of enclosing slips, booklets, etc. I would enclose an advertising feature of some sort with every package and every letter, invoice or statement that left my establishment. Many manufacturers and wholesalers prepare enclosing slips, folders, booklets, etc., which they supply in moderate quantities to their customers. I would undertake to find out what I could secure from this source.

Direct mail advertising could perhaps be utilized very moderately. While I am of the opinion that it

would not pay to circularize indiscriminately in selling boots and shoes, still I am quite sure there are special lists which could be circularized to advantage. One such instance that occurs to me would be to secure a list of all who attended dancing school last season and send them a strong letter on dancing shoes and pumps, just prior to the opening of another term.

In my advertising of all kinds I would try to have something characteristic of my store and my line of business, which would be immediately recognized by the public as representing my place of business, wherever they saw it. There is nothing better for the purpose than the adoption of a certain "character sign" to be used somewhere on every piece of printed matter and every advertisement you get out. Probably the best form of a "character sign" is the representation of a living figure of some sort. Characters of this kind are full of life, and action, and "human interest." They can be depicted in any number of quaint and humorous antics which are interesting and invite attention, whereas many of the "trade marks" often used are cold and lifeless, and do not permit of any variety whatever in their form. A stationer in Ohio, whose name is Baer, has made big capital out of his name by adopting, as a "character sign," the likeness of a real bear. His envelopes, letterheads, enclosing slips, folders, booklets, newspaper advertisements, billheads, statements, etc., all have a number of little bears capering over them. Such phrases as "Baer these goods in mind," "Always something 'bruin' at Baer's," etc., give his advertising and his store a stamp of individuality which makes them stand out sharply. I venture to say there is scarcely a resident of Canton, Ohio, who does not know Leonard A. Baer and know that he sells stationery.

A mighty good "character sign" for a boot and shoe store would be the representation of an old-time shoemaker wearing an apron and regulation outfit. He could be called the "Little Old Cobbler," or something of this sort, which would permit of free and easy conversational style in the wording of advertisements. Cuts of the "Little Old Cobbler" could be made standing up, sitting down, pointing up, down, to the right, to the left and in any number of different positions. The constant use of the "Little Old Cobbler" in your newspaper advertisements, on field signs and on all printed matter would soon make your store one of the best known, most talked about stores in town.

There is one form of advertising which I would religiously avoid just as far as possible to do so. That is programme advertising. Except in rare instances such advertising is money absolutely thrown away. In many cases it is entirely unavoidable as a matter of policy, but even so you should prefer to pay the cost of the space and not have the name appear, as every time your advertisement appears in some programme it is a sig-

nal for the next programme solicitor to hurry straight over to see you about his proposition—and it is hard to refuse him when he points to your advertisement, big as life, in another publication, no more entitled to your patronage than his is. Where all of the merchants in a town have an agreement not to patronize advertising schemes of this nature, it is comparatively an easy matter to turn down such propositions; otherwise it is not. In either event it is good business to "let 'em down easy" when programme solicitors call on you. Be cheerful and good natured with them. Explain in detail why you are not in position to help them out, much as you would like it. There is a way to turn down a man so that he will go away feeling that you are one of the best fellows on earth, and as happy—almost—as if he had landed your order. And there is a way to turn him down so that he will be mad, and sore at you and your establishment for the rest of his life. There is nothing to be gained by the latter way—and anyway the solicitor may need a new pair of shoes tomorrow. In Galesburg, Ill., the merchants have a hard and fast agreement not to patronize "hold up" schemes of any kind. They estimate that at least \$10,000 a year are saved through the agreement. Among the methods of advertising that have been voted out as unprofitable are the following: programmes of all kinds, score cards, advertising in directories of all kinds, all religious and professional periodical advertisements, do-

nations to church fairs, bazaars, suppers, social benefits of all kinds, donations to contest prizes of all kinds, excepting such as are recommended by the Advisory Committee, premium checks of all kinds, trading stamps of every description, ticket sellers for raffles, lottery chances of all kinds, fraternal society, pleasure club, benefit entertainment and ball ticket sellers of all kinds, in fact, all canvassers for propositions of a similar nature, regardless of sex, class, creed or social organization. This is a long step in the right direction. If you want to set aside a certain amount annually for donations to worthy causes it is an admirable thing to do, but what is the use trying to make yourself believe you are getting value received for advertising of the above character?—Berton Elliot in Boot and Shoe Recorder.

Not With Fixed Prices.

Don't put old goods on the top shelves or under counters, where you can't find them. A good salesman will keep all of last year's goods to the front and new goods in the back-ground. He will try to work off the old goods first, even at reduced prices; time enough to bring forth the others. Then, if he can't suit the customer, it is the goods. It is no trick to sell new and desirable styles, but to keep a shop clean of unsalable "shopkeepers" is an important factor in the success of any business and a thing often neglected by business men.

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 MOSAIC LAW.

How It Was Fulfilled in a Shoe Deal.

A small sleek man entered Yankele Schleifan's place one afternoon and looked about him with an air of great interest. He searched the shelves over with his eye and then, with an appearance of disappointment, turned to the proprietor: "You don't keep shoes," he said.

"No," said Yankele. "We don't have them in stock."

The man turned about, left the store for a moment and returned with a suit case in his hand. "Well," he remarked, "maybe then I can do some business with you. That is my line, shoes. I have all kinds. Let me show you." And he started to open the case.

"Never mind," broke in Yankele, "I can not enlarge my line. I have not any call for shoes here, so you need not trouble. I have all I can afford to carry now."

"But just let me show you them," said the man.

"I tell you I can not afford to take on a new line," said Yankele, "and when I say that I mean it."

"H'm," remarked the other, "that is what I might have expected. Goodman told me you probably could not afford to do what he did. He bought quite a line."

"Did Goodman say that I couldn't afford it?" asked Yankele. "Did he discuss my affairs with you?"

"Surely," replied the salesman, hoping that Yankele, between anger and the desire not to be overreached, would buy. "He said that your place was so small and miserable that there was no need to try. He said, too, that you were in as far as you dared to go, so that I was foolish to come here. I tell you these things only for your information."

"Well," replied Yankele, "I'm not going to buy anything. I am glad Goodman's doing so well these days that he can afford to put in lots of new stock, but that is not my concern. My own trouble is with my own business. However, I am obliged to you for calling and for telling me. Now I do not want any shoes for myself, but I was just thinking there was a chance for another place if you'd like to try it."

"What is that?" asked the salesman. They were standing in the doorway at the time and Yankele was about to reply when he saw Goodman coming along the street. The keeper of the rival establishment smiled maliciously when he saw the two at the door. Yankele, with his customary courtesy, bowed and spoke to Hyman Goodman.

"This man here has been telling me that you were good enough to send him to me," said Yankele, "but, as perhaps you know, although of course you wouldn't tell him from friendship, I can't enlarge my lines."

Hyman Goodman smiled sheepishly, not knowing the anger against him that was in Yankele's mind. Internally Yankele was saying, "You tried to do me an ill turn and the Mosaic law shall be fulfilled on you."

Aloud Yankele continued: "I was just about to tell this man of a great chance for anyone who had a little money. I have a relative who is superintendent of an orphan asylum run by the Spanish Jews. It is the Fulano Orphan Asylum. There are about 200 children there and my cousin is looking about for a man who will take the contract for providing shoes for the children until he leaves in October. He mentioned it to me the other day and I told him to give me a sort of option on it, because maybe I could do something for him."

"Two hundred children?" echoed Goodman and the shoe drummer, Yitzhok Rosen, in chorus. "Why don't you take it up?"

"Because," said Yankele, "the asylum people want a guarantee on their contract, either money or property to the extent of a couple of hundred dollars, that the contract will be carried out. I haven't that much, so of course I can't do it myself."

There was a considerable blank silence, broken by Yankele saying: "Now if I knew anyone who had money—"

"Listen," said Goodman, "why wouldn't it be possible for me and Rosen to go into the thing? He could get his firm interested and they would be only too glad to do such a big stroke of business."

"No," said Rosen, "I wouldn't let the firm in on anything like this. I want these chances for myself. You could buy a big bill of children's shoes from me and I'd get you a discount. Then we could sell them back to the asylum, making a little profit—"

"Sh!" broke in Goodman, "that isn't any way to talk before Yankele. Do you suppose he'll let his cousin be cheated?"

"Oh, that's all right," said Yankele. "Don't worry about my cousin. He can look out for himself. Besides, whoever loses, it will not be my cousin. These things don't come out of his pocket. Besides, he is going to leave soon, so he won't care what you do."

"It looks like a fine business opportunity," said Goodman and Rosen with one voice.

"I was thinking," said Yankele, "that you and Rosen could go in together, as you have the money to put up, and get the contract. You see, this place is out of the city and the children run around all day. And there are gravel walks there and some stone pavements—"

"All those things wear out shoes," interrupted Goodman with covetous manner.

"So they do," added Rosen.

"That's right; they do," said Yankele, smiling.

"But how could we go about this?" asked Goodman. "Where do you come in? You aren't going to let us in for nothing."

"That's right," said Yankele. "You must not forget that I have the option and that I have the job as well as fixed. I don't want to go into the business, but I can sell my contract out to you. No one will know the dif-

ference. I get my money without any delay that way."

"So?" said Rosen. "And how much would you want?"

"Well, I will take \$200," said Yankele.

The two looked at each other. Then with one voice they said: "It's too much. You're crazy."

"Oh, no," said Yankele. "There are 200 children. They can use up a lot of shoes in the two months still left. You can figure it out for yourself that there is a profit for you of at least \$150 apiece, maybe more."

"Well, it's too much," said Goodman. "I wouldn't object to \$100, but I can't do any better. You see there are two of us to divide our profits."

"Listen," said Rosen; "be reasonable. Take half of the difference. If we give you \$150 that's what we make each of us and that's nearer fair. You don't want to be greedy."

Yankele appeared to consider the offer for a long time. He drew out a piece of paper and a pencil and wrote many figures. Then with every appearance of reluctance he said: "I will tell you: I will take \$150 and not a cent less. I have to get something for my interest and if I had ready capital I never would let you in on any such thing. That is my last word. Just think, 200 children, gravel walks, sidewalks, running around all day—"

Rosen and Goodman drew away to one side to consult and there was much argument. The last few remarks of Yankele appeared, though, to clinch the matter, because they

came back shortly and said: "Well, we will do it. But it is a great deal of money."

"You mean what you'll make, don't you?" asked Yankele simply.

It took a deal of further argument to get Rosen and Goodman to agree to pay cash down the next day to Yankele, following which act he was to get them the contract from his cousin. This detail, however, was at length arranged and Goodman and Rosen left, feeling that they had done a great stroke of business. Goodman particularly felt as if he had overreached Yankele, because as they left he said to Rosen: "We'll make at least \$300 each out of that. We'll give the children prizes for wearing out the shoes." And they laughed.

After about a week all the details had been arranged by Yankele; the money had been paid over to him. Goodman and Rosen were making ready for a trip up into the country to look over the asylum in preparation for their first installment of shoes. Everything had worked to their satisfaction and they dropped in on the way uptown to see Yankele and to gloat a little over him. Goodman in particular seemed to regard him with compassion. "See now," he said, "if you had much money,

MAYER Martha Washington

Comfort Shoes hold the trade



Our Men's Fine Shoes

Not only look fine but are fine in every way.

Made Blucher and Bal cut out of the very best Velour, Box Calf and Vici Kid. They form a combination of correct style, good hard wear and comfort that will satisfy your most critical patron.

Would you like to see the samples? It will be well worthy your while to look through our line.



Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

how you could increase it. It is too bad for your sake that you are not able to take advantage of such chances."

"It is too bad," said Yankele, smiling as they left.

Then he returned inside the store and sat down to read. It was almost evening and he was about deciding that he would close up the store when he heard the sound of footsteps and noise of angry argument outside. He got up to go to the door and made out Goodman and Rosen hurrying up toward his place. Goodman saw him and shook his fist. Rosen's face was white with anger and he yelled out, "You thief!"

Yankele calmly awaited their approach. When they were very near he said: "It is warm weather to hurry so. What is the cause of it all?"

"You thief!" shrieked Rosen.

"Robber!" called out Goodman.

"What is the reason of this outrageous talk?" asked Yankele with all politeness and some spirit. "That is no way to call out in the streets. I don't understand it."

"You know well enough, impudent of face," said Goodman puffing as he made motions in front of that part of Yankele. "You are a swindler and a regular crook. You should be in jail. You know well enough what is the matter."

"Still I do not understand," said Yankele. "I hear much abuse, but as it is written, 'The mouth of an angry man and the voice of a windstorm; they vaunt much.' Come in and rest. You must have been overcome a little by the heat in the country. Come in and sit down."

"I wouldn't pollute myself by entering your place," said Rosen. "And I will tell you right here what is the matter."

"Do so," said Yankele. "I am interested."

"You thief, you," said Rosen, "why didn't you tell us when you sold that contract that the children in the Fulano Orphan Asylum are not allowed to wear shoes in the summer months? Why didn't you let us know that they run around from May until the end of August barefooted? What sort of a contract is that, to tell about the gravel walks and the stone sidewalks and the children running about all day when they do it in their ordinary feet? Are you not a thief?"

"Oh, is that all?" asked Yankele.

"All?" they screamed. "Is it not enough?"

"But I never told you that they wore shoes when they ran around," said Yankele. "Did I? I ask you that."

The two were silent. Yankele followed it up. "No," he said virtuously, "I never told you that because it would not have been true. I would not speak untruths. You," to Rosen, "were willing to defraud your company; and you," to Goodman, "not only were willing to cheat my cousin, but you also must run down my business with this man when you sent him over here. But I would not do these wicked things. I never told you a lie. You can not deny it."

Rosen and Goodman, bursting with rage, realized they had been sold.

"But what are we to do?" asked Rosen.

"Well, you have all the month of September to shoe those children," said Yankele. "And think what a fine advertisement it will be when you tell the next superintendent after my cousin that one pair of your shoes lasted the children two months in the summer. If he doesn't know they go barefooted he'll give you the contract."

Clothing Salesman as a Specialist.

When a man thoroughly understands—mark it, thoroughly understands—his business, he becomes a specialist in his line, to the same extent that a member of any profession does, because it requires years of labor and study to reach that state. To perfect yourself in the business you have chosen you must make a study of the goods you handle, what they are made of, where they are made, how they are made, and all interesting facts relating to their origin and manufacture. Further than this, you must know the brands which you do not handle, so that you can give reasons why you do not carry them and compare them with the goods you have in stock.

Above all things do not prevaricate. There are always sufficient facts relative to a reliable article, and the majority of customers can surmise when you are exaggerating. You must be able to talk about your goods in intelligible language and in an interesting manner, not giving it as a lecture because you know it. There are customers who do not care to hear it anyway; some because they know as much about your goods as you do, and others because they do not want to know about them so long as they are reliable. Use a little judgment. You must be in a position to answer all questions, no matter how unnecessary they may seem. You will be surprised how much information you gain through the peculiar questions sometimes asked by customers, which bring to your notice some detail which you never before noticed. It will require a ready brain to answer these unexpected questions from your other knowledge of the goods you are showing. No matter how long you have been in the business, do not think you know it all, and always be on the lookout for further knowledge of your line.

Taking it for granted that the salesman is a specialist in his line, his manner toward the customer should bespeak what he professes to be. Now by this I do not mean that you should take hold of a customer with that superior air so repellant to any self-respecting person. What I do mean is, that your manner in taking charge of a customer would be such that he immediately has the impression that his requirements are going to be satisfactorily attended to. Your knowledge should be at his service. If his idea of what he wants is not right according to what you know, respectfully set him right. If he is selecting the wrong gloves for some

occasion, if he is looking for a hat which does not become him, if he is going to buy a suit which will not be satisfactory for the purpose which he wants it for, advise him as to the proper thing. If he persists, let him have it. In any case, if he is an appreciative man, which is generally the case, he will realize that you know your business and will remember that you can be depended upon and will recommend you to his friends as reliable. Of course, you will get those especially obnoxious individuals who know more about your business than you do yourself, and will not be advised, but there are not many of this kind.

Now, all haberdashers are liable to make some mistakes and to have their share of kickers among their customers. Where a mistake has been made and a patron has a real grievance, admit it, and make it right, even if it takes all the profit. You will find that you will be more than repaid by the continued patronage of this man and generally his

friends. If the grievance is fancied, as many are, and you think the house is in the right, be firm and stand up for the transaction. If the customer is a sensible man, he will generally agree with you, but when it means the loss of a good customer, it is well to yield. On the other hand, if you have to deal with one of those chronic kickers who are unfortunate enough never to get anything right, you are better without him. The idea is to have self-respect for yourself and the house that is behind you.

Now, I have seemingly written this from the standpoint of the individual salesman, but I believe every employer should make this the principle of his whole establishment, and see that his salesmen train themselves along this line, so that his shop would be raised in the estimation of the public and the position of salesman would be more looked up to than it is generally.—R. T. Stanley in *Haberdasher*.

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

The
Best
Shoes



At
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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

LOWELL HALL.

Incidents in the Life of an Eccentric Citizen.

Grand Rapids, Oct. 20—Old-time residents of Grand Rapids remember Major Lowell Hall, an eccentric but kindly old man noted for his interest in public affairs and the bitterness of his speech when denouncing his enemies. Major Hall was a regular attendant upon the meetings of the Board of Education, and many times delivered a set speech against maintaining the high school. He took great pleasure in denouncing the grade of the work of the pupils and offered to wager a small fortune that not one graduate in ten could spell the word separate correctly. During the later years of his life he resided on the southeast corner of Ransom and Fountain streets, and sold the ground to the Jewish sect, who now occupy it with a tabernacle. The re-grading of Fountain street had been ordered by the Council against the protest of Major Hall. His property was affected by the grade more seriously than he considered necessary in the making of a good street. He denounced the Mayor (Houseman) and Thomas D. Gilbert, City Clerk Warrell and others in local authority for the perpetration of what he considered an outrage upon his rights as a property owner and rung the changes upon the letter "D," which he chose to employ when heaping opprobrium upon persons who had offended him. He would speak of Julius "D." Houseman, Charles W. "D." Warrell, Eben "D." Smith, John "D." Kendall, Thomas "D." Smith, Charles "D." Cobb and others in bitter tones, and it is claimed that so persistently did he follow up and abuse those whom he disliked that several of this number moved out of the city.

Major Hall owned considerable property. The store occupied by the Winegar Brothers on Canal street was for a time among his possessions.

Major Hall lived at Attica, N. Y., during his early manhood, keeping the eating house on the line of a little plug railroad that ran trains through the place. It passed into the hands of the New York Central many years ago. Among his regular customers were a group of Revolutionary soldiers, who loved the "black strap" (rum and molasses) dispensed over the bar. Major Hall was fond of repeating the experiences related by the veterans, greatly to the enjoyment of his listeners. When the old boys had caused their vests to expand under the cheerful influence of the black strap one of the group would remark in all seriousness: "Let me see, l-let m-me see. What was t-the n-n-name of that battle in which we fought where a-all were killed? Let me see, dy'e remember, John?"

When the postal service had been established by the General Government the amount charged for the transmission of a letter was 25 cents. The law did not require the prepayment of postage. One day, according to the story told by the Major, when

the train was late in arriving at Attica a crowd of half famished travelers rushed into the little eating room and loudly called for food. The Major was short handed on that occasion and many of the guests had taken but a mouthful of food when the engine bell rang and the conductor shouted "All aboard." Rushing to the entrance, carrying pieces of chicken, bits of ham, pie and such other eatables as they could gather they found the Major busily engaged in collecting 75 cents from each of his guests. Naturally many expressions of dissatisfaction were uttered and an indignant traveling salesman exclaimed, "I will get even with you for this." Several weeks later Major Hall received a letter postmarked New Orleans against which the postmaster held charges for postage amounting to 25 cents. The letter was received and, when opened, a sheet of paper was removed upon which were written these words:

"You charged me 75 cents for a dinner I had no time to eat. D—n you."

At intervals during the following year other letters were delivered to Major Hall containing the same message, upon which the postmaster collected 25 cents.

Major Hall served in the war between the States, gaining distinction for his ability as a commanding officer and for bravery.

Mr. Hall was a Republican in politics. Once he aspired to the office of postmaster, but, failing to obtain the appointment, he added to his collection of stinging remarks this expression: "To the officeholders of the Republican party belong the spoils." On one occasion when many of his enemies were candidates for office on the Republican municipal ticket he removed the words "Republican ticket" and the party emblem from his party ticket, pasted it over the Democratic name and emblem and voted for all the candidates of the Democracy. He declared that his ticket was Republican because the name and heading declared it to be such. Asked why he did not vote for the Republican candidates he replied that the ticket contained the names of men with the hated "D." Peter R. L. "D." Pierce, Thomas "D." Gilbert, Charles W. "D." Warrell, Frederick J. "D." Baars, Thomas "D." Smith and others.

Arthur S. White.

Man's Greatest Pleasures.

What are man's greatest pleasures?

While the great thinkers of thought have been publicly trying to answer this all-important question, and as usual have only involved a mere intellectual controversy, we have been working quietly and have obtained some startling results. Here is the list complete:

Hearing ourselves talk.

Articulating.

Listening to ourselves.

Ejaculating.

Conversing.

Speaking.

And last, but not least, talking.

Creature Comforts Which Farmers Should Have.

The following letter, written to President Roosevelt by a railway official, is given to the public because the President regards it as so important and so well put that its publication will be of public value:

My Dear Mr. President—Nothing that has appeared in print for a long time has given me more satisfaction than your letter purposing to do something toward providing creature comforts for the farmer, now that so much has been accomplished for him as a mere grower and producer. As one who spent his boyhood and part of his youth on a farm, I have for many years looked back upon the needless poverty of social, mental and comfortable life as one of the things most demanding attention. In the midst of everything that should make life cheerful and satisfactory, the average farmer has relatively nothing, like the mariner who had water everywhere and not a drop to drink. Having available the best meats, the freshest vegetables and fruits, the most wholesome milk, eggs, butter and poultry, he yet has the poorest table in the world; so that I was not surprised a couple of years ago on discovering at one of the great sanitariums of this country, where disorders of digestion receive special attention, that the greater number of the nine hundred patrons came from the country. With the everlasting fresh air, which we in the city take hard journeys to enjoy, he usually sleeps in a small room with practically no ventilation, when a very little outlay and ingenuity would provide sleeping accommodations for the family which would add years to life not only, but also give that strength which makes life pleasant while we have it. Some one has said quite correctly that there is no place where good air is so scarce as it is in the country. With piles of chaff which he has to burn to get it out of the way, the very best preservative of ice, he never thinks during winter to cover up a few tons of ice with which to reduce if not altogether remove the miserable situation of his family during the heated months. With a windmill pumping water for his live stock and running it to waste, he has no conveniences for bathing, and, in fact, knows nothing about the tonic and the optimism afforded by a bath. If, after a long day's work, he could come in and take a thorough soaping off under a shower, even in the corner of the barn or the granary, and then put on a suit of dry clothing, no matter how cheap so it was a change, he would look with different eyes upon his situation and upon everything around him, and he would not be contributing money for the campaigns of demagogues and disturbers. Instead of this, however, he sits down to his supper when he is too tired to eat, and in a condition of fatigue which denies digestion; and, to make a bad matter worse, he goes to a table hastily prepared and usually uninviting, which is partly owing to a short-sighted frugality which never allows sufficient help in the house to do what should be done

as it should be done. For he does not realize that the meal is next to a sacred ceremonial, and that nothing should be spared in the preparing and the serving of it.

It is to be conceded to him that in many ways he is trying to improve his condition—he is having driving horses and vehicles for his children, and he is buying pianos and doing other ambitious things. But the foundation trouble is that most of this is done in a crude way because there is nobody to show him how. And all our progress in this regard has come from association in the cities and from being shown how. The isolation of the farmer prevents him from observing what is sometimes open to view in the city to the very poorest persons, and therefore his progress is slower. He is not to be censured for the state in which we find him, although he deserves a scolding for a great deal of indifference and indolence. What we call the comforts of life are very modern. The cheap apartments of a workingman in the city to-day have comforts and conveniences which royalty did not enjoy only a little while ago.

I have written thus at length to show that, as a person fully experienced in farm life, I believe that you put your finger on the quivering spot of a great human matter—that the farmer needs to be shown by somebody who has seen, and that the well-being of others and the good of the State require that he be taught. I write also because I have observed in the newspapers some disposition to jest at the proposal; but if carried out it would destroy much discontent in this country, and would keep on the farm where they belong the boys and girls who leave it chiefly because in the towns and cities they find physical comfort and mental entertainment which they should have found at home.

I have always blamed the farm journals for not doing something positive and effective in this direction. They might show by illustrated articles how outdoor sleeping apartments could be fitted up at little expense, how a good bath could be installed almost anywhere and the importance of its daily use, how the table could be made the altar of the household deities, how the narrow home could in many ways be widened and the library made better, and varied entertainment provided.

As I have had pronounced views upon this subject since I was a boy, and as your letter expressed them almost completely, I read it with the utmost satisfaction, and I accordingly send you these words of cheer.

I wish you immeasurable success in your purpose to show the farmer how much there is in life which he misses and how beautiful it all is.

T. J. Norton.

Not Dangerous.

Pat—I hear yer woife is sick, Moike?

Mike—She is thot.

Pat—Is it dangerous she is?

Mike—Divil a bit. She's too wake to be dangerous any more!

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Every storekeeper knows that many of his credit customers are his very best patrons.

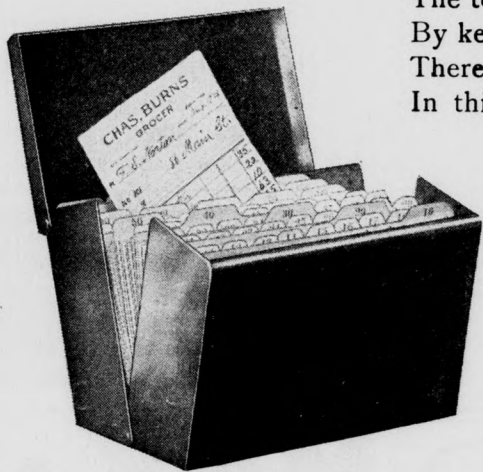
It is a fact, however, that the handling of charge accounts by old methods has caused extra work, and often loss of trade.

THE NATIONAL CREDIT ACCOUNT FILE is usually used in connection with a NATIONAL CASH REGISTER, and together they form a method of handling credit customers that cannot be equaled.

A NATIONAL CREDIT FILE

makes it possible for the proprietor to watch the accounts of all his credit customers, without the trouble of going over a large set of books, and doing a lot of extra accounting

It saves the salary of a bookkeeper.



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The total of each credit customer's account is always given on the last bill.

By keeping the original slip you insure absolute accuracy.

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In this way you are sure to retain the good will of all your trade. This method cares for the recording of goods charged, and money paid on account, accurately and quickly, and also saves you a lot of time and money.

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As a safeguard against the loss of records, in case of fire, a small metal box is provided with each Credit File. This small file may be placed in your safe.

Let us explain how this method will save you work and money.

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

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 WRITE TO NEAREST OFFICE

MAIL THIS COUPON TODAY

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

Name

Business

Street

City..... State..... No. of Clerks.....

CHURCH UNION.

Difficulties Which Stand in the Way in Villages.

Written for the Tradesman.

At least thirty years ago one of the leading popular literary magazines of the day advocated church union in small villages. The plan laid down was clear and plain and seemingly practical. It was simply that in every village or town where there were two, three or more little churches, no one of them having enough members or sufficient financial strength to be an effective organization by itself, all should lay aside their denominational differences and unite in their services of worship, employing one minister for all instead of each sect having a preacher. It was duly pointed out that if this plan were followed, an abler man could be secured and he could be paid a living salary. He would have the inspiration and encouragement afforded by a fair-sized audience to speak to, and a goodly number of workers to carry on the various activities of the church. He would not be obliged, Sabbath after Sabbath, to preach a carefully prepared sermon to a little handful of perhaps very worthy and faithful souls, but constituting a congregation so small that its very minuteness would dampen the ardor and choke the eloquence of a Henry Ward Beecher or a Phillips Brooks. It was shown that in the vital points of belief all the leading Protestant denominations were quite similar, and that too rigid insistence upon minor differences was like paying tithe of mint and anise and cummin and omitting the weightier matters of the law.

Just from reasoning on the subject, it would seem that a reform offering such obvious advantages with so little that could be found objectionable would have been adopted shortly after it was suggested; that it would have been like the telegraph and telephone and have come into general use as soon as invented.

Such has not been the case. Denominational walls have been lowered, it is true, but they still exist as well-defined barriers, nor is there much definitely pointing to anything else but that they will continue to exist much as they now are for very many years to come.

Now, just as three decades ago, many a village prosperous in material things in its religious aspects presents the forlorn spectacle of three, four, or perhaps even a greater number of small congregations, each struggling for its very existence, perhaps bitterly jealous of one another, the ministers discouraged because they can see so little resulting from their labors, and because their families have to live almost in destitution on account of the insufficiency of the salaries which their little flocks are able to pay.

Denominational rivalries often present ludicrous features and many an amusing story could be cited in illustration. In one town competition was running pretty high between

Methodists and Congregationalists at a time when the latter were moving their church building from the site where it was built to a location in another part of town. It was considered a somewhat difficult and precarious removal and a local humorist remarked that if the Congregational church tumbled down coming over the hill, it would show conclusively that Methodist prayers had availed something!

But the condition that very generally exists, while not without its lights of humor, is no joke. Every fair-minded person, whether a church member or not, whether a believer in the tenets of the Christian faith or not, recognizes in the Christian church with all its various denominations the greatest organized effort in the line of moral and spiritual betterment, and that a great part of the conscience and ethical development in any community is to be found among those who regularly attend religious services. Consequently any condition that tends to lessen the strength and vitality of the churches is to be deprecated.

In most Protestant churches women constitute the greater proportion of the membership and the burden of financial management falls largely upon their shoulders. They often display a pluck and zeal truly admirable, yet it can not but be regretted that their Christian activity in so many cases must be absorbed almost entirely in efforts to raise money to pay the minister.

The observer on the outside is apt to gain the impression that uniting with a church means, in actual practice, not so much entering definitely upon a life of loving service to God and one's fellow men as it does taking up an endless task of helping at church sociables and suppers and fairs. If the question were put in regard to many a church, "Who is the best Christian in it?" it is hard to say whether the person named would be the one exemplifying in greatest degree the Christian ideal in daily life and conduct, or the woman possessing the most tireless energy at the ice cream freezer, or most successful in wresting from the public nickels and dimes for the treasury of the church.

That money, as truly blood-bought as are the funds of most Ladies' Aid societies, should ever be used as wastefully as it has to be where three or four denominations cover the ground that could as well be occupied by one is indeed a thousand pities!

The village business man, whether he attends any religious services or not, is commonly asked to contribute to the support of all the churches in town. The argument is advanced that, even if he personally receives no direct benefit from the maintenance of public worship, society as a whole is bettered and the value of property is enhanced by the religious organizations.

It would seem that, if the matter is presented to him in the light of a claim on account of the general advantage resulting to the whole com-

munity, he may with equal justice, demand that the money he contributes shall not be expended in the needless duplication of ecclesiastical machinery, but that it be laid out with the same prudence and economy that persons of judgment use in their private financial affairs, and that honest men everywhere are demanding in regard to the expenditure of public funds raised by taxation.

Why is it, then, that church union in some practical form has not come about? No one advocates the combination of denominations greatly unlike either in faith or discipline. For instance, Seventh Day Adventists could not be expected to coalesce successfully with those who believe in keeping the first day of the week and who have no scruple about eating the flesh of the swine. But is it necessary for a handful of Presbyterians, and a little group of Baptists, and a few Methodists, each to maintain a separate organization in the same village? If not, why don't they or why won't they unite? What are the radical defects in the plan of reform which on its surface seems so sensible and so plausible?

One great reason why church union has not come in is that there is no need of it in the cities and large towns. A city church has its problems, but they are problems of segregation rather than of isolation. A large church of say five hundred to one thousand members would have nothing to gain by union with another church, for it is already plenty large enough for effective work. It would have much to lose in the way of individuality and association. Accordingly it very naturally happens that the influence of the largest and most powerful churches in every denomination goes, not perhaps for a narrow sectarianism, but still for maintaining the sectarian organization intact.

Every one of the leading denominations has its history and traditions, its great names of the past and its strong men of the present. The most learned and eloquent preachers of each have, most of them, been brought up from childhood in that particular belief. Very likely it was the faith of their fathers and grandfathers before them. The extension of the Christian religion is, in their minds, as well as in the minds of most of

their followers, associated if not confused with the growth and welfare of their own denomination. These able men are the pastors of the strong city churches, which, as has been shown, have no special need of union with other denominations. Accordingly when we see that this or that church in the national assembly or council of its leaders has passed a resolution favoring more cordial relations with other Christian organizations and perhaps planning some sort of provisional union with other denominations for certain purposes, we are not to take it that that church has come to consider its own denominational ship as unseaworthy and is ready to transfer to some other craft.

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MO-KA Coffee

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We bill it through your jobber.

We guarantee the quality and the sale to your jobber and to you.

The sale on MO-KA has increased in four years 400%!

Valley City Coffee & Spice Mills
Saginaw, Mich.

High Grade
Low Price

Not at all. It is simply willing, when it sights another vessel on the sea, to fire a friendly salute!

If, surmounting all obstacles, some one should succeed in forming a "union" church from the congregations of two or three denominations, where could a "union" minister be found for filling its pulpit? Where is there a theological school for educating such a minister? Where is there any sort of a centralized authority to which a "union" church could look for assistance and guidance or to which it could render allegiance and which would furnish an outlet for its contributions for missionary and benevolent purposes? This matter of central organization and leadership is a vital need which the advocates of church union have failed to apprehend, but which every one of the leading denominations has an elaborate machinery for supplying. Occasionally, in a new town, persons of different faiths have united and formed a non-sectarian church. Sooner or later every such organization falls into the hands of some one denomination for the reasons stated.

There are about as many different kinds of people in a small village as in a large city, only in the city there are more of each kind. And undeniably there are certain social traditions connected with every important denomination. The woman who said she was "socially an Episcopalian" although she believed in the Presbyterian creed was simply giving voice to a something which has very definite existence. There may be only three or four families in a town who are "socially Episcopalians," and as many more who from heredity and life-long habit have Baptist affiliations; while another little group may be able to find their proper atmosphere only within the fold of a Methodist church; yet while the whole number would be very small, still it might be very difficult for these different kinds of good and pious people to unite in one church for Christian service.

The dogged loyalty with which many believers adhere to their own denomination, and insist, at great sacrifice to themselves, upon maintaining its separate public worship, is not in itself a trait to be despised, for it has its roots in some of the noblest tendencies in human nature. That sometimes it is not directed with greater intelligence is the only matter for regret.

The differences in theological belief, which primarily caused the separation of the Protestant Christian church into the different denominations, are not the chief causes that keep those denominations apart at the present time. In this age, abstract questions of theology are not taking strong hold of the popular mind. Many persons can be found staunchly upholding their own denomination and zealously working for its interests who could hardly give a lucid explanation of the main tenets of their faith, nor show how these differ from the beliefs of other churches, just as there are plenty of good honest wholesome souls who

are not troubled in the least as to the truth or the untruth of the Higher Criticism for the simple reason that they do not know what it is!

Perhaps the final word on church union has not yet been spoken; certainly the element has not been applied that can combine into one common steady heat the separate little flames of denominational fervor.

Quillo.

How Character Rounds Out Men of Strength.

One hundred and fifty pounds, more or less, of blood and bone do not constitute a man—there is something more required than the animal body to elevate and enthrone him on the divine pedestal worthy of his being. That something is character, the inherent quality which must be brought out and cultivated until it burgeons and blossoms into the flower of a beauteous and well spent life.

Character alone gives to man the dignity of his mission and enables him to fulfill his life work in accordance with the divine scheme manifest in his being. Without it his life is negative, a blank, instead of a well rounded and full period.

A man may soar to the highest peaks of knowledge, he may scale the sublime mountains of learning, wander through the fruitful fields of science, pluck the fairest treasures from the roseate bowers of poesy, linger in the sylvan glades of literature, exhume priceless gems from the mines of earthly lore, but without a virile manhood all the laurels he may gather will wither in his diadem, all the apples of fame he may taste turn to dead sea fruit in his mouth. He may write a masterpiece for mankind to marvel at the beauty and sublimity of its conception, the music of which rises and falls in the diapason of angelic rhythm, the metaphors of which stud the lines like golden stars in the infinite expanse of blue, where the sunlight gleams in every stanza, and a divine fragrance breathes through every word, yet without the personality of a true manhood behind it the work falls flat to earth like the insipid vaporings of a peasant clown.

Character rounds out the men of strength and pushes them to a commanding place in the world of action. Why does the memory of Washington hold the love and loyalty of successive generations? Because of the mighty manhood which characterized all his actions. He had genius of intellect, of war, of statesmanship, but above all these stood his genius of character. Goodness was his greatness and this has preserved his name and fame for generations yet unborn, and it has made his grave at Mount Vernon a Mecca for the patriot and an inspiration to do and dare greater than all the thundering eloquence of the orator and statesman.

What made Gladstone the idol of England for half a century and gained him the continued support

and unwavering trust of millions of British hearts? Not his commanding intellect, not his all-embracing learning, not his enviable position in society, but solely his mighty personality, his force of character that would acknowledge no defeat, but kept battling bravely on to the end until victory was inscribed on his banners, and he went down to the grave mourned by all mankind.

Better be a man rich than merely a rich man. Many a Croesus is poor—poor in all that goes to make up a sterling manhood—while beneath many a ragged coat beats a heart every pulsation of which is in rhythmic measure with the noblest instincts of humanity, with the grandest thoughts that can emanate from the human brain and the highest desires that can elevate the soul.

Where is there a man, no matter how wealthy or educated, who has been such a living force for good as the poor, ungainly, almost unlettered boy of the backwoods, Abraham Lincoln, who emerged from the chrysalis of poverty into the maturity of fame and honor, and left the nation a legacy of manhood which enables her to proudly lift her head among the greatest of the earth. This poor and obscurely born boy merited the highest honors his country could confer by his straightforwardness of conduct, irreproachable character, honesty of purpose, purity of motive, integrity of action and deep devotion to duty. He never shirked responsibility, never tried to shoulder upon others what was for himself to do, with the result that he gained the warmest place in the affections of the people. His fame glows clearer, brighter with the lapse of time, the years still adding fresher laurels to his unfading crown of manhood. There was not a note of falsity in the gamut of his grand career.

Madison C. Peters.

An Insatiate Foe.

Teacher—Now, children, what is the greatest enemy of poultry?

Silence.

Teacher—Who eats the most poultry?

Pupils—The minister.

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Be sure and see me before buying.

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We don't want any "Near" salesmen, nor
men who "Used to be Corkers," but men
who are in the top-notch class to day, right
now. We know that it is better to be a
"Has-Been" than never to have been at all,
just as it is better to have loved and lost
than never to have loved at all, but—

The man we are after is the man who has
good red blood in his veins, who is full of
vim and vigor and who doesn't know what
a "Turn-Down" means.

If you belong to that class write us, and
you may find we have a proposition that
means progress for you. Straight commis-
sions, new and profitable, for both the sales-
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to pay more than is necessary for a piano unless you
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Come and see or write us—let's talk it
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Cor. Louis and Campau Sts. Grand Rapids, Mich.



Persuasion a Power in Salesmanship.

No sale was ever consummated until the mind of the customer had taken the four steps of Attention, Interest, Desire and Resolve. It is true that in some cases these steps are almost simultaneous, but they take place, nevertheless, and in the order named.

A person may be interested in an article and still not purchase it. Interest must be changed into desire. He must want the article more than he wants the money which its cost represents.

Many an attempted sale has been lost after the customer desires the article which has been presented to him, for there is still the final step which his mind must take before the transaction is completed. Desire must be stimulated until his will takes action, and desire is changed into decision to buy.

There is just one way by which a salesman, or anyone else, can change or influence another's state of mind. That is, through the power of persuasion in some of its many forms.

Did you ever realize this?

The only way the mind can be changed or influenced is by persuasion.

Persuasion may take many different forms. Out on the Great Divide a six shooter was once the means most favored as it was the most effective to persuasion. And yet such methods, by force, are really not persuasion. You can force a man to do a thing your way, but unless he is really convinced in his own mind, you have not persuaded him. Persuasion is literally the power of influencing or changing another person's mind—enlightening his intellect and feelings to a point where he voluntarily reaches an intelligent decision.

The word persuade is one of the greatest in the English language. A man who is gifted with the power to persuade can get nearly everything that he wants in this world.

We all try to persuade others, and so far as we are able to do so we are successful. The politician persuades the voters that they ought to vote for him; the lawyer persuades the jury that his cause is right; the preacher persuades his congregation that his beliefs are correct; the man in search of employment persuades the employer to take him.

Arthur Frederick Sheldon.

The Epidemic of Smiling.

Throughout the business offices of the great country are cards suspended from all conceivable places bearing the request that visitors keep

smiling. When a smile is not invited something equally cheerful is asked to take its place, and so it goes. It is all very well, but when a man goes from office to office and is perpetually asked to be on the smile, it gets a little wearisome. These are not exactly the times for perpetual comfort. Business is going to improve right along and is already expanding, but there is still room for an appearance of seriousness from those who are out on the road trying to pick up orders.

If I had charge of this smiling movement I would change the cards and use the phrase, "Be Philosophical." This would come nearer the mark. There are times when it is absolutely impossible to keep smiling, or even to begin smiling. But at all times one can be and must be philosophical so that things may be easier to bear.

Then again, look at the idiocy of some concerns who hang up these smiling placards about their places when at the same time they are very slow in paying bills and yet ask those who call upon them to remain just as happy as though the money was paid, as it should be, with some degree of promptness. It is all very well having a pleasant exterior, but when business moves in a kind of rusty fashion, as at present, and things are not as brisk as they were, it is infinitely easier and far more sensible for people to be reminded to act philosophically rather than keep on this eternal smile. Of course, the atmosphere of optimism is better for the general good than the atmosphere of pessimism, but even optimism may be overdone, just as pessimism may be carried to excess.

Business is certainly better, but this idea of jumping at rainbows contains a certain amount of foolishness. It would better be mingled more with discretion. There is little use in big railroad men or important steel manufacturers arriving from California and from Europe and telling us when interviewed in Chicago or New York that things are very much better and the sun is shining and that we all ought to smile out loud, when, as a matter of fact, we all of us know down at the bottom of our heart that business is dull and depressed, although we are all hoping and believing that we already see the dawn of better times.

However, this is a dull world in some ways, and possibly some of us old growlers ought to welcome the signs of cheerfulness not only in offices but in our own homes. There is lots of joy and pleasantness in this

world, and even when times seem dull and skies gray it is just as well to be reminded to keep smiling, but at the same time I still stick to the idea that on the reverse side of this smiling should be: "If you can not be smiling for heaven's sake be philosophical."

Climb Out of the Rut.

Some men who fail of success might change failure into victory if they would only climb out of the rut that somehow they have gotten into. It is dead easy to get into a rut—to go the same old way day after day and week after week, like a piston rod that slides back and forth in the same groove.

Are you in a rut? If you have never been you are a wonder. It is the common heritage of men. But it is not necessary to stay there, because some men get out. It is the fellow who says, "What's the use?" that stays in the rut and finally wears out.

System, of course, is necessary, but there should be a spice and variety even in system. Men who are busiest need the greatest amount of relaxation. System, in fact, gives a man a chance to freshen up, to relax, to get out of the rut. Get your business thoroughly systematized, husband your time and resources carefully and you'll find that you have gained time enough to shut up shop or turn the wheel over to the second mate and lay off a day or two. Get as far away from business and its cares as you can. Take a trip to

the country—spend a day in the fields or woods, and eat a few meals in some old farm house. You will get back to work with a vigor and a freshness that will help you to shake off the dust, clean off the moss and get out of the rut.

Another thing—some men get into the bad habit of thinking that their presence and guiding hand are absolutely necessary in the affairs of their business twenty-four hours a day and 365 days in the year. They do not realize that their subordinate can run the business for a day or two—perhaps better than "the old man" himself. Do you not know that every one of your employes, from old Mr. Quillpusher down to Jimmie, the office boy, has an idea or two that are worth something! Encourage them to bring out these ideas—to take an interest in the business beyond merely getting in so many hours a day and drawing their pay Saturday nights. Ask Mr. Ribbons what he thinks of this and Mr. Shears what he would do about that, and whether you use their suggestions or not thank them for giving them.

Get out of the rut or the rut may become your grave. — Advertising World.

The New Style.

"How's the campaign getting in your section?"

"Very exciting," answered the sarcastic citizen. "Next week we're to have a joint debate between a phonograph and a graphophone."

For Our Mutual Protection

We invite the co-operation of all Traveling Men, buyers and employes of wholesale houses or corporations to join The Toledo Traveling Men's Association.

During the twenty-six years of our existence we have paid to beneficiaries over \$315,000. Claims unpaid, none.

With no high salaried officers or other expenses we offer you protection at actual cost.

We pay \$1,500 for death from any cause—in addition \$15 per week for 15 weeks for accidental injury.

We had a surplus of \$94,805 Oct. 1. You cannot afford to pass this by.

For further particulars address

D. J. Caine

P. O. Box 97

Toledo, Ohio

Another Successful Trade Extension Excursion.

The third annual trade extension trip of the Wholesale Dealers' Committee of the Grand Rapids Board of Trade, which was taken Wednesday, Thursday and Friday of last week, proved to be the most enjoyable affair ever undertaken under the auspices of that organization. Seventeen towns were covered the first day, the same number were covered the second day and sixteen were covered the third day. Such an itinerary involved very strenuous effort on the side of those taking part in the affair. In most places the visitors were met at the depot by a delegation of business men and escorted to the business portion of the town, and in several places the local people insisted on the visitors going to a hall or convenient meeting place and listening to an address of welcome, which was appropriately responded to by the visitors. In many cases the visitors were met at the depot by carriages or automobiles and escorted to the town or to places of interest which they desired to inspect.

The first evening stop was at Saginaw, where arrangements had been made to sleep at the Hotel Vincent. Inasmuch as the manager insisted on putting several people in a room and refused to furnish the accommodations agreed upon, a considerable number went over to the Bancroft instead. On settling in the morning, however, the manager demanded the pound of flesh, thus sustaining the reputation that house has long enjoyed for avarice and lack of courtesy.

The second night the delegation was entertained at the Downey House, at Lansing, in exact accordance with the arrangement made with the Secretary and every one was satisfied. The local Board of Trade was holding a banquet when the visitors arrived and a cordial invitation was extended the visitors to make themselves at home, which many of them did. The affair was a very happy one.

The most spontaneous salutation was received at Vermontville, where the entire population of the town was evidently on the street to meet the visitors. As the strangers drove into town from the depot they were greeted by a band of music playing in the grandstand, a beautiful welcome banner across the street and cards of welcome in every store. At the little town of Chester Mrs. J. W. Caskaden, wife of the general merchant at that place, provided buttonhole bouquets for the visitors. The entire trip was made practically on schedule time, without accident or interruption of any kind, and every one who participated in the affair voted it a success, although some of the members felt that the schedule was a little strenuous, inasmuch as they were not able to call on all their customers.

A year ago the Tradesman asserted that not over ten towns should be covered in a single day and this opinion it still holds, notwithstanding the fact that such an arrangement might work a hardship to deal-

ers who have only one customer in a town.

Incidents of the Trip.

Greenville Call: When Heber Knott, representing Corl, Knott & Co., milliners at Grand Rapids, was here with the Prosperity Special last Wednesday, he took exceptions to the manner our firemen handled the fire at the water tank. Mr. Knott, we have no doubt, is an expert designer of the atrocious headgear with which women now adorn themselves, but when he tells how a fire should be handled he is talking through one of the hats he designs, for taking all the circumstances of the fire into consideration, anyone posted would say that our fire laddies dealt with the fire in a manner that would make the Grand Rapids firemen proud of such a job.

Henry Vinkemulder declined to liquidate a \$5 fine assessed against him for violating the iron-clad discipline of the management, whereupon his gold watch was taken away

Day in 1859 and of this union nine children were born, of whom four survive; Grace E. Thompson, Fred W. Riblet, Mattie Wain and Donna L. Riblet. Mrs. Riblet died July 6 1906. His second wife, Lydia A. Riblet, survives to mourn his loss.

Mr. Riblet, not content with his hardships as the son of a pioneer in Hillsdale county, came here to carve his way in a country which was an almost unbroken forest of pine. He preceded many years the railroad, telegraph and telephone. He was postmaster when the mails were brought in by stage and here distributed for the Grand Traverse country, Big Rapids, etc.

His generosity in his store went far toward neutralizing the profits that should accrue from his great energy, but his friends on every hand and all over the county attest the fact that great friendships are more to be desired than great riches. No poor man ever left his store in need. Simplicity and sincerity everywhere



"THE SHREDDED WHEAT FAMILY"

The above is a group picture of the Executive Officers and General Sales Agents of The Shredded Wheat Company taken on the occasion of a recent conference of the Agents at Niagara Falls.

from him by force and put up at auction. Guy W. Rouse bid in the ticker at \$7 and is still wearing the watch. Having no timepiece, Henry was late to prayer meeting last time.

Nathan Bialostock, who has engaged in the grocery business at 111 West Bridge street, purchased his stock of the Worden Grocer Co.

Was a Merchant Forty-Seven Years.

Newaygo, Oct. 20—Solomon K. Riblet was born Nov. 2, 1834, in Allegheny county, Pennsylvania, and died in this village Oct. 7, 1908. The deceased came to Hillsdale county, Michigan, in the spring of 1835, where he lived until his removal to this village in the year 1856, when he began his mercantile career here. For about forty-seven years he conducted a general mercantile business in this village without interruption and practically in the same location. The building now occupied by the post-office was erected by him about forty years ago.

He was married to Miss Jennie L.

marked his life, even to his request that no flowers be in evidence at the funeral. He lived his life with all his might and his face lighted with its greatest joy when he was serving a friend.

The deceased filled at various times during his life many positions of honor and trust and his fidelity was never questioned. He was long a member of the Masonic Lodge at this village and was the last charter member of the Royal Arch Masons of this place.

In his family and in the community in which he lived his life ever was "a constant reminder of unblemished purity of life and conduct; a never ending argument for higher thoughts, for nobler deeds, for purer actions." As he reached the end of his toilsome journey he received the call from the Supreme Grand Master, "Well done, good and faithful servant, enter thou into the joy of thy Lord."

The saddest slavery is that of being ruled by our pleasures.

The Grain Market.

Wheat prices have been steady, with a downward tendency, the past two weeks, December wheat closing in Chicago at 98½¢ per bushel. Compared with one week ago the visible supply shows the following changes: Increase in wheat, 4,843,000 bushels; oats, 482,000 bushels; barley, 277,000 bushels, while corn decreased 952,000 bushels and rye 40,000 bushels. This makes the present visible supply 42,495,000 bushels, while the visible supply last year at this time was 42,495,000 bushels. Foreign news generally is favorable for the growing wheat crops and with fairly free movement in this country we do not look for any decided advance from present values, at least for some months to come.

New corn is beginning to move slowly. It is a little green yet for far shipments, but with the present dry weather it will move for short shipments. Old corn is dropping off from the high notch, but offerings of same are scarce.

Oats are steady, having dropped off 2¢ the past three or four weeks. The movement of oats is slow and we do not anticipate much falling off in values.

Feed stuffs have been quiet, bran and middlings selling down \$2@3 per ton with free offerings. Buckwheat bran is now on the market, with prices ranging from \$20@21 per ton. New buckwheat is moving slowly. The crop is up to the average in quantity, but the quality is spotted, in some localities being good and in others it is poor and light weight. L. Fred Peabody.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Oct. 21—Creamery, fresh, 24@27½¢; dairy fresh, 20@25¢; poor to common, 15@18¢.

Eggs—Strictly fresh, candled, 25@27¢.

Live Poultry—Fowls, 10@11¢; ducks, 11@12¢; geese, 10¢; old cox, 9¢; springs, 11@12¢.

Dressed Poultry—Fowls, 12@13¢; springs, 13@14¢; old cox, 10¢.

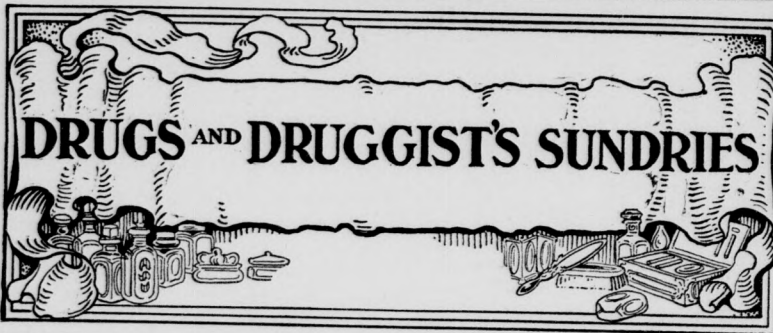
Beans—New Marrow, hand-picked, \$2.35@2.50; medium, hand-picked, \$2.30@2.35; pea, hand-picked, \$2.30@2.35; red kidney, hand-picked, \$2@2.10; white kidney, hand-picked, \$2.40@2.50.

Potatoes—New, 60@65¢ per bu. Rea & Witzig.

When you see a traveler
hustling extra hard make
up your mind his object
is to reach Grand Rapids
by Saturday night.

Sunday passes quickly at

Hotel Livingston



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. E. Way, Sparta.

Use of Alcohol and the Glycerin Fad.

We have been very much interested in the expressions of opinion that have been published in medical journals and elsewhere concerning alcohol and alcoholic beverages. The most recent symposium of this character appeared in London only last week, and among the signatures to the document were the names of some of the best-known members of the medical profession. Two paragraphs of this summary are worth noting:

Recognizing that in prescribing alcohol the requirements of the individual must be the governing rule, we are convinced of the correctness of the opinion so long and generally held that in disease alcohol is a rapid and trustworthy restorative. In many cases it may truly be described as life preserving, owing to its power to sustain cardiac nervous energy while protecting wasting nitrogenous tissues.

We deplore the evils arising from the abuse of alcoholic beverages, but it is obvious that there is nothing however beneficial which does not by excess become injurious.

We believe the conclusions of these eminent practitioners are justified, and that the facts as they are known to-day are favorable to a judicious use of alcohol in the treatment of disease. The collated experience of trustworthy investigators extending over many years fully demonstrates that there is no solvent in the whole range of pharmacists that can be made to take its place.

This weight of scientific authority is convincing, and we are led to register our most emphatic protest against the prevailing fad affected by some proprietary manufacturers against the use of alcohol in the manufacture of their preparations. There can be no professional sympathy for him who would attempt to indiscriminately replace this valuable solvent with glycerin or any other unsuitable menstruum. Any one who has the most rudimentary knowledge of pharmacy should know that alcohol has important advantages over many other solvents in the fact that preparations made with it keep al-

most indefinitely, while most substances in aqueous solution or those made in large part with water soon decompose or become worthless. Alcohol also dissolves resins, volatile oils, glucosides and alkaloids, and it possesses those valuable negative properties of not dissolving gum, starch and albumen, products which impair the stability of aqueous solutions. Glycerin, while an excellent solvent for many purposes and which in concentrated state possesses antiseptic properties of a high order, is not adapted for the preparation of many organic drugs, from the fact that the resulting solutions are generally loaded with inert material. It is true that glycerin is used in that class of preparations known as glycerites, but one has only to turn to the Pharmacopoeia to discover the limited number of medicaments for which it is adapted.

It is in another direction, however, that the greatest objection may be made against the substitution of other solvents for alcohol in the preparation of medicine from organic drugs. Unless such solvents are very concentrated the resulting solutions are not permanent and the temptation arises to make use of an added preservative—salicylic acid, formaldehyde or some other antiseptic—thus more than offsetting all the fancied good the hysterical faddist would accomplish by the non-use of alcohol. We have but little patience with faddists, and we do not approve of this tendency on the part of proprietary men to cater to a passing whim, especially when the evidence is so overwhelmingly against them. Alcohol of itself and as a solvent has an honorable place and a distinct use in medicine. As was recently said by a well-known medical writer "the great majority of the clinicians who employ it in disease are convinced that it is beneficial to the patient. Alcohol assists in covering the expenditure of energy of the diseased body, and protects its tissues from breaking down. In health alcohol may be a poison, but in disease it is a beneficent drug. May we get rid of its misuse in health, and may we get rid of the opposition to it in disease."

Our Office Boy on Drug Stores.

Drug stores is places where nasty medsins and poysins is mixt & where you can drink ice cream sodas if you have enuf munny. Medsin has a horibel smell & taste & generally speakin' a more painful effect. People that takes medsins mostly always dies, & the only ones that can take it with impunitie is men with a jag. Boys

never goes to a drug store for medsins, if it is for theirselves, unless they has toothache. If it is sinny or kastor oil there fathers has to go. Grown ups never takes kastor oil unless they have whisky in it, abuv & below. Men will never go fur a feedin' bottle bekaus the druggist would laff. The only thing drug stores is good fur, in my opinyon, is fur sigars & Sigrets. If I was a druggist I wud smoke them all day, eksept when I was drinkin' ice cream sodas. Druggists kep cloroform. I herd pa talk about it. He said he wud like to cloriform Aunt Jemina, as she was an old cat. I thot I wud like to cloriform our cat fur an eksperiment, so I went to a drug store and asked the man for 5c worth. He asked what it was fur, so I told him & a gurl that was in the store slapped mi eres & sed "You krule and Wikid boy." I cud not hit a gurl, so I just knocked over a large bottel of strong amoniah & walked out with dignity. The druggist told pa and he spanked me so hard that I can't sit down. When I can resoom mi seat, I am goin' to study to be a druggist, & make evribudy suffer that has kaused me pane.

Deep-Black Writing Fluid.

Logwood extract (best French) 200 parts.
 Potassium dichromate 2 parts.
 Chrome alum 50 parts.
 Oxalic acid 10 parts.
 Carbolic acid 10 parts.
 Water sufficient.

Dissolve the extract in 1,000 parts of water, by the aid of heat, in the water bath, and set the solution aside for eight days to settle. At the end of this time pour off the clear liquid, and heat 200 parts in the water bath to about 90 degrees C. (196 degrees Fahrenheit), thinning it before heating with 500 parts of water. Dissolve in 150 parts of water the dichromate, alum and oxalic acid, and add it to the hot liquid. Continue the heat for a half hour, keeping it as nearly as possible at 90 degrees C., then add water sufficient to make 1,000 parts. Add the carbolic acid and again set aside for a couple of days to settle. At the expiration of this time carefully decant and (if made in large quantities) press off, and fill into bottles.

Effect of New Cocktail.

Thirsty residents of prohibition Brockton have discovered a chemical cocktail which takes the place of the old-fashioned "stretch," a mixture of alcohol and water which has been consumed with dire results. They have found that water poured into spirits of camphor precipitates the camphor and leaves a chemical cocktail which has a flavor not unlike that of a mint julep.

Arraigned in the Taunton Police Court, William Bavot told of his experiences: "I drank four of these cocktails, Your Honor, and was on my way home when I heard a noise overhead. I looked up and saw a herd of elephants flying on pink wings. They alighted on the telegraph wires over me and began to sway back and

forth. The leader had ears of baby-blue color, with pink patches, and only one eye. The leader flapped his ears, and the band began to dance on the wires. I was so fearful that they would fall on me that I began to perspire, and then I lost consciousness. When I came to I was in the police station. Never again.—New York Herald.

The fool is known by offering his forethought after the event.

Dorothy Vernon

Something New

No. 302 Dorothy Vernon Juvenile Package

consisting of a bottle of Dorothy Vernon Perfume and a Jennings Individual Atomizer in handsome embossed box at \$2.00 net per dozen. A very attractive Christmas gift to retail for 25c.

Also

No. 102 Dorothy Vernon Sachet Powder Package

in crepe paper and glaccine envelope at 75c net per dozen. A dainty package to retail for 10c.

Dorothy Vernon

Perfume



Our Trade Mark Package

No. 310, at \$4.00 net per dozen.

Order direct or through your jobber.

The Jennings Company
 Perfumers
 Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Aceticum 6@ 8	Copaiba 1 75@1 85	Scilla @ 50
Benzoinum, Ger. 70@ 75	Cubebae 2 15@2 25	Scilla Co. @ 50
Boracia @ 12	Erigeron 2 35@2 50	Solutan @ 50
Carbolicum 16@ 23	Evechthitos 1 00@1 10	Prunus virg @ 50
Citricum 50@ 55	Gaultheria 2 50@4 00	Zingiber @ 50
Hydrochlor 3@ 5	Geranium .oz. 75	
Nitrocum 8@ 10	Gossippi Sem gal 70@ 75	
Oxalicum 14@ 15	Hedecoma 3 00@3 50	
Phosphorium, dil. @ 15	Junipera 40@1 20	
Salicylicum 44@ 47	Lavendula 90@3 60	
Sulphuricum 13@ 5	Limons 1 30@1 40	
Tannicum 75@ 85	Mentha Piper 1 75@1 90	
Tartaricum 38@ 40	Mentha Verid 5 00@5 50	
	Morruhuac, gal. 1 60@1 85	
	Myrica 3 00@3 50	
	Olive 1 00@3 00	
	Picis Liquida 10@ 12	
	Picis Liquida gal. 40@ 40	
	Ricina 94@1 00	
	Rosae oz. 50@7 00	
	Rosmarini 6 00@6 50	
	Sabina 90@1 00	
	Santal 90@1 00	
	Sassafras 85@ 90	
	Sinapis, ess. oz. @ 65	
	Succini 40@ 45	
	Thyme 40@ 50	
	Thyme, opt. @ 1 00	
	Theobromas 15@ 20	
	Tigilil 10@1 20	
		Potassium
		Bi-Carb 15@ 18
		Bichromate 13@ 15
		Bromide 18@ 20
		Carb 12@ 15
		Chlorate .po. 12@ 14
		Cyanide 30@ 40
		Iodide 2 50@2 60
		Potassa, Bitart pr 30@ 32
		Potass Nitras opt 7@ 10
		Potass Nitras 6@ 8
		Prussiate 23@ 26
		Sulphate po 15@ 18
		Radix
		Aconitum 20@ 25
		Althae 30@ 35
		Anchusa 10@ 12
		Arum po @ 25
		Calamus 20@ 40
		Gentiana po 15 12@ 15
		Glycyrrhiza nv 15 16@ 18
		Hellebore, Alba 12@ 15
		Hydrastis, Canada @ 50
		Hydrastis, Can. po @ 60
		Inula, po 18@ 22
		Ipecac, po 2 00@2 10
		Iris plox 35@ 40
		Jalapa, pr. 25@ 30
		Maranta, 1/4s @ 35
		Podophyllum po 15@ 18
		Rhei 75@1 00
		Rhei, cut 1 00@1 25
		Rhei, nv. 75@1 00
		Sanguinari, po 18 @ 15
		Scilla, po 45 20@ 25
		Senega 85@ 90
		Sermentaria 50@ 55
		Smilax, M. @ 25
		Smilax, off's H. @ 48
		Spigella 1 45@1 50
		Symplocarpus @ 25
		Valeriana Eng. @ 25
		Valeriana, Ger. 15@ 20
		Zingiber a 12@ 16
		Zingiber j 25@ 28
		Semen
		Anisum po 20 @ 16
		Anium (gravel's) 13@ 15
		Rird, 1s 4@ 6
		Cannabis Sativa 7@ 8
		Cardamon 70@ 90
		Carui po 15 15@ 18
		Chenopodium 25@ 30
		Coriandrum 12@ 14
		Cydonium 75@1 00
		Dintex Odorate 2 00@2 25
		Foeniculum @ 18
		Foenugreek, po. 7@ 9
		Lini 4@ 6
		Lini, grd. bbl. 2 1/2 @ 6
		Lobelia 75@ 80
		Pharlaris Cana'n 9@ 10
		Rapa 5@ 6
		Sinapis Alba 8@ 10
		Sinapis Nigra 9@ 10
		Spiritus
		Frumenti W. D. 2 00@2 50
		Frumenti 1 25@1 50
		Juniperis Co. 1 75@3 50
		Juniperis Co O T 1 65@2 00
		Saccharum N E 1 90@2 10
		Sot Vini Galli 1 75@6 50
		Vini Alba 1 25@2 00
		Vini Oporto 1 25@2 00
		Sponges
		Extra yellow sheeps'
		wool carriage @ 1 25
		Florida sheeps' wool
		carriage 3 00@3 50
		Grass sheeps' wool,
		carriage @ 1 25
		Hard, slate use. @ 1 00
		Nassau sheeps' wool
		carriage 3 50@3 75
		Velvet extra sheeps'
		wool carriage @ 2 00
		Yellow Reef, for
		slate use @ 1 40
		Syrups
		Acacia @ 50
		Aurant Cortex @ 50
		Ferri Iod @ 50
		Ipecac @ 50
		Rhei Arom @ 50
		Smilax Off's 50@ 60
		Senega @ 50

Lupulin	@ 40	Rubia Tinctorum 12@ 14	Vanilla9 00@
Lycopodium	70@ 75	Saccharum La's 18@ 20	Zinci Sulph ... 7@ 8
Macis	65@ 70	Salacin	4 50@4 75
Magnesia, Sulph..	3@ 5	Sanguis Drae's 40@ 50	Oils
Magnesia, Sulph. bbl	@13%	Sapo, G	@ 15
Mannia S. F.	45@ 50	Sapo, M	10@ 12
Menthol	2 65@2 85	Sapo, W	13 1/2@ 16
Morphia, SP&W ...	3 00@3 25	Seidlitz Mixture	20@ 22
Morphia, SNYQ ...	3 00@3 25	Sinapis	@ 30
Morphia, Mal. ...	3 00@3 25	Sinapis, opt.	@ 30
Moschus Canton..	@ 40	Snuff, Maccaboy,	
Myristica, No. 1. .	25@ 30	DeVoes	@ 51
Nux Vomica po 15	@ 10	Snuff, S'h DeVoe's	@ 51
Os Sepia	35@ 40	Soda, Boras ...	6@ 10
Pepsin Saac, H & P D Co	@ 1 00	Soda, Boras, po. .	6@ 10
Picis Liq N N 1/2 gal doz	@2 00	Soda et Pot's Tart	25@ 28
Picis Liq qts ...	@1 00	Soda, Carb	1 1/2@ 2
Picis Liq pints. .	@ 60	Soda, Bi-Carb ..	3@ 5
Pil Hydrarg po 80	@ 60	Soda, Ash	3 1/2@ 4
Piper Alba po 35	@ 30	Soda, Sulphas ...	@ 2
Piper Nigra po 22	@ 18	Spts, Cologne ...	@ 2 60
Pix Burgum	@ 8	Spts, Myrcia Co. .	@ 2 50
Plumbi Acet	12@ 15	Spts, Vini Rect bbl	@ 1 30
Pulvis Ip'cet Opil 1 30	@ 1 50	Spts, Vini Rect 1/2 b	@ 4
Pyrethrum, bxs. H & P D Co. doz. .	@ 75	Spts, Vini R't 10 gl	@ 10
Pyrethrum, pv. .	20@ 25	Spts, Vini R't 5 gl	@ 10
Quassia	8@ 10	Strychnia, Crysl 1 10	@1 30
Quina, N. Y.	17@ 20	Sulphur Subl	2 1/2@ 4
Quina, S Ger	17@ 27	Sulphur, Roll	2 1/2@ 3 1/2
Quina, S P & W. 17	@ 27	Tamari'ds	8@ 10
		Terebenth Venice	28@ 30
		Thebromae	50@ 55

Peck-Johnson Co.

Mfg. Chemists

Grand Rapids, Mich.

Originators of

OVALACTOL

The Ideal
Tissue
Builder
and Reconstructant.

Carried in Stock by Drug Jobbers Generally

Our Complete Line of Holiday Goods

Will be kept on Exhibition
at Grand Rapids up to Oct.
23, 1908.

We have the finest display of TOILET CASES, MANICURE SETS, MILITARY BRUSHES, GENTS' LEATHER CASES, HAND MIRRORS, PERFUMES and other DRUGGISTS' HOLIDAY GOODS we have ever shown, and in addition to above a large and beautiful display of CUT GLASS, FINE CHINA, MEDALLIONS and PICTURES, CELLULOID GOODS, POSTAL CARD ALBUMS, GOLD CLOCKS, JEWEL BOXES, INK STANDS, BOX STATIONERY, DOLLS, TOYS, BLOCKS, GAMES, etc.

IN OUR BOOK DEPARTMENT we have all the popular lines of BOOKS and BIBLES in the market. All goods are marked in plain figures at right prices so that customers can easily make their selections. We make liberal allowance for expense of customers who place orders with us.



Hazeltine & Perkins Drug Co.

Grand Rapids, Mich.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

Cheese

DECLINED

Flour
Meal
Corn and Oats

Index to Markets

By Columns

		1	2
		ARCTIC AMMONIA	Oysters
		12 oz. ovals 2 doz. box. 75	Cove, 1lb. 90@1 00
		AXLE GREASE	Cove, 2lb. 85
		Frazer's	Cove, 1lb. Oval 20
		1lb. wood boxes, 4 doz. 3 00	Plums
		1lb. tin boxes, 3 doz. 2 35	Plums
		3 1/2 lb. tin boxes, 2 doz. 4 25	Plums
		10lb. pails, per doz. 6 00	Plums
		15lb. pails, per doz. 7 20	Plums
		25lb. pails, per doz. 12 00	Plums
		BAKED BEANS	Peas
		1lb. can, per doz. 90	Peas
		2lb. can, per doz. 1 40	Peas
		3lb. can, per doz. 1 80	Peas
		BATH BRICK	Pineapple
		American 75	Grated 2 50
		English 85	Succed 2 40
		BLUING	Pumpkin
		6 oz. ovals 3 doz. box 4 00	Fair 85
		16 oz. round 2 doz. box 75	Good 90
		Sawyer's Pepper Box	Fancy 1 00
		Per Gross	Gallon 2 50
		No. 3, 3 doz. wood bxs 4 00	Raspberries
		No. 5, 3 doz. wood bxs 7 00	Standard @
		BROOMS	Salmon
		No. 1 Carpet, 4 sew 2 75	Col'a River, talls 1 95@2 00
		No. 2 Carpet, 4 sew 2 40	Col'a River, flats 2 25@2 75
		No. 3 Carpet, 3 sew 2 25	Red Alaska 1 35@1 50
		No. 4 Carpet, 3 sew 2 10	Pink Alaska 90@1 00
		Parlor Gem 2 40	Sardines
		Common Whisk 1 25	Domestic, 1/4s 3 3/4@4
		Fancy Whisk 1 25	Domestic, 1/2s 5@5
		Warehouse 3 00	Domestic, Must'd 6 1/2@9
		BRUSHES	California, 1/4s 11@14
		Scrub	California, 1/2s 17@24
		Solid Back 8 in. 75	French, 1/4s 18@24
		Solid Back, 11 in. 95	French, 1/2s 18@24
		Pointed Ends 85	Shrimps
		Stove	Standard 1 20@1 40
		No. 3 90	Succotash
		No. 2 1 25	Fair 85
		No. 1 1 75	Good 1 00
		Shoe	Fancy 1 25@1 40
		No. 8 1 00	Strawberries
		No. 7 1 30	Fancy 1 00
		No. 4 1 70	Tomatoes
		No. 3 1 90	Good @1 10
		BUTTER COLOR	Fair 95@1 00
		W. R. & Co.'s 25c size 2 00	Fancy @1 40
		W. R. & Co.'s 50c size 4 00	Gallons @2 75
		CANDLES	CARBON OILS
		Paraffine, 6s 10	Barrels
		Paraffine, 12s 10	Perfection @10 1/2
		Wicking 20	Water White @10
		CANNED GOODS	D. S. Gasoline @15
		Apples	Gas Machine @24
		3lb. Standards 90@1 00	Deodor'd Nap'a @13 1/2
		Gallon 2 25@2 50	Cylinder 29@34 1/2
		Blackberries	Engine 16@22
		2lb. 1 25@1 75	Black, winter 8 1/4@10
		Standards gallons @5 50	CEREALS
		Beans	Breakfast Foods
		Baked 85@1 30	Bordeau Flakes, 36 1lb. 2 50
		Red Kidney 85@95	Cream of Wheat 36 2lb 4 50
		String 70@1 10	Egg-O-See, 36 pkgs. 2 85
		Wax 75@1 25	Excella Flakes, 36 lb. 4 50
		Blueberries	Excella, large pkgs. 4 50
		Standard 1 35	Force, 36 2lb. 4 50
		Gallon 6 25	Grape Nuts, 2 doz. 2 70
		Brook Trout	Malta Ceres, 24 1lb. 2 40
		2lb. cans, spiced 1 90	Malta Vita, 36 1lb. 2 85
		Clams	Mapl-Flake, 36 1lb. 4 05
		Little Neck, 1lb. 1 00@1 25	Pillsbury's Vitos, 3 dz. 4 25
		Little Neck, 2lb. @1 50	Ralston Health Food
		Clam Bouillon	36 2lb. 4 50
		Burnham's 1/2 pt. 1 90	Sunlight Flakes, 36 1lb 2 85
		Burnham's pts. 3 60	Sunlight Flakes, 20 1lb 4 00
		Burnham's qts. 7 20	Vigor, 36 pkgs. 2 75
		Cherries	Voigt Cream Flakes 4 50
		Red Standards @1 40	Zest, 20 2lb. 4 10
		White @1 40	Zest, 36 small pkgs. 2 75
		Corn	Rolled Oats
		Fair 75@85	Rolled Avena, bbls. 6 85
		Good 1 00@1 10	Steel Cut, 100 lb. sks. 3 40
		Fancy 1 45	Monarch, bbl. 6 60
		French Peas	Monarch, 90 lb. sacks 3 20
		Sur Extra Fine 22	Quaker, 18 Regular 1 50
		Extra Fine 19	Quaker, 20 Family 4 65
		Fine 15	Cracked Wheat
		Moyen 11	24 2 lb. packages 3 3/4
		Gooseberries	24 2 lb. packages 3 50
		Standard 1 75	COLUMBIA, 25 pts. 4 15
		Hominy	Snider's pints 2 25
		Standard 85	Snider's 1/2 pints 1 35
		Lobster	CHEESE
		1/2 lb. 2 25	Acme @14 1/2
		1 lb. 4 25	Elsie @12
		Picnic Talls 2 75	Gem @15 1/2
		Mackerel	Jersey @14
		Mustard, 1lb. 1 80	Warner's @15
		Mustard, 2lb. 2 80	Riverside @15
		Soused, 1 1/2 lb. 1 80	Springdale @14 1/2
		Soused, 2lb. 2 75	Brick @15
		Tomato, 1lb. 1 50	Leiden @15
		Tomato, 2lb. 2 80	Limbinger @19
		Mushrooms	Pineapple @60
		Hotels @24	Sap Sago @22
		Buttons @28	Swiss, domestic @16
		Yeast Cake 10	

3

CHEWING GUM
American Flag Spruce 55
Beeman's Pepsin 55
Adams Pepsin 55
Best Pepsin 45
Best Pepsin, 5 boxes. 2 00
Black Jack 55
Largest Gum Made 55
Sen Sen 55
Sen Sen Breath Perf'f 1 00
Yucatan 55
Hop to it 65
Spearmint 55

CHICORY
Bulk 5
Red 7
Eagle 5
Frank's 7
Schener's 7

CHOCOLATE
Walter Baker & Co.'s
German Sweet 26
Premium 38
Caracas 31
Walter M. Lowney Co.
Premium, 1/4s 32
Premium, 1/2s 32

COCOA
Baker's 39
Cleveland 41
Colonial, 1/4s 35
Colonial, 1/2s 33
Epps 42
Huyler 45
Lowney, 1/4s 36
Lowney, 1/2s 36
Lowney, 1s 40
Van Houten, 1/4s 12
Van Houten, 1/2s 20
Van Houten, 1s 40
Webb 35
Wilbur, 1/4s 39
Wilbur, 1/2s 40

COCOANUT
Dunham's 1/4s & 1/2s 26 1/2
Dunham's 1/4s 27
Dunham's 1/2s 28
Bulk 12

COFFEE
Rio
Common 10@13 1/2
Fair 14 1/2
Choice 16 1/2
Fancy 20
Santos 12@13 1/2
Fair 14 1/2
Choice 16 1/2
Fancy 19

Maracalbo
Choice 16
Fancy 19
Guatemala 15
Java 15
African 12
Fancy African 17
O. G. 25
P. G. 31

Mocha
Arabian 21
Package
New York Basis
Arbuckle 16 00
Dillworth 14 75
Jersey 15 00
Lion 14 50

McLaughlin's XXXX
sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.

Extract
Holland, 1/2 gro boxes 95
Felix, 1/2 gro 1 15
Hummel's foil, 1/2 gro. 85
Hummel's tin, 1/2 gro. 1 43

CRACKERS
National Biscuit Company
Brand
Butter
Seymour, Round 6
N. B. C., Square 6
Soda
N. B. C. Soda 6
Select Soda 8
Saratoga Flakes 13
Zephyrette 13

Oyster
N. B. C., Round 6
Gem 6
Faust, Shell 7 1/2
Sweet Goods.
Animals 10
Atlantic, Assorted 10
Brittle 11
Cadet 8
Campaign Cake 10
Cartwheels 8
Cassia Cookie 9
Cavalier Cake 14
Currant Fruit Biscuit 10
Cracknels 16
Coffee Cake, pl. or iced 10
Cocoanut Taffy Bar 12
Cocoanut Bar 10
Cocoanut Drops 12
Cocoanut Honey Cake 12
Cocoanut Hon. Fingers 12
Cocoanut Hon. Jumbles 12
Cocoanut Macaroons 18
Dandelion 15
Dinner Biscuit 20
Dinner Pail Cake 10
Dixie Sugar Cookie 9
Family Snaps 8

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Family Cookie 8
Fancy Ginger Wafer 12
Fig Cake Assorted 12
Fruit Nut Mixed 16
Frosted Cream 8
Frosted Honey Cake 12
Fluted Cocoanut Bar 10
Ginger Gems 8
Ginger Gems, Iced 9
Graham Crackers 8
Ginger Nuts 10
Ginger Snaps N. B. C. 7
Ginger Snaps Square 8
Hippodrome Bar 10
Honey Cake, N. B. C. 12
Honey Fingers As. Ice 12
Honey Jumbles 12
Honey Jumbles, Iced 12
Honey Flake 12 1/2
Household Cookies 8
Household Cookies Iced 8
Iced Honey Crumpets 10
Imperial 8
Jersey Lunch 8
Kream Klips 20
Lem Yem 11
Lemon Gems 10
Lemon Biscuit Square 8
Lemon Wafer 16
Lemona 8
Log Cabin Cake 10
Lusitania Mixed 11
Mary Ann 8
Marshmallow Walnuts 16
Mariner 11
Molasses Cakes 8
Molasses Cakes, Iced 9
Molican 11
Nabob Jumble 14
Newton 12
Oatmeal Crackers 8
Orange Gems 8
Oval Sugar Cakes 8
Oval Sugar Cakes Ast. 9
Penny Cakes, Assorted 8
Picnic Mixed 11 1/2
Pretzels, Hand Md. 8
Pretzettes, Hand Md. 8
Pretzettes, Mac. Md. 7 1/2
Raisin Cookies 8
Ravena Jumbles 12
Revere, Assorted 14
Rube 8
Scalloped Gems 10
Scotch Cookies 10
Snow Creams 16
Spiced Honey Nuts 12
Sugar Fingers 12
Sugar Gems 8
Sultana Fruit Biscuit 16
Sunsyde Jumbles 10
Spiced Gingers 9
Spiced Gingers Iced 10
Sugar Cakes 8
Sugar Cakes, Iced 9
Sugar Squares, large or small 8
Superba 8
Sponge Lady Fingers 25
Sugar Crimp 8
Sylvan Cookie 12
Vanilla Wafers 16
Victors 12
Waverly 8
Zanzibar 10

In-er Seal Goods
Per doz.
Albert Biscuit 1 00
Animals 1 00
Arrowroot Biscuit 1 00
Butter Thin Biscuit 1 00
Butter Wafers 1 00
Cheese Sandwich 1 00
Cocoanut Dainties 1 00
Faust Oyster 1 00
Fig Newton 1 00
Five O'clock Tea 1 00
Frotana 1 00
Ginger Snaps, N. B. C. 1 00
Graham Crackers 1 00
Lemon Snap 50
London Cream Biscuit 1 00
Marshmallow Dainties 1 00
Oatmeal Crackers 1 00
Oysterettes 50
Old Time Sugar Cook. 50
Pretzettes, Hd. Md. 1 00
Royal Toast 1 00
Saltine 1 00
Saratoga Flakes 1 50
Social Tea Biscuit 1 00
Soda, N. B. C. 1 00
Soda, Select 1 00
Sugar Clusters 1 00
Sultana Fruit Biscuit 1 50
Uneda Biscuit 50
Uneda Jinjer Wayfer 1 00
Uneda Milk Biscuit 50
Vanilla Wafers 1 00
Water Thin 1 00
Zu Zu Ginger Snaps 50
Zwieback 1 00

In Special Tin Packages.
Per doz.
Festino 2 50
Nabisco 2 50
Nabisco 1 00
Champagne Wafer 2 50
Per tin in bulk.
Sorbetto 1 00
Nabisco 1 75
Festino 1 50
Bent's Water Crackers 1 40

Holland Rusk
36 packages 2 90
40 packages 3 20
60 packages 4 75

CREAM TARTAR
Barrels or drums 29
Boxes 30
Square cans 32
Fancy caddies 35

5

DRIED FRUITS

Sundried Apples
Evaporated @ 9
California Apricots @13
Corsican Citron @20

Currents
Imp'd 1 lb. pkg. 8 1/2 @ 9
Imported bulk 8 1/2 @ 8 1/2
Peel
Lemon American 15
Orange American 14

Raisins
Cluster, 5 crown 2 25
Loose Muscatels 2 cr.
Loose Muscatels 3 cr. 7
Loose Muscatels 4 cr. 8
L. M. Seeded 1 lb. 8 1/2 @ 9

California Prunes
100-125 1/2 lb. boxes. @ 4
90-100 25lb. boxes. @ 4 1/2
80-90 25lb. boxes. @ 5 1/2
70-80 25lb. boxes. @ 6
60-70 25lb. boxes. @ 7
50-60 25lb. boxes. @ 7
40-50 25lb. boxes. @ 8
30-40 25lb. boxes. @ 8 1/2
1/4c less in 50lb. cases

FARINACEOUS GOODS
Beans
Dried Lima 6 1/2
Med. Hand Pk'd 2 75
Brown Holland
Farina
24 1 lb. packages 1 50
Bulk, per 100 lbs. 3 50

Hominy
Flake, 50 lb. sack 1 00
Pearl, 100 lb. sack 2 45
Pearl, 200 lb. sack 4 80
Maccaroni and Vermicelli
Domestic, 10 lb. box. 60
Imported, 25 lb. box. 2 50

Pearl Barley
Common 3 00
Chester 3 00
Empire 3 65

Peas
Green, Wisconsin, bu. 2 50
Green, Scotch, bu. 2 10
Split, lb. 04

Sago
East India 5
German, sacks 5
German, broken pkg. 5

Flapjack
Flake, 110 lb. sacks. 6
Pearl, 130 lb. sacks. 5
Pearl, 24 lb. pkgs. 7 1/2

FLAVORING EXTRACTS
Foote & Jenks
Coleman Brand
Lemon
No. 2 Terpeness 75
No. 3 Terpeness 1 75
No. 8 Terpeness 3 00

Vanilla
No. 2 High Class 1 20
No. 4 High Class 2 00
No. 8 High Class 4 00
Jaxon Brand
Vanilla

2 oz. Full Measure 2 10
4 oz. Full Measure 4 00
8 oz. Full Measure 8 00

Lemon
2 oz. Full Measure 1 25
4 oz. Full Measure 2 40
8 oz. Full Measure 4 50

Jennings D. C. Brand
Terpeness Ext. Lemon
Doz.
No. 2 Panel 75
No. 4 Panel 1 50
No. 6 Panel 2 00
Taper Panel 1 50
2 oz. Full Measure 1 25
4 oz. Full Measure 2 00

Jennings D. C. Brand
Extract Vanilla
Doz.
No. 2 Panel 1 25
No. 4 Panel 2 00
No. 6 Panel 3 50
Taper Panel 2 00
1 oz. Full Measure 90
2 oz. Full Measure 1 80
4 oz. Full Measure 3 50
No. 2 Assorted Flavors 1 00

GRAIN BAGS
Amoskeag, 100 in bale 19
Amoskeag, less than bl 19 1/2

GRAIN AND FLOUR
Wheat
New No. 1 White 95
New No. 2 Red 95
Winter Wheat Flour
Local Brands

Patents 5 50
Second Patents 5 25
Straight 5 00
Second Straight 4 75
Clear 4 00
Flour in barrels, 25c per barrel additional.

Worden Grocer Co.'s Brand
Quaker, paper 4 60
Quaker, cloth 4 80
Wykes & Co.
Eclipse 4 80
Kansas Hard Wheat Flour
Fanchon, 1/2 cloth 5 90

Judson Grocer Co.
Grand Rapids Grain & Milling Co. Brands.
Wizard, assorted 4 40
Graham 4 40
Buckwheat 5 75
Rye 4 50

6	7	8	9	10	11
Spring Wheat Flour Koy Baker's Brand Golden Horn, family, 5 60 Golden Horn, baker's, 5 50 DuPont Imperial, 5 80 Wisconsin Rye, 4 35 Judson Grocer Co.'s Brand Ceresota, 1/2s, 6 50 Ceresota, 1/4s, 6 40 Ceresota, 1/8s, 6 30 Lemon & Wheeler's Brand Wingold, 1/2s, 6 30 Wingold, 1/4s, 6 20 Wingold, 1/8s, 6 10 Worden Grocer Co.'s Brand Laurel, 1/2s cloth, 6 10 Laurel, 1/4s cloth, 6 00 Laurel, 1/8s cloth, 5 90 Laurel, 1/2s cloth, 5 90 Laurel, 1/4s cloth, 5 90 Laurel, 1/8s cloth, 5 90 Wheat & Co. Sleepy Eye, 1/2s cloth, 6 20 Sleepy Eye, 1/4s cloth, 6 00 Sleepy Eye, 1/8s cloth, 5 90 Sleepy Eye, 1/2s paper, 5 90 Sleepy Eye, 1/4s paper, 5 90 Sleepy Eye, 1/8s paper, 5 90 Meal Borden's Granulated, 4 00 Golden Corn Meal, 4 10 St. Car Feed screened 33 00 No. 1 Corn and Oats 33 00 Corn, cracked, 33 00 Corn meal, coarse, 33 00 Winter wheat bran 24 00 Middlings, 26 00 Banana Gluten feed 31 00 Dairy Feeds Wheat & Co. O.P. Linseed Meal, 32 00 Cottonseed Meal, 33 00 Gluten feed, 33 00 Small Sprouts, 29 00 Brewers Grains, 28 00 Diamond Dairy Feed, 28 00 Care Michigan Carrots, 53 Less than carrots, 50 Corn Old, 80 New, 65 Hay No. 1 timothy carlots 10 00 No. 1 timothy top lots 11 00 HERBS Sage, 10 Parsley, 10 Laurel Leaves, 10 Seville Leaves, 20 HORSE RADISH Per doz., 90 JELLY 5 lb. pails, per doz., 2 25 10 lb. pails, per pail, .95 30 lb. pails, per pail, .95 LICORICE Pure, 30 Canadian, 20 Sicily, 11 Root, 11 MATCHES C. D. Critchfield Co. Nonseless tip, 4 00 @ 1 00 MOLASSES New Orleans Fancy Open Kettle, 40 Choice, 30 Fair, 20 Good, 20 Half barrels 2c extra MINCE MEAT Per case, 2 90 MUSKARD 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., 1 10 Queen, pints, 2 50 Queen, 19 oz., 4 00 Queen, 28 oz., 4 00 Stuffed, 5 oz., 90 Stuffed, 3 oz., 1 40 Stuffed, 10 oz., 2 40 PIPES Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob, 90 PICKLES Medium Barrels, 1,200 count, 6 50 Half bbls., 600 count, 3 75 Small Half bbls., 1,200 count, 4 75 PLAYING CARDS No. 90 Steamboat, 83 No. 15, Rival, assorted, 1 25 No. 20 Rover, enameled, 1 50 No. 572, Special, 1 75 No. 98 Golf, satin fin., 2 00 No. 808 Bicycle, 2 00 No. 632 Tourn't whist, 2 25 POTASH 48 cans in case, 4 00 Babbitt's PROVISIONS Barreled Pork Mess, 17 50 Clear Back, 21 00 Short Cut, 19 50 Short Cut Clear, 19 25 Bean, 17 50 Brisket, Clear, 19 00 Pig, 24 00 Clear Family, 17 50 Dry Salt Meats S. P. Bellies, 13 Bellies, 13 Extra Shorts Clear, 11 1/2 Lard Compound, 8% Pure in tierces, 12 1/2 80 lb. tubs, advance, 1/2 60 lb. tubs, advance, 1/2	50 lb. tins, advance, 1/4 20 lb. pails, advance, 1/4 Smoked Meats Hams, 12 lb. average, 13 1/2 Hams, 14 lb. average, 13 1/2 Hams, 16 lb. average, 13 1/2 Hams, 18 lb. average, 13 1/2 Skinned Hams, 15 00 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, 1/4 5 lb. pails, advance, 1/4 8 lb. pails, advance, 1/4 Sausages Bologna, 7 Liver, 7 Frankfort, 9 Pork, 9 Tongue, 7 Headcheese, 7 Beef Extra Mess, 15 00 Boneless, 15 00 Rump, new, 15 50 Pig's Feet 1/2 bbls., 1 00 1/4 bbls., 40 lbs., 1 80 1/2 bbls., 3 80 1 bbl., 8 00 Tripe Kits, 15 lbs., 80 1/4 bbls., 40 lbs., 1 60 1/2 bbls., 80 lbs., 3 00 Casings Hogs, per lb., 30 Beef, rounds, set, 25 Beef, middles, set, 70 Sheep, per bundle, 90 Uncolored Butterine Solid dairy, 10 @ 12 Country Rolls, 10 @ 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, 6 @ 6 1/2 SOAP COMPOUNDS Johnson's Fine, 5 10 Johnson's XXX, 4 25 Nine O'clock, 3 35 Rub-N-More, 3 75 Scouring Enoch Morgan's Sons. Sapolo, gross lots, 9 00 Sapolo, half gross lots, 4 50 Sapolo, single boxes, 2 25 Sapolo, hand, 2 25 Scourine Manufacturing Co. Scourine, 50 cakes, 1 80 Scourine, 100 cakes, 3 50 SODA Boxes, 5 @ 1/2 Kegs, English, 4 @ 1/2 SPICES Whole Spices Allspice, 10 Cassia, China in mats, 12 Cassia, Canton, 16 Cassia, Batavia, bund., 28 Cassia, Saigon, broken, 46 Cassia, Saigon, in rolls, 55 Cloves, Amboy, 22 Cloves, Zanzibar, 16 Mace, 55 Nutmegs, 75-80, 35 Nutmegs, 105-10, 25 Nutmegs, 115-20, 20 Pepper, Singapore, blk., 25 Pepper, Singp. white, 25 Pepper, shot, 17 Pure Ground in Bulk Allspice, 14 Cassia, Batavia, 28 Cassia, Saigon, 55 Cloves, Zanzibar, 24 Ginger, African, 18 Ginger, Cochon, 18 Ginger, Jamaica, 25 Mace, 65 Mustard, 18 Pepper, Singapore, blk., 17 Pepper, Singp. white, 17 Pepper, Cayenne, 20 Sage, 20 STARCH Kingsford, 40 lbs., 7 1/4 Muzzy, 20 lbs., 5 1/4 Muzzy, 40 lbs., 5 1/4 Gloss Kingsford, 40 lbs., 7 1/4 Silver Gloss, 40 lbs., 7 1/4 Silver Gloss, 16 lbs., 6 1/4 Silver Gloss, 12 lbs., 8 1/4 Muzzy 48 lb. packages, 5 16 lb. packages, 4 1/2 12 lb. packages, 6 50 lb. boxes, 4 SYRUPS Corn Barrels, 33 Half barrels, 33 20 lb. cans 1/2 dz. in cs., 2 10 10 lb. cans 1/2 dz. in cs., 1 95 5 lb. cans 1/2 dz. in cs., 2 10 2 1/2 lb. cans 2 dz. in cs., 2 15	10 lbs., 1 12 8 lbs., .92 SEEDS Anise, 10 Canary, Smyrna, 4 1/2 Caraway, 10 Cardamom, Malabar, 1 00 Celery, 15 Hemp, Russian, 4 1/2 Mixed Bird, 4 Mustard, white, 10 Poppy, 9 Rape, 6 SHOE BLACKING Handy Box, large 3 dz, 2 50 Handy Box, small, 1 25 Bixby's Royal Polish, 85 Miller's Crown Polish, 85 SNUFF Scotch, in bladders, 37 Maccaboy, in jars, 35 French Rappie in jars, 43 SOAP J. S. Kirk & Co. American Family, 4 00 Dusky Diamond, 50 Soz, 2 80 Dusky D'nd, 100 6 oz, 3 75 Jap Rose, 50 bars, 3 75 Savon Imperial, 3 50 White Russian, 3 50 Dome, oval bars, 3 50 Satinet, oval, 2 15 Snowberry, 100 cakes, 4 00 Proctor & Gamble Co. Lenox, 3 25 Ivory, 6 oz., 4 00 Ivory, 10 oz., 6 75 Star, 3 25 Lautz Bros. & Co. Acme, 70 bars, 4 00 Acme, 30 bars, 4 00 Acme, 25 bars, 4 00 Acme, 100 cakes, 3 25 Big Master, 70 bars, 2 80 Marseilles, 100 cakes, 5 80 Marseilles, 100 cakes 5c, 4 00 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, 100-5c, 4 00 Kirkoline, 24 4lb., 3 80 Pearline, 3 75 Soapine, 4 10 Babbitt's 1776, 3 75 Roseine, 3 50 Armour's, 3 70 Wisdom, 3 80 Johnson's Fine Johnson's XXX, 4 25 Nine O'clock, 3 35 Rub-N-More, 3 75 Scouring Enoch Morgan's Sons. Sapolo, gross lots, 9 00 Sapolo, half gross lots, 4 50 Sapolo, single boxes, 2 25 Sapolo, hand, 2 25 Scourine Manufacturing Co. Scourine, 50 cakes, 1 80 Scourine, 100 cakes, 3 50 SODA Boxes, 5 @ 1/2 Kegs, English, 4 @ 1/2 SPICES Whole Spices Allspice, 10 Cassia, China in mats, 12 Cassia, Canton, 16 Cassia, Batavia, bund., 28 Cassia, Saigon, broken, 46 Cassia, Saigon, in rolls, 55 Cloves, Amboy, 22 Cloves, Zanzibar, 16 Mace, 55 Nutmegs, 75-80, 35 Nutmegs, 105-10, 25 Nutmegs, 115-20, 20 Pepper, Singapore, blk., 25 Pepper, Singp. white, 25 Pepper, shot, 17 Pure Ground in Bulk Allspice, 14 Cassia, Batavia, 28 Cassia, Saigon, 55 Cloves, Zanzibar, 24 Ginger, African, 18 Ginger, Cochon, 18 Ginger, Jamaica, 25 Mace, 65 Mustard, 18 Pepper, Singapore, blk., 17 Pepper, Singp. white, 17 Pepper, Cayenne, 20 Sage, 20 STARCH Kingsford, 40 lbs., 7 1/4 Muzzy, 20 lbs., 5 1/4 Muzzy, 40 lbs., 5 1/4 Gloss Kingsford, 40 lbs., 7 1/4 Silver Gloss, 40 lbs., 7 1/4 Silver Gloss, 16 lbs., 6 1/4 Silver Gloss, 12 lbs., 8 1/4 Muzzy 48 lb. packages, 5 16 lb. packages, 4 1/2 12 lb. packages, 6 50 lb. boxes, 4 SYRUPS Corn Barrels, 33 Half barrels, 33 20 lb. cans 1/2 dz. in cs., 2 10 10 lb. cans 1/2 dz. in cs., 1 95 5 lb. cans 1/2 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, 39 Pay Car, 33 Prairie Rose, 49 Protection, 40 Sweet Burley, 44 Tiger, 40 Plug Red Cross, 31 Palo, 35 Hiawatha, 41 Kyro, 35 Battle Ax, 37 American Eagle, 33 Standard Navy, 37 Spear Head, 7 oz., 47 Spear Head, 1 1/2 oz., 44 Nobby Twist, 55 Jolly Tar, 39 Old Honesty, 43 Toddy, 34 J. T., 38 Piper Heidsieck, 39 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, 33 Kiln Dried, 21 Duke's Mixture, 40 Duke's Cameo, 43 Myrtle Navy, 44 Yum Yum, 1 1/2 oz., 39 Yum Yum, 1lb. pails, 40 Cream, 38 Corn Cake, 2 1/2 oz., 26 Corn Cake, 1lb., 22 Blow Boy, 1 1/2 oz., 39 Blow 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, 25 Good Indian, 25 Self Binder, 16oz, 8oz, 20-22 Silver Foam, 24 Sweet Marie, 32 Royal Smoke, 42 TWINE Cotton, 3 ply, 20 Cotton, 4 ply, 20 Jute, 2 ply, 14 Hemp, 6 ply, 13 Flax, medium N, 24 Wool, 1 lb. balls, 8 VINEGAR Malt White, Wine, 40 gr 9 Malt White, Wine 80gr 11 1/2 Pure Cider, B & B, 15 Pure Cider, Robinson 13 1/2 Pure Cider, Silver, 15 WICKING No. 0 per gross, 30 No. 1 per gross, 40 No. 2 per gross, 50 No. 3 per gross, 75 WOODENWARE Baskets Bushels, wide band, 1 25 Market, 40 Splint, large, 3 50 Splint, medium, 3 00 Splint, small, 2 75 Willow, Clothes, large, 8 25 Willow, Clothes, me'm, 7 25 Willow, Clothes, small, 6 25	Bradley Butter Boxes 2lb. size, 24 in case, 72 3lb. size, 16 in case, 68 5lb. size, 12 in case, 63 10lb. size, 6 in case, 60 Butter Plates No. 1 Oval, 250 in crate, 35 No. 2 Oval, 250 in crate, 40 No. 3 Oval, 250 in crate, 45 No. 5 Oval, 250 in crate, 60 Churns Barrel, 5 gal., each, 2 40 Barrel, 10 gal., each, 2 55 Clothes Pins Round head, 5 gross bx, 55 Round head, cartons, 70 Egg Crates and Fillers Humpty Dumpty, 12 doz, 20 No. 1 complete, 25 No. 2 complete, 25 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., 80 Mop Sticks Trojan spring, 90 Eclipse patent spring, 85 No. 1 common, 80 No. 2 pat. brush holder, 85 12lb. cotton mop heads, 1 40 Ideal No. 7, 85 Pails 2-hoop Standard, 2 15 3-hoop Standard, 2 35 2-wire, Cable, 2 25 3-wire, Cable, 2 45 Cedar, 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 30 Fibre Manila, white, 2 25 Fibre Manila, colored, 2 40 No. 1 Manila, 4 00 Cream Manila, 4 00 Butcher's Manila, 2 25 Wax Butter, short c't 13 Wax Butter, full count 20 Wax Butter, rolls, 1 15 YEAST CAKE Magic, 3 doz., 1 15 Sunlight, 3 doz., 1 00 Sunlight, 1 1/2 doz., 1 50 Yeast Foam, 3 doz., 1 15 Yeast Cream, 3 doz., 1 00 Yeast Foam, 1 1/2 doz., 58 FRESH FISH Per lb. Whitefish, Jumbo, 20 Whitefish, No. 1, 13 Trout, 8 1/2 Halibut, 10 Herring, 7 Bluefish, 16 Live Lobster, 28 Boiled Lobster, 28 Cod, 10 Haddock, 8 Pickerel, 13 Pike, 8 Perch, 6 Smoked, White, 13 Chinook Salmon, 16 Mackerel, 22 Finnan Haddie, 12 1/2 Roe Shad, each, 12 Shad Roe, each, 9 Speckled Bass, 9 HIDES AND PELTS Hides Green No. 1, 8 Green No. 2, 7 Cured No. 1, 9 1/2 Cured No. 2, 8 1/2 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, 35 @ 65 Shearlings, 25 @ 60 Fallow No. 1, 5 No. 2, 4 Unwashed, med., 17 Unwashed, fine, 13 CONFECTIONS Stick Candy Standard, 8 Standard H H, 8 Standard Twist, 8 1/2 Cases Jumbo, 32 lb., 8 Extra H H, 10 Boston Cream, 12 Big stick, 30 lb. case, 8 1/2 Mixed Candy Competition, 7 Special, 7 1/2 Conserves, 8 1/2 Royal, 8 Ribbon, 10 Broken, 8 1/2 Cut Leaf, 9 1/2 Leader, 9 Kindergarten, 10 1/2 Bon Ton Cream, 9 French Cream, 10 Star, 11 Hand Made Cream, 17 Premio Cream mixed, 14 Paris Cream Bon Bons, 10 Fancy-In Pails Gypsy Hearts, 14 Coco Bon Bons, 14 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 Imperials, 11 Ital. Cream Opera, 12 Ital. Cream Bon Bons, 12 Golden Waffles, 13 Red Rose Gum Drops, 13 Auto Bubbles, 13 Fancy-In 5lb. Boxes Old Fashioned Molasses Kisses, 10lb. bx 1 30 Orange Jellies, 50 Lemon Sours, 60 Old Fashioned Hore-bounded drops, 60 Peppermint Drops, 60 Champion Choc. Drops, 70 H. M. Choc. Drops, 1 10 H. M. Choc. Lt. and Dark No. 12, 1 10 Bitter Sweets, as'd, 1 25 Brilliant Gums, Crys., 60 A. A. Licorice Drops, 90 Lozenges, plain, 60 Lozenges, printed, 60 Imperials, 60 Mottos, 60 Cream Bar, 60 G. M. Peanut Bar, 60 Hand Made Crms 80 @ 90 Cream Wafers, 60 String Rock, 60 Wintergreen Berries, 60 Old Time Assorted, 2 75 Buster Brown Good, 3 50 Up-to-date Ass'tm't, 3 75 Ten Strike No. 1, 6 50 Ten Strike No. 2, 6 00 Ten Strike, Summer assortment, 6 75 Scientific Ass't, 18 00 Pop Corn Cracker Jack, 3 25 Checkers, 5c pkg, cs 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, 32 @ 35 Almonds, California sft., shell, 12 @ 13 Brazils, 12 @ 13 Filberts, 13 @ 18 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, 16 Cocomnuts, 22 Chestnuts, New York State, per bu., 16 Shelled Spanish Peanuts 7 1/2 @ 8 Pecan Halves, 35 @ 55 Walnut Halves, 32 @ 35 Filbert Meats, 27 Alicante Almonds, 42 Jordan Almonds, 47 Peanuts Fancy H. P. Suns 6 1/2 @ 7 1/2 Roasted, 8 @ 8 1/2 Choice, H. P. Jumbo, 8 1/2	

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Doz.

Small size, 1 doz. box.40
Large size, 1 doz. box..75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots .31
El Portana .33
Evening Press .32
Exemplar .32

Worden Grocer Co. brand
Ben Hur

Perfection .35
Perfection Extras .35
Londres .35
Londres Grand .35
Standard .35
Puritans .35
Panatellas, Finas .35
Panatellas, Bock .35
Jockey Club .35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/4 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass .5 @ 9 1/2
Hindquarters .7 @ 12
Loins .9 @ 14
Rounds .6 @ 8 1/2
Chucks .6 @ 7 1/2
Plates .6 @ 4 1/2
Livers .6 @ 6

Pork

Loins .11 1/2 @
Dressed .8 @
Boston Butts .10 @
Shoulders .9 1/2 @
Leaf Lard .14 1/2 @
Trimnings .9 @

Mutton

Carcass .9 @
Lambs .10 @
Spring Lambs .10 @

Veal

Carcass .6 @ 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..

Jute

60ft. .75
72ft. .90
90ft. .1 05
120ft. .1 50

Cotton Victor

50ft. .1 10
60ft. .1 35
70ft. .1 60

Cotton Windsor

50ft. .1 30
60ft. .1 44
70ft. .1 80
80ft. .2 00

Cotton Braided

40ft. .95
60ft. .1 35
60ft. .1 65

Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, M & J, 1lb.
Excelsior, M & J, 2lb.
Tip Top, M & J, 1lb.
Royal Java
Royal Java and Mocha....
Java and Mocha Blend....
Boston Combination
Distributed by Judson
Grocer Co., Grand Rapids,
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. 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
Oxford 75
Plymouth Rock1 25

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

FINE CALENDARS



NOTHING can ever be so popular with your customers for

the reason that nothing else is so useful. No housekeeper ever has too many. They are a constant reminder of the generosity and thoughtfulness of the giver.

We manufacture everything in the calendar line at prices consistent with first-class quality and workmanship. Tell us what kind you want and we will send you samples and prices.

TRADESMAN COMPANY

GRAND RAPIDS, MICH.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

Old established grocery and meat market on one of the most thickly populated streets of Chicago, one mile from City Hall, at sacrifice. Doing cash business \$700 weekly. Satisfactory reason for selling. Address No. 95, care Michigan Tradesman. 95

For Sale—Bakery and confectionery in city 6,500. Only one competitor. Average cash sales \$27 daily. Owner going West if sale is made by Nov. 15. Price \$1,400, cash or invoice. Address Bakery No. 2, care Tradesman. 94

Wanted—Merchants to know our new cash system. Will double your cash sales, new plan, no prizes, no stamps. Live merchants write now. Only one firm in a town furnished. New System Advertising Co., Oakwood, Mo. 93

For Sale—McCaskey account register; good as new; 280 accounts; \$75 on payments, \$70 cash. James Simcox & Son, Patoka, Ill. 92

Parker & Co., merchandise auctioneers, 10 years' experience. If you wish to sell your store, we can do it to good advantage. Let us explain how it is done. Parker & Co., 1624 Pemberton Ave., Chicago, Ill. 90

Wanted—General merchandise stock at a liberal discount. Address Box 91, Union, Ill. 91

For Sale—Good business store; excellent location; fine trade in tobacco, cigars, spring water, ginger ale, root beer; also agent for American and Empire Express companies; must sell on account of other manufacturing business. Flat J, 330 E. 40th St., Chicago, Ill. 89

For Sale—A \$6,000 stock of nice clean general merchandise in Southeast Kansas. For information write B. Hess, Stark, Neosho county, Kansas. 88

For Sale—Jamesville's (Wis.) only department store, doing \$125,000 business annually; well located; can do \$500,000. Owner non-resident, with outside interests demanding attention and compelled to sell at sacrifice. Address Wm. A. Leonard, 186 Market St., Chicago, Ill. 87

Contracting Inventor—Success or no pay. Inventions made to order for any purpose and patented. Inventors helped over difficulties. A half century of practice. Write for particulars. W. X. Stevens, 1933 Va. Ave., S. W., Washington, D. C. 86

For Sale—Carriage business; depository for 275 wagons; plant; cheap labor; established 28 years. Best trade. Great location. Harry J. German, Bank Bldg., Allentown, Pa. 85

Wanted—Everybody having goitre (big neck) send stamp for free book. Dr. Swabey, Walkerville, Mich. 84

For Sale—One of the best drug stores in Saginaw. Address No. 83, care Michigan Tradesman. 83

Cigar salesmen wanted in this territory; experience unnecessary. \$110 a month and \$5 a day expenses. Maumee Cigar Co., Toledo, Ohio. 82

For Sale—All or half interest in good paying stock of drugs and soda fountain; bargain. Easy terms; rents low. Apply Box 88, Cave Springs, Ga. 81

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. 79

For Sale—Five acres near Wayne, nicely located on main road. For particulars address owner, J. Lamoreaux, Wayne, Mich. 80

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

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

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

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

WANT TO EXCHANGE

for SHOE, DRY GOODS, CLOTHING or any other store, choice Chicago income property. State size of stock.

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

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 Moeaqua, Ill., sale also running at Giard, 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

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 or Exchange—320 acres unimproved Michigan land, mostly clay soil, and can be easily cleared. Located on state road well traveled, 1½ miles from school, 3 miles from railroad. In answering this advertisement, please state what you have for exchange and I will give you full particulars in first letter. Address No. 61, care Tradesman. 61

For Sale—On account of ill health and an accident, fine repair shop and sporting goods business. Established 18 years. Stock, tools, machinery, \$7,000. \$5,500 buys it. Also watch and jewelry repair outfit, cost \$700, \$450 buys it. Four patents suitable for factory, in big demand, that I offer cheap or will trade these for land. M. N. Wertz, Thomasville, Ga. 60

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—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

General store for sale in one of the smartest little cities of 2,500 inhabitants in Michigan. Write G. A. Stevenson, Vassar, Mich. 67

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. Schroeder & 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

To Exchange—Moving picture machine, value \$125, for cash register or computing scales. Address No. 55, care Tradesman. 55

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

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. 648, care Michigan Tradesman. 648

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

Want Ads. continued on next page.

Here Is a Pointer



Your advertisement;

if placed on this page,

would be seen and read

by eight thousand of

the most progressive

merchants in Michigan,

Ohio and Indiana. We

have testimonial let-

ters from thousands of

people who have

bought, sold or ex-

changed properties as

the direct result of ad-

vertising in this paper.

DEEP WATERWAY.

Twice as many citizens of Michigan participated Tuesday in the second meeting of the Grand-Saginaw Valleys Deep Waterway Association as were present Sept. 29 at the first meeting of that organization. Such a record is a fine one, showing as good an increase in public attention and interest as could be expected. The feature of the meeting was an address by S. A. Thompson, Field Secretary of the National Rivers and Harbors Congress, who talked for more than an hour upon the economies of transportation by water routes, demonstrating clearly that, if the United States continues to increase in commercial and industrial activity as it has during the past two decades, the development at as early a date as possible of the proposed National system of internal waterways is an absolute necessity. Failing to do this the industrial and commercial situation in this country will be chaotic, for the reason that it will be impossible to handle freights and that Germany, not so large as our State of Texas and with a population less than that of the United States, will continue, as it does at present, to lead in the commerce of the world. As to the proposed deep waterway across the State of Michigan Mr. Thompson said that there can be no argument necessary to support the proposition. Ten, fifteen or twenty years hence, with deep waterways to all important sections of the United States, with the coarse bulk freights going by water from every point to all other points in the United States; with foreign shipments coming from the East via the St. Lawrence River and the Georgian Bay Canal to Lake Huron and from the west via the Panama Canal, the Gulf of Mexico and the Mississippi River, where would Grand Rapids, Ionia, Maple Rapids, Chesaning and Saginaw be without their own deep waterway? It is a simple problem and a positive one and the people of Michigan can not afford to neglect most serious deliberation in the matter.

Mr. Hubbell, of Saginaw, quoted Mr. Walter S. Eddy, of Saginaw, as follows: "This matter is one that the people should give the most careful consideration and its possibilities may be of immense importance in the way of future development and enduring prosperity. The Saginaw Valley coal deposits are coking coals of as high a character as any in the United States and admirably suited for the manufacture of iron from the ore. What this means in the way of a possible great iron industry in Michigan at some future date may be understood when it is stated that the Consolidated Coal Co. has in sight coal to supply one million tons a year for the next fifty years.

The meeting was throughout an interesting and enthusiastic event, giving assurance that the project under advisement is growing in public opinion as its merits are understood. It was tentatively decided that the annual dues of members would be two dollars and the meeting adjourn-

ed leaving the naming of the time and place of the next meeting subject to the judgment and call of President Coryell.

Late State Items.

Menominee—The Republic Lumber Co. will operate the Hamilton & Merryman sawmill in the future. The Republics controlled by the Francis Beidler & Co., who own large timber in the Upper Peninsula, sufficient to run the mill five years or longer. The stocking of the mill will be done during the winter, when the logs will be taken in by rail from the Northern woods.

Menominee—Winter log hauling by rail has been started by several of the mill companies and a number of carloads were received the last week. The Sawyer-Goodman Co. is getting from five to seven carloads every day and this number will be steadily increased. The Republic Lumber Co. has received several carloads and its woods crews will rush the logs in large quantities to its local mill. The N. Ludington Co. is not yet receiving much timber, but carloads of logs will soon begin to arrive from its camps in Northern Wisconsin.

Bay City—The Ward Estate, owning 77,000 acres of timber land extending from Frederic on the Mackinaw division of the Michigan Central to near East Jordan, has had the property on the market for some time. When the financial slump came on last fall there was less disposition to deal in timber all over the country, owing to the difficulty in financing large transactions. Lately, however, there has been more doing in timber properties and rumors of deals are circulated. The Ward timber is estimated to cut 700,000,000 feet of mixed timber and the upset price in a body is understood to be \$6,000,000. The interest account on a deal of this character cuts some ice, and the belief is that the tract is not likely to be sold in a body. The report is out that a number of firms in this valley are figuring on taking chunks of the timber. Bliss & Van Auken, W. D. Young & Co., the Richardson Lumber Co. and one or two other firms are named. The Michigan Central Railroad Co., which owns the Ward road, will do all in its power to have the timber on this tract come this way, as in that event it will have a haul to the Saginaw River. The latter is the best outlet for the timber, with splendid facilities for manufacturing, and the refuse can be utilized to an extent to nearly pay the freight bill on the logs from the woods to the saw. Interior sawmills must be provided with refuse burners to get rid of it, which is an expense and loss as well. On the Saginaw River the refuse brings a good price for wood and there is a profit in it.

Odds in Her Favor.

The Angry Mother—You've got an awful nerve to ask me to give you back your ball when you nearly killed one of my children with it.

The Boy—Well, ma'am, you've got ten children and we've got only one ball.

The Inventor of the Detached Collar.

It is now authenticated beyond a doubt that Mrs. Hannah Lord Montague was the inventor of the detachable linen collar. Mr. Montague, as near as can be learned, was engaged in making fine shoes for women. He was a large man, scrupulously particular in matters of dress—even to the point of fastidiousness—and in those days, before the invention of the sewing machine and when there were no public laundries, the making and washing and ironing of his shirts was no small item in the work of the household. Not unlike many housewives of those days, Mrs. Montague was resourceful, and in casting about for devices to lighten her household duties she hit upon the idea of a detached collar, which might be fastened to a neckband on her husband's shirts and washed and ironed separately. When the collar was soiled the shirt had to be washed, but by this device two or three collars might be used with one shirt.

This was in 1827, and Miss Lord, a niece still residing in Troy and a member of the family in which the tradition of the invention of the collar has been preserved, recalls hearing Mrs. Montague laughingly recount, nearly a half-century later, the circumstances of the making of the first collar. Acting upon the idea which had come to her, Mrs. Montague went to her patch-bag, selected a strip of white linen, which she cut and shaped to fit the neckband of her husband's shirt, sewed it double, turned it inside out as a bag might be, and attached a narrow string of braid at either end to tie about the neck. This was the original "string" collar.

Mr. Montague was delighted with the idea and was proud of the new acquisition, which he displayed to his friends. Almost immediately requests came to Mrs. Montague from friends and neighbors to make separate collars for them, and, as she afterward related, "the available material in the patch-bag was soon exhausted, and I actually invested in a yard of linen." Mrs. Montague, being a woman of considerable executive ability, soon had two or three women seamstresses engaged in sewing the collars which she cut out.

In 1829 Rev. Ebenezer Brown, a retired Methodist clergyman, who had settled in Troy and started a small dry goods store, quick to take advantage of the popularity of the new separate collar, opened a small workshop in the rear of his store, where his wife and daughters and one or two other women cut out with scissors, stitched by hand, and washed and ironed the collars, which he disposed of by peddling. This was in reality the first collar shop.

Man's Body a Poison Factory.

The body is a factory of poisons, says a big pathologist. These poisons are constantly being poured out at the rate of eight pounds a day. One-third of all this poisonous excreta passes through the lungs in the form of steam or vapor. The lungs within their comparatively small compass contain a folded surface of about

1,600 square feet, in area equal to the floor of a room forty feet square. It is through this surface that the oxygen is drawn into the body and the poisonous carbon dioxide thrown off. Smoke is really nothing more nor less than a cloud of fine carbon dust, soot. And when the dust comes into contact with the surface of the lungs it forms a thin coating which obstructs the entrance of oxygen laden air, as well as the exit of the poisonous outbreathings. The smoker or he who inhales smoke, either directly or by sitting in a smoke laden atmosphere, is both starved and poisoned; starved for oxygen, the most important of all the foods, and poisoned by his own excreted waste. Cigarettes, although made of light tobacco, are the most injurious of all the smokes, because almost invariably the confirmed cigarette smoker inhales, while the pipe or cigar smoker draws into the lungs directly only the smoke that floats in the air.

A New York designer of up-to-date men's clothes has produced a sheath coat, which, it is claimed, is devoid of the sensational features associated with the garment built on similar lines for women. The promoter says: "The article in men's wearing apparel consists of a warm, hygienic coat constructed on original lines designed by one of New York's prominent designers of men's up-to-date clothing. Its originality lies in its vast difference from existing styles and the wide range of service to which it may be put. The sheath effect is gained by slashing both sides to within a short distance of the armpits. It can be buttoned or left open at will. Pockets are inserted on both sides, shoulders are made to fit nicely and a general air of extreme neatness results." That sounds well, but the comfortable sack gives very good satisfaction, and it will be some time before sensible men are on parade in sheath coats.

There is nothing more uncertain than a woman — except another woman.

To-morrow's burdens always prove too much for to-day's back.

BUSINESS CHANCES.

Wanted—Position by young man who has had six years' experience in general store as clerk. Understands meat cutting quite well. Am strictly temperate. Unmarried and can give best of references. Address Box 201, Kalkaska, Mich. 100

Northern Michigan Timber Lands—We own and offer for sale a compact body of 5421.46 acres in fee, mineral rights reserved, in Ontonagon County, Michigan. C. M. & St. P. Railroad within four miles of center of land; guaranteed to cruise 33,000,000 feet of merchantable hemlock, birch, maple, basswood, cedar and pine, 2,000 cords of spruce pulp, 20,000 cedar poles, 13,000 cedar posts. Price \$100,000, all cash. No agents. G. F. Sanborn Company, Ashland, Wis. 99

For Sale—Or will exchange for stock merchandise, house and lot at 1041 Walnut St., Traverse City. Consideration \$1,500. Address No. 98, care Michigan Tradesman. 98

We desire a shipper of eggs, who gathers weekly, fresh eggs from the farmers, to write us—one who can furnish 40 to 50 cases weekly. We want only the finest quality of carefully selected fresh-laid eggs, that are suitable for table use. John E. Weaver's Sons, Cor. West King & Prince Sts., Lancaster, Penn. 97

Position wanted by licensed embalmer and experienced furniture man. References. Box 355, Manistee, Mich. 96



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.

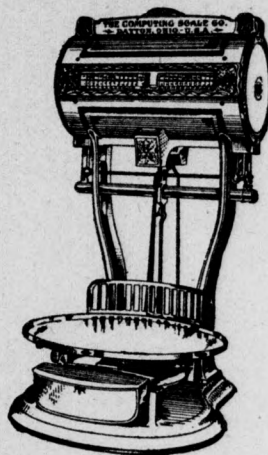
The WALTER M. LOWNEY COMPANY, 447 Commercial St., Boston, Mass.

What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

Tradesman Company
Grand Rapids

100 Dayton Moneyweight Scales



The new low platform
Dayton Scale

ordered and installed after a most careful investigation of the various kinds of scales now on the market. The purchasers are the promoters of one of the most colossal enterprises of the age.

These scales are to equip all booths of the
Grand Central Market

where weighing is necessary, such as groceries, meats, teas and coffees, poultry and game, fish, butter, cheese, candy, etc.

This market is all on the ground floor and contains over 16,000 square feet of floor space, which is divided into 480 booths each 10x10 ft. Its appointments are as near perfect as modern ingenuity can devise.

The management decided to furnish all equipment used in the building so as to guarantee to the patrons of the institution absolute accuracy and protection.

Dayton Moneyweight Scales

were found to excel all others in their perfection of operation and in accuracy of weights and values. That is the verdict of all merchants who will take the time to investigate our scales.

Our purpose is to show you where and how these scales prevent all errors and loss in computations or weights.

A demonstration will convince you. Give us the opportunity. Send for **catalogue** and mention Michigan Tradesman.

Moneyweight Scale Co., Date.....
58 State St., Chicago.
Next time one of your men is around this way I would be glad to have your No. 140 Scale explained to me.
This does not place me under obligation to purchase.
Name
Street and No..... Town.....
Business..... State.....



MONEYWEIGHT SCALE CO., 58 State St., Chicago



Big Sellers



ALL HANDS TAKE NOTICE



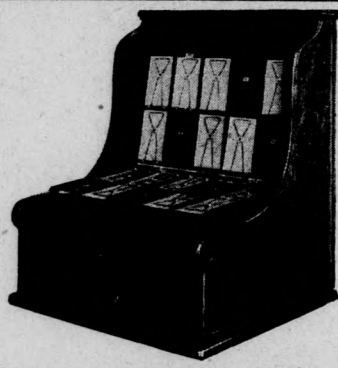
H=O

is the tried and true, favorite oats of thousands of people. The grocer who takes care to supply H-O to his customers is humoring their wishes and not giving them the trouble to go elsewhere for something they want.

They will go, too! They want Hornby's Oatmeal.

The H=O Company
Buffalo, N. Y.

THE MAN THAT SAYS "I CAN'T" USUALLY IS TELLING THE TRUTH



Some people say "I CAN'T" before they try.

Some people TRY TO DO things and don't know how.

You can't blame the latter as they did the best they could before they said "I CAN'T."

A great many merchants say "I CAN'T make collections."

Or, "I CAN'T settle with a customer without having a dispute and making some allowance on the account."

Or, "I CAN'T keep my clerks from forgetting to charge all the goods they sell."

Or, "I CAN'T get time to look after many details that should have my personal attention."

Or, "I CAN'T tell a customer how much he owes me without looking through a lot of books and spending so much time that a customer gets tired and says he will come again."

You would not say "I CAN'T" if you kept your accounts on a McCASKEY CREDIT REGISTER, the great ONE-WRITING SYSTEM, that is in use with over 50,000 merchants, who at one time were using the same system that you are now using.

A postal will bring you FREE INFORMATION.

THE McCASKEY REGISTER CO.

27 Rush St., Alliance, Ohio

Mfrs. of the Famous Multiplex Duplicate and Triplicate Pads; also the different styles of Single Carbon Pads.

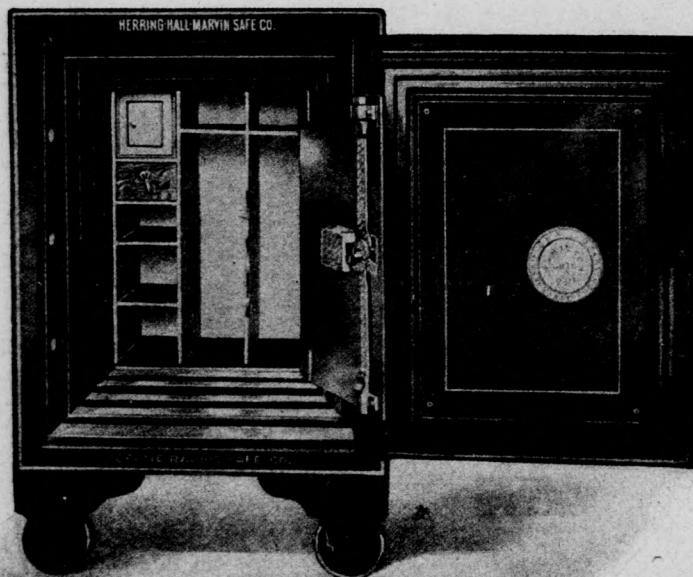
Agencies in all Principal Cities.

Protect Yourself

You are taking big chances of losing heavily if you try to do business without a safe or with one so poor that it really counts for little.

Protect yourself immediately and stop courting possible ruin through loss of valuable papers and books by fire or burglary.

Install a safe of reputable make—one you can always depend upon—one of superior quality. That one is most familiarly known as



Hall's Safe

Made by the
Herring-Hall-Marvin Safe Co. and ranging in price

\$30 and Upward

The illustration shows our No. 177, which is a first quality steel safe with heavy walls, interior cabinet work and all late improvements.

A large assortment of sizes and patterns carried in stock, placing us in position to fill the requirements of any business or individual promptly.

Intending purchasers are invited to inspect the line, or we will be pleased to send full particulars and prices upon receipt of information as to size and general description desired.

Grand Rapids Safe Co.

Fire and Burglar Proof Safes
Vault Doors, Etc.

Tradesman Bldg.

Grand Rapids, Mich.