



21
CAR
LOADS

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

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

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

The Original—Genuine—Kellogg's TOASTED CORN FLAKES

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

Are YOU with us on this
Square Deal Policy?

W. K. Kellogg



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

Toasted Corn Flake Co., Battle Creek, Mich.

WORDEN GROCER COMPANY

Grand Rapids, Mich.

The Prompt Shippers

Policyholders Service & Adjustment Co., Detroit, Michigan

A Michigan Corporation organized and conducted by merchants and manufacturers located throughout the State for the purpose of giving expert aid to holders of Fire Insurance policies.

We audit your Policies.

Correct forms.

Report upon financial condition of your Companies.

Reduce your rate if possible.

Look after your interests if you have a loss.

We issue a contract, charges based upon amount of insurance carried, to do all of this expert work.

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

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

For information, write, wire or phone

Policyholders Service & Adjustment Co.

1229-31-32 Majestic Building, Detroit, Michigan

Bell Phone Main 2598



GUSTAV A. MOEBS, Maker, Detroit

WORDEN GROCER CO., Distributors
Grand Rapids

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

Pure Cider Vinegar

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

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

Every Cake



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

The Fleischmann Co.,

of Michigan

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

Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

SNOW BOY WASHING POWDER.

GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

Twenty-Sixth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 4, 1908

Number 1311

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.

2321 Majestic Building, Detroit, Mich.

TRACE YOUR DELAYED FREIGHT Easily and Quickly.

We can tell you how. **BARLOW BROS.,**
Grand Rapids, Mich

Kent State Bank

Grand Rapids

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

Pays 3½ per cent. on Savings Certificates of Deposit.

Checking accounts of City and Country Merchants solicited.

You can make deposits with us easily by mail.

GRAND RAPIDS FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

**FIRE AND
BURGLAR
PROOF**

SAFES

**Grand Rapids
Safe Co.**

Tradesman Building

SPECIAL FEATURES.

2. Forest Fires.
4. News of the Business World.
5. Grocery and Produce Markets.
6. Window Trimming.
8. Editorial.
10. Master of Business.
12. Butter, Eggs and Provisions.
13. New York Market.
14. Not for Sale.
15. Taste.
16. Waste Baskets.
17. Big Fire Losses.
18. Water and Cereal.
24. Stoves and Hardware.
26. Horrible Hackman.
28. Woman's World.
30. The Muskegon River.
31. Gates of Success.
32. Review of the Shoe Market.
36. Great White Plague.
40. The Commercial Traveler.
42. Drugs.
43. Drug Price Current.
44. Grocery Price Current.
46. Special Price Current.

AFTER THE BATTLE.

Now, then, three cheers for the President of the United States!

And then get busy in the effort to show the various interested governments here and there around the globe who are watching us that we are a harmonious, progressive, fair-minded people, who believe in our form of government, believe in the resources of the land we occupy and control and are positive as to our continued development in all directions that are right and desirable.

Let them know beyond peradventure that there are no grave sectional differences between us, and, just to cinch matters, remind them that the globe-circling tour of our Navy provides ample evidence as to the force and stability of our Monroe Doctrine; that the stipulations set forth in that instrument are endorsed, without qualification, not only by all of the people in all parts of the United States, but by all the peoples of all the nations on the Western Hemisphere.

Indeed, the presidential campaign just closed has been a continued source of surprise to and has caused all sorts of conjectures by all the powers across the waters. The seeming lack of enthusiasm, the uncommonly rational and matter of fact conduct of the campaign managers, the striking similarity between the platforms of the leading parties and the marked difference in the records of the two candidates have contributed, each one of them and all together, toward the promulgation of a multitude of conclusions, some absurd, others quite rational and none of them to be realized.

The great political enigma, the United States Government, is still an esoteric luxury not to be cast aside carelessly and not easy of analysis by our friends in Europe. And there is where the humor of the situation comes in.

If there is any single factor that stands large on the face of the

world's politics; if there is anything that is spelled large in the text book of the world's politics; if there is any history political that is easy to comprehend, it is the factor, the text or the record known as the politics of the United States of America. It is so frank and fearless that to grope around for the mystery of the thing is the quintessence of farce without even the tiniest bouquet of comedy.

To-wit: There are between eighty and ninety million of people in our land, a majority of whom can read and do read, study, cogitate and observe. And, forming opinions, they have the courage of their convictions. Then, like intelligent, broad-minded, order-loving people who appreciate their independence of thought and their responsibilities as citizens, they go at the proper time and to the proper places and deposit their ballots. And whatever the result they abide peacefully, good naturedly and completely by the verdict.

BRYAN'S FATAL MISTAKE.

Having refrained thus far from making any comment on the conduct of the political campaign which closed yesterday, the Tradesman will be pardoned for referring to one feature of the outcome which appeals most strongly to the patriotism of every true American citizen. That is the utter rout of the Gompers gang of boycotters, conspirators and botch workmen who masquerade under the name of union labor. They are not laborers at all, but loafers, trouble-makers, scandal mongers and grafters. They bear about as close relation to honest labor as a cow does to the moon. No honest workman who believes in giving a dollar's worth of service in exchange for a dollar in coin or currency has any place in a trades union. No competent workman is ever found in a labor union unless he is there through compulsion. If Mr. Bryan had not espoused the cause of the Gompers gang of conspirators and traitors he would have been elected by an overwhelming majority, but admiring millions turned from him in disgust when he made terms with the arch traitor of the times.

The result of the election plainly shows that Gompers does not speak for the rank and file of honest labor; that, while he may be able to control the grafters and walking delegates and business agents of the unions, he can not place a political yoke on the necks of the laboring classes. It is well that it is so, because no cause is so unfortunate as that which is led by thieves and demagogues. In refusing to follow his dictation honest

labor has given the country to understand that it has nothing in common with trades unionism and that trades unionism as a political factor is a shadow and not a substance.

The Supreme Court at Springfield, Ill., has handed down a decision that foam is not beer. A dealer had been indicted for selling beer in quantities under five gallons. On the trial it was shown that he sold in what was called five gallon case lots, giving tickets calling for the number of bottles, permitting customers to take a bottle or two at a time, punching the number on the tickets accordingly. A sample case was produced in court and actual measurements showed but four gallons of beer. The dealer insisted that a fair allowance for foam would make the case measure five gallons, but the court held that foam is not beer, and the usual fine was imposed. Beer drinkers who are served with a schooner overflowing with foam and a little beer at the bottom may now call the attention of the barkeep to the decision of the court.

The Pullman Company has decided to abandon the use of wood in the manufacture of sleeping and parlor cars, and in the near future these palaces on wheels will be constructed almost entirely of steel. To effect this change all the buildings in the mammoth plant in the city of Pullman are to be taken down to make room for greatly enlarged shops and the new style of machinery required. The building necessary for the new plant will require sixty acres of land, and will rank among the most extensive manufacturing establishments in the world. The company has been making plans for the important change for the past six years and its inauguration last season was delayed by the financial panic. They have now decided that the time has come for pushing it to completion as rapidly as possible.

Wabash, Ind., has the champion centenarian. He is healthy and happy, has always consumed any kind of food or drink that he wanted, worked for a living like other men, and does not understand why he is left here so long beyond the three score and ten that is regarded the heritage of man. He was picked up in the street one day last week and arraigned in police court on a charge of public intoxication. In answer to the court he said his name was Fred Miller, 102 years old, gave his record, plead guilty and asked no favors. The justice told him to go home and let a little more time elapse between drinks.

FOREST FIRES.

How They Can Be Prevented in the Future.

I.

Where Is the Trouble?

a. Locally:

1. Large areas of wild lands and forest lands are held by owners (including the State) who do not make any effort to protect them against fire. The districts most endangered are too thinly populated.

2. Bad and irresponsible persons, locally, are permitted to set fires without let or hindrance. This is true of the farmer's wood lot as well as of the large areas of wild lands.

3. Lack of restraint leads everybody to be too careless with fires at all times.

4. The township generally does not (in many cases can not) make proper effort to prevent fires.

5. The fighting of forest fires by the town is usually left until fires threaten the settlements, and until the fires are too large. In dry seasons this leads to calamities.

6. The town officials rarely do their duty in this matter because it makes them unpopular and the law does not compel them so to do.

7. The recent laws offer \$2 per day for fighting fires, and the town boards allow this money and the result is often that the \$2 tempts men to have fires.

b. The county authorities are not required by law and therefore do not make any effort, although logically they should be the very people to do it. This has led the people in the cities, villages and county seats to take the whole matter of fires as one of no concern to them.

c. The State under the present law:

1. The State Fire Warden and deputies have not used the power vested in them; they have not organized their work nor made any effort to call for extra authority on the claims of emergency; they have treated their duty as fire wardens as one which was forced upon them and they did not need to carry it out. The law does not compel them to, and therefore they did not call out the citizens all over the northern counties, as they really have a power to do.

2. The power of the State Warden and his deputies is crippled by restrictions of the law limiting the allowable expense to \$50 per town. (That the fire wardens could have called out the people regardless of this limit is probable, but was not even attempted.)

d. The laws concerning forest property and farm property as well are too lax. They allow:

1. General trespass at any time of the year, including camping, hunting, berrying, etc.

2. This is especially so in large forest tracts where the danger is the greatest.

3. Smoking anywhere and at any time regardless of danger.

4. Backfiring to the point of burning under pretense of backfiring.

5. Persons setting fires are not convicted; the prejudiced juries as well as the demands for evidence making it practically impossible to secure conviction. This encourages the irresponsible and the vicious.

6. The law makes no distinction between the man of evil repute and others. The worst fire bug can go on anybody's lands and during the most dangerous season and the owner is helpless.

7. The law requires the suit to be in a local court where prejudices seriously affect the case, and it does not allow the State to carry the suit into courts of other counties or into higher courts.

The result is, as stated above, that in spite of innumerable cases of willful firing every year practically none are ever prosecuted.

II.

Remedies Offered or Tried and How They Have Worked.

1. For fifty years and more Michigan has had a law (and it is not repealed to-day) which provides:

a. For malicious firing of the woods, a maximal penalty of five years in the penitentiary. And in addition it makes the guilty person, in case of willful firing, liable to payment of double damages.

b. It makes it the duty of the supervisor, justice and road commissioner to call out the citizens to fight forest fires. (Unfortunately it provided for no penalty in case of neglect of duty on the part of the town official.)

c. The citizens, under penalty, are compelled to answer the summons and fight.

d. The township board can fix a closed season during which no fires may be set without permit.

e. A person setting fires to clear lands and other lawful purposes must give notice to the neighboring land owners at least one day before setting the fires.

This is most excellent law. The fire was evidently recognized as a public enemy akin to riot and invasion, to be fought at once and by all citizens. But this law remained a dead letter. Why? Because the officers who are charged with the duty of executing the laws found this not a popular one to execute and they were not compelled to by law. Had the sheriff and town officials been compelled under severe penalty to execute this law fires would have been very few, and for thinly settled towns and counties a proper amount of State aid would soon have been called for and obtained.

2. The law of 1903 practically repeals the provisions of the old law, but adds State aid and supervision by making the Land Commissioner "Forest Commissioner," providing a "Chief Fire Warden" at \$500 per year (!) and makes the supervisors of the towns local "fire wardens," with authority as under the old law. But it provides for a payment for fire fighting at \$2 per day and then cripples the whole enterprise by putting a limit of \$50 per township for any one year. It also provides that one-

third of the expense shall be borne by the State. After four years of trial the State Land Commissioner publicly acknowledged that this law was valueless. The law was ignored. The Chief Fire Warden did nothing except play a little politics and collect a lot of useless "guessing-bee" reports. The \$2 payment encouraged rather than reduced firing. In cases where help was really wanted the supervisor had excuses for not calling out the people.

3. In 1907 the work was turned over to the State Game Warden's department, on the assumption that this department being in the nature of a special police (a deplorable makeshift in any well organized state where a police system is provided for by law and constitution) could and would more efficiently carry out the provisions of the law and protect the forests. The results are written in millions of acres of blackened waste, in the loss of human life and the loss of millions of dollars in property besides forest.

4. In discussing measures for the prevention of forest fires various important suggestions were made. Among these the one causing most discussion provided a regular State paid fire patrol, to be established with an appropriation of a million dollars. The Legislature, however, foresaw the dangers. It was claimed even by northern county people that this would mean that local men would set fire to get the job of helping the State police to put it out; and all through it was felt that the local people, town and county, would take no more interest in this work and thus it would lose the most essential support. In addition the people of the southern counties said: "The town and county up there get a large sum of money in taxes, let them do something for these tax moneys and not shoulder all on us."

All sides went to extremes; but it is doubtful even now if this work should be undertaken by the State and the town and county be left out.

Throughout these discussions it became clearer and clearer that the owners of large tracts of land, the town and county officials—all should be kept as interested parts of the system adopted. Unfortunately, the necessity of compelling officials under severe penalty to enforce the law was never popular in political circles, and the most essential features of any plan were thus left out.

Generally, then, it would appear that whatever system is provided the following must be considered:

a. The owner must make reasonable effort, either alone or by combining with neighbors and State.

b. The town and county must feel the responsibility which the payment of taxes imposes on the commonwealth.

c. In thinly settled districts the State must aid the local authorities.

d. The enforcement of law must not be optional, as it now is, with the officials, but it must be possible for a citizen to bring an official into

court, and upon conviction of serious neglect of duty the official should be punished in keeping with the seriousness of the offense. This should apply to every officer in the State.

e. The citizen, as now, should be compelled to help and should be paid only a small wage for his work and not a price which will tempt him to have fires.

f. The nature of forests and wild lands, the climate and the peculiarities of forest fires should be considered.

g. Fire, whether in cities or in forest counties, should be considered and treated as a public enemy akin to riot and invasion, and the Governor should be authorized to employ emergency measures whenever these appear called for.

h. Prosecution in the court should be facilitated to such an extent that the restrictive laws could and would actually serve their purpose.

i. License under the guise of personal liberty, trespass, hunting, camping, gunning, smoking in dangerous places, etc., etc., must sooner or later be regulated in every community. Much of this should have been done before now.

j. A part of the tax money from all unoccupied lands should go into a State fund for the protection of these lands.

Remedies Suggested.

The remedies here suggested apply particularly to the large areas of sparsely settled lands in our northern counties, where forest fires are common every year and where calamities are possible during any dry year. Here we have the following conditions to meet:

1. The climate. Cold and snow of winter deaden the cover of herbage and shrubbery and press it to the ground. On the sandy lands the ground dries quickly after the snow goes away and the dead material on the ground burns readily directly after the snow disappears. Early frosts in August and September deaden the herbage and cause a second danger season. The danger times are in ordinary years from April 15 to June 30, and a less dangerous time from August 15 to October 1. In summer the green stuff on the ground and in the fall the cold weather usually prevent further trouble. During some years there is very little danger at any time.

In addition Michigan, like all continental districts, is liable to dry seasons, when fire danger exists from April to November, as was the case in 1871, 1881, 1894 and 1908.

2. Large areas of wild land have been cut and burned over and are easily dried out to the danger point. On all of these lands, as well as in our wild woods, there is much dead material—logs, stubs and stumps—which feeds the fires. These large areas are cheap in price, much of them being tax and State lands, and local people have for decades been led to think that fires here were of no consequence. These are the dangerous grounds; here is where most fires start, where they run and spread.

3. The forest tracts are still large;

no large area belongs to one owner; no owner can conveniently patrol; there is no co-operation between owners or between owners and the State, and these forests, therefore, have never been really patrolled or protected during the danger season.

4. Roads have been cut through these forests and cut-over lands; the road is generally a mere wagon trail, brush and herbage inflammable during the dry season crowding this trail on both sides. A match or a cigar stub thrown out of the buggy at the right time is liable to start a fire, and the man is gone before the fire is large enough to attract attention.

5. The railways almost of necessity set fires every year along their rights of way. But it is a mistake to charge all the fires to this source, nor is it true that the railways are indifferent, for they are the only people who have made any effort to comply with the laws by cleaning up, plowing and by burning clean their right of way.

6. The districts here under consideration are generally thinly settled. There is not enough population to create public opinion and supervision, nor enough to discover and fight these fires with sufficient promptness.

7. Just as in cities, so in all thinly settled districts there is chance for the irresponsible and undesirable to be in hiding. The thinly settled districts of Michigan are no exception, and here these people defy the few good people of the town and do as they wish. They abuse their families, their live stock and they set fires as they please.

8. There is naturally considerable prejudice against any outside interference, and the enforcement of the law, whether by the State or the county, is only too often looked upon in this light. This prejudice hinders the enforcement of the law and lends aid to the evil-doer, even where the good people never intend that it should.

9. The business of these districts encourages fires. The lumbering leaves debris; the settler clears land and builds roads. In addition the settler of the cut-over lands often burns them to get better feed for his stock. All these operations lead to fire and much of this, however reckless and careless the people, is excused on the ground of helping to improve the country.

10. There is still much travel necessary and much of this necessitates camping out. This gives color of excuse to all camp fires.

11. Hunting, gunning, fishing and other forms of trespass are matters of custom and their regulation is resented however necessary to good fire protection.

12. In danger years the fires start and burn easily and are uncommonly severe, i. e., they destroy everything by creating a much greater heat than is ordinarily the case. After the fires have swept the open country they enter the swamp and other forests and thus become all the more destructive. During such seasons as

that of 1908 the country is literally dotted by fires; there are hundreds, probably thousands, of them. Soon the smoke becomes dense and then real trouble begins. Now it is no longer possible to see fires at any distance. A man may travel all day and all day it seems as if he is just entering a fire, and if he turns as if he just left a large fire behind. Under such conditions it is well nigh impossible to find the guilty man. This coward of cowards knows this and for sheer lust of "seeing it burn" he sets more fires. Such were the conditions as early as Sept. 10 of this year, and they continued so until Oct. 20 in most localities.

With these conditions clearly in mind the following is suggested:

1. Fires are declared a public enemy akin to riot and invasion and it is made the duty of all communities to fight them.

2. The Governor of the State is given authority to use all the powers of the State in all cases of public emergency, including that of fire.

3. A part of the tax paid by the owner of unoccupied lands is paid into a State fund for the protection of all rural property.

4. The owner of unoccupied lands, owning over 640 acres in this State, shall expend at least 3 cents per acre a year in its protection.

5. When called out by a town officer every citizen under penalty shall help, and he shall actually work, and he shall be paid not to exceed \$1 per day (less if the town authorities say so), and \$2 per day for man with team.

6. The supervisor, justice and highway commissioner shall under severe penalty be compelled to call out the men in the town and requisition teams and other means to fight fires, and in danger seasons, if called upon, the Governor shall also call out sufficient men to patrol the roads and lands to prevent the starting of fires.

7. Every citizen who finds an unattended fire burning on unoccupied lands and on the right of way of any highway or railway shall under penalty try to put it out and, if unable, shall report to the nearest official.

8. Make the sheriff of every county in the State a fire warden and compel him under penalty to do all in his power to prevent and fight fires of every kind. He shall have power to call out men, and it shall be his duty to see that the town officials do their duty, and also to help the town officials where they are unable to cope with the fires.

9. Make the county and town jointly responsible in one-half the actual damage done to any property whenever it can be shown that the town and county authorities failed to make reasonable and diligent effort to prevent and put out fires.

10. Give the sheriff, supervisor and town marshals, also all State officers having protective or police functions, the right to arrest not only men actually caught setting fires, but any suspected person found near a fire and on the land of others without written permit or properly established business.

11. Establish a State police to replace the game warden, trespass agents and all other forms of special police now used in this State. Establish this system under strict civil service rules; forbid by law all political activities to deprive the members of this police from the privilege of voting, electioneering, etc. Make the members of this force give a proper bond, and hold them responsible under severe penalty for the fulfillment of their duties.

12. Place this police under a State police commission, to be appointed by the Governor.

13. Give the State police power to make it its duty to enforce all laws and protect any and all property.

14. Authorize the State police commission to distribute, increase or decrease the police force according to actual needs.

15. Authorize the State police to assist the town and county authorities in any cases of emergency, including forest fires, and to expend State money for this purpose, so that State money is expended only under the immediate direction of the State police. In this case give the State police the power of fire wardens to call out men and requisition teams and means.

16. Leave the salaries of this police entirely with the State Commission and do not require uniform pay.

17. Modify the present laws on the following points:

a. Forbid all hunting, trapping and camping on unoccupied lands and on roads leading through such lands and also in woodlot fields from April 15 to Oct. 15, except by the owner of the land or upon written permit of the owner.

b. Forbid any person building camp fires or other fires on the lands of others between April 15 and June 30 and August 15 and Oct. 15, except by permission of the owner.

c. Forbid building camp fires on the public right of way closer than 20 feet to any combustible materials, grass, brush, etc., and compel the perfect extinction of all such fires.

d. Forbid smoking of cigars, pipes, cigarettes, etc., in all forests and on all unoccupied lands and roads leading through such lands unless the snow covers the ground.

e. Forbid the building of fires for the clearing of land and other useful fires without permit from the town officer.

f. Require a gun license of everybody.

g. Any person found near a forest fire on the land of others without written permit of owner or without being able to establish satisfactory reason for being there may, in the judgment of the court, be deemed guilty of having had to do with the starting of fire and may be fined in a reasonable sum or by detention.

h. Any person having previously been convicted of trespass in forest or of setting forest fires shall, if found in the forests or other unoccupied lands of others during the dry seasons of the year, be liable to a fine or imprisonment or both.

i. During the danger seasons of

any year, or during the entire season in especially dry years, the officers and sheriff and State officers may arrest any person suspected of evil designs and unable to give satisfactory account of himself before a justice, and detain such person or send such person out of the district.

j. When any member of a group or company of men is found guilty of setting fires or violating the fire laws all members of the group shall be deemed guilty and each member be punished accordingly.

k. To set backfires shall be regarded as willful firing unless proven otherwise, and the plea of backfire shall not prevent a person from being called before a court.

l. During any especially dry year the sheriff of any county may on his own motion or by order of the State police or request of a town official declare a "closed season," during which it shall be unlawful to build fires on any lands in a manner liable to lead to forest fires.

m. The same authority is vested in the State Police Commission or the Governor, who may add such other commands for the safety of the public as appear called for by the emergency.

n. In all cases of violation of the laws protecting rural property and unoccupied lands the informer who volunteers information leading to capture and conviction of the guilty person shall receive a liberal fee, paid by the county.

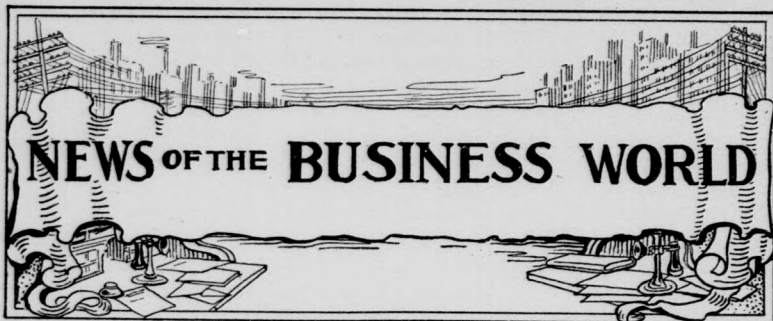
o. All moneys from fines in cases of violation of protective statutes shall go to the county, to be expended in protection of all property in the county.

p. Whenever the Attorney General believes that justice demands a change of venue to the court of another county or to that of Ingham county, he may so direct and it shall be the duty of the Prosecuting Attorney of such county to act as if the deed had been committed in his county.

q. The law should provide that any three reputable citizens with reasonable evidence to substantiate their claim may petition and compel the prosecution of any State, county or town official before the court of Ingham county whenever gross neglect of duty may be charged. And every State, county and town official should be liable to punishment in keeping with the injury or damage which his neglect has caused or is likely to cause.

The above suggestions offer nothing new; they are no reform, no revolution. They merely ask that the laws as we have had them for half a century be taken seriously, be interpreted according to the real spirit and motive, and that our laws be enforced for the benefit and safety of the people as against the irresponsible and vicious few, protected by the incompetence and indolence of mere office seekers. Filibert Roth.

The drawing power of the church does not depend on the drag it has on the big pocketbooks of the community.



Movements of Merchants.

Allegan—A grocery store has been opened by S. W. Fuller.

Shelby—Jay Wade & Co. will engage in the produce business.

Sparta—J. M. VanNocker has retired from the ice cream business.

White Pigeon—E. Roderick has sold his general stock to A. K. Lanning.

Big Rapids—John Wanink succeeds Mrs. Shier in the Grand Union Tea store.

St. Johns—A meat market has been opened by W. S. Lusk, formerly of Elsie.

Baraga—Samuel Hill has sold his grocery stock to William and Charles Lurn.

New Baltimore—Edison Oatman, jeweler, has purchased the drug stock of Samuel Kidder, Jr.

Riverdale—A jewelry store will be opened here by John Youngs, of Shepherd, on Nov. 15.

Woodland—Wallace Merriam has formed a copartnership with Elmer Ferris in the meat business.

Cadillac—Goldman Bros. have purchased the dry goods and shoe stock formerly owned by M. L. Baker.

Stanwood—A new store building is being erected to be occupied by E. Smith with his hardware stock.

Kalamazoo—Jacob Donker, formerly engaged in the grocery and meat business, has re-engaged in trade.

Tustin—J. L. Ervin succeeds Chas. McClintick in the apple and bean business, having purchased his warehouse.

Bloomington—The meat business formerly conducted by Bruce & Lohrborg will be continued by Bruce & Taylor.

Berrien Springs—Clarence Boyne has leased the meat market of T. C. Benson, who will remain in the store as meat cutter.

Detroit—Byram & Co., which conducts a foundry and machine business, has increased its capital stock from \$20,000 to \$30,000.

Muskegon—G. W. and E. J. Bourdon, owners of the Muskegon Model Works, are succeeded in that business by Edwin G. Carter.

Akron—Mallory Bros. have sold their general stock to Albertson Bros. and will devote their entire attention to their cheese box factory.

Battle Creek—J. C. Watts, who was formerly engaged in the meat business, will conduct a market in the grocery store of W. J. Beadle.

Greenville—J. T. Finch, cigar manufacturer of Lansing, has moved here and will conduct a factory under the style of the Capital City Cigar Co.

Newaygo—The capital stock of the

Henry Rowe Manufacturing Co., which manufactures crates and boxes, has been increased from \$5,000 to \$10,000.

Kalamazoo—The Quinn Supply Co., which conducts a plumbing and mill and well supply business, has changed its name to the Quinn Manufacturing Co.

Dodgeville—Phillip Chopp, who conducts a grocery store at South Range, will open a branch store here. The building, which is now being erected, is 42x24 and two stories high.

Pontiac—F. J. Vanderworp will relinquish his furniture business and devote his time to the bakery business, which he will conduct in the store recently occupied by T. R. Holmes.

Middleville—Ross Armstrong will leave the drug store here to engage in business in the one occupied by his father in Constantine, while his father will return to this place and resume business.

Detroit—Dennis H. McBride, grocer at 1197 Jefferson avenue, has filed a petition in bankruptcy, in which his debts appear as \$931.31 and his assets as \$771.59, most of the latter being claimed as exempt.

Romulus—The firm of Bird Brothers, composed of Ernest L. and Maurice C. Bird, have sold their store fixtures to George L. Fullerton, of Elsie. The new proprietor expects to take possession next week.

Detroit—The Temple Grocery has merged its business into a stock company under the same style with an authorized capital stock of \$5,000, all of which amount has been subscribed and paid in in property.

Detroit—The Central Electric Co. has been merged into a corporation under the same style, with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed and \$3,000 paid in in cash.

Tustin—J. M. Perry, who has conducted a drug store here for the past nineteen years, has sold his stock to W. M. Budge, of Frankfort, who will continue the business. Mr. Perry will give his entire attention to his banking interests.

Hamilton—Simon Hellenthal has purchased the interest of his brother and partner, Walter Hellenthal, in the general stock of Hellenthal Bros. After finishing his law course at Ann Arbor, he will resume the management of the store.

Muskegon—E. W. Mammen, who has been local sales agent for the National Biscuit Co. for the past few months, has resigned that position and will join his brother at Evansville,

Ind., in the management of the business of the Mammen Grocery and Baking Co.

Flint—H. C. Sawyer, for some time past salesman at the Bryant House cigar stand, and L. Silverthorn, of New Lothrop, have leased the Flint River mills property on the Flushing road, from the Flint Light and Power Co., and will operate a flour grist mill. Machinery is being installed and it is expected that everything will be in readiness for turning out the first grist in two or three weeks.

South Haven—Walter B. Reynolds, charged with having violated the local option law by keeping a place where intoxicating liquors were sold in violation of the statute regulating sales by druggists, was tried and convicted in the Circuit Court at Paw Paw and was immediately sentenced to pay a fine of \$100 and to be confined in the county jail for 60 days, with 30 days additional in case of non-payment of the fine.

Grand Ledge—Charles H. Parkes, who was engaged in the bakery and confectionery business here for several years, has filed a petition in bankruptcy in the United States Court in Grand Rapids. This town is located in the jurisdiction of Referee Briggs, of Kalamazoo, and on account of the difficulty of getting to Kalamazoo Mr. Parker's attorney, Cassius Alexander, filed a petition with Judge Knappen, asking that the proceedings in the case be transacted with Referee Weeks, of Grand Rapids, which petition was granted, and at the same time Judge Knappen amended the referee district by detaching the townships of Sunfield, Oneida and Chester from the Kalamazoo district and attaching them to the Grand Rapids district. In July the National Grocer Co., of Lansing, commenced suit against Mr. Parkes by attachment in the Circuit Court and seized all his property. Previous to the seizure Mr. Parkes had executed chattel mortgages to John Burtch and A. R. Gillies and afterwards the National Grocer Co. purchased these mortgages and Marshall Sebring had the stock advertised for sale. Judge Knappen issued an order requiring the National Grocer Co. to show cause why it should not be restrained from making sale under the mortgages.

Manufacturing Matters.

Detroit—The Anderson Carriage Co. has increased its capital stock from \$300,000 to \$500,000.

Sparta—The Holm's Machine Manufacturing Co. has been incorporated with an authorized capital of \$100,000, of which amount \$50,200 has been subscribed and \$20,000 paid in in cash.

Holland—A corporation has been formed under the style of the New Century Rod & Bait Co., which will conduct a factory with an authorized capital stock of \$15,000, all of which amount has been subscribed, \$4,000 being paid in in cash.

Detroit—The Clark Incandescent Lamp Co. has merged its manufactur-

ing business into a stock company under the same style with an authorized capital stock of \$50,000, of which amount \$40,000 has been subscribed and \$5,200 paid in in cash and \$34,800 in property.

Jackson—A corporation has been formed under the style of the Hayes Wheel Co., which will manufacture vehicle and automobile wheels, with an authorized capital stock of \$50,000, all of which amount has been subscribed, \$40,000 being paid in in cash and \$10,000 in property.

Niles—The Niles Business Men's Association has entered into a contract with the National Wire Cloth Co. and the National Cable & Manufacturing Co., both of which concerns have outgrown their quarters on the second floor of the Garden City Bank Co.'s building, and it will result in the erection of new buildings and a big increase in the pay roll of these companies.

Bad Bargains For Merchants To Make.

Terre Haute, Ind., Nov. 3—A well-organized effort has been launched by local retail merchants, co-operating with other retail merchants over the State in an attempt to get legislation for the protection of the merchants against delinquent customers. W. W. Adamson, President of the local organization, said that he was in favor of such protection by law and that it was a badly needed one. He said that while a boarding housekeeper had the law back of him so that he could hold a trunk until a boarder had paid his bill, yet the grocer who sold groceries to the boarding house keeper had no means of forcing payment from the buyer. "We want a garnishment law which will give the merchants the legal right to get 10 per cent. of the customer's weekly salary until the required amount which is owed to the merchant is paid. This will not work a hardship upon any one, while it will be a great help to the merchant."

Several merchants in the city have expressed themselves as favoring such a move and pressure will be brought to bear upon the Legislature, according to the present plans, at the next session.

The renewed activity of the merchants for a garnishment law is a direct outgrowth of an agreement entered into with the State federation of labor at the Vincennes convention, by which the Retail Merchants' Organization of the State agreed to handle only union made goods on condition that the unions withdrew their opposition to the garnishment law.

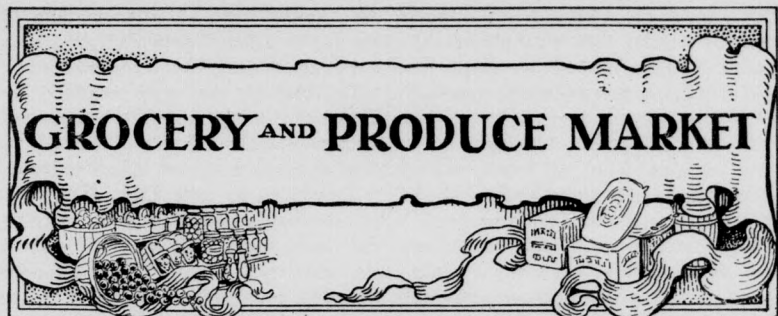
Very Good Bait.

Dealer—Let me sell you some of our new patent bait, sir.

Fisherman—Is it effective?

Dealer—Effective? Why, I sold a man some of it last week and he got turned out of the church for telling the truth about the fish he caught.

It is possible to be orthodox on the miracles and still be ignorant of the Master's healing touch.



The Produce Market.

Apples—Fancy New York fruit commands \$3 for Greenings, \$3.75 for Baldwins and \$4 for Kings. Assorted Michigan fruit, \$3@3.25.

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

Beets—\$1.50 per bbl.

Butter—The market is very firm on the present basis, and there is an active demand for all grades. The receipts of fresh butter are falling off very rapidly and the percentage of fine butter is still small. The butter market is in a very healthy condition, and if there is any change it will likely be upward. Fancy creamery is held at 28½¢ for tubs and 29½¢ for prints; dairy grades command 23¢ for No. 1 and 18¢ for packing stock.

Cabbage—75¢ per doz.

Carrots—\$1.50 per bbl.

Cauliflower—\$1.25 per doz.

Celery—18¢ per bunch for home grown.

Chestnuts—17¢ per lb. for New York.

Citron—60¢ per doz.

Cocoanuts—\$5 per bag of 90.

Crabapples—\$1 per bu. for Hy-slips.

Cranberries—\$10 per bbl. for Late Blacks from Cape Cod. Prices are firm.

Eggs—There is a very good consumptive demand for eggs of all grades and the market is strong on the same basis as last week. The receipts of fresh eggs are light and stocks are lighter than at this time last year. The market is very healthy and the outlook is for a good trade at fair prices for the balance of the season. Local dealers pay 24@25¢ on track, holding candled fresh at 27¢ and candled cold storage at 23¢.

Grape Fruit—Florida is now in market, commanding \$4 for 70s and 80s and \$4.25 for 54s and 64s.

Grapes—Malagas command \$3.50@4.50 per keg, according to weight.

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

Lemons—The market is about the same as last week, prices holding steady with no indication of any change in the near future. Messinas are in fair demand at \$4.25 and Californias are slow sale at \$4.50.

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

Onions—Yellow Danvers and Red and Yellow Globes are in ample supply at 65¢ per bu.

Oranges—Floridas, \$3 per box; Late Valencias, \$5@5.25.

Parsley—40¢ per doz. bunches.

Pears—Kieffers are the only varie-

ty now in market. They range around 65¢ 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 65@70¢ per bu. Outside buying points are paying 45@50¢. Receipts have shown larger proportions the past week and the outward movement has also increased considerably. The market is getting down to a point where a heavier movement is being encouraged.

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

Quinces—\$1.50 per bu.

Squash—1¢ per lb. for Hubbard.

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

Spinach—60¢ per bu.

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

A Little Matter of Millions.

If some one were to rob John D. Rockefeller of \$6,000,000 he would not know anything about it unless some one told him, and then it is doubtful if he would care. At least, that is the inference of the following story which has lately come to light:

John D. some time ago found that a certain investment which he had gone into with some friends was not paying more than 50 or 60 per cent. Accordingly he proceeded to buy up all the shares and form himself into the company. Then he began to do some hard thinking, with the final result that the benevolent assimilation, the steel trust, offered to buy the property at a "fair" price. Subsequently a friend asked the oleaginous monarch what his profits had been on the transaction.

"I don't know," replied John. "I think it was \$9,000,000, but ask my Secretary; he has all the details."

The Secretary, on being applied to, showed the figures in the transaction, showing that the profit accruing to J. D. R. was a mere trifle of \$15,000,000. It is really so hard for a man to keep track of loose change.

Absence Makes the Heart Grow Fonder.

Candid Friend—You must excuse me, Donald, but I must say your wife is no beauty.

Drummer—Oh, that's of no consequence. You see, I am so seldom at home.

It will take more than arguing the devil out of existence to eliminate evil from the world.

The Grocery Market.

Sugar—Raws have weakened slightly during the past week and the situation generally is a weak one. The demand for sugar is light. All Eastern refiners have reduced their quotations to 5¢ except Arbuckle, who is still accepting orders on the basis of 4.90. Michigan beet sugars are moving freely on the basis of 4.80.

Tea—Prices show no change in any line. Everything desirable is steady and concessions on such grades are practically impossible to obtain.

Coffee—Actual Rio and Santos show no material change. Mild coffees are quiet and unchanged. Java and Mocha are unchanged and in moderate demand.

Canned Goods—Tomatoes have held fairly steady this week, packers being opposed to lowering their prices any further. As this year's pack is much below the output last season, canners expect prices to improve later on. Jobbers, also, predict higher prices in the near future. Corn continues firm and advances are expected soon. In the absence of speculative demand, the market for California peaches, apricots and pears shows weakness and it is reported that concessions from quoted prices have to be made by packers to secure even small orders. The weakness, however, does not apply so much on the best grades, which are said to be short on this season's pack. A hand-to-mouth business is being done on most grades of salmon. The tendency of prices on red Alaska is upward. Other grades, with the exception of pinks, which are easy, continue firm. Domestic sardines are firm in face of an apparently limited supply. The French sardine pack is reported to be lighter than last season and prices are very firm.

Dried Fruits—Currants are in fair demand at unchanged prices. Apricots are steady and fairly active. Dates are selling on spot at ½¢ over the opening price, but will decline as soon as additional shipments arrive. Prunes are growing weak and demoralized. Offers of 3¢ basis have been made by holders of Santa Claras during the week, and some holders are willing to consign cars to be offered at that price. The demand is light. Peaches are in fair demand, but the bottom has dropped out of the standard grades, and they have made a considerable decline during the week. Raisins are unchanged, the price on new seeded ranging, according to the ideas of the packers, from 6@6½¢. The raisin situation is decidedly soft. The Armsby pool having collapsed, the growers have organized one of their own.

Syrup and Molasses—Compound syrup is in good demand at unchanged prices. Sugar syrup is in good demand at ruling prices. Molasses is scarcer on spot than for many years, speaking particularly of good grades, and if there were any demand would doubtless advance. New crop molasses has reached the North, nearly two weeks earlier than last year. The average selling price

was 43¢ per gallon, which is about like last year's.

Cheese—The market is dull, as is usual at this season. The situation, however, is steady and unchanged, and stocks are about the same as a week ago, which is somewhat lighter than the average. There is still a short supply of milk in the producing sections and the factories will probably all be closed within two weeks. Under grades of cheese are scarce and sell on arrival at relatively low prices.

Provisions—Hams, bellies and bacon have declined ¼¢. The consumptive demand is slow, as usual for the season. Both pure and compound lard are firm and unchanged. Stocks of pure lard are light and it is drawing near the season when the supply must increase. No advance seems likely now for that reason. Compound lard is firm in sympathy with pure, but unchanged. Barrel pork, canned meats and dried beef are all dull and unchanged.

Fish—Cod, hake and haddock are in fair demand at unchanged prices. The hot weather has lessened the demand very decidedly. All grades of sardines, domestic, French, Norwegian, etc., are quiet and unchanged. French brands being still firm and high. Salmon is in moderate demand. Red Alaska shows an advance on the coast of 2½¢ per dozen, other grades are steady and unchanged. No change has occurred in mackerel during the week. The market is now on a reasonable price basis. One condition of this year's market is different from usual—the fact that Norway and Irish mackerel are much closer competitors than usual. The reason is that Norways are running much smaller than usual and Irish are running better, thus bringing the two together at their two most vital differences. No change in price has occurred in either grade during the week.

The Meat Was There.

"Didn't I tell ye to feed that cat a pound of meat every day until ye had her fat?" demanded an Irish shopkeeper, nodding toward a sickly, emaciated cat that was slinking through the store.

"Ye did that," replied his assistant, "an' I've just been after feedin' her a pound of meat this very minute."

"Faith an' I don't believe ye. Bring me the scales."

The poor cat was lifted into the scales. They balanced at exactly one pound.

"There," exclaimed the assistant triumphantly, "didn't I tell ye she'd had her pound of meat?"

"That's right," admitted the boss, scratching his head. "That's yer pound of meat all right. But"—suddenly looking up—"where the devil is the cat?"

He Knew Him.

Brownson—Judson says he thinks he'll go abroad next month.

Johnson—It's much cheaper to think than to actually go.



Description of a Simple Hallowe'en Exhibit.

"I have occasionally noted what you have said in The Tradesman's Window Trimming Department about fellows in my line of work putting too much stuff in their trims," remarked an experienced and able man at the business.

"Now you can't ding that idea into my tribe a bit too often, not a bit too often," he repeated. "As I say, I know you've said something to that effect a good many times already, and I know of a number of window workers who have profited by the advice you have taken pains to try and drill into them; but still there are too many boys right here in Grand Rapids who seem to try their level best to make a miniature rummage sale out of their window space. Many such have had no training in their business of beautifying the store front of which they have charge. All they know is what they have picked up by watching their predecessor at work, or they have read up some on the subject, or they have assisted the real dresser at his regular stunts with the windows. Sometimes these embryo trimmers develop into first-class artists at the business, but all too frequently they are but daubers, so to speak, their most pronounced tendency showing up in a desire to jam in the window at least one of everything carried in the establishment. Now, if they did but know—and you'd think they'd be beware of it intuitively—that a window's success depends mostly on how little can be got along with therein, not how much can be crowded into the limits, they would be taking the first step towards becoming an expert in their chosen field of endeavor.

"Don't be a bit afraid of bringing up this matter too recurrently, for '2 from 1 you can't!'"

Thus reinforced in my opinion that the gist of the above can not be given too great prominence in the columns of this Department, its readers may expect to see me "bob up serenely to the lute" on "diverse and sundry" occasions.

The Two Bills.

A clothing window trimmer can scarcely pick up a men's apparel periodical to glean some hints for his "arbeit" without running amuck of one or both of the "two Bills" clad in garments of any description for advertising purposes. And most excellent likenesses, too, are the majority of these, being reproduced directly from photographs.

One of the latest of these helps to publicity was the head and shoulders

of Bryan showing a light gray shirt covered with tiny black "poky dots," a narrow white turn-over collar and a soft black silk string-tie. The head had the look of being done in sepia but the "sepia" was really brown printers'-ink. Back of this head and bust were vertical red and white stripes, bounded at the top by a wide strip of blue, on which were lettered in white (the white of the page) the words,

Great Men Wear

and below this was the name of the shirt he was wearing in the picture, which two words were repeated across his expansive chest, while below on the sheet were the firm name of the makers and the name of the city where the sample shirt is manufactured.

Such a page might be neatly severed from its place in the periodical and placed in a show window along with the shirts in question when carried by any particular house. If attached with round notched stickers to the pane of glass this face of one of the "two Bills" would be sure to cause an arrest—of footsteps.

Storks Standing Around.

Several tall storks were recently solemnly standing around in a Monroe street window of infants' clothes, rattles, etc., meant for the use and amusement of babes in arms and eke tiny toddlers. This window was full of interest to those needing the goods and to those wishing they needed the same. Many a woman "without a chick or a child" will pause in front of such "infantile prettiness."

"And sigh for the sound

Of a voice that is still—

A voice that is no more."

That's why you will see a tear "start unbidden in the eye." There's a little green grave somewhere—somewhere that neither you nor I may know.

Fine Coal Stove Window.

Strikingly original was an arrangement of coal stoves in a large South Division street window:

The floor was covered with countless thousands of withered autumn leaves—just such as Nature-lovers delight to drag their feet through on a still and frosty morning. Half dozen or so coal stoves had been placed in the leaves. In the background was a "real for true" light delivery wagon filled with "black diamonds," in the midst of which stood a medium-sized stove with shining nickel ornaments. The wagon was being drawn by a dappled gray (dummy) with head erect and tail arched, showing a pedigree of which no dappled gray dummy need feel ashamed!

That's what I've always advocated:

Put a new thought in your window that will make folk sit up and take notice. The same old treatment of goods gets stale—palls on the observation.

Hallowe'en Novelties.

Hallowe'en with all its naughty little doin's might be utilized by a tradesman as follows another year:

Does he deal in hardware? Let him remove his own or borrow a common gate, put it in his window and with a few boards construct a section of fence to go on either side of the aforesaid gate. The gate and boards should seem of about the same age. If this is impossible to compass paint the whole business. Have the gate ajar and hanging by the upper hinge only. Fill the window with (open) kegs of nails and right in front of the gate put a pile of nails a yard or so across. Place a hammer wherever it will look well. Line up baby pumpkins all around the window space.

Take a cover of a box, about a foot and a half square, leaving on the turned-down edges. Roughly punch a hole in one side a little way from the middle, so that the improvised placard will hang carelessly crooked, and tie it to the gate with an old piece of rope. With a brush print crazy letters reading:

We Didn't

STEAL

This

Gate

WE KNOW THE FELLER

That

DID

An'

He Better Get Busy

With

A Hammer and Nails

!!!!

Mechanical Figures Which Closely Counterfeit Life.

The newest automata, which not only counterfeit life in their actions, but also speak, will be seen before long in this country—imported from Paris, which is the manufacturing center for all such ingenious contrivances.

It is safe to say, remarks the Technical World Magazine, that nothing in the world, exhibited in a shop window, attracts attention so quickly as a "show piece"—the name by which the automata are known in trade. Thus it happens that many of them are used in this country for advertising purposes, invariably engaging the eager interest of crowds which gather to gaze upon them. Counterfeiting life with a cleverness that is often little short of marvelous, and actuated by mechanism artfully concealed,

they appeal both to curiosity and to the appetite for the mysterious which is latent in every human breast.

To lend the automata a voice, by the help of a phonograph, is a matter simple enough. The real marvel of these contrivances lies in the ingenuity employed to give them such life-like movements; and the simplicity of the mechanism used does but add to the wonder of it. They might be regarded as representing an ultimate stage in the development of the mechanical toy, inasmuch as not a few toys nowadays are to all intents and purposes automata—as, for example, the walking doll—and the playing which has become seemingly animate is raised to the highest imaginable power.

An Object Lesson To Merchants.

There is a lesson for every merchant in the experience told by a representative of a Chicago mail order house to a gathering of newspaper men up in Iowa. He said that the mail order business depended entirely upon advertising. He made one remark that merchants should heed. He said they took the local papers and directed their special efforts to communities where the merchants were not up-to-date advertisers. If the mail order man finds that any line of business in any town or city is not well advertised, he said that they flood that territory with their literature and always with satisfactory results. He believed it true. He said that country merchants could greatly cripple the mail order houses if they would advertise freely and in the right manner. He said that every advertisement should describe the articles to be sold and state the prices. Here is food for thought by merchants who fear the effect of mail order houses.

Leather Hinges.

In the town of Boyne Falls lived a butcher who was famed for selling tough meat. A farmer went in one day to purchase some.

"Well, my good man," asked the butcher, "is it for frying or boiling you want it?"

"Neither," replied John. "It is to make hinges for the stable door."

If you are the salt of the earth you will not be dropping yourself on the sore places in other folk.

The best work shoes bear the
MAYER Trade Mark

BE A SALESMAN

We will teach you to be an **Expert Salesman** in eight weeks by mail, and assist you to secure a position with a reliable firm. Through our

Free Employment Bureau

the largest of its kind in the world, we have placed hundreds of our Graduates in good paying positions, and always have scores of good openings. Traveling Salesmen earn from \$1,000 to \$10,000 a year and expenses. If you want to make big money, fill out and mail the attached coupon today for our free book "A Knight of the Grip," Address our nearest office.

Dept. 279 National Salesman's Training Association
New York Chicago San Francisco
Kansas City Minneapolis

Name _____

P. O. _____

State _____ R. F. D. _____

279

Sometimes Pays the Salesman To Be Inattentive.

Did it ever occur to you as a retail business man that inattention to your customers—so much railed at by the average business man—may be the one negative need of your establishment?

It is worth thinking over a little. Not that it will lighten your responsibilities. Rather, this endeavor to be sufficiently inattentive to meet such a demand may impose upon your attentiveness fourfold. For to be just sufficiently inattentive to customers without overdoing it calls for all the tact and judgment which may be at your command. Attentive inattentiveness is four times as hard as simple attentiveness.

There are businesses where a salesman's attentiveness to customers would ruin a retail house in six months. How could you hope to run a bookshop, for instance, if, at the appearance of every customer in the doorway, your policy were to have an eager salesman intercept the caller before he had reached a shelf or counter, with the salesman primed to cling to the potential customer like a leech?

Twenty-five years ago Frank Morris decided upon inattentiveness to customers as the principle of his business. As a clerk in an Indianapolis bookstore he discovered this value of inattentiveness. Not that former President Benjamin Harrison in search of an occasional law book in the house didn't jar the young man's idea occasionally.

"It required the attentiveness of two or three salesmen when Gen. Harrison used to come in," said Mr. Morris, reminiscently. "He was a cold blooded sort of man, distant in his manner, but entering the shop he would throw out his chest and look around him, expectant of some one to take notice on the instant. We did it—two or three of us, sometimes. But after I had canvassed the types of book buyers I decided to look upon the General as a distinct variation of the type and evolved the system of inattentiveness as the foundation of bookshop success."

Selling books in old and rare editions is a different proposition to handling the latest novel, the current magazines, and this morning's newspapers. The book buyer may not know what he wants until he sees it. Seeing it, he likes to have his whole attention and interest centered in seeing. He wants the atmosphere and quiet of the library about him in order to decide if a book is suitable to the quiet atmosphere of the library. With an eager salesman at his elbow venturing a salesman's opinions, how shall he decide?

Freedom to come in and look, afterward privilege to walk out without buying or being importuned to buy, brings the book buyer to the shop. To make the customer feel at home in such a visit is as much the business duty of the bookman as it is the social duty of the host to leave his friend at ease in the host's own

library. The bookshop customer must be invited to come into the shop with as much sincerity as the friend is invited into the private library. And to make this invitation sincere on the part of the bookman he must put conventional salesmanship into the background.

To become effectively attentive in his inattentiveness puts the capable book salesman on a high plane of salesmanship. He must be a judge of human nature as well as a judge of books. If he can forestall any question which a buyer needs for his enlightenment, saying just enough to the point and gracefully, both customer and employer are pleased. But if the salesman is not sure enough of his knowledge of men and books to volunteer, he would better stand at inattention at a far end of the store.

"I recall a mistake made in a man a few years ago," said Mr. Morris. "He was a rough looking chap, badly dressed, and having a querulous manner. He came in one day, a stranger, and began looking at some books. He called to a salesman a little later, asking the price of a volume in his hand. The clerk told him it was \$3.50.

"I'll give you a dollar," said the stranger. The offer was made in a rather irritating manner and for answer the clerk took the book out of the man's hand and put it back on the shelf, telling him he was not selling stock at cut prices. The customer went out in a huff.

"A few days later the man came in again, looking over volumes, and while he didn't look as if he had a whole dollar in his pocket, he was given the usual attentive inattentiveness. The result was we sold him about \$800 worth of books before he went back to his Western mining."

It must be understood that there is a difference between attentive inattentiveness and inattentive inattention. Attentively inattentive, the bookman saves himself a good many dollars in the course of a year which otherwise would be charged up to stolen stock. Year after year Mr. Morris discovers an average of one book thief a week.

In his experience the thief who once stole books in order to sell them has gone into some other and better paying line. The thief to-day steals a book because he wants the book and is unable to pay for it. Often the crooked purpose of the stranger may be guessed from his actions and appearances. When he has thrust a book into a pocket or into the breast of his coat under the arm, he is followed out of the shop. Before he has gone more than a block or two he almost invariably takes out the volume for a glance at his treasure, which is the moment that he is overhauled and brought back. If he is able to pay for it, he is asked to do so and told not to come back; if he is not able to pay, he is investigated, as to name and address given, and ordinarily let off as easily as possible.

But this attentiveness to custom-

ers, against which the bookman argues, may be worth consideration from many other dealers in other lines. For a man to understand just how an overattentiveness is embarrassing, let him go into a barber shop of half a dozen empty chairs. The moment he enters six barbers spring each to his chair, standing at attention, while the customer hands over his hat to the boy and walks blindly into the chair nearest him. It really has been an embarrassment of attention.

In many grocery stores and markets the keenness to sell on the part of clerks may serve to lose customers of the house. Especially is this true of the established customer who goes in to market. This buyer may have had occasional little favors as to credit for a week or so. He is known by name to every one in the shop and is spoken to smilingly as he comes in.

With these clerks anxious to sell and making suggestions as to the purchases for next day's provisions, it is an unusually hard headed person who doesn't discover that his bills are larger than he had thought of making them. But to the extent that he has been sold stuff in times past, salesmen are spurred to offer him more tempting specialties.

The result of it all may be that the old customer, tired of being importuned to buy—tired of the conventional attentiveness of salesmen—decides to find another grocer, and determines that never again will he allow himself to become a victim of attentiveness.

Invariably that customer, driven away by this ill timed attentiveness, is one of the best customers of the house. If his credit were not of the best he would not be importuned with, "We have some mighty fine cauliflower to-day, Mr. Blank," or "I would like to show you some extra nice mushrooms we have just got in." It is in protest against this today that so many customers of the grocery and market send in orders over the telephone.

This use of the telephone is an annoyance to most grocers, too. It requires that the clerk who is waiting upon the customer who has walked over in the rain, perhaps, shall leave him standing while he answers the call. The waiting customer is soured; the person telephoning the order is out of range of any unthought-of delicacy which may be on display, and which of itself might attract his attention.

But too much attention to the customer may have made all this possible—and troublesome to the merchant.

Will Thurman.

Don't Blame Him.

"You are dying," said the doctor to his patient, leaning over him. "Have you anything to say or any wish to be carried out?"

"Yes," replied the dying man, with tears streaming from his eyes, "I wish that I had called some other doctor."

It is no use denying sin's service when you are enjoying its salary.


Time To Push Collections.

This is the proper time for the country dealers to push collections. The farmers generally have or are realizing handsomely on magnificent crops. Most of them have money, some a very liberal supply of it. Now very often it is a difficult thing for a dealer to loosen a farmer's purse strings. Many of the latter are inclined to dump the receipts from the sales of crops into savings banks, where they can realize interest, while they "stand off" the merchants whose bills are past due. Of course this is not justice and is a trick that all farmers do not practice, but there are many who do and they deserve a sharp bringing to time if mild suggestion does not avail. On this subject an exchange says:

The bank managers can be relied on to look after their interests by encouraging their farmer customers to turn their checks over to savings accounts rather than cashing them to pay liabilities incurred during the past year. That is the business of the bank manager, just as it should be the business of the merchant to gather in every cent due him and refuse credit to every customer who can pay but won't.

Too many farmers and workingmen run credit accounts with their local merchants while letting money lie to their credit in the savings banks. And, likewise, too, many send cash for goods from the city mail order houses while running credit accounts at home. The best antidote for both of these evils is for the merchant to be a persistent collector and not to hesitate to talk plain when occasion demands. When a customer is refused credit he may become sore, but he is pretty certain to come back before long—especially when the merchant has some particularly good value to offer to cash buyers.—Stoves and Hardware Reporter.

Character is crystallized conduct.



The Consumers Lighting System is the modern system of lighting for progressive merchants who want a well lighted store or residence. The **Hollow-wire Lighting System** that is simple, safe and economical. Let us quote you on our No. 18 **Inverted Arc** which develops 1000 candle power. **Consumers Lighting Co.,** Grand Rapids, Mich.

Grand Rapids Stationery Co.

134-136 E. Fulton St.

Grand Rapids, Michigan



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
Corner Ionia and Louis Streets.
Grand Rapids, Mich.

E. A. Stowe, President.
Henry Idema, Vice-President.
O. L. Schutz, Secretary.
W. N. Fuller, Treasurer.

Subscription Price.
Two dollars per year, payable in advance.
Five dollars for three years, payable in advance.
Canadian subscriptions, \$3.04 per year, payable in advance.

No subscription accepted unless accompanied by a signed order and the price of the first year's subscription.

Without specific instructions to the contrary all subscriptions are continued according to order. Orders to discontinue must be accompanied by payment to date.

Sample copies, 5 cents each.
Extra copies of current issues, 5 cents; of issues a month or more old, 10 cents; of issues a year or more old, \$1.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

O. L. Schutz, Advertising Manager.

Wednesday, November 4, 1908

THE REASONS WHY.

"Why, it will take twenty-five years of time and fifty millions of dollars to do that!"

As a rule the above is the first yell uttered by the average citizen when he is for the first time introduced to the Grand-Saginaw Valleys Deep Waterway Association.

In his mind's eye he sees immediately great fleets of mammoth dredges—dipper, clamshell and hydraulic—plowing their ways through the beloved soil of Michigan; he sees range after range of huge embankments of earth along the Grand, Maple, Shiawassee and Saginaw Rivers; innumerable bridges that draw, swing, raise and turn appear before his vision and, catching his breath, he declares the project a dream.

And he is correct. Such a project is a dream; just as fifty or more years ago the construction of the Soo Canal was a dream; just as all the results worth while in the whole of human intercourse had their birth in the minds of dreamers.

The proposed canalization of the beds of the Grand, the Maple, the Shiawassee and the Saginaw Rivers is a dream that was dreamed over seventy years ago and had it been possible at that time to cause a realization of that dream—which was for a shallow draft canal—the central portion of the Lower Peninsula of Michigan would today show in full development and perfect operation one of the largest and best series of coking coal mines in the world.

But the country was new, the people were poor, money was scarce, facilities for building an institution of such a character were meager and inefficient and finally there was nobody ready to take the initiative.

And so to-day the people of Michigan are forced to consider the matter, only upon a much larger scale. If they fail to take hold of the thing now, fifty years hence the people of

Michigan will be wondering what ailed our citizens.

Why are we forced to inform ourselves as to the feasibility and value of a deep waterway across the Lower Peninsula of Michigan from Lake Michigan to Saginaw Bay?

Because the Federal Government is unqualifiedly committed to the perfection of a National system of deep waterways from the ocean to the Great Lakes and from the latter to the Gulf of Mexico; because the people of the States of New York, Pennsylvania, Ohio, Indiana, Illinois and Wisconsin—all of them except Michigan—are unqualifiedly committed to the perfection of deep waterways through their respective territories from the Great Lakes to the Hudson River, the Ohio and the Mississippi Rivers.

Because, with all neighboring cities along the shores of the Great Lakes and all the important inland cities in the States named, enjoying the facilities provided by deep waterway navigation, the cities of Grand Rapids, Lowell, Ionia, Portland, Lansing, St. Johns, Owosso, Maple Rapids, Ashley, Chesaning, St. Charles, Flint, Saginaw and many other important towns, will be under the bane of a tremendous handicap from the standpoint of freight rates.

Because, without a deep waterway trunk line route as proposed, with lateral deep waterways up the Thornapple to Hastings, and so on, up the Flat to Greenville, up the Grand, from Lyons to Portland, Grand Ledge, Lansing, Eaton Rapids and Jackson, up the Flint to Flint, up the Cass to Caro and up the Tittabawassee to Midland, St. Louis and Alma, all of the territory indicated will be twenty-five years hence simply not "in it" from the industrial and commercial viewpoints.

No sane man expects such a transportation transformation to be realized fully within the next ten or fifteen or twenty years, and it is certainly not the province or intention of the Grand-Saginaw Valleys Deep Waterway Association to perform any such miracle.

But somebody must take the initiative. Somebody must find out what it will cost to do the thing, if it is demonstrated that the thing can be done. Somebody must confirm the opinions of such eminent engineers as Lyman E. Cooley, Alfred Noble and the late George Y. Wisner, who have declared that it is not only possible but that it is the most practicable route in Michigan and has the largest possibilities of any deep waterway route in the State. Somebody must find out and publish the details, and authentic details, as to the value such an improvement would be to the entire State of Michigan.

And this work constitutes the purpose of the Grand-Saginaw Valleys Deep Waterway Association.

UNWISE ENTHUSIASM.

It is such an easy matter to overdo the thing, when one becomes intensely interested in any special line of

thought and it is quite as easy to reach extremes in criticising one who thus reaches too far.

The man who less than forty years ago, was adjudged insane and was held in prison for suggesting and advocating, with all the power at his command, the construction of a railway tunnel under the Hudson River, overdid the thing. That is to say, he made the mistake of failing to comprehend that the great mass of people could not see so far and so clearly as he saw. On the other hand, the public authorities overdid their part of the transaction by passing hasty judgment based upon superficial knowledge.

Thirty-six years ago the Grand Trunk Railway Co. began the construction of a railway tunnel at Detroit, under the river and over to Windsor. The effort was abandoned after two or three lives had been lost and after many thousands of dollars had been expended, and everybody joined in saying, "I told you so." The Grand Trunk people overdid the thing by beginning a project uncertain as to whether or not the enterprise could be fully realized, and the general public overdid the thing by voicing a self conceived falsehood.

As a rule, criticism that is most bitter is also most thoughtless and is based upon meager knowledge and self conceit.

It is likely that no man in Michigan has been more liberally or more foolishly held up to derision than has Charles W. Garfield, of this city, because of his continuous, consistent and intelligent advocacy of the adoption by Michigan of a system of forestry control. People have even charged that he was insane on the subject of protecting and caring for forest growths in Michigan. He admits nowadays that he is a crank on the subject, and yet he has lived through a quarter of a century of effort to see his idea adopted and carried out to a considerable extent. The superficial observer may assume that the wonderful change of sentiment during the past two or three years is due to the efforts of Mr. Garfield and others during that period. Not so. It is the cumulative result of more than twenty years of consecutive and painstaking work.

Just now the country is witnessing a remarkable and a valuable revival in the interests of civic betterment. Grand Rapids is no exception to this rule. The effort will win out in the long run and in spite of much hasty and sometimes vindictive criticism. But civic betterment can not prosper by assuming for that effort all the values, all the public spirit, all the altruistic, all the esthetic excellences there are. No good cause ever thrived by trying to ride into public favor on the shoulders of some other good public effort.

There is an abundance of merit in the appreciation of and desire for comprehensive civic plans, for clean streets, certified milk, relief from smoke nuisances, comfort stations and the dozen and one other admira-

ble pegs upon which the civic revivalists hang their hopes and their faith. The value of such ambitions is so great that it is utterly unnecessary and wholly unwise to assume or publish broadcast that the present awakening is due solely to the efforts of the past three or four years. It began when John Ball willed the city that noble heritage on the West Side hills; when Francis H. Cuming laid the foundation for Crescent Park; when Charles W. Garfield many years ago conceived the idea of giving the South End a park which will sometime be valued at a million dollars; when George Thompson organized the Hill Tree Planting Association. These men all did their part—and did it well—in creating interest in civic beauty and public utility. They are entitled to as much credit as the men who have taken up the work along a little different lines during the past few years and carried it forward to a successful issue.

The Tradesman does not wish to disparage in the least degree the painstaking efforts and self-sacrificing work of the men of to-day. They are entitled to great credit and will receive the commendation of every good citizen. To give them all the credit, however, for the wonderful awakening along civic lines—as a recent magazine writer does—is unjust to them and manifestly unfair to many men whose bones have long reposed in the cemeteries of the city they did so much to make beautiful.

THE UNION BOOMERANG.

Every Grand Rapids business man who has been boycotted by the trades unions has become rich. Likewise every candidate for President, Governor or Congress who has been opposed by the Gompers gang of cut-throats has been elected by an increased majority. The reason for this is obvious. The true American citizen has no use for a man who lives in idleness and waxes fat on the labor of other men whom he seeks to treat like "dumb driven cattle," who openly defies the courts, who resorts to perjury, who defends incendiarism, who advocates boycotting and who openly practices and preaches the doctrines of anarchy and treason. If Mr. Bryan had not gotten in bed with men of the Gompers ilk he would in all probability have been elected President. His espousal of their cause convinced the business men of the Democratic party that he is not a safe man to entrust with the destinies of the greatest nation on earth.

There are churches where the poorest way to make heaven attractive would be to call it the home of the eternal choirs.

There may be more religion in cursing as though you liked it than in praying as though it hurt you.

Men will bother little over the breadth of your opinions unless you have, too, depth of convictions.

Keeping faith with folks is a good way of cultivating faith in them.

THE COIN OF THE REALM.

It was evidently the climax of the argument, but it was also evident that it had failed of its purpose and, as the disputants went each his way, it was easy to see that each had different ideas in regard to the value of the foundation coin of the realm. The tone of one had been belittling; that of the other had the conviction that the whole thing depended upon the point of view, and that that viewpoint in this day and generation the one who is "pressing towards the mark" can never afford to lose sight of.

The belittling idea was this: Too much value can be placed upon the cent. "A penny saved is a penny earned;" but it is no more, and they whose tongue the proverb always adorns are the ones who overdo the penny business. They save, they pinch, they suffer for the sake not of having the comforts, the needs, the penny will buy, but for the sake of having the penny. That's the miser's aim and the good he gets out of it is the selfish self-denial that stands for the sin the world despises. So, then, you won't find me squeezing a cent until the Indian on it squawks. You won't find me walking down town or up town to save a nickel, and you won't see me grab a memorandum to mark it down when I spend one."

It would hardly be interesting to present the argument of the other side. It would be more than a twice told tale and, in addition to that, the world of finance is crowded to-day with modern instances. The successful man in town and nation with some variation has the same story to tell. Farm-born and bred, they left the plow for the village store, where by industry and the rest of the virtues—penny wise being one of them—they began to commit to memory the tables of addition and multiplication in the school of finance. One young man, when the Western continent was a howling wilderness, "went for" the howling and the pelt that fostered it, looking hardship and danger unflinchingly in the face and keeping his money when he had earned it, and that money cared for is one of the fortunes that has made New York a city of millionaires. Another found the farm life financially slow and getting as soon as possible behind the counter of a country store built up a fortune, coin by coin—cent by cent—that ranked him a millionaire in that same city; and the money so earned and so saved finds him, although dead, among the living benefactors of the world. There are other instances, "thick as blackberries;" and every one of them intensifies a single point: "Sands make the mountains; moments make the year," that by "Here a little and there a little" thrift followed by success accumulates and the end is accomplished. Nobody refutes the fact that the penny saved is worth no more and certainly no less than the penny earned. No sane man will pinch and suffer for the sake of owning a penny; but, on the other hand, while the suffering and the sel-

fish self-denial are both wrong there is a mistake and a great one in throwing money away and contemptuously refusing to "grab a memorandum" and mark down where it was thrown.

Without overvaluing any condensed wisdom it is well enough to remark that a cent is just a cent, and just one one-hundredth part of a dollar. It is the too often despised coin that is thrown away on account of its insignificance; and yet it is the greatest winner at the bargain counter that the merchant knows. Forty-nine cents and 99 cents and \$4.98—something minus one or two or three cents—do more for crowding the store and the street than any other scheme so far hit upon; and the merchant whose books do not show the recorded results of these penny-off bargains is not the merchant whose bargain-counters are so many rallying places where bargain-hunters "most do congregate." It is the cent that makes the difference and the finance that despises it for its next-to-nothingness is not the finance that wins the respect that is worth the winning.

What the men and women trainers of the day are looking out for are ways and means of teaching money-winners and money-spenders the value of the cent. If a penny in the pocket is worth a handful of pennies out of it the boy and the girl ought to be so trained in regard to it that, possessing it, it may be to them a blessing and not a curse. Nobody wants the American youth to be a nation of misers any more than he wants a nation full of spendthrifts; but the real value of the cent should be so taught as to be appreciated; so appreciated as to be duly cared for and so cared for that it should not be despised on the one hand nor overestimated on the other. It is the "square deal" reduced to a cent standard and is to be duly considered in proportion as its variance from that standard is just that much right or wrong.

Consul Joseph G. Stephens, who is located at Plymouth, reports an immense crop of potatoes in Great Britain this season. Fifteen districts representing over 10,000 acres devoted exclusively to potatoes, show an average yield of six and one-half tons to the acre. On this basis it is estimated that the potato crop of Britain for the year will exceed 3,250,000 tons, an output exceeding any on record. In certain sections of Scotland the output will average as high as fifteen tons to the acre. Single farmers have planted as much as 500 acres to potatoes. The utilization of high grade seeds has done much to improve the potato farming industry generally. In respect to quality and productiveness Scotland, it is claimed, is far ahead of England and Wales. A much larger quality of English and Scotch potatoes than usual is expected to come to the United States, but a tariff of 25 cents a bushel will enable the American farmer to sell his crop at a profitable price.

A PARENTAL DUTY.

A postal came to this desk a few weeks ago reading thus: "I am on my way to the University. Law."

The appended name was finally located upon one out of a sea of faces to be followed immediately with an impatient "Humph!" It belongs to a young man who will cast his first presidential vote in November and who is as little endowed for the study of the law as he is for the presidency of the United States. With a twenty-one year old body he has a fifteen year old brain. He has in his twenty-one years of existence shown no leaning—not even the slightest—towards books. Their atmosphere is unwholesome to him and at times, when their influence over him was strongest, he has wickedly condemned them and all things belonging to them "to the place of departed spirits." His progress through the preparatory schools is the result of unremitting prodding on the part of patience-exhausted teachers. Mercurial in temperament and guided by impulse, he shifts as the wind does and takes the advice of the last adviser. Lastly and by no means the least he clings with the advancing years to the idea that pleasure is the main thought of existence and until that anticipated pleasure is indulged in duty and whatever pertains thereto become a matter of more than secondary importance. Thus mentally endowed, this young man jumps from the secondary school, where he has obtained the skimpiest training, into the law department of the University, to follow there the same desultory course for a profession calling for the profoundest and keenest qualities which the human mind possesses.

Why?

Were this a single instance, it might be classed as the exception that confirms the rule and thus summarily disposed of; but it is not the exception. The professional schools the country over have too many of these untrained and so unfit students—are they students?—for a profession for which they have hardly a qualification. The city, the country, "the butcher, the baker, the candlestickmaker," from 19 years old to 49, tired of the humdrum of their various callings, throw down the implements that give them a living and, cutting crosslots to the professional school from corn field and work shop, take a course that leaves out the culture which they need most and a few months later, with a diploma bearing their names with a Bachelor of—something—affixed thereto (the answer to the why-paragraph) yielding to a senseless whim and to an overwhelming conceit, they are going to "assume a virtue when they have it not" and get their living by trying to practice a profession for which they have not the slightest qualification.

The answer to the "What of it?" is pain and direct. No parent with common sense has any business blindly to make up his mind what the future vocation of his child is to be, irrespective of that child's natural

endowments and then insist that his whim—it is no more than that—shall be carried out. He is simply trying to stop a square hole with a round plug—not an unusual attempt, by any manner of means—but an attempt always and inevitably a failure. So our pulpits have been too often filled with the wrong plug; so licenses have been issued too often for the increase in the population of the graveyard; so the law schools send out year after year crowds of graduates whose attainments are so few and feeble as utterly to preclude the possibility of attaining professional success. That is the condition of things in the present instance. The young man has not the qualifications of the lawyer in him; the money to be paid for the training of a lawyer will be the same as thrown away, because parental duty has failed to find out what the boy was intended for; and the legal world is going to have on its hands another fledgling that will never get beyond the pin-feather period.

Some Solomon, ancient or modern, has affirmed with much earnestness that every human soul comes into the world with a distinct mission; that, left to itself, that soul will intuitively find out that mission and strenuously accomplish it. Conceding this, it is more than suggestive that the world's failures are for the most due to a parental butting-in, and that the simplest parental duty consists in determinedly refusing to indulge in that questionable endeavor.

Dairy and Food Commissioner James Foust, of Pennsylvania, will present to the Legislature of that State at the next session a bill to regulate the sale of cold storage food products. Recent investigation has shown that considerable storage poultry and egg products are unfit to eat. It is his plan that cold storage goods when exposed for sale shall be labeled in plain letters so that the consumers will know that he is buying. He also proposes to prohibit the sale of undrawn cold storage poultry, as it is a menace to the public health. The penalty for selling such articles of food against the provisions of the act will be a fine of from \$50 to \$500 or the imprisonment of from thirty to ninety days. The manufacture of egg products from eggs partly decomposed, "spotted" or "specked" in trade terms, will prohibit the use of any part of an egg which has been laid aside or candled as not fresh. It has been learned by department agents that in Philadelphia several firms make a business of buying "spotted" eggs.

A. G. Douglas, who has a dry goods and millinery store at Columbia, S. C., placed a lady's hat of the latest style, trimmed with heron feathers, in his show window. An officer of the Audubon Society happened along and the display cost Mr. Douglas a \$3 fine. Hats trimmed with heron feathers will come higher in Columbia than those carrying a chicken's wing.

MASTER OF BUSINESS.

Purpose and Scope of New Professional School.

Harvard grows in enterprise as she grows in years; and her latest venture is the establishment of a business school, or, more formally, the Graduate School of Business Administration, which entered upon its career with the opening of this academic year. The purpose and scope of the new professional school can not be better defined than by quoting from the Official Register of the university, which says:

"The school aims to give thorough and scientific instruction in the fundamental principles of business organization and administration, and to present such a range of elective courses that each student may receive the special preparation which is suitable to the requirements of the business career he proposes to enter. A broad foundation may thus be laid for intelligently directed activity in commerce or manufacturing, or in those specialized branches of modern business which now particularly call for professional training."

The curriculum includes courses in accounting, commercial law, economic resources, industrial organizations, banking and finance, transportation, insurance and public business. In order to obtain the degree of Master in Business Administration, two years of study and residence are required; and a longer period may be necessary. It is to be noted that while the course of study is largely elective, candidates for the degree are required to take three specified courses—"principles of accounting," "commercial contracts" and "economic resources"—during the first year of the two years' programme of study.

The practical success of the school must, of course, be left to the test of time, but so far as can be foreseen the new department starts upon a wise and moderate basis. The personnel of the instructors is excellent, and the whole tone of the school's policy spells quality as much as quantity with regard to the work to be done. Take, for example, the courses in commercial law, conducted by L. F. Schaub, comprising commercial contracts in general, the law of business associations, and the law of banking operations. The flexible but searching "case system" is followed in these three courses—a system that should be even more popular and appropriate in connection with the training of business men than it is in the training of lawyers, if that be possible; while the practical and up to date character of the subject matter of these courses may be inferred from an inspection of the summaries of their contents, the course on the law of business associations, for instance, containing such special topics as the distinction between the association and the associates, the powers of the majority, the position of officials and promoters, intercorporate relations, pools, trusts, holding corporations, etc. So, again, take any one of the courses on transportation, such as "Business

20," which discusses the relations between the railroad and the shipper, including the theory and practice of rate making, with especial reference to the inter-state commerce act. The lectures in this course are to be given by Edgar J. Rich, a lawyer well known in railroad circles through his long connection with the Boston & Maine Railroad, and whose practice has for years been largely along the lines of inter-state commerce law. At this period of economic growth the general public importance of such a course, as well as its fitness for the training for business men and for those who intend to enter railroad service, is patent at a glance. Among its various subdivisions we find such topics as the difference between competitive and noncompetitive rates, as to carriers and as to markets; methods in practical use in determining rates; industrial railroads; and the law under the inter-state commerce act as to lawful and unlawful preferences, through rates and joint rates, allowances to shippers, etc. Each student in this course will make a special study of the organization and powers of the railroad commission in the state in which he expects to live, and a few lectures will also be given on the bearing of the anti-trust law upon transportation and kindred business interests. And so on with other courses given in the school; each is practical, none are superfluous, and all together make up a harmonious and fairly comprehensive whole.

Perhaps the most impressive thing about the new school is the broad intention, implied by its institution as one of the graduate departments of a great university, to recognize the true status of modern and highly organized business life, by raising such business to the plane of professional activity. The day has long passed, to be sure, when the old fashioned saw that the only way to learn business is to do business was held to contain anything like the whole truth of the wisdom of this matter. Various types of business schools long ago demonstrated the inadequacy of such a theory, however much of sound sense it may hold. But it is comparatively recently that the purely business career has been considered to approximate to the standard of professional work. Disregardful of the great spiritual fact that all co-operative effort is "business" in one or another form, the public has long been inclined to judge the "business man" by a somewhat different standard, both intellectual and moral, from that by which it estimates the "professional man." A higher type of learning and of mental work has been imputed to the physician and the lawyer than to the manufacturer or the banker, and a higher code of vocational ethics has been expected from the so called "professional man" than from the great majority of business men. If business, if modern and highly specialized business, be not inherently worthy of mental and moral respect, then it should not exist in its present form; but, if the contrary be true,

PROFITS

You are after them—are you Getting Them?

Honest now, are you getting anywhere near the returns you should from your investment?

Some merchants measure their degree of success by their volume of business. Unless YOU are more interested in the **Profits** of your business than any other one thing, you fail to grasp the meaning of the word success. Our **Profit System** shows you monthly (or daily) just how much or how little profit you are making and who of your salesforce are money makers, a **system** that will enable you to avoid the rocks that often mean **failure**. We want to explain our methods to YOU. A request from your firm will bring you detailed information **free of charge** that will be of value to you. Michigan references including this paper.

Yours for profit,

C. F. LOUTHAIN, Author

Louthain's Profit System

601 Baltimore Bldg. Chicago, Ill.



SAVE YOUR MONEY

Tungsten Lamps must burn in a vertical position

Don't Buy New Fixtures

The Benjamin Adjustable Tungsten Adapter enables you to use Tungsten Lamps on any fixture. Changes position of lamps to the vertical.

Cat. No. 99 List Price 70c Net Price 45c
Manufactured and For Sale by

Benjamin Electric Mfg. Co.

New York Chicago San Francisco

My Specials For This Week in

USED Autos

Ford 2 cylinder 12 H. P. touring car with detachable tonneau. A fine runabout with tonneau off and deck on. A snap at \$275
'07 Model R Ford runabout, equipped tires and car in A1 condition. 440
'07 Model N Ford runabout, equipped 400
'08 Model S Ford runabout, like new 585
Thirty other cars at low prices.

S. A. DWIGHT

Salesroom, Richmond & Jarvis Garage
1-5 Lyon St., Grand Rapids, Mich.

MERCHANTS

The best is the cheapest in everything
When you have that

AUCTION or SPECIAL SALE

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

Let us tell you all about what our twelve years' experience can do for you in reducing or closing out your stock at a profit. We can please you as we have hundreds of others, and leave you smiling when we say good-bye.

Our methods are strictly up-to-date, everything high class, and we get the business.

W. A. RALSTON & CO.

Suite 407-409 Exchange Place Bldg.
Rochester, N. Y.

Henry Smith
FLORIST
139-141 Monroe St.
Rochester, N. Y.
GRAND RAPIDS, MICH.



The American Is for the Man

who wants to know and who demands that he knows that he knows.

No one wants—Lead Dollars,
Umbrellas that Leak
or Thirty Inch
Yard Sticks.

If an article don't do what it should do, it is of doubtful value.

When you want to run your business in the right way—When you want to stop all leaks—When you want affairs in such shape that if you "died with your boots on" anybody could take right hold of your business—You want a COMPLETE SYSTEM and not a makeshift.

The American Case & Register Company is the only manufacturer of Account Registers that has, in addition to the Accounting features, all of the other features so necessary to perfection, viz.: Selling Suggestions, the Alarm, and the Auditing Indicators, Cash Clips, etc. Others would like to use them, but Our Exclusive Patents prevent.

The American Account Register not only keeps Every Account Posted to the Dot—Ready for Instant Settlement—with but one writing only, but also tells your daily credit sales—Shows who made them and whether or not the right prices were charged for your goods. It has many Integrity Checks which can't be explained here. It helps mightily to collect the money, too. It is a COMPLETE SYSTEM. Why trifle with others?

We are working all the time on things vital to your business. Write us for catalogs and price lists of our Account Registers.

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.

Cut off at this line.

Send more particulars about the American Account Register and System.

Name
Town
State

then its dignity and rightful status should be vindicated and acknowledged. And that is just what Harvard is trying to do. In her new school of business, business is made to take on the dignity of science. Science would be of little use to most of us without the modern business man, and modern business could not live without science. This virtual marriage Harvard is now recognizing and honoring.—J. W. Richardson in Harper's Weekly.

Secret of Indian Summer.

Indian summer is born in the wind. When the trade winds disappear the Indian summer comes. When the sun passes the equator to the south the trade winds set in to the southeast and in all particulars are similar to the trade winds of the northern hemisphere. When the sun is crossing the equator and the poles are equidistant from the belt in the sun's tract around the globe, it occurs that a rush of cold air to the equator comes from both the north and the south and on this account such great extremes of heat and cold occur at the equator as to set up the rare phenomena known as the equinoctial storms.

When the sun is south of the equator the trade winds blow from the northeast toward the equator and when the sun is north the winds blow from the northeast toward the equatorial line. Indian summer occurs after the sun has passed south of the equator and on this account the trade winds during this season are blowing from the southeast toward the equatorial line. These winds must cross the Atlantic Ocean and in doing so come to the coasts of South America heavily laden with moisture gathered from the high mountain ranges.

As the sun progresses southward the trade winds continue to increase in activity. Increased quantities of moisture are deposited in the tropical belt and finally brought up to North America. Through the instrumentality of southern trade winds, whose influence is felt in the northern hemisphere in the way of moisture, rain falls and the Indian summer is brought to an end.

Moisture in Growing Plants.

Summer flowers bring autumn showers. It is estimated that one acre of meadow grass will give off 527 tons of water. An acre of wheat will evaporate 281 tons of water. The hay crop during the entire growing season evaporates an amount of water equal to 5½ inches of rainfall. The water which is evaporated by the leaves passes out through the breathing pores which are located on the under side of the leaves. The amount of water found in plants varies with different cases. One hundred pounds of green grass contain 60 to 80 pounds of water, lettuce, cucumbers, cabbage, and onions contain 95 to 98 pounds.

During the growing season there is being given off from field and forest an endless supply of moisture to the thirsty air. While this is not enough to meet the total demands of rainfall,

it contributes materially to it. This contribution of moisture is lost when the season of plant growth is past. At the advent of autumn the earth's surface water supply is low, owing to the demands made upon lake and stream by the long warm season.

The earth's autumn carpet of leaves and dry withered vegetation also makes no small demands on the moisture. Hence but little rainfall. Indian summer is distinguished from all other seasons of the year by the hazy atmosphere which characterizes it, a phenomenon which is largely due to forest fires. In early times, says John M. Bishop, forest fires were of frequent occurrence in the autumn, due to roving bands of Indians on the chase. Hence the name Indian summer.

Eyes of Plant Are in Leaf.

The eyes of the plant are in the leaf. The upper and lower surfaces of leaves are covered by a thin transparent skin which in many cases can be peeled off easily. When examined under the microscope this skin is seen to consist of innumerable compartments or cells, many thousands of which are found on a single leaf. They contain a clear watery sap and their shape is such that they behave like ordinary convex or plano convex lenses, the rays of light which fall upon them being converged and brought to a focus in the substance of the leaf.

According to the celebrated Prof. Haberlandt, these cells enable the plant to perceive the difference between light and dark, and set up a stimulus which results in the movement of the leaf into such a position that it can obtain the maximum amount of light; or, it may be, as Mr. Wager is inclined to think, that these cells serve for the more efficient illumination of the green grains within the leaf upon which the effective food supply of the plant depends. Possibly both play some part in aiding the leaf to perform its work.

These cells are found practically in all plants, but are seen most clearly in some shade plants. Prof. Haberlandt was able in one case to secure a photograph of a faint image of a microscope through the cells. Other objects have been photographed by one Mr. Harold Wager. In many respects these leaf lenses may be compared with the corneal facets of an insect's eye, so far as their general appearance and power of causing a convergence of light are concerned.

Disappointed.

At a dinner of a legal association held in Washington not long ago one of the speakers told of a farmer's son in Illinois who conceived a desire to shine as a legal light. Accordingly he went up to Springfield, where he accepted employment at a small sum from a fairly well known attorney.

At the end of three days' study he returned to the farm.

"Well, Bill, how'd ye like the law?" asked his father.

"It ain't what it's cracked up to be," responded Bill gloomily. "I'm sorry I learned it."

AT COST

Until November 15 Our
Entire Stock of

Electric Portables

M. B. Wheeler Electric Co.

93 Pearl St.

Grand Rapids, Mich.

Mr. Property Owner:

If you want to save considerable time and money every year, spend three minutes going over this proposition.

Rapid
HEATERS

For Hot Water

or

Steam Heat

Are the
Proposition



Your last winter's fuel bills were all out of proportion to your income. You knew you couldn't afford it, but you didn't know the remedy. Just thought you'd have to go on shoveling your income into your heater always.

Here's the remedy, and you, who are a far-seeing business man, should appreciate it:

RAPID HEATERS will reduce your fuel bills nearly 50%, and your home or store will be heated as it was never heated before.

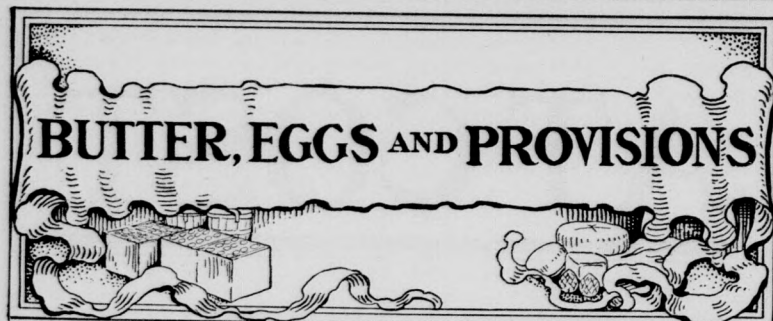
They are sanitary, require little attention and last a lifetime. We guarantee every heater.

You imagine the apparatus will be expensive. IT WON'T. INVESTIGATE. Send for catalog and printed information.

RAPID HEATER COMPANY

Louis and Campau Streets

Grand Rapids, Mich.



Observations of a Gotham Egg Man.

The tendency toward decreased receipts of eggs in October as compared with last year bears out the conclusion that the increase in September was due to a large holding back of August production rather than to any increase in the early fall lay of eggs. At the same time it must be considered that the Eastward movement of Western storage eggs has been less in October this year than in October, 1907, and this deficiency doubtless accounts for a considerable part of the lighter total receipts above noted.

I have lately returned from a visit to Chicago, where I found the egg trade generally very confident of the future of the market. There is a good deal of difference of opinion among dealers there as to the actual quantity of eggs remaining in the Chicago warehouses, but they generally agree in saying that the reduction is going on at a very satisfactory rate. Indications are that the quantity of eggs now remaining at Chicago and at interior points farther West is very much less than at this time last year and that it will furnish a much smaller surplus for Eastward shipment than was the case a year ago. Consumptive demand is evidently relatively better in the West than in the East. It would appear reasonable, therefore, to expect a continued shrinkage of egg receipts at seaboard markets, compared with last year, up to the end of the year; and with smaller reserve stocks in the East, we can evidently stand a certain amount of reduction in trade output without preventing a reasonable clearance of stock.

This year at the close of July, when storage holdings were about at their height, our figures showed a deficiency of 475,000 cases of storage eggs in the four leading markets combined as compared with last year. Last year there was indicated a storage reduction in these markets during August and September of 591,000 cases—an unprecedented output for those months—while this year the reduction in the same period appeared to be 465,500 cases. But this lessened rate of storage reduction—even if carried to the close of the year on the same percentage—would no more than equal the reported deficiency at the height of the season. And present indications are that the October storage output in the four leading cities will come nearer to last year's figures than the average of August and September output.

On the whole, the present statistical position favors the expectation that the close of the year will find

the markets with less reserve stock unsold than was the case last year.—N. Y. Produce Review.

Unit Rule for Tree Growth.

An inch in four years is the swiftest growth known in the race of the trees. Farmers and fruit growers are said to have no reliable unit rule to govern them in knowing how long it takes for a tree to grow an inch, but some carriagemakers have found out.

They asked about forty of the country's prominent vehicle and wheel manufacturers drawing their stock from territory where hickory, white oak, ash and tulip trees grow to select and express to them short cross sections of these woods from the odds and ends about their shops. These were to be selected for the average width of growth, and the size of each block was to be about one inch lengthwise, one inch across and a fourth of an inch thick. They examined these blocks carefully and marked on each block a one inch space across the average size of growths of the annular rings. They then counted the number of rings within the inch space on each block and registered the total in ink thereon. Then they counted these totals on all the samples of each of the several kinds of timber submitted and in the usual way thus ascertained the average number of years required for each kind of tree to grow one inch. An inch growth on one side represented, of course, two inches growth to the tree.

They submitted the count, process and result to unquestionable scientific authority. Their general conclusion was that it takes from four to five years for a tree to increase one inch in diameter. Hickory trees varied from 4.87 years to 5.83 according to their location east or west of the Alleghenies. Oak required 4.68 years for the inch, ash 4.91 and poplar four years.

Made a Perpendicular Slit.

A peculiar engineering feat has been performed in Paris, whereby a house wall is now split from edge to edge. It seems that the heavy walls of an old power house were shared with the neighboring houses to the right and left. The buildings were practically one, and the vibrations of the engines in the power house were so very great that the occupants complained that they could not sleep and that their trade was driven away.

A quarryman who heard of the situation offered a remedy, and taking an endless helicoid, or spiral surface

ed cord, such as is commonly used in sawing stone, he applied it along the top edge of the wall and set it in motion with machinery. The result was that a perpendicular slit, two inches wide and seventy feet deep, soon completely separated the power house from the adjacent buildings. Tenants of these houses say the noise and vibrations of the power house no longer disturb them.

Real Cow's Milk.

Milk has been found to contain 4 enzymes, a peroxidase, a diastase, a reductase and a catalase. These occur in normal healthy milk. Infected milk may contain other enzymes. These four enzymes doubtless have an influence on the digestibility of milk.

It is usually the man who has learned how hard it is to begin to think who denounces intellectually.

W. C. Rea

REA & WITZIG

PRODUCE COMMISSION

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

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

REFERENCES

Marine National Bank, Commercial Agents, Express Companies, Trade Papers and Hundreds of Shippers.
Established 1873

All Kinds of Cheese at Prices to Please

Write or phone

C. D. CRITTENDEN CO.

41-43 S. Market St. Both Phones 1300. Grand Rapids, Mich.
Wholesale Butter, Eggs and Cheese

I BUY AND SELL Eggs, Creamery, Dairy and Renovated Butter, Oleomargarine, Cheese, Apples and other fruits, Sweet Potatoes, Pop Corn, Honey, Nuts, Poultry, Veal and Hogs. Cooling rooms, best location, best outlet, quick returns.

Do You Buy or Sell any of the above articles? If so, are you dealing with me?

If not, it means a loss to both of us.

Why not stop the loss? Take the matter up with me today.

References: Michigan Tradesman, Grand Rapids National Bank, Commercial Agencies, Grand Rapids Wholesale Grocery Trade.

F. E. STROUP, 7 North 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

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.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Oct. 31—Smaller—decidedly smaller—receipts of coffee at the primary points of Rio and Santos seem to have had the effect of making a more active speculative market here and the bulls have succeeded in putting up quotations 5-10 points. There is a difference of opinion as to whether the diminished receipts at primary points are likely to continue, and only time will decide. So far as spot goods are concerned there is mighty little interest displayed by buyers and they act as they have done for a very long time—take just enough to carry them from day to day. Still there seems to be a feeling that before many moons there are going to be some wheels whirling in the coffee trade. At the close Rio No. 7 is pretty well sustained at 63½@65½c. In store and afloat there are 3,584,002 bags, against 4,000,055 bags at the same time last year. Mild grades show no more activity than do Brazilian sorts. Quotations are practically unchanged.

It is thought in the sugar trade that granulated may perhaps be reduced about 10 points, to 4.90c after election. But it would be no safer to bet on this than it would be on the Presidency by any one outside the refineries. It depends on the course of raws, and at the moment these seem to tend downward.

Neither buyers nor sellers of tea seem to be taking much interest; in fact, the week has been a sort of Holiday week and until after the agony is over the silence now prevailing is not likely to be broken. Such sales as are made are mostly of low grades of all sorts—excepting Congous, and for these there is practically no call.

Rice is in limited demand and quotations are unchanged. The supplies here seem to be ample for all present requirements and the variety is large enough to suit all tastes. Good to prime domestic, 5@5½c.

Spices are steady. A little business is going on all the time and in the aggregate there must be quite a respectable amount of stock changing hands. No change in quotations is observable.

The weather has been until now almost too warm for an active trade in molasses to be looked for, but holders are confident that within a fortnight there will be a change for the better. Most of the sales are withdrawals. Values remain unchanged—good to prime centrifugal, 22@30c. Syrups are in light supply and dull.

Canned goods brokers report a better outlook for almost everything on the list, with the most noticeable activity in tomatoes. Buyers who expect to get some choice goods or even standard stock of 3s at 67½c are bound to be disappointed, and sellers are not anxious to part with holdings at 70c. It seems almost a certainty that the purchase at this time of really good tomatoes at 70c will be

a "stroke of good judgment." As with everything else, however, this week everybody in the trade is holding his breath until Wednesday next. Corn improves week by week and the tendency is upward, although it is certainly not very pronounced as yet. Cheap peas are moving with more freedom than the top grades and prices are well held. Other goods show little, if any, change.

The best grades of butter are very firm and tend to a higher quotation. At the close creamery specials are quoted at 27@27½c; Western imitation creamery, firsts, 20c; Western factory, firsts, 19½c; seconds, 18@19c; process, 22@23½c.

Stocks of cheese are accumulating, and yet larger supplies are said to be due shortly. Under the circumstances it is surprising that quotations are so well maintained. Full cream, 13¼@14¼c.

If at this time of year the best eggs are quoted at wholesale at 43@45c, where will they go to by January or March? These figures are named for near-by stock and the supply is not nearly large enough to meet the demand—nor would it be probably if they were 75c. Some very desirable Western stock has helped the situation, but the variation between such and the above-named is very pronounced as not over 28@29c can be named, although possibly 30c might be obtained for very desirable goods. Extra firsts, 28@29c; seconds, 23@25c; refrigerator stock, 21@23½c.

Red Supposed To Ward Off Bad Luck.

The partiality for the color red may not be mere chance, for it has played an important part in the art and decoration of all races of men, and to it are attached many old superstitions.

In our earliest forms of art we learn that various colors had special significance, generally in distinguishing the sexes. Striking examples of the custom are found in Italy, where red was the insignia of the male and blue of the female.

This explains why in the old paintings we find the Madonna and other Biblical women always in the latter color, while the apostles and masculine saints wore red. Even to-day in Rome and some other sections of Italy the special color of its sex is pinned to the dress of the child at the time of baptism.

There still remain many curious superstitions concerning this interesting color. For instance, a great aversion to red hair exists among the peasants of England and Wales, and often the presence of a person with "auburn" locks is considered unlucky.

When a fisherman of Northern England is mending his tackle the approach of a redhaired individual is solemnly believed to presage ill fortune unless the end of the line or net is immediately passed through a flame.

In olden time the efficacy of red as a cure-all for disease was strictly fol-

lowed, and this superstition has not entirely died out. The physician to Edward II. of England, John of Gaddeston, tells us that he brought about a complete cure for one of the royal princes who was suffering with smallpox by surrounding the sick-bed with various red hangings, wrapping the patient in red blankets, covering him with a scarlet counterpane and administering red mulberry wine.

In the west of Scotland and in the West Indies it is customary to wrap a bit of red cloth or flannel around children's throats to ward off the whooping-cough. In the early part of the last century a London shop in Fleet street sold pieces of red cloth to those suffering from scarlet fever, the supposed remedy lying not in the fabric, but in the color.

In New Zealand the house in which death has occurred is painted with this color to keep out the bad spirits, and the path of the funeral procession is blazed with streaks of red to prevent the demons from following. Even now the Chinese plait their children's hair with red silk to ward off the influence of evil spirits.

Would Heed the Warning.

"Gladys," cautioned the mother, "if that young Mr. Squeezer were to call on me as he does on you and were to ask me to kiss him as he does you, I should show him the door instantly."

"Yes, mamma," replied the dutiful daughter.

After the young man's next call the mother asked Gladys:

"Did you follow my advice with regard to Mr. Squeezer?"

"Yes, mamma. I told him you said if he asked you to kiss him you would show him the door."

"Ah, and what did he say to that?"

"He said he wouldn't ask you to."

His Idea.

Teacher—Tommy, you should have known better than to fight with that Williams boy.

Tommy—I know, ma'am; but I thought I could lick him.

Dry Sound

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

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

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.

Grand Rapids, Michigan

Grand Rapids Floral Co.

Wholesale and Retail

FLOWERS

149 Monroe Street, 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 have the price.

We have the sort.

We have the reputation.

SHIP US YOUR FURS

Crohon & Roden Co., Ltd.

37-39 S. Market St. Grand Rapids, Mich.

Custom Tanning

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

H. DAHM & CO.,

Care E. S. Kiefer's Tannery.

Phone Cit. 5746 Grand Rapids, Mich.



DON'T FAIL
To send for catalog showing our line of
**PEANUT ROASTERS,
CORN POPPERS, &c.**

LIBERAL TERMS.

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

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

NOT FOR SALE.

The Kind of Men Wanted Nowadays.

There are men who, to carry out their schemes to reach the heights they seek, will stop short of nothing, provided they can escape the consequences of their wrongdoing. Crime has no terrors for them so long as they can keep out of jail. They wade through shame, dishonor and oppression to wealth and power, and when they arrive at this desired goal they expect the common people to look up and respect them for the position in society thus reached. But such men can not command respect; they can only inspire fear through the power of their ill gotten gains.

We have among us men who have trampled on every principle of honor, who have walked roughshod over the rights of the masses to places of power, where they have greater opportunities to tyrannize over people and crush them beneath their despotic sway. Nowhere is better exemplified the banality of the times than in the arena of politics, which of late years is honeycombed with falsehood, trickery, cheating, graft, and all the corruption which political schemers can call to their assistance to boost them up the ladder and fill their pocketbooks with the money of the public.

Whole states as well as cities are swept by the scourge of political bribery. The politician who has the largest exchequer in many cases wins the election, and then his services are at the disposal of the dishonest corporations which can pay the highest to retain them. Legislatures have been purchased by money ringsters and any kind of a bill rushed through and placed on the statute books to suit their nefarious purposes.

We need men in the truest and best meaning of the word; men of honor, of backbone, of conviction, of sterling principles, to thwart and defeat the designs of the vultures now preying upon the vital interests of our people; men who will dare to do right although the heavens should fall. Never before were we in greater need of good citizens to uplift the banner of political morality, to sink all considerations for the sake of the common welfare.

We need them also in other fields, in the business world, in the profes-

sions, in the trades and handicrafts, everywhere, for on all sides there is a lack of honesty, a moral turpitude that is undermining the foundations of society, which, if not safeguarded in time, will cause the whole structure to fall.

There is bribery in almost every department. Government officials have been bribed to pass goods unfit for use, one result of which is that our army and navy have been injured by tainted food stuffs, soldiers have died in the camp not with hunger but from poisonous victuals sold by corrupt corporations.

Civic servants get their rakeoff by closing their eyes to trickery and downright theft in their different departments. Men are on the pay rolls who do nothing save draw their unearned salaries at the end of each month.

The domestic economy is not free from the slime of the graft reptile, the home is not sacred from the sacrilege of levy. The cook gets a commission from the tradesman, the butler has an understanding with the wine merchant, my lady's maid keeps on the right side of the milliner and dressmaker and so on through all the gamut of the household.

Brave men do not work for gold, nor yet for fame—they labor and strive for love, for honor, for character, for virtue and for manhood.

When Michaelangelo was commanded by the Pope to undertake the direction of work on St. Peter's he consented only on condition that he should receive no salary, but labor "for the love of God alone."

When Charles I. sent Ben Jonson a slight gratuity during his poverty and sickness the great dramatist sent back the money, saying: "I suppose he sends me this because I live in an alley; tell him his soul lives in an alley."

The really great ones of earth considered money but of secondary importance; with many the dross of gold did not enter into their thoughts at all.

William Pitt considered money as the dirt beneath his feet, and gave it no thought whatever save as a means to obtain food and raiment. Millions passed through his hands, but those hands were clean and he kept them clean. When men with money bags came to him to solicit he spurned them out of his way. The

title of a true manhood was the only one he valued, and this he wore himself with dignity and pride.

Beware of men with axes to grind. Let them grind the axes themselves; take care of your own and keep it sharp and bright to cut your way through the world to success and honor and the respect of your fellow men.

Madison C. Peters.

Can Not Lose Lucky Number 9.

There is a slang phrase, "away up in the 9's," expressive of the fact that a person or thing is at the top notch of attainment. It is interesting, also, that when a thing attains the position of the 9's you can not lose it or its lucky numeral. School children, delving into arithmetic, may find some new mathematical interest in the way that the figure 9 preserves itself through all the possible additions, subtractions and multiplications to which it or its multiples are submitted.

9x 1	9	9
9x 2	18	9
9x 3	27	9
9x 4	36	9
9x 5	45	9
9x 6	54	9
9x 7	63	9
9x 8	72	9
9x 9	81	9
9x10	90	9
9x11	99	(two 9's)
9x12	108	9
9x999	8,991	three 9's or total of 27, multiple of 9.

Adding a 9 to the group of three 9's (which is 9x111), we have the sum 1,008, whose numerals added give us another single 9. Subtracting a 9 from this group we have 999, which include the two 9's and which added once gives 18, while a second addition of these numerals gives another 9.

Looking at the multiples of 9 in the above table there is a peculiar arrangement of the figures in the units and tens columns. In the units column, from the top there is a gradual decrease of 1 unit to each place from the 9 of 9x1 to the zero in 90.

But, on the other hand, there is a steady increase of 1 unit to a place downward in the column of tens.

Look out for your 9's! You can not lose them!

Erwin Ellis.

POST (Formerly called) TOASTIES

The "Supreme Hit" of the Corn Flake Foods—
"The Taste Lingers."
Postum Cereal Co., Ltd. Battle Creek, Mich.

100% DIVIDENDS

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



American Gas Machine Co.
Albert Lea, Minn.



From the standpoint of prestige and profit alone, it will pay you to handle

Holland Rusk

(Prize Toast of the World)

It has never failed to make good, and the public knows this.

Large package retails 10 cents.

HOLLAND RUSK CO.
HOLLAND, MICH.



To Please Customers Give Them Brazil Shred Cocoanut

because no competitor can offer as good and you *strengthen your business* when you push a *superior article*.

We guarantee it to keep sweet and white because we have the machinery and sanitary conditions that solve that problem.

Costs \$2.50 per case; 70 5-cent packages sell for \$3.50.

Twenty-five Universal Coupons with each case, increases your profit.

THE FRANKLIN BAKER CO.

Philadelphia, Pa.

TASTE.

If Used With Small Capital Goes a Long Way.

Written for the Tradesman.

The two ladies had finished their shopping and were now looking about at the displays that caught their fancy, as women love to do when they have a little leisure. One of them had come to the town to live only a few months before. The other was an old resident.

"Isn't this a nice place?" remarked the former to her companion. "I never was in here before. When I moved to this town I saw that Harlan's and Dunbar's and Hirther's were the largest dry goods stores, and I have always gone to one place or the other for what I wanted. I rather wondered at your coming here, but things look so nice and every one is so attentive I think I'll be in often after this."

"The stores you mentioned are of course the largest in town, and there is one other place where they carry a heavier stock than this," rejoined her companion, "but while I never limit myself to any one place, and go wherever I can please myself best, I know that I buy more here than at all the other stores put together."

"I can almost always find what I want here," she continued. "When I am shopping it tires me to look over a great number of kinds that will not answer at all. I can much more easily and quickly make my selection from a few that I really like."

"To-day, as you know, I wanted to buy a good tablecloth and some napkins to match. At the other places they have far larger linen stocks, but I wanted to see what I could find here first, because I felt sure there would be a few pieces of damask of fine quality and in patterns of excellent taste. I found the prettiest thing I ever saw, and bought the cloth and a dozen napkins without going any farther."

"I don't know how they manage it, but I often think that every article in this store has a certain distinction about it. Even the five cent handkerchiefs and ten cent stockings are nicer than you can find at the other places. I have sometimes looked over the calicoes to see if I could find one ugly piece, and I couldn't."

* * *

The proprietor had happened to be standing where he overheard the conversation of the two ladies, and very naturally was greatly pleased to know that he was being thus enthusiastically "advertised by his loving friends." But it was not news to him that good taste reigned throughout his establishment, and that every article in his store possessed a certain distinction. Very vividly he recalled what his old friend Randall had said to him five years before, when, as a young middle-aged man of rather small means, he was about to start in business for himself in this town of two or three thousand inhabitants.

"I don't advise you to go in, Tom," Randall had begun. "I don't know that it can be done at all; but if it can be done, there's only just one

way to do it. You have to go into competition with men who have their trade established, and who have at least three times as much capital as you have. Now if you want anything but a little dragging business, which will be manifestly the under dog in the fight, you'll have to make your taste count for something."

"You are well and favorably known here, that is one point in your favor. You have learned a good deal about the management of business in the years you've worked for old Harlan; that is another point. You are a good judge of goods and of values, and you have excellent taste. These are very good points."

"Harlan has been in business here a long time and so has Dunbar, and they both are making a success of it; but neither one of them has taste enough to select the clothes for a rag doll and do it as it ought to be done. And their stores show that they don't have any taste. They fill their shelves and counters up with ugly, characterless goods, when things of beauty and joys forever can be offered for the same money. Having no taste themselves, they do not realize the importance of it, nor recognize it in their help and avail themselves of its benefits. When somebody has to be sent to market to buy one salesman is about as likely to get the job as another. Of course neither firm employs a regular buyer. Business is no longer any novelty to either one of those merchants and they have grown a little careless. Both Mr. Harlan and Mr. Dunbar buy most of their goods themselves, but they hurry through the job and do not take much interest in the selections."

"But you must have everything in your store something desirable. When a woman comes into a store to buy a pair of twenty-five cent hose she does not so much care to find fifteen or twenty different kinds as to be shown two or three styles that are excellent offerings for the money. The same principle runs right through with everything you carry. You must aim to please your customers, and their taste is not always a highly educated one, but I have noticed that not only the way-ups and fashionables, but just plain common folks, like things that are tasteful in design and coloring and right in style and get-up."

* * *

The lesson given in this off-hand manner had been heeded and the results proved that it was wise counsel. The man who is in business with insufficient capital labors under a serious handicap, and we would not want to advise anyone to start where the odds will be heavily against him in this respect. But the man already in, who is struggling along with limited means, may, if he have taste and judgment in the selection of goods, profit by adopting the course advised by this merchant's shrewd old friend.

Quillo.

People who have no love to spare always have plenty of surplus sorrow to distribute.

Self help is about the best uplift.

We Make a Specialty of Accounts of Banks and Bankers

The Grand Rapids National Bank

Corner Monroe and Ottawa Sts.

DUDLEY E. WATERS, Pres.
CHAS. E. HAZELTINE, V. Pres.
JOHN E. PECK, V. Pres.

F. M. DAVIS, Cashier
JOHN L. BENJAMIN, Asst. Cashier
A. T. SLAGHT, Asst. Cashier

DIRECTORS

Chas. H. Bender
Melvin J. Clark
Samuel S. Corl
Claude Hamilton
Chas. S. Hazeltime
Wm. G. Herpolsheimer

Geo. H. Long
John Mowat
J. B. Pantlind
John E. Peck
Chas. A. Phelps

Chas. R. Sigh
Justus S. Stearns
Dudley E. Waters
Wm. Widdicombe
Wm. S. Winegar

We Solicit Accounts of Banks and Individuals



Putnam's Menthol Cough Drops

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

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

One Full Size Carton
Free

when returned to us or your jobber properly endorsed.

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



High Grade
Popular Price

Mo-KA COFFEE

Mr. Dealer—It will pay you to sell

MO-KA Coffee

Because—People buy it.
People buy it again.
People keep on buying it.
It is a repeater! It is a seller!
Sellers, and not stickers, pay profits.
MO-KA COFFEE
High Grade, Popular Price, 20c the lb.
Valley City Coffee & Spice Mills
Saginaw, Mich.

Deciding the Piano Question

Don't make up your mind until you have seen what we can do for you.

Until you have been here you can have no idea how reasonably you may purchase a piano, and how easily you may pay for it.

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

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

PURE OIL

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

Smokeless and Odorless

Grand Rapids Oil Company

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

WASTE BASKETS.

Saleswoman Talks About Construction and Salability.

Written for the Tradesman.

"Is it easy to sell waste baskets?" I asked a saleswoman at a local store where they deal in these goods.

"Oh, my, yes, dead easy," she laughed. "There are so many, many styles of waste baskets on the market nowadays that everybody's caprice may be satisfied. All sorts of weaves are seen and every color of the rainbow. There are coarse, substantial things for the library or living room and dainty luxuries for young girls' sleeping apartments.

"About every part of the house wants a waste basket in these times except a parlor or reception room or downstairs hall. An upper hall may appropriately claim a basket and every lavatory calls for one, also every bedroom in a house should own one and the sewing room and the kitchen.

"They save" so many steps that really one can hardly imagine how we ever got along without them for common use.

"In my own home I almost might say that you can't turn around without kicking one over—oh, no, of course, we haven't them quite so numerous as that, I am exaggerating a little, I know—and still we don't seem to have one too many. And you've no idea how much bother they save even in one day. Ravelings, burnt matches, newspapers, scraps of other paper, apple cores—anything and everything that if left lying around would litter up rooms find their way to these catch-alls.

"Mentioning burnt matches reminds me to say that they should never be flung in the waste basket immediately after using. Instead, they always should be laid on a china or metal tray or dish until such time as there is no danger of their igniting something and starting a conflagration. I know personally of one fire that was started by nothing in the world but the careless throwing of a half-burnt match in a waste basket:

"The person who threw this innocent (?) bomb—otherwise match—is a respected Grand Rapids citizen, a man ordinarily exhibiting business acumen and hard common sense, but he certainly slipped a cog when he showed what the combination of man, match and waste basket can do.

"The first-mentioned of the trio was intending to go over to Chicago. As soon as he came home to dinner he went upstairs to get ready for the journey. Hastily lighting the second-mentioned he threw it into the third-mentioned, where were some loose pieces of paper. He immediately stepped into the bathroom across the hall to slick up. His wife just then came upstairs thinking to assist in preparations for the journey by changing collar and cuff buttons, a task her husband despises.

"While coming up the stairs she smelled smoke in great quantity. Turning a corner in the hall she was astounded to see the upper half of

the bedroom blue with thick smoke. There was absolutely none in the lower half; it had the appearance of having been separated with a board. Still the wife could see no flames. That looked queer. The closet door stood open and she thought that the gas jet between it and the head of the bed must have set the other side of the door on fire, although that supposition hardly seemed tenable as there was a Welsbach burner.

"All this flashed through her mind as the wife dashed into the room. Grabbing the closet door she swung it shut, when what was her amazement and horror to see the waste basket on fire and flames running wickedly the entire length of the outside panel of the bed's headboard and licking the air to the ceiling.

"What shall I do in case of emergency?" sounded in her mind.

"Smother, smother!" came to her consciousness, the words as plain as if spoken by a person at her side.

"Instantly she remembered that a woolen comforter was lying on the foot of a couch in the hall just at the bedroom door.

"Jumping for that she screamed to her husband, 'The bed's on fire!' and quick as lightning was back in the room and smothering with the comforter the crackling flames.

"In less time than it takes to tell it they were all put out, the husband in the meantime rushing into the room hollering, 'Where? Where?' and dancing helplessly around with towels, snatched from the bathroom as he ran, dangling from his hands.

"The excitement over of extinguishing the flames, husband and wife stood ruefully looking at the damage the former had done as a result of the aforesaid combination of man, match and waste basket.

"The beautiful cherry bedstead stood a blackened ruin, the spread and sheets were riddled with holes where the little tongues of flame had dropped and feathers from the pillow nearer to the fire were all over the floor, for the wife, as she put out the fire on that, had thrown it on the floor to get at the burning that was going on underneath it.

"One would not imagine that the handsome room could have become such a wreck in so short a time.

"It took an even hundred dollars to get things as they were before that little half burnt match was tossed into that waiting waste basket. Verily there were great and disastrous possibilities lying in their conjunction.

"So I say, never light a match and put it in the waste basket.

"This subject is often commented on in insurance reports and the practice cried down by the companies making them. I have often heard fire insurance agents talk about the danger when they would come in to purchase a basket.

"To go back to the subject proper and speak of the materials of which these conveniences are made:

"They are constructed of a great variety of stuff: palm leaves, loofah, bamboo and many other vegetable fibers. Rope is much used in the

ornamentation. Ribbon cuts quite a figure in 'dressing up' waste baskets. The latter come in all shades and combinations of shades, so that the color scheme of any sort of room may be carried out even in the basket for riffraff.

"When people are going over lists of Christmas presents that would be acceptable to numerous relation and friends, I often wonder that so comparatively few hit upon a waste basket. Strange, but our trade at the Holidays is never what it should be, and is at other seasons, comparatively speaking. Lots of folks will buy a waste basket as a gift for a birthday, while they never apparently think of such at the Yuletide. I don't know why this should be true, but it is."

Interested in the subject, after listening to the saleswoman's talk I read up a bit about loofah, and found the following about it:

"Loofah, Egyptian, the fibrous portion of the fruit of one or two species of the genus *Luffa* of the gourd family, sold for use as a bath-sponge or flesh-rubber. There are about ten species of the genus known, but the 'towel gourd,' as the bath-sponge is sometimes called, appears to be obtained chiefly from *L. aegyptiaca*. In the West Indies the fruit of *L. acutangula* yields a similar network of fibers and is there used as a sponge or dishcloth, and is also worked up into baskets and small ornamental articles." H. E. R. S.

It takes more than a loathing of hell to lead to heaven.

VOIGT'S CRESCENT

Flour Purchasing

Did you ever stop to think that before you can give your customers good value for their money you must get good value for yours.

The woman who knows something about flour doesn't take up with "any old kind." She wants something good, something reliable, and in order to give her what she wants you must know something about the quality of the flour you buy.

You can figure that every sack of "Voigt's Crescent" in your store is a good purchase because it gives every one of your customers full value for their money and a fair profit for your work.

Yes, sir, every sack is guaranteed.

Voigt Milling Co.
Grand Rapids, Mich.

VOIGT'S CRESCENT



Book Keeping Without Books

Thousands of merchants are worrying and working night and day trying to keep their ACCOUNTS POSTED TO DATE. If they are absent from the store for a few days the posting gets behind. Then either the business or the accounts are neglected, which in many cases causes loss.

With the McCASKEY REGISTER SYSTEM every transaction is completed at the time it is made.

Every account is posted up to the minute and ready for settlement without making another figure.

The McCASKEY SYSTEM is EASY to OPERATE, SIMPLE and SCIENTIFICALLY CORRECT in CONSTRUCTION.

It's a TRADE WINNER.

a MONEY COLLECTOR.

a SYSTEMATIC ADVERTISER.

a SQUARE DEALER.

EVERYBODY PLEASED, the Merchant, the Clerks and the Customers. NO TIME LOST with the McCASKEY.

CREDIT SALES HANDLED AS FAST AS CASH SALES.

Over 50,000 in use. A postal will bring the catalog.

THE McCASKEY REGISTER CO.

27 Rush St., Alliance, Ohio

Mfrs. of the Famous Multiplex, Duplicate and Triplicate Pads; also the Folded Multiplex Pads and different styles of Single Carbon Pads.

Grand Rapids Office, 41 No. Ionia St. Detroit Office, 500 Lincoln Ave.

Agencies in all Principal Cities.

BIG FIRE LOSSES.**They Are Not Appreciated by the Public.**

"I suppose you heard that Blank & Co. were burned out from the roof to the basement last night?" remarks the man in the car.

"No!" exclaims the friend who has not seen the morning paper. "I suppose they carried insurance?"

"Oh, yes—a hundred thousand of it," returns the first speaker, at which his friend settles back with the comment that everything is all right then.

This is the layman's conclusion almost invariably. Some big concern burns out, but with insurance to an amount seeming to cover the loss, the average man is disposed to feel that it is all right. He does not stop to think of the enormous risks of a business which can not be covered by insurance and which for weeks, months, or years after a fire are crippling and perhaps ruinous to the fire victim.

Take, for example, a highly organized factory plant in prosperous times, which has been turning out a vast specialized product from the hands of thousands of expert workmen. This plant, fitted with costly machinery, is covered by insurance upon its visible, material assets. Fire sweeps it and lays everything in hopeless ruin. If every piece of machinery, every building, and all material adjuncts of the plant have been covered to full value in such a plant, will the reader dare make a rough guess as to what the limitations of loss may be?

Only the other day I stepped into a book bindery, unostentatious in its street signs and occupying a fifth floor in an obscure street. In the elevator shaft was that peculiar odor which marks the track of fire and firemen days and weeks after such an accident. On the bindery floor the odor was most pronounced.

"Most of the fire was next door," explained the proprietor, "but I guess the smoke and the water were about as bad for us. Sometimes it is almost better to have the fire yourself than be next door to it."

Which seemed to be especially true of book material. Where smoke and soot had failed to blot and ruin the stock, water from the engines in the street had flooded it until ruin alone was descriptive. Everything had been closed down, workers in the plant were idle, and the proprietor was awaiting the adjustment of the insurance which he had been carrying. But in the extent of this insurance itself was a knotty situation.

Ordinarily the house had carried policies which would have left it the minimum of risk on its machinery, stock, and materials. Ordinarily a still further blanket policy was carried for the purpose of covering the normal amount of book material on hand, owned by others, and contracted for rebinding. But only a few days before the fire the house had received a consignment of \$5,000 worth of law books to be bound. These volumes, aside from intrinsic

value, represented so much of other value as to make the risk abnormal for almost any season. And these books were ruined.

Before receiving them the binder had asked the owners to take out a policy for itself protecting it against such fire loss. The firm had not done so, and when the fire damage came the disposition of the owners was to hold the binder for them under one of the binder's blanket policies.

On this one disputed point, taking it into court, will some one make a guess as to what this one feature of the fire may cost the binder, who, to all purposes was "insured?" If it should be settled in the Supreme Court after five or seven years for example?

But in the case of the big manufactory with its imported special machinery, its season of rush work and its enormous and fluctuating stock of material? If on the morning after the fire the assuring companies settle in full for the visible losses, how much has the company been damaged?

Of first consideration, perhaps, is the enormous payroll of the concern. If most of the mechanical work of the plant has been done by piece workers, still the necessary force of directing employes on salary is a problem. The determination of the owners is to start up anew. Tried and proved employes must be retained while the work of rehabilitation goes on. They must be paid, even if they are to do no more than wait. Settlement of some kind must be made with contractors who have been supplying raw materials from the hands of other thousands of workers. No matter what the clauses in contracts providing immunity in case of fires, strikes, and acts of Providence, every line of business affecting the welfare of the manufactory has been affected.

The plant is a total loss. Before it can be rebuilt the ruins of the old factory must be cleared away. There may be salvage in some of it, but it will not pay a fractional part of the bills of the wreckers. Months may elapse before the first stone is laid by the builders.

In the meantime all those customers of the manufactory who have been pressing for the filling of contract orders find themselves shut out of any chance for receiving them. They turn at once to other competing establishments for the work. Not only does the burned out firm lose all chance of profits from this work, but they are running a long chance of losing some of their oldest and best customers of years' standing. Some other plant may have won these customers over before the ruined establishment is running again.

At the time of the fire the manufacturing concern may have been carrying a blanket policy on the normal amount of material subject to fire loss. At the moment of the fire the unusual pressure of business may have brought this stock up to double the usual value. Thus the loss on material equals the amount of the policy itself. George S. Wells.

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.

WATER AND CEREAL.

Why They Are Not Permissible in Sausage.

Following is the full text of Judge Wiest's decision in the case of Armour & Company vs. Arthur C. Bird, recently handed down in the Ingham Circuit Court:

The bill in this case is filed by Armour & Company, to restrain the Dairy and Food Commissioner of the State of Michigan and his deputies from threatening retail meat dealers in Michigan with prosecution if they sell sausage containing cereal.

The case is of importance for it involves the business practices of a great packing concern, the duties of an administrative department of the State government under the pure food law and the rights of consumers of sausage in the State.

Complainant makes out of this State and markets in the State many varieties of sausage and its products are retailed by residents of this State over butcher counters to consumers.

The bill alleges that, in making the sausage sold in this State, complainant uses from 1 to 10 per cent. of cereal and the proof shows that water is also added to the product.

It is claimed by complainant that the use of cereal is legitimate and demanded by the consumers, that it improves the appearance of the product, makes it keep better, distributes and holds the juices and moisture of the meat so that when it is fried it is more juicy and palatable than sausage without cereal and does not injure or detract from its value as a food product.

Complainant contends it is lawful to use cereal in sausage, that the Michigan pure food law does not prohibit it and the Commissioner is wrong in holding its use a violation of the law, and contends also that even if its use is in violation of the law, the Commissioner has gone beyond his official duty in threatening complainant's patrons and he should be stopped by the order of this court from threatening dealers of sausage with cereal with prosecution if they do not desist from selling the same. The Michigan pure food law in question was passed in 1895 and provides:

That no person shall within this State manufacture for sale, have in his possession with intent to sell, offer or expose for sale, or sell, any article of food which is adulterated within the meaning of this act.

The term food, as used herein, shall include all articles used for food or drink, or intended to be eaten or drunk by men, whether simple, mixed or compound.

An article shall be deemed to be adulterated within the meaning of this act: First, if any substance or substances have been mixed with it, so as to lower or depreciate or injuriously affect its quality, strength or purity; second, if any inferior or cheaper substance or substances have been substituted wholly or in part for it; third, if any valuable or necessary constituent or ingredient has been wholly or in part abstracted from it; fourth, if it is an imitation of, or sold under the name of another article; fifth, if it consists wholly or in part of a diseased, decomposed, putrid, infected, tainted or rotten animal or vegetable substance or article, whether manufactured or not, or,

in the case of milk, if it is the product of a diseased animal; sixth, if it is colored, coated, polished or powdered whereby damage or inferiority is concealed, or if by any means it is made to appear better or of greater value than it really is; seventh, if it contains any added substance or ingredient which is poisonous or injurious to health: Provided, that nothing in this act shall prevent the coloring of pure butter; and provided further, that the provisions of this act shall not apply to mixtures or compounds recognized as ordinary articles or ingredients of articles of food, if each and every package sold or offered for sale bear the name and address of the manufacturer and be distinctly labeled under its own distinctive name, and in a manner so as to plainly and correctly show that it is a mixture or compound, and is not in violation with definitions fourth and seventh of this section.

The title of the act is, "An act to prohibit and prevent adulteration, fraud and deception in the manufacture and sale of articles of food and drink."

Complainant's sausage having cereal and added water has substances mixed with it which lower its quality, strength and purity as a meat product, cereal and water are substituted in part for meat, it is an imitation of an all meat sausage and sold under the name of sausage, which means an all meat product, it is made to appear better and of greater value than it really is; that is, the cereal and added water in the sausage can not be detected by ordinary vision and the article appears to be an all-meat sausage when in truth and fact it is not all meat, but is meat, flour and added water.

Cereal is used to cheapen the cost of making the product, to substitute flour for meat, it absorbs and holds large quantities of water and it acts as a binder and permits the use of cheap grades of meat and improves the appearance of such meats when used, making them appear better than they are, and it increases the profits.

The power of the Legislature to enact pure food laws and define what shall constitute adulteration is beyond question.

Powell vs. Com., 127 U. S., 678.

Pure food laws are intended to protect the consumer, and not the least protection intended is against fraud and deception.

The public welfare that is to guard against cheats, frauds and deception and thereby promote honesty has always been and always should be one of the ends of good government.

Has the Commissioner misconstrued his powers and unjustly, or in violation of complainant's rights, condemned a practice resorted to by it in the making of sausage?

He has threatened to prosecute dealers selling sausage containing cereal if they do not desist.

The Commissioner is but a creature of the law. He has no plenary powers and, like complainant and all others, he must keep within the law.

The powers of the Commissioner rest upon the statute; and the statute, being specific in its provisions, leaves him no room for official discretion.

The statute defines with particularity what constitutes an adulteration

of food products and creates an official to see that its provisions are enforced.

What is meant by pure food?

The statute answers this by defining adulteration.

It was evidently the intention of the Legislature, regardless of all existing definitions of adulteration, to define in the law itself what constitutes adulteration of food products in this State.

It may be of interest, however, to examine into the definition of adulteration outside of the legislative definition.

"The term adulteration is derived from the Latin, adultero, which in its various inflections signifies to defile, to debase, to corrupt, to sophisticate, to falsify, to counterfeit, etc.

"The objects of adulteration are four fold, namely, to increase the bulk or weight of the article, to improve its appearance, to give it a false strength or to rob it of its most valuable constituent.

"All of these adulterations are manifestly of a designedly fraudulent character, and therefore properly the subject of judicial enquiry."

Com. vs. Curry, 4 Penn., Superior Court Rep., 360.

The legislative definition, therefore, does not differ from the well-established meaning of the term adulteration when applied to an article of food.

The Federal law defines adulteration substantially like ours, and under that law all makers of sausage for inter-state sale, if cereal is used in the product, are required to plainly mark the same, showing it to be sausage with cereal.

The police power of the Federal Government within its limits is no greater than that of the State government within its limits. In its regulation of inter-state trade the Federal Government has required sausage with cereal to be marked and this must be because of the fact that the cereal in it is an adulteration.

In its regulation of health, the promotion of honesty and the prevention of deception the State government requires sausage with cereal to be sold as such and not as pure sausage, because the use of cereal is an adulteration of a food product, a product requiring no cereal and to which cereal has been added to improve its appearance, lessen its cost to produce and increase the profits, all at the expense of the consumer if sold as pure sausage and made possible because of the secrecy with which the practice has been carried on.

The purpose of a plain, sensible law ought not to be defeated by over nice definitions, or by effort at forced refinement until common sense is read out of the law.

The Legislature evidently had in mind something subtle by way of deceit in the making and sale of food products, and to avoid hair splitting efforts to fritter away the safe-guard they intended, they defined adulteration, and their definition is my law.

But it is said that the pure food law, so far as it applies to the maker of a food product is to be considered

ed in this case from the commercial standpoint of sausage, and that no matter what sausage may have been formerly, yet if at the time of the passage of this act in 1895, commercial sausage then had had for some time cereal in its makeup, the legislative body is conclusively presumed to have known of that fact, and under the law as it is passed the use of cereal in commercial sausage can not be declared to be an adulteration of a food product.

Members of the Legislature are drawn from the people by popular choice, and intended to represent fairly the intelligence of the communities whence they come. I can not clothe them with powers of discernment beyond that of citizens of average intelligence. To hold that when they passed the law of 1895 they knew commercial sausage contained flour and added water and therefore the courts must except sausage from their definition of adulteration would charge them with light upon the subject apparently possessed by none of their constituents and beyond the knowledge of most all lexicographers and with knowledge of the trade practice complainant is now so strenuously objecting to having publicly revealed.

Sausage is a well known article of food, and it has commonly been understood to be a meat product and not a mixture of meat and cereal. It derived its name from its makers at a time when it was a home meat product and before it became a commercial product.

The packers of this country found sausage to be a common article of food and they made it for the trade and sold it under the name everyone understood. The consumers and the customers of the packers not so very many years ago made it themselves and therefore know how to make it.

The profit out of the name and the common understanding of the consumers, some of the commercial makers of sausage have retained the name because of the demand for the particular article of food, but they have changed the makeup of the product.

I can not hold that it must be assumed that the Legislature had in mind when this act was passed commercial practices in the making of this food product and not the way everyone not in the secret supposed it was made, and that by a failure to specifically mention and condemn the article the definition adopted by the Legislature must not be made to apply to commercial practices.

If the Legislature is assumed to have had information upon the subject of what constitutes sausage, then under the evidence in this case it is sensible to hold that the knowledge possessed by the legislative body was the knowledge possessed by the people themselves, and not knowledge possessed by a few who were endeavoring to keep the matter secret.

Had the members of the Legislature gone to the dictionaries they would have found sausage defined to be chopped or minced meat, seasoned, and this definition would have

Profitable CREDIT Business



100 Account National Credit File

Every storekeeper knows that many of his credit customers are his very best patrons.

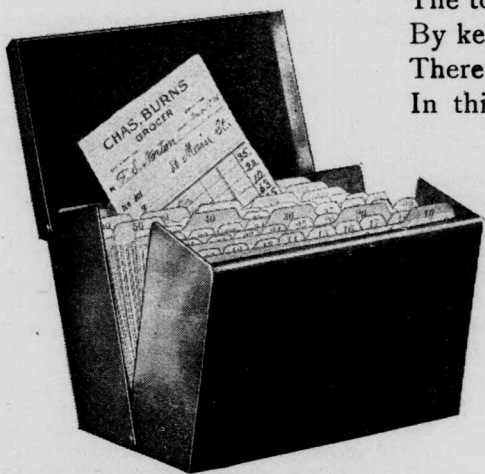
It is a fact, however, that the handling of charge accounts by old methods has caused extra work, and often loss of trade.

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.



Proprietor's File Used in Connection with the National Credit File

The total of each credit customer's account is always given on the last bill. By keeping the original slip you insure absolute accuracy.

There is no chance for bills to be presented to a customer twice.

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.

Keep Records in Your Safe


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.

THE NATIONAL CASH REGISTER CO.

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

79 Woodward Ave., Detroit, Mich.

 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.....

been supported by the understanding of practically all of their constituents.

"The Legislature intended that any particular product which differs from that which has hitherto been known under a certain name in being less valuable by reason of the abstraction of some ingredient shall not be sold under that name. It must be given under some name which will carry warning with it, which will prevent the public from being imposed upon."

Charge of Court in *Com. v. Hufnal*, 4 Penn. Sup. Court, 310.

"In construing legislative language it must be received not necessarily according to its etymological meaning, but according to its popular acceptance, and especially in the sense in which the Legislature is accustomed to use the same words."

"It is the duty of the courts so to construe statutes as to meet the mischief and advance the remedy, and not to violate fundamental principles; to bring sense out of the words used and not to bring a sense into them, to give the words a reasonable construction."

"The sense given to different words by our great lexicographers is always entitled to weight, yet where a word is general and common due regard must be had to the circumstances. The term 'skimmed milk' is not a technical one, and must be presumed to have been used in its known and common sense."

Com. v. Hufnal.

By the means used in its making of sausage the complainant in effect makes it possible to practice a fraud on the consumers in delivering to retail dealers for sale by them a cheaper article than its name imports, and this fraud, if permitted, in time must drive the honest dealer, who will not stoop to the practice from the market.

Common knowledge has given sausage certain attributes, and everyone supposes he is informed upon what sausage is made of, but while it has been pretty thoroughly slandered, it has not been understood by the consumers to be a corn flour product to any extent.

Chopped meat, corn flour and water, seasoned with spices, is probably as healthy as a pure sausage such as was known to the fathers and may be sold under its proper designation, but it can not be passed over the counter and sold as sausage.

The trouble is not with the use of cereal in the sausage, but the trouble is that the Commissioner holds the seller must inform the customers at the retail counter that cereal is there, and therefore they are paying the price of meat for it.

The health properties of complainant's sausage with cereal and water may in the opinion of some be superior to an all meat product, but this does not help, for the Legislature intended that sales of all articles of food for use by man should be so marked and sold as to not leave in doubt questions affecting their strength, quality or purity, and to prohibit sales being made under a name the use of which makes the article appear better or of greater

value than it really is. It is claimed that to compel commercial sausage to be truthfully labeled would result in the confiscation of complainant's business in this State, and be in violation of the 14th amendment to the Federal constitution.

This constitutional provision does not protect manufacturers at the expense of the people, neither does it interfere with the police power of the State Legislature in the promotion of the public health, the fostering of honesty and the prevention of deception.

If an article of food can not be sold for what it is, but must be sold under another name in order to get people to buy it, and if the result of a law requiring the truth to be told is in violation of the constitution, then the constitutional provision means something different than has always been understood. But the amendment means no such thing:

"The 14th amendment of the constitution was not designed to interfere with the exercise of the police power by the State for the protection of health, the prevention of fraud and the preservation of the public morals."

Powell v. Penn., 127 U. S., 678.

The police power is one of regulation having the public interests and the most complete enjoyment of rights by all. What right has complainant to add cereal and water to seasoned chopped meat and sell it for pure sausage?

It contends in effect that sausage has not been pure for years, and the practice of using cereal and water must now be considered lawful.

It is lawful to use cereal and water in sausage, but it is not lawful to sell it as pure sausage. The law recognizes the right of complainant to make any healthful food product it wants to and sell it anywhere, but the law does not recognize the right to use a name to conceal a fraud.

The law must consider the public interests and the most complete enjoyment of rights by all, and therefore while it permits one man to make sausage as he pleases so long as he employs nothing harmful to health, yet it does not and ought not to permit him to sell it under a name for the purpose of working a fraud upon the purchaser.

The complainant can not complain if the law lets it do as it pleases short of practicing deceit. It has no right to insist that the State leave it to individuals to discover its practices and refuse its products.

The State has seen fit to intervene between complainant's practice and its consummation, and this the State has a right to so do and in the interests of good government ought to do.

The Attorney General claims that all dictionaries define sausage to be a product consisting of meat and seasoning and that flour is nowhere mentioned. In this he is in error, but his error is excusable for it has taken much search to find any definition other than he claims. The exception to the general definition is so obscure and unrecognized by authority, and the common one so in accord with

the common understanding that there need be no difficulty in determining what sausage should be in fact.

The consumer understands that sausage is chopped or minced meat seasoned, but complainant says that such a person does not know and is not in a position to know what sausage is.

It is probable that he does not know what complainant's sausage is, and this very ignorance on his part makes it possible for complainant to add cereal and water to chopped or minced meat and sell it to him in the belief on his part that he knows what he is getting.

It was said at the hearing that chopped meat seasoned described Hamburg steak and not sausage. It used to describe sausage and will again if the pure food law is enforced. It does not describe the sausage made by complainant because it leaves out the filler of cereal and water.

The complainant claims that there is a difference between commercial sausage and sausage known as such by the consumers. It is partly right.

There is a difference between commercial sausage as made by complainant and sausage, and this is the very thing that the Commissioner insists the people have a right to know, and with such knowledge buy it or not as they see fit.

It was claimed at the hearing that people prefer sausage with cereal in it. If that is true, then complainant ought to welcome defendant's effort in behalf of publicity of the use of cereal, and not ask the court to restrain him in his effort to compel sellers to let buyers know what they are getting when they buy sausage.

The testimony of many sausage-makers in this and other states has been submitted to the court, and the practice of using cereal in commercial sausage seems to be widespread, but not commonly known to the consumers of sausage.

Potato flour and bread crumbs have been used in some parts of Germany for many years, and the practice was brought to this country to some extent probably half a century ago, and has grown until lately it has become quite a factor in the making of commercial sausage.

I do not understand that a practice even although it had been resorted to for many years can fail to fall within the provisions of a law intended to prevent deception.

It is not now understood commonly, and certainly was not when the act of 1895 was passed, that manufacturers of sausage used cereal, in fact, one of the complaints made by complainant is that defendant has injured its business in Michigan by reason of his threats and the publicity given to complainant's use of cereal in the making of sausage.

It is claimed by complainant that sausage is a mixture or compound, and falls therefore within the proviso of the pure food act and can not be declared adulterated if it contains cereal and added water.

To call an adulterated article a mix-

ture or compound and exempt it from the law under the proviso would open a way for the escape of all practical adulterations, and render the whole law a cover for adulteration rather than a truth telling attempt at exposure.

The United States Department of Agriculture, Bureau of Animal Industry, on September 12, 1906, in a pamphlet concerning trade labels under the Federal meat inspection law and regulations gave voice to some of the tentative rulings of the Pure Food Commission under the pure food law and under the head of Mixtures and Compounds stated:

"Mixtures and Compounds—Mixtures, when the name plainly indicates a mixture, such as sausage, hash, mince, etc., need not be marked 'Compound.' Other mixtures not so indicated by their names must be marked 'Compound.'"

But it is significant that sausage is defined in the same pamphlet as follows:

"Sausage and Chopped Meats—The word 'sausage' without a prefix indicating the species of animal is considered to be a mixture of minced or chopped meats, with or without spices. If any species of animal is indicated, as 'pork sausage,' the sausage must be wholly made from the meat of that species. If any flour or other cereal is used, the label must so state. If any other meat product is added the label must so state; for example, 'pork and beef sausage,' 'pork, beef and flour' (or other cereal) or 'pork and beef sausage, cereal added.'"

And at the conclusion is found this: "Manufacturers are warned that the above rulings do not exempt them from the enforcement of State laws."

Having in mind our statute, I shall hold that sausage does not fall within the proviso under the head of a mixture or compound.

I quote with approval the language of the Attorney General's department of the State of Pennsylvania in Stephens & Widlar, 5th Penn. Dist. Rep., p. 104:

To Hon. Levi Wells, Dairy and Food Commissioner:

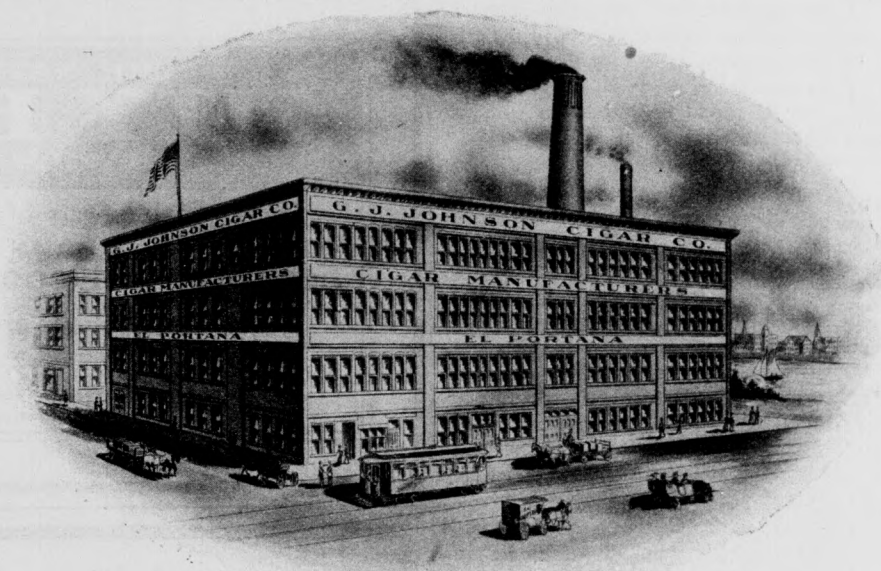
Your communication of recent date, enclosing letter of Stephens & Widlar, of Cleveland, Ohio, asking whether certain labels submitted to your department are sufficient to protect them in the sale of coffee as a compound, which contains chicory, rye, wheat, peas and other cereals or products, under the proviso to Section 3 of the Act of June 26, 1895, P. L., 317, has been received.

The question involved is one of great importance in the construction of the provisions of the pure food laws. As I am informed, the above named firm imports teas, coffees and spices, and in order to make a cheaper grade of coffee a certain amount of chicory, wheat, rye, peas, etc., is dried, browned and ground with pure coffee. The mixture thus prepared is sold on the market under a label, "Best Rio," "Prime Rio," "French Rio" or "Broken." It is earnestly contended that the proviso to Section 3 of the Act above referred to gives them the right to sell such a mixture or compound without incurring the penalties of the law. Acting upon this idea certain labels, containing the words, "Coffee Compound," and showing that it is a mixture of prime coffee, English chicory

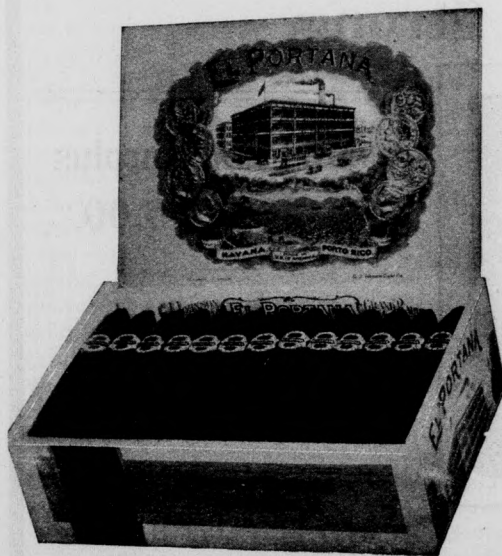
EL PORTANA 5c CIGAR



"In a
Class by
Itself"



Manufactured
Under
Sanitary
Conditions



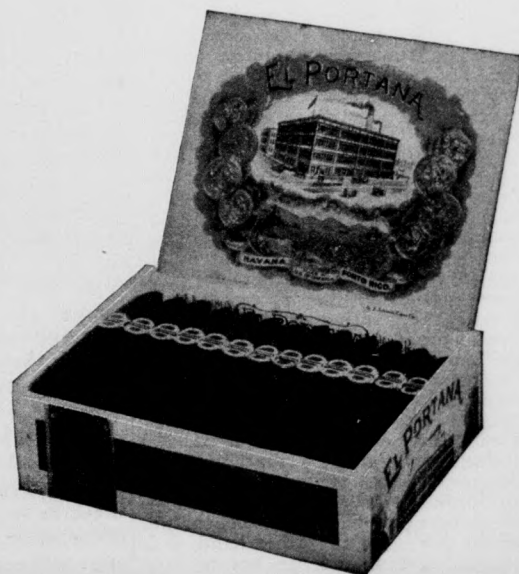
Made in

Five Sizes

G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.



and choice grain, are exhibited for the purpose of securing your approval, so that this "Coffee Compound" may be sold in our State without interference from those in charge of this law.

I have no hesitancy in saying that, if such a preparation can be sold under the law as coffee, the label is sufficient under the proviso above named. But I am of the opinion that the proviso does not cover an article of food known as "Coffee Compound" such as is intended to be sold by this firm, and that manufacture for sale, offering for sale, or selling of the same as an article of food would be a violation of the very letter and spirit of the act referred to.

Section 3 of the pure food law defines what an adulteration is within the meaning of the act of assembly. Any article of food shall be considered adulterated:

"1. If any substance or substances have been mixed with it so as to lower or depreciate or injuriously affect its quality, strength or purity. 2. If any inferior or cheaper substance or substances have been substituted wholly, or in part, for it. 3. If any valuable or necessary constituent or ingredient has been wholly, or in part, abstracted from it." These are but three of the seven kinds of adulterations named in the act. Either one of these three definitions is sufficient to brand the "Coffee Compound" offered for sale by the above named firm as an adulteration. The addition of chicory, wheat, rye or peas to coffee depreciates its "quality, strength and purity." It is the substitution in part of a cheaper substance to take the place of coffee, and it could very properly be said that in such a compound a valuable constituent has been in part abstracted, for part of the coffee is taken away, and a cereal substituted therefor. If the "quality, strength or purity" of coffee can be thus depreciated under the authority of the proviso to Section 3 of the above act, then is the pure food law a legislative dream. If this can be done, then any adulterated article could be sold by simply marking it a compound or mixture. All spice ground with buckwheat hulls or cinnamon with hemlock bark would then be labeled, "Compound" and sold in the open markets as such. Such a construction would render the act of 1895 a nullity.

The pure food law was intended to provide against the adulteration of articles of food and to prevent deception and fraud in the sale thereof. The legislation was much needed, and it should be enforced in such a way as to give the greatest security to the public consistent with the requirements of the act. It is true that the proviso to section 3, above mentioned, says that "It shall not apply to mixtures or compounds recognized as ordinary articles or ingredients of articles of food." It is difficult to give any general definition of an "ordinary article of food" that would apply in all cases. It is, however, a fair presumption that no article of food, adulterated within the meaning of the definitions of section 3, is intended to be exempted by the proviso. The proviso is designed to cover a different class of cases. Any one relying upon the proviso to exempt him from the penalties of the law takes upon himself the laboring oar, and the burden of proof is upon him to make out the exemption claimed. That is an "ordinary article of food" within the meaning of the proviso, must depend upon the facts in each particular case. I am clearly of opinion, however, that coffee, adulterated by the addition of chicory, wheat, rye or peas, is not an "ordinary article of food," intended to be exempted from the penalties of the law. On the other hand, it is an adulteration and can not be sold

without offending against the provisions of the pure food law.

The pure food law of Pennsylvania and under consideration by the Attorney General, so far as it defines adulteration, was like ours.

If it is not an adulteration under our law to add from 1 to 10 per cent. of cereal and all the water it will take up to sausage and call it and sell it for pure sausage, then the practice does not fall within the law at all and as much cereal and water may be added as the conscience of the maker will permit and an all meat sausage will be a thing of the past.

The term sausage means an all meat product, and does not describe cereal and water, and everyone, the manufacturers included, know this, and the common understanding of the consumers as to what sausage is has led the makers to retain the name, and a desire for profit has led to the use of cereal and added water.

It is claimed that cereal is not added to sausage for the purpose of making it a cheaper product of manufacture, but is added to improve the appearance; the sausage is more easily put in the casings and to hold the juices of the meat and make the same more palatable.

I don't care what the purpose is if the result is in violation of our pure food law. I am not examining now into the purpose, but if the result of the practice is a deception upon the public and leads them to pay the price of a genuine article for an article that is less in value because of the addition of cereal to it then that practice must stop.

Complainant can and does make sausage without cereal. Cereal cheapens the product. It permits water to be added.

Armour & Company buy corn flour in carload lots at about three cents per pound. Its annual output of sausage is from thirty-five to forty million pounds. It has about one thousand customers in Michigan and markets here about one million pounds of sausage annually. From 2 to 10 per cent. of cereal is used in making this sausage.

One Michigan sausagemaker paid four cents per pound for binder and used six pounds of it and fifteen pounds of water to one hundred pounds of meat; so that for twenty-four cents he was able to increase his one hundred pounds of meat to 121 pounds of sausage. That this increases the profit and the consumer gets some water and binder instead of all meat and pays the price of all meat for it goes without saying.

Another Michigan sausagemaker very frankly said that he used flour to absorb water. One witness makes from eight to ten million pounds of sausage per year, using from 4 to 5 per cent. of flour and about 8 per cent. of water. It follows that from 12 to 13 per cent. of the product is flour and water, or, in other words, about one pound in every eight not meat at all.

It is claimed that water must be added to sausage in its making. It is undoubtedly true that the moisture in meat will evaporate both by exposure

and chopping of it into sausage and it is proper to add water to the chopped meat to bring it to the proper consistency for stuffing it into the casings, but to add flour because of flour's water absorbing capacity produces an article falling squarely within the prohibition of the Michigan pure food law.

A binder can not be used without adding water. The natural moisture in the meat will not permit the use of a binder, but water must be added, and in advertising some of the binders their chief recommendation to the purchaser is their power to absorb and hold water.

Cereal and all other binders are cheaper than meat, but the water, of course, is cheaper than cereal, but when they are mixed they are sold to the consumer as meat.

The law against the adulteration of food products came because of adulteration, and can be and should be so applied that its ends and purposes become effective.

Adulteration existing at the time of its passage was not sanctioned, but its continuance forbidden.

Is it possible that a practice of adulteration under a name implying no adulteration may be carried on so long that it rises superior to the law and becomes sanctified, no matter

PREPARE FOR SUCCESS AT



This is an age of specialists. Our specialty is the fitting of young men and women for positions of trust and prominence in the business world.

If YOU wish to succeed in business you must study business as business is done. Investigate our modern and practical courses. Write for new descriptive catalog.

D. McLACHLAN & CO.

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

CHILD, HULSWIT & CO.

INCORPORATED.

BANKERS

GAS SECURITIES

DEALERS IN

STOCKS AND BONDS

SPECIAL DEPARTMENT DEALING
IN BANK AND INDUSTRIAL STOCKS
AND BONDS OF WESTERN MICHIGAN.

ORDERS EXECUTED FOR LISTED
SECURITIES.

CITIZENS 1999 BELL 424

411 MICHIGAN TRUST BUILDING,
GRAND RAPIDS

THE NATIONAL CITY BANK GRAND RAPIDS

Forty-Eight Years of Business Success

Security for Deposits \$1,400,000

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

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

Successful Progressive Strong



No. 1 Canal St.

**Capital and Surplus
\$1,200,000.00**

**Assets
\$7,000,000.00**

**Commercial and Savings
Departments**

how much of a cheat and deception it has proven?

I, for one, can not accede to any such doctrine for the law is not so powerless that it can not stop practices calculated to cheat and deceive.

A commercial food product may or may not come within the law condemning adulteration. If it is a new product under an old name, and the new ingredients foreign to the old product are added to cheapen its production, and the old name is retained to cover the cheat, then it is an adulteration. If it is a new product with a new name, then it is distinctive in character and can not be considered an adulteration because it is as it always has been from its inception.

There was a time when sausage did not contain cereal. Some of it does not now. When cereal was added it was an adulteration in fact, if not in law, and now it is an adulteration in fact and in law.

The purpose of cereal and added water is to cheapen the product. Sausage can be made without cereal by complainant and all others. If the name is that given to a new product then the product is to be proved and the name is of but little consequence except it be calculated to deceive, but if the name itself is descriptive of a well known and common article of food, then the article must keep to the name and its makeup, and if there is a change in its makeup so that the same is deceptive rather than descriptive the thing is adulterated, and that is what our pure food law means.

The Federal law requires complainant in the sale of its sausage containing cereal to stamp each package sold as sausage with cereal. The relations then between complainant and its patrons are carried on with full knowledge of the use of cereal in the sausage.

The Federal law, however, has nothing whatever to do with our pure food law. It stops where it ought to, our law begins where it ought to and requires the local seller to impart to the local buyer the fact that he is not getting an all meat product.

No local dealer has asked this court to restrain the Food Commissioner from requiring notice of an adulteration of sausage to be given consumers, but many local dealers are interested in the success of complainant in this suit, because complainant has informed them that if they sell sausage with cereal in Michigan it will stand by them and fight the matter of their rights out in the court.

This is the fight.

The complainant makes about one hundred and forty varieties of sausage, some differing in seasoning only, while others bear no resemblance to pork, Bologna or Frankfurter sausage.

Some of the sausage made for a particular trade contains a large percentage of cereal and undoubtedly those who want it understand its makeup.

This opinion might well be limited to the common sausages known as

pork, Bologna and Frankfurters, because the proof shows the acts of the servants of the defendant complained of relate to the sale of such sausages and not to a cereal sausage made for a small number of people who undoubtedly know what they are getting.

It is contended that the court should restrain the defendant from threatening dealers with prosecution under the pure food law because under the law the Commissioner has no such power delegated to him, but is limited to bringing prosecutions in cases of violations.

The complainant in this case in its bill has stated that it makes and sells in Michigan an adulterated article of food, and I am not disposed to stop the Commissioner or any one else from warning the people in this State that it is a violation of the pure food laws of the State to sell sausage containing cereal and added water.

The bill is dismissed.

Give Your Competitors a Square Deal.

Our criminal law says every man is considered innocent until proved guilty. If the laws of our country look upon every man arrested for a crime in this light, is it any more than fair that you give your competitor at least as good a deal? The chances are that your competitor will not even demand the criminal's right to be proved guilty, but will prove his innocence of whatever charge you have to bring against him.

If every dealer would consider his competitor to be a good square sort of a fellow, until proved otherwise, and would talk things over with him, he would in nearly every instance find him ready to co-operate in every way to build up their community, and especially their own business.

Customers are always telling a merchant something about a competitor which proves about nine times out of ten not to be true. They feel safe in doing this because they know these merchants do not hunt each other up and get explanations. If merchants would but realize that they must work together for the good of the community, and thus add to the prosperity of all in that community, instead of each following a tearing down policy, and trying to add to his own list of customers by taking away from the other fellow, there could be a feeling of good fellowship created which would make each one feel at liberty to call the other over the telephone and tell him the latest story started about him, so it could at once be nailed to the cross, and the lying customer spotted out, instead of creating another bunch of hard feelings among competitors for the purpose of making wars in which the "lying customer" could benefit to the extent of five or ten cents, or possibly a whole quarter.

Most business men judge their competitors by what their customers say of them, and there is nothing more unjust than such action. A good rule to lay down for the governing of one's self is to never let anyone influence you to form a bad opinion of your competitor. Get acquainted with him. You can form his ac-

quaintance without cost, and you are willing to pay out your money to even be able to form a slight opinion about the animals in the passing circus. Let him get acquainted with you, and you will soon find that there are many good points in the other fellow, whom you may have allowed yourself to look upon as a reptile, and that competition can really be made to be the life instead of the death of trade, when competitors have a good understanding with each other.

Remember always that your customer is very likely to feel that his chance of getting a better price out of you is made greater if he lies about your competitor to you. He likes to make you feel that the other fellow is giving his goods away, but he refused to take any of them until he came over to see if you were also giving away your stock, preferring to trade with you at the same price.

Get thoroughly acquainted with your competitor without further delay. Do it now, and you may then learn things about your customers which you would little suspect, and also learn how to compete for their business on a profitable basis.—Clothier and Furnisher.

Evening Things Up.

Clerk—What did Mr. Meanly give you for polishing his shoes?

Johnny (the errand boy)—Nothing.

Clerk—Why, he promised you 10 cents, didn't he?

Johnny—Yes, but I used a box of his polish and he charged me up with 10 cents.

YOU Should send us your name immediately to be placed on our list for Xmas catalogue of post cards and booklets.

Suhling Company, 100 Lake St., Chicago

Can't You Handle

a five case lot, assorted any way you wish, of Orange Marmalade, Grapefruit Marmalade, Fig Jam, Blackberry Jam or Plum Jam? These are all we have left of this season's pack, and we'll ship you either in one pound glass jars, two dozen to the case, or in half gallon stone jars, half a dozen to the case, as you wish, at \$4.25 a case, either style, and the goods in the stone jars are just the same quality as the goods in the glass jars.

Wire your order in at our expense. These goods are all right, we guarantee it. All orders subject to confirmation.

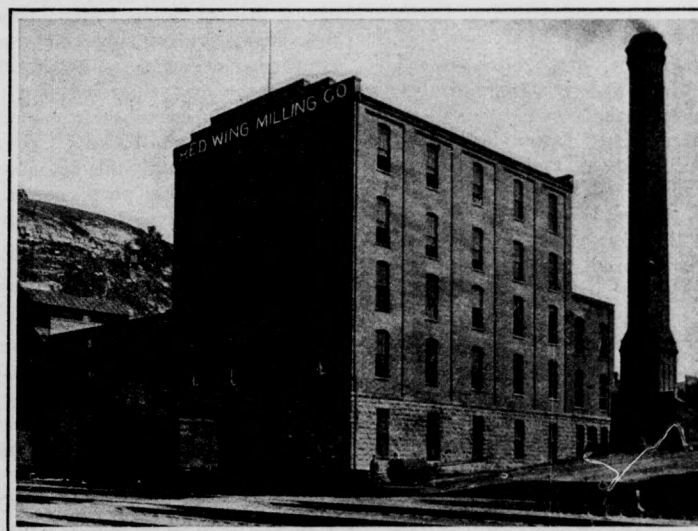
H. P. D. Kingsbury
Redlands, California

(Where the oranges come from)

W. S. Ware & Co., Distributors
DETROIT, MICH.

The Mill That Mills BIXOTA FLOUR

In the Heart of the Spring Wheat Belt



The excellent results women are daily obtaining from the use of Bixota Flour is creating confidence in its uniform quality.

Grocers handling the line know this—and the result is that all recommend Bixota.

Stock Bixota at once if you want more flour business at better profits.

Red Wing Milling Co. **Red Wing, Minn.**
S. A. Potter, Michigan Agent, 859 15th St., Detroit, Mich.



Profiting by the Paint Manufacturer's Advertising.

In the paint trade, as in any retail business, the first essential is to attract your customer; get him interested in you and your goods. The ideal way is to so attract your customer that he will come to you willingly and with a desire to buy something in your line.

Now the point to be considered is how the retail hardware dealer can best attract his customer to his line of paints?

In the first place, a store where paints are sold should, above all others, be clean and neat. It should portray an air of freshness and cleanliness. The store itself should be attractive. A neat, clean store has a tendency to create a desire on the part of the prospective customer to brighten up; to repaint, and once that is accomplished, you are in a fair way to sell him a bill of goods.

At the present time there is a strong sentiment in favor of pure paint. People now realize that in the past there has been practiced much deception and that much adulterated paint has been sold with disastrous results.

In this connection I hope I may be pardoned for confining my remarks to a particular product which is handled by practically every first-class paint dealer—a product that is "as old as the hills." Its merit is admitted by every dealer and still but few push it and still fewer appreciate the opportunity they are overlooking. I refer now to strictly pure white lead of standard make.

There is no better leader in the paint line to-day than a standard and well-advertised brand of pure white lead. There is no product in the paint line that is better advertised. A standard brand of pure white lead is the principal part of every first-class paint stock.

Pure white lead is recognized by the best painters and the well-informed consumers as the most reliable paint on the market to-day and there is a great opportunity for the wide-awake dealer to take advantage of this great demand for pure white lead by giving it a little attention—by occasionally putting in a white lead window display, by letting his customers know he handles a well-known and well-advertised brand of pure white lead.

He will find that many good customers will be attracted to his store as a consequence. A customer who is attracted to a dealer's store because of his display of pure white lead will also buy, as a rule, his other

necessary paint supplies, which carry a larger profit than the white lead itself.

Many retail paint dealers object to pushing white lead, on the ground that it does not net much profit. It is to be regretted that dealers themselves have established a custom of selling white lead on a very close margin. There is no reason why pure white lead should not be sold at as great a profit as other paint supplies.

White lead is a staple article. Its worth is generally known, and because one dealer sees fit to make a leader of white lead in order to encourage trade in more profitable materials other dealers feel compelled to do likewise until finally all dealers are selling white lead practically without profit.

With the growing demand for pure white lead of standard make, the local dealers should get together and maintain a fair price on white lead that would insure a reasonable profit, but if you persist in selling white lead without a profit, then you should not charge up against white lead the cost of doing business but rather give to it credit for its proportion of the profit in brushes, colors, turpentine, oil, wall paper, mixed paint and other goods it assists you to sell.

How many dealers take full advantage of the general advertising carried on by the manufacturer of the special line of goods they handle? How many dealers appreciate that a paint product which is being advertised in the magazines will not need to be introduced to their customers at their expense? Identify yourself and your store with the manufacturer's advertising. Let people know you handle that particular line of goods and the natural result is that you reap the benefit from the manufacturer's advertising.

Another point overlooked by the average paint dealer is his opportunity to stimulate painting in his locality. How many dealers co-operate with their local painters and assist them in getting new business? Helping the painter get business and carrying the line of material used by the painter means more business for the dealer and it creates a friendly feeling with the painter.

Make use of the manufacturer's advertising matter. Do not let it lie around unprotected on your counters and shelves to become fly specked and dusty and eventually find its way into the alley bonfire. That advertising matter is just as much your advertising matter as it is the manufacturer's. The only difference is it cost

him money, while he furnishes it to you at no cost to yourself. Why not have a little slip printed, showing your name, address and line of business, put it inside the front cover of some of those booklets and get them into the hands of your customers whose houses need painting?

Keep in close touch with the advertising departments of the manufacturers whose goods you handle. They will willingly send you all the literature, color schemes, mailing cards, etc., that you can use to advantage; they will be glad to furnish you with suggestions for window displays; yes, they will even go so far as to furnish you with the material for putting in these window displays at no cost whatever to yourself, and still, how many dealers really do appreciate or benefit by the manufacturer's co-operation in disposing of the goods which they handle?

Most retail paint dealers believe in advertising in their local papers and yet, for want of time, they will neglect this advertising because they find it considerable of a task to write a good strong advertisement—they say it is out of their line. There is not any reputable manufacturer in the paint line that does not furnish his dealer customers with electrotypes

H. J. Hartman Foundry Co.

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

Established in 1873

Best Equipped Firm in the State

Steam and Water Heating Iron Pipe

Fittings and Brass Goods Electrical and Gas Fixtures Galvanized Iron Work

The Weatherly Co.

18 Pearl St. Grand Rapids, Mich.

Trunks Suit Cases Traveling Bags

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

All prices. Ask for catalog.

Brown & Sehler Co.
Grand Rapids, Mich.

WHOLESALE ONLY



\$500 BRUSH

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

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

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

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

MANLEY L. HART

47-49 N. Division St.

GRAND RAPIDS, MICH.

Foster, Stevens & Co.

Wholesale Hardware

Fire Arms and Ammunition

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

10 and 12 Monroe St.

Grand Rapids, Michigan

The Sun Never Sets where the Brilliant Lamp Burns

And No Other Light HALF SO GOOD OR CHEAP
It's economy to use them—a saving of 50 to 75 per cent. over any other artificial light, which is demonstrated by the many thousands in use for the last nine years all over the world. Write for M. T. catalog, it tells all about them and our systems.



BRILLIANT GAS LAMP CO.

24 State Street

Chicago, Ill.

of good, strong paint advertisements entirely free of charge, and yet, how many retail paint dealers take full advantage of this service?

Not long ago I asked a dealer why he did not use the booklets and other material sent him by the manufacturers and he replied: "I do not intend to help the manufacturer advertise his goods in my town." How utterly foolish and short-sighted!

The retail paint dealer who makes it a point to handle standard brands of the highest grade, identifies himself with the advertising done by the manufacturer, who keeps his store neat, clean and attractive, and who gives his customers the right kind of service and attention will find it much easier to make sales and incidentally to make profits than the dealer whose store is not kept clean and attractive and who does not make capital of the advertising done by the manufacturer whose goods he sells.

—Roger I. Cuyler in Hardware.

Oxygen Cuts Steel Like a Knife.

A stream of oxygen is the knife that cuts metals. The operation is performed by means of a blow pipe with two nozzles, of which the first delivers an ignited jet of mixed oxygen and hydrogen, and the second is a stream of pure oxygen. The pressure is regulated by a gauge attached to the oxygen tank. The oxygen hydrogen flame and the stream of oxygen strike the same part of the metal, which, after being heated by the flame, is rapidly cut, or rather burned through by the oxygen, the temperature being raised to 1,300 or 1,400 degrees Fahrenheit by the combustion of the metal. The cut is as smooth as a sheared cut and requires little or no finishing. Armor plates can be cut in one-twentieth the time required for mechanical cutting, and the sharply localized heating probably causes less strain than punching and shearing develop. If oxygen costs 2 cents and hydrogen 2-3 of a cent per cubic foot, the cost of cutting an iron plate 4-5 of an inch thick is about 7 cents per running foot, or about half the cost of mechanical cutting. Special machines are constructed for cutting various objects. Finally there is a universal machine, which can be arranged to make curved and polygonal cuts of any pattern in addition to the simpler cuts effected by the other machines. A special form of this universal machine is exceedingly useful in taking apart machinery and steel buildings. It operates by cutting off the heads of the rivets, which are then easily driven out.

He Was Sensitive.

Blobbs—You're pretty much stuck on Miss Gobbs, aren't you, old man?

Hobbs—I was once. But after what she said to me last night I'm not going to pay any more attention to her.

Blobbs—Gee! What did she say?

Hobbs—"No!"

It's the man who forever is running away from pain who gets most bruises.

Creative Power of the Mind.

The greatest modern discovery, according to Henry Wood, is the recognition of the fact that mind is creative, that humanity, through a right understanding and conscious use of the mind, is destined to conquer external nature, liberate new powers of the soul, recreate the physical body, prolong life indefinitely, and, finally, to reach a plane of being so far transcending present sense perceptions that we can not even imagine it. According to the new teaching which Prof. William James is amplifying into a philosophy God is supreme mind, the universe is the projection of his thought and the world in which we live is to be regarded not as final, but as an unfoldment or progressive creation, waiting to become what mind determines. Ours, declares Prof. Borden P. Bowen, an academic exponent of America's one destructive contribution to religious thought, as James styles it, ours is a world of persons with a supreme person at the head. "The world of space objects which we call nature is no substantial existence, but only the flowing expression and means of communication of these personal beings."

Nature is still in the making, as ready as ever to be molded, directed, shaped by the power of thought. Man is self-creating. This new knowledge has transformed psychology from an academic system into a powerful instrument for the improvement of the human life. In our day has occurred one of the most interesting developments of psychology that has ever taken place. It is the recognition of powers in man beyond those usually employed in the normal circumstances, and has led to the discovery of the subconscious mind. Dr. Elwood Worcester declares that not the millionth part of the mental possessions of an educated man exists in his consciousness at any one time. The little lamp of consciousness illumines only a tiny fraction of the soul's domain. Man lives in this world largely a stranger to himself. All that we call "inspiration," whether it be the creative ecstasy of the poet and artist or the spiritual exaltation of the devotee, seems to proceed from the relation of the conscious to the subconscious mind, and from the relation of both to some universal force outside them. "The conscious mind should pour a constant succession of inspiring ideals into the deeper and more fixed selfhood."

Setting, Sun Is Oblate.

No, the sun is not always round, not the setting sun. The usual shape is oblate. This is due to the atmospheric refraction, which raises the lower limb of the sun more than it raises the upper limb, and consequently shortens the vertical diameter, because the lowermost strata of air are usually the densest and most highly refractive. Sometimes, however, the order of density is reversed at sea, because the water cools less rapidly than the air and keeps the air stratum in contact with it warmer and less dense than the higher strata. In these conditions the distortion of the lower part of the sun's disk is

also reversed and the lower limb is drawn down to form a pear shaped extension. It also may happen that a sharply defined stratum of rarefied air floats at an appreciable elevation with denser air both above and below it.

This was the case, apparently, on the evening of Prof. Dass' observations of sun setting. So long as the sun remained above the rarefied stratum partial images formed by total reflection at the upper surface of that stratum were appended to the lower limb of the sun as seen directly. Partial images, formed in the same manner at the lower surface of the rarefied stratum, attached themselves to the upper limb when the sun had sunk beneath that stratum. The lateral indentations in some of the drawings mark the junction of the direct and reflected images. As the sun sank these indentations became deeper and finally the reflected images became entirely detached from the direct image and from each other. The straight vertical edges in some of the drawings are formed by the overlapping of a series of reflected images. These appearances are analogous to those presented by the more or less continuous path of light that stretches over rippling water from the observing eye toward a low-lying sun or moon.

Coals of fire are not intended for roasting purposes.

Good nature ought to be natural to the good.

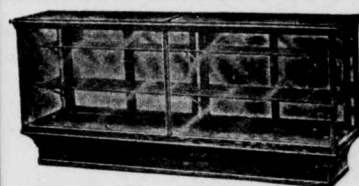
Mica Axle Grease

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

Hand Separator Oil

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

STANDARD OIL CO.
GRAND RAPIDS, MICH.



The Case With a Conscience

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

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

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

GRAND RAPIDS FIXTURES CO.
Grand Rapids, Mich.
Jefferson and Cottage Grove Avenues

The Eveready Gas System Requires No Generating

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

Eveready Gas Company

Department No. 10

Lake and Curtis Streets

Chicago, Ill.

A HOME INVESTMENT

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

HAS REAL ADVANTAGES

For this reason, among others, the stock of

THE CITIZENS TELEPHONE CO.

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

HORRIBLE HACKMAN.

Fright He Gave Man Returning from Military Ball.

Written for the Tradesman.

A fellow feeling makes us wondrous kind,
But I wonder if the poet would change his mind
If in a crowd one day he were to find
A fellow feeling in his coat behind!

I found the above rhymes on an old beer mug one day while rummaging in an old junk shop, that mecca of the curio-seeker. The lines struck my sense of drollery and I copied them on a scrap of paper.

Not long after that I met a friend whom I had not seen for months. I ran across him in the Union Depot and we walked back and forth outside while our conversation reverted to the past.

"Remember the Military Ball we both attended last winter?" he asked. Yes, remembered it distinctly.

"Well, when I was going home from there I had a queer experience," reminisced my friend.

I proposed that he tell me what it was.

"Well," he acquiesced, "you remember that pretty girl I took to the Ball?"

"Yes, I recollect her distinctly," said I.

"Well, after I saw her home in a hack I took a notion to walk the rest of the way to my own home. So I dismissed the cabman at the young lady's door and it went clattering down the street.

"I didn't go into the young lady's house, saying 'Goodby' at the door.

"As it closed I almost wished I had kept cabby's services; but I began to whistle merrily to keep up my spirits and by the time I was a third of the remaining distance to my home I had recovered my usual humor.

"I had two rather long dark spots to pass before I reached my own door and I have always dreaded them in the night. No matter how bright the moonlight may be it is as black as pitch in those places.

"As I neared the first I thought I heard a slight rustle in the ornamental shrubbery inside of the walk.

"I paused a moment, listening with all the ears the Lord ever gave me.

"The noise ceased and I hurried on.

"When I reached the very darkest part of the stretch I was sure I heard muffled steps behind me. At the same time I was equally sure that I felt a hand in my right outside overcoat pocket.

"Now I seldom am so foolish as to carry money in an outside overcoat pocket, but it so happened that when I paid the hackman I had to take a roll of bills out of my trousers pocket. I generally manage to have three or four small separate bills in my vest pocket for such and kindred expenses when I am out of an evening, but this time I had carelessly neglected to provide my vest with such.

"The jehu eyed, gloatingly, my roll of money while I was flipping several large bills before I came to smaller ones with which to pay the fare.

"I gave him the correct amount and thoughtlessly slipped the roll into my right hand overcoat pocket.

"And now as I quickened my footsteps in that dark space I thought of the roll of money I had been so incautious about.

"I hastily thrust my hand in the aforesaid overcoat pocket.

"Horrors! my wad was gone!

"I knew I had put it there because I had pulled out my knife from my trousers pocket when I paid the hackman and, not to be bothered about the knife, I had let it drop in the overcoat pocket before I stuck the roll of bills in.

"I could now feel my knife but, as I say, could not find the money.

"What to do I did not know. If I stopped my life might stop, too.

"I could actually feel a cold dagger glancing down my spinal column, and, deciding that 'Discretion is the better part of valor,' I doubled my speed.

"I was glad when I got out of the inky blackness into the partial light.

"As I dashed on I once more reached my hand to the bottom of my right overcoat pocket to be perfectly positive that my dough was not there.

"No money met my shaking fingers.

"I dreaded the second dark hole now a thousand times more than the first, and almost ran in my hurry to get through it.

"Again I imagined I heard a noise in the bushes at the side and again I thought I felt a hand in my right overcoat pocket!

"At these second ominous impressions I took to my heels, fairly flying over the frozen ground. I didn't stop until I had emerged from this second spot of gloom and was several rods beyond.

"Again I shoved my hand down in the overcoat pocket where I had put the knife and the money, when what was my astonishment to find the roll of bills, but not the knife!

"I did not know what to make of my second discovery.

"Not stopping to think, however, I ran on blindly until my hand touched my own doorknob and I had the key safely turned inside in the lock and had drawn the heavy bolt.

"Then I sank exhausted into a big Morris chair.

"As I fell into it my eyes happened to rove to the only window the room contained, a large southern exposure.

"And I'll be teetotally flabbergasted if there wasn't that devil of a hackman's face glued to the big pane, while in his hand, brandished high, was the shining dagger I had pictured running down my spinal column! "But only for a moment this spectacle lasted.

"I flew to the window and yanked down the shade, and then for a second time the open arms of the big chair received me.

"My people had left the 'dim' chain of the electric light pulled down in the room where I sat. I hastily extinguished even that. Then I peeked out of the edges of the curtains all

around the house and softly tried all the doors. I could see nothing, and as I listened could hear nothing.

"I had silently removed my shoes before going on this reconnoitering tour, and now crept up the stairs like a burglar or a cat.

"Arrived at my room without having awakened any of the sleeping or drowsy household, I locked my door.

"I did not dare to turn on the electric light in my bedroom for fear that villainous cabby was still prowling around the premises, but I must know that it was no hallucination that my bills were still on my person.

"I stepped into a large closet opening out of my room, closed the door without a sound and turned on the electric light with which the closet is provided for convenience. There I was perfectly safe so far as any one on the outside seeing a light or me was concerned.

"In the twinkling of an eye I had turned that right hand overcoat pocket inside out.

"What do you think!

"The roll of bills fell on the floor with a gentle thud, but there wasn't a smell of my pocketknife!

"Now how can you explain that?"

"Maybe 'twas all a pipe dream," I suggested.

"No pipe dream!" the narrator of the above indignantly exclaimed. "No pipe dream! It's all true, just as true as that you and I are pacing this platform waiting for the train that's to bear us to Chicago.

"I can only account for the strange experience of that long-to-be-remembered night on the supposition that that hackman, coveting my roll of bills, hitched his horses a block or so below the home of the handsome girl I escorted to the Military Ball, then ran back as fast as his stubby legs would carry him, secreting himself, as he pursued his course, in the bushes that fringe all the lawns in that locality, and stopping ahead of me, with my slower pace, in that first spooky spot. It must have been his hand that I then felt in my pocket, and his hand it must have been that restored to me my own in the second murderous darkness, contenting himself with purloining my knife for a souvenir of the nefarious night. Why he followed me to my residence and let himself be viewed at the window I never have been able to fathom.

"Did I do anything about the mysterious case?"

"No, I was glad to let well enough alone. I never reported the transaction to Police Headquarters, preferring not to have it become public property. I didn't even tell my own people, well knowing how frightened they would be for all time to come. You are the first one to whom I have revealed it.

"You may be very, very sure, however, that never since have I passed, after dark, the dual scenes of that night's terror." H. E. R. S.

You have no right to sigh except when you are alone, and then you won't.

France Is Being Depopulated.

Is France dying? The word depopulation is now an unhappy reality in la belle France. In 1907 the number of deaths was 793,889, against 773,969 births—that is to say, the population has decreased by 19,920 inhabitants. For a century at least the number of deaths rarely has been greater than the number of births, and when such has been the case it usually was the consequence of an epidemic. In 1854 and 1855, when it occurred, there was an epidemic of cholera, and in 1870 there were 155,000 and in 1871 355,000 more deaths than in the preceding years, owing to the war with Germany. In 1890-2 influenza caused a great increase in the death rate, and in 1895 and in 1900 the number of deaths was high; indeed, during the last ten years the number of deaths always has been high. In 1907 the births were 32,878 fewer than in 1906, and at the same time the number of deaths increased to 13,693. In 1907 the number of deaths was 793,889, or 98,642 fewer than in 1900. But at the same time there were 92,574 fewer births. Since 1900 the birth rate has declined steadily and gradually. The death rate in France is not abnormal and any gain which it may realize, even in the decline of infant mortality, is of little importance. The highest death rate is in the large cities, and it is the north, Brittany and its neighbors, where the birth rate exceeds the rate of mortality. It is not in the death rate but by decline in the birth rate that population is reduced.

Tipping Him Off.

The janitor of a fashionable Boston flat opened his basement door in answer to a ring, and found there a tidy-appearing young man, who enquired if Mrs. Cleverington lived in the flat. The janitor answering in the affirmative, the visitor slipped him a welcome coin, and requested to be shown to that lady's apartments. Stimulated by the money, the menial readily led the way upstairs. At Mrs. Cleverington's door, that lady, on beholding her long-absent college-brother, flung her arms about his neck and kissed him before the eyes of the astonished janitor.

A half-hour later the flat's handy man again hurried up the stairs and knocked at Mrs. Cleverington's door. When it was opened by a maid he stuck his head inside until his eyes came upon the loving couple chatting together on the sofa.

"Say, young fellow," was his advice to the college-brother, "you'd better get out of this. Here comes Mr. Cleverington!"

Putting in a Provision.

"Is it true, doctor," asked the summer girl, "that eating cucumbers will remove freckles?"

"Of course," replied Dr. Kidder, "under certain circumstances."

"Really! What circumstances?"

"Well, provided the freckles are on the cucumbers."

The clinkers always take credit for the full head of steam.

Where Is Your Profit?

DEPENDON Dry Goods

TRADE MARK

are seldom carried over,
because no large stock of any one
article need be kept, as we can
always fill sorting-up orders on

DEPENDON Dry Goods

TRADE MARK

DEPENDON Dry Goods

TRADE MARK

show bigger individual profits,
because they are always "the best
at the price" you pay.

We do not sell
to Catalogue Houses.

When you strike your annual
balance, where is your profit?

Can you count it out in Dollars
and Cents in your bank account,
and use it to pay for new profit-
able goods?

Or have you got it piled on your
counters and in your shelves, in
the shape of hard-to-sell mer-
chandise to be sacrificed in order
to realize anything?

Before you begin buying for next
Spring, you must decide where
you want your profit for next
year to be.

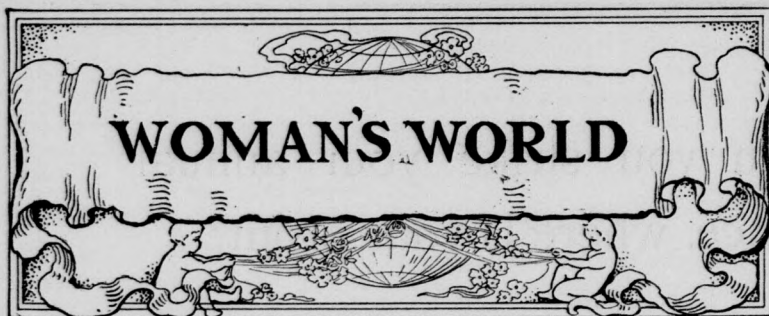
*Buy **DEPENDON** Dry Goods*
TRADE MARK
and Your Profits will be Ready Money

JOHN V. FARWELL COMPANY

Sole Distributors of **DEPENDON** Dry Goods

TRADE MARK

CHICAGO, THE GREAT CENTRAL MARKET



An Open Letter To a Bridegroom.

In the first place, brother, I would bespeak your compassion and your forbearance for the young creature whom you have just married. Men are in the way of looking on matrimony as a benefit conferred on woman. They have so long regarded themselves as the prize packages in life that they can not help feeling that a woman who has the luck to draw one ought to sit down and spend the remainder of her life congratulating herself on her good fortune. This is a mistake. Marriage is serious enough for everybody, but for a woman it is the doorway to paradise or perdition. It is an episode in a man's life. It is the whole of a woman's. He has his business to occupy his mind, his career in which he may find atonement for disappointed hopes, his gay friends and diversion on the outside. She has only her husband and her home, and God help her the day she starts out to hunt for comprehension and sympathy and happiness outside of them.

Under the very best of circumstances, and when she marries the best of men, a woman's wedding ring represents a circle of sacrifices that her husband does not even understand. She gives up her home, endeared to her by a thousand tender associations; she gives up her name, of which she is as honorably proud as a man is of his; she gives up her liberty to shape her life and develop her talents; she gives up her family and pledges herself to follow the fortunes of her knight wherever they may lead. In the fortunate cases where the parties live in the same community this does not so much matter, but it is one of the criss-cross accidents of Fate that makes us fall in love with strangers. Only those who have been through with it know what a martyrdom of homesickness a bride can suffer who is taken away from her own people and her own home, where she has reigned like a little queen, and dumped down in a strange city where there is not a single soul who ever heard of her before or knew her or who apparently ever wants to hear of her or make her acquaintance.

I am willing to admit that it is hard lines on you, too, brother, to have a wife that is simply sodden and soaked with tears, instead of the smiling and merry companion you expected, and you feel like reminding her that she married you of her own will and was precious glad to get you; but have a little patience with her now. Sympathize with her and let her go back to see mother and

the girls, and she will come back cured. Be good to her now and she will be grateful to you the longest day she lives.

Remember that it takes two people to make a happy home. Custom thrusts that duty on woman and gives her a monopoly of the business, but it is an impossibility for her to run it successfully by herself. All of us have seen her try it. We have seen her get up good dinners for a husband who grumbled and growled. We have seen her sustain one-sided conversations that she in vain tried to make cheerful. We have observed her pitiful efforts to smile on a man who was as cold and unresponsive as an iceberg. Do your part—if you want her to smile, smile some yourself. If you want a happy home bring in some brightness and cheerfulness yourself. Don't think you have done your full duty when you pay the bills. Precious few women in these days have to marry for their board and clothes, and unless you give her the happiness you promised her when you asked her to be your wife, you are cheating her out of her just dues.

Don't acquire the m-m-m-m habit. If women ever get a hand in the law-making the m-m-m-m habit will be one of the causes for divorce. Many

men have it. I have seen a woman meet her husband at the door upon his return in the evening and give him a kiss of welcome. "How are you?" she would ask. "M-m-m-m," he would reply. "Heard any news?" she would ask, with unabated hope and courage. "M-m-m-m," he would respond. At dinner it was the same way. Whenever he was asked if he would have a help of any dish he would grunt out "M-m-m-m." When she retailed the family news and neighborhood gossip he made the same eloquent comment, until finally, with a growl, he subsided into the evening paper. Now isn't that a nice, lively prospect for an evening's entertainment for a woman who has been hard at work, shut up in her home all day, and who has a right to expect her husband to give her some companionship, and, at least, as old nurses say to their charges, answer pretty when spoken to. It is a melancholy truth that in many and many a household a dummy, with an evening paper in its hand, could be substituted for the husband, and the wife would never find out the difference. It would be just as responsive and entertaining. Whenever you see a widow looking mighty resigned and enjoying herself on the insurance money, you may wager your best hat that her departed spouse had the "m-m-m-m" habit.

Treat your wife like a rational being—not like a baby. Throw some responsibility on her. Teach her to use money and to save it. Make her feel that she is your business partner and that the success of the firm depends on her good sense and judgment just as much as it does on yours. We should hear fewer stories of women's extravagance if we heard oftener of men who made confidants of their wives. A man's idea of

HEKMAN'S DUTCH COOKIES

Made by
VALLEY CITY BISCUIT CO.
Not in the Trust
Grand Rapids, Mich. Denver, Colorado

Flour Profits

Where Do You Find Them, Mr. Grocer?

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



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

BAY STATE MILLING CO.
Winona, Minnesota

LEMON & WHEELER CO.
Wholesale Distributors
GRAND RAPIDS, MICH. KALAMAZOO, MICH.

IT WILL BE YOUR BEST CUSTOMERS,

or some slow dealer's
best ones, that call for

HAND SAPOLIO

Always supply it and you
will keep their good will.

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.

shielding the woman he loves from any wind that might blow roughly upon her is very poetic, and it might be kind if he had some way of protecting her perpetually; but he has not, and in almost every life the time comes when the storm breaks with all its fury upon her and she is absolutely helpless and defenseless. Unwise love has kept her a baby in experience and knowledge of real life, and she is the most forlorn and pitiful creature in the world. Do not do it, brother. The comrades we love best are those with whom we have fought shoulder to shoulder, and the ideal marriage is not that in which the wife is a pretty doll, to be dressed up and played with when one is in holiday mood. It is the marriage where the man turns to his wife, in joy or sorrow, in prosperity or poverty, secure that in one heart he will find perfect companionship and understanding and the power that braces him up to fight his battle to the death.

Praise her. Before marriage you said a thousand charming things to her. You noticed every new frock and were ready to write sonnets to her eyebrows. Did you ever think with what a dull, cold thud a woman's spirits must go down when she first realizes that your compliments were merely campaign speeches and that, having won her, you don't propose to waste any more eloquence on the subject? I assure you that, although you never notice it now, she has the same eyebrows and hair and eyes she had in the courting days, and that she would enjoy a compliment from her husband ten times as much as she did from her lover. You see, you were not the only source of supply then. There were other men who admired her just as much as you did. There may be still, and they may not be so chary about telling her. Men do not think of that, but I have often wondered if there wouldn't be fewer silly women hunting for affinities in society if they had more compliments at home. Women are funny creatures and it is worth remembering that one will let a man mistreat her and starve her and neglect her and still go on thinking she is blessed above all others of her sex, if he will only tell her often enough that he loves her and praise her housekeeping.

Do not marry a girl for one thing and expect her to change into something else. The days of fairy metamorphose, when a cat changed into a beautiful and adorable princess, are past. If you were fool enough to marry a bit of Dresden china when you needed serviceable delft, be man enough to abide by the consequences. Don't take it out on the poor little painted china shepherdess, who is not to blame for what she is, who never pretended to be anything else but an ornament. Sometimes I think that that is the cruellest thing on earth. A man falls in love with a little silly, frivolous girl who has never done an hour's work in her life and has not two ideas in her head, and yet the moment the marriage ceremony is read over them, he expects her to

change into a sensible, practical, helpful woman, capable of being his companion. Half the misery of the world comes in right here. Here are the beginnings of all those unhappy lives where the husband is disappointed in his wife and grows away from her. What right has he to be disappointed in her? Of all the millions of women on earth he picked her out as his choice. Her silliness was there for him to see. Her light, shallow nature was there for him to fathom, and he has no right to punish poor little butterfly for his error. If you picked out the wrong woman have the merit at least of not whining. Be a dead game loser.

Dorothy Dix.

Senior Furniture Manufacturer of Grand Rapids.

The death of Mr. Berkey makes William Widdicomb the senior furniture manufacturer in the Grand Rapids group, and gives him the distinction of being the oldest prominent manufacturer of furniture in the country. How active Mr. Widdicomb still is everybody knows. During one or two occasions when the writer of this department has been away from home there has appeared in these pages matter more or less reminiscent written by one who is still active in newspaper work. These reminiscences seem to have attracted no one's attention more than that of Mr. Widdicomb, who asked the authorship recently, and confessed that The Tattler's substitute had brought before him again and again men and events which had passed from his memory. There were probably others who were equally interested, but they failed to record their impressions. As men grow older they find keener pleasure in the events with which they were familiar in the past, and among the compensations of advancing years are these same recollections, and the friendships, both business and social, which were formed when men were younger and which have endured. My, how they take hold of one! It is worth something to live thirty, forty, fifty years and find that the men and women whom you learned to believe in when you were young are truer and better, and even better worth knowing and lavishing your friendship upon now than they were then. Somehow or other the other kind pass out of your recollection and your life.—The Tattler in Furniture Journal.

Noah's Excuse.

Captain Pritchard, of the record breaking Mauretania, told a group of Americans on a recent voyage that a sailor's life was a hard one.

"It is not so hard as it used to be before the coming of steam," he said, "but it is still fearfully hard for all that. In fact, I never heard of but one man who had a decent excuse for going to sea."

"And who was he, Captain?" said a Chicagoan.

"Noah," the Captain answered. "For if the old fellow had remained on shore he would have been drowned."

KINGSFORD'S OSWEGO Silver Gloss Starch



For anything starchable—dainty lace, fine linen, plain fabric.

Absolutely pure; contains no harmful elements whatever.

For HOT or COLD Starching

Most economical; goes further, does better work. Popular with discriminating women. Wide publicity; steady demand. A profitable line for you.

SIXTY-SIX YEARS OF SUPERIORITY

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

N. White House Coffee

Many people blame the cook for bad coffee when it isn't the poor woman's fault at all, but because the coffee itself isn't up to the mark.

They can not expect the rich flavor and exquisite bouquet of "White House" unless it really is "White House." See!

That's why we trust you'll see your way clear to help your customers to a good thing.

B.

Symons Bros. & Co.
Saginaw, Mich.

THE MUSKEGON RIVER.

Useless in One Way, Mighty Force in Another.

Written for the Tradesman.

With the country along the Muskegon smiling with farms, fruit and cattle and grain galore, there is no sound of the steamboat whistle. The murky water flows untroubled to the lake, unrippled by even so insignificant a craft as the Indian's canoe. Why this should be so let others explain.

In an early day the river had ambitions. Not only was it the greatest lumber stream on earth, but it aspired to premiership in other lines. The business men of Newaygo and Muskegon were active, pushing individualities. This was in ante-bellum days, when Jim Maze and his vitriolic Newaygo Republican flourished and waxed fat on the spoils of office.

The first steamboat to plow the waters of the Muskegon was built, if my memory serves me right, by John A. Brooks, who was one of the hustling business men of that day. It was an imposing craft, something over one hundred feet in length—a double hull with a paddle wheel in the center. The steamer's first trip up the river was an event long to be remembered. Maze's Republican declared that five hundred citizens of Newaygo assembled at the bridge when the "Newaygo" tooted her whistle to give her welcome. Considering a village with less than three hundred population this was a pretty good turnout.

The pioneer editor was nothing if not generous in description and nobody cared to cavil at figures where the interests of the community were concerned. At this time there was a rivalry between the up-river town and Muskegon as to which was the more enterprising and metropolitan.

It was a proud day for the lumber village when the first steamboat rounded to at its wharf. It was made a gala day in good truth, and although Michigan was under prohibitory law it is to be feared that the villagers forgot all about this when celebrating their connection with the outside world for the first time.

That was at a time when men of the "Big Drive" had liquor ladled out to them from a pail, the drinking glass being a long handled dipper.

The steamboat made many trips up and down the river, scarcely any one of them without incident of some kind. One of the settlers being questioned about the time schedule, said that the steamboat made tri-weekly trips between Muskegon and Newaygo—went down one week and tried to get back the next.

There were petty annoyances of various kinds to discourage steamboating. Sandbars, snags and floating sawlogs had to be encountered, and it required a skillful pilot to manage the craft. Despite these many obstacles, however, the Newaygo pursued its traffic for the better part of two or three summers.

Governor Moses Wisner, who afterward died at the front in the Civil War, was at one time a passenger, as well as many notables in the po-

litical history of the State at that time.

One of the very belligerent captains of the Newaygo was the celebrated Seth Chapin, who on a certain trip had the audacity to attach a cable to one of the stringers of the bridge at Sand Creek and pull it out, thus tumbling a span of the bridge into the river. For this outrage County Sheriff Matevy placed captain and crew under arrest on the return trip. By some hocus pocus, however, Captain Chapin got the better of the settlers and won out in the suit which followed.

The Newaygo was the first but by no means the only venture in steamboating on the Muskegon.

Following this were many other attempts to navigate the river.

A boat from Grand River came to the Muskegon, was renamed "The Croton," and plied up and down the river for a short time. This was a side wheeler of considerable pretensions. Grounding several times on sandbars discouraged and drove away the new venture.

Some time later the Porter steamed up the river. This was the most pretentious steamboat of the lot. It was 125 feet long, with beam in proportion, a rather heavy craft which floated too deeply for the numerous shallows of the river and was soon withdrawn.

An enterprising builder constructed a steamer at Cleveland, Ohio, especially for the Muskegon traffic. This was the "Belle Seymour," the handsomest craft of all. It made but one trip, however. The boat, not having a capable pilot, ran aground many times and was a whole week making a trip of forty miles. This was too much for the patience of captain and crew. The Belle Seymour returned to Lake Michigan never again to try the waters of the Muskegon.

After all these discouragements one would think this would have ended steamboating on the river. There were men, however, who believed the stream could be successfully navigated. George Arms and a Mr. Spooner built a large, flat-bottomed boat at Newaygo. It was a stern-wheeler, intended to draw very little water and confidently expected to make a success of the boating business.

Everything was completed but placing the machinery, which was to be put in at Muskegon. The "George Arms" was floated down the stream, the admired of staring rustics as it swept majestically on toward the mouth.

"Now at last we have a boat that will go!" exclaimed an enthusiastic lumberman. He was mistaken, however. The "George Arms" proved a flatter failure than had any one of the others. She never came back. Machinery was put in, and she essayed to make the trip. Alas for the fond hopes of her builders, she ran aground and sank without ever once poking her nose into the mouth of the river.

This was the last attempt at boating on the river for some time. Pole boats followed. These proved anything but profitable. These were afterward fitted with machinery and steam power applied. The "Lizzie

May" and "North Star" trafficked on the river for a year or more, finally, on the completion of the railroad to Newaygo, going out of commission.

Nothing of a serious nature has since been attempted. All the optimistic dreams of the early boatmen have gone up in smoke. The Muskegon flows quietly between its banks, less important now than when it was the passageway for millions of feet of pine logs. It has seen its best days in some respects; in others, however, it seems destined to make a new record.

The stream has been dammed at several places, its great water power being utilized for electrical purposes. Instead of becoming a highway for water craft the river seems destined to furnish motive power for the whirling of freight and passenger trains across the State.

Useless in one direction, the river has become a mighty force in another, which may prove of far more value than the navigation of the stream by boats. J. M. Merrill.

One Mourner Sure.

The lawyer was drawing up Enpeck's will.

"I hereby bequeath all my property to my wife," dictated Enpeck. "Got that down?"

"Yes," answered the attorney.

"On condition," continued Enpeck, "that she marries within a year."

"But why that condition?" asked the man of law.

"Because," answered the meek and lowly testator, "I want somebody to be sorry that I died."



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

GATES OF SUCCESS.

They Are Wide Open To Men of Good Conceit.

The old Scotchman's prayer, "Gie us a good conceit o' o'orsels," must not be taken in its popular sense that a man should deem himself better than his neighbors, but merely that he should have a dignity and self-respect to make the world conscious of his knowledge and strength when the time comes for him to assert himself and show his individuality.

There is a mighty gap between conceitedness and self-respect. The former is the weakness of a shallow nature, the latter is the strength of a true manhood. Conceit is vain-glory, self-respect is wisdom.

Therefore, when we say that a man should have a good conceit of himself, we do not mean that he should be puffed up with empty pride over his own individual merits or attainments, but simply that he should have a due appreciation of his own powers, together with a laudable desire to use them to the best advantage.

The world is critical, censorious, and hard to please, yet it recognizes merit when merit is due. It will not tolerate the man who has an over-estimation of himself, who thinks that he is better than others, who puts forth claims to knowledge he does not possess, who would build for himself a monument of fame from the whited bones of those crushed by the wayside, who would gain prestige and power for himself at no matter what the cost to his fellow beings in sorrow and suffering.

It will, however, respect the man who is conscious of his own individual worth, who realizes his own power, who appreciates his own talents, and devotes the best that is in him to the good and the uplifting of his kind, who honestly endeavors to use his gifts for the amelioration of human sorrow and suffering, and does all that he can to make the race happier and the world better than he finds it.

He who has no opinion of his own, who cringes and bows down to the will of all with whom he comes in contact, who sinks himself to a lower plane than his fellows, who does not rely on himself, and who so hypnotizes himself as to believe that he can not rise to the height of his neighbors or attempt to emulate them in their actions, can never do himself or the world any good. He is a soulless thing, a mere automaton, perfunctorily performing the physical actions of existence, as without a mind or soul to guide it. He can contribute nothing to progress or development, or the general happiness.

The world, in its modern trend, requires a man of spirit, of lofty aims, and earnest ambition, with belief in self to do things better than they have been done. This is the spirit that gives us our great inventors and the men who make the wheels turn around as they have never turned before.

Morse by means of the telegraph flashed thought from continent to

continent. Edison then stepped in and girdled the earth with electricity. Marconi went him one better by harnessing the waves of ether to his will and won. Wright has conquered the air with his aeroplane.

Such men are men of conceit, but conceit in the right direction. They believe in themselves, in the power to accomplish. It is such as they who make things go; they keep moving all the time, are never content unless climbing higher and higher to loftier ideals.

Hats off to the daring souls who scorn to walk in the old ruts, who carve out new paths for themselves and leave them broad and open for others to follow in their footsteps. These are the ones who have the right kind of conceit, the conceit which is appreciated and brings its own reward.

Genius develops itself along particular lines and finds a votary at every point—a man who strikes out for himself and shows to all the stuff of which he is made. He gives to all his knowledge with conscious pride, he tells of what he has done, what he is doing, and what he is going to do, but he never boasts. He has the conceit which carries him on from one attainment to another, progressing ever up the heights of knowledge and flashing the beacon light for others to follow in his footsteps.

How different he is from the man of vanity, the man of shallow conceit, who poses for what he is not and fain would make the world believe that he is a Sir Oracle and epitome of all that is worth knowing.

"Swelled heads" are as plentiful as red ants after a summer shower. We meet them at every turn on life's way and they are continually boasting of their accomplishments, in face of the fact that they accomplish nothing. Empty vessels always make the greatest sound, the full ones are seldom heard.

Often we find sons falling heirs to the fortunes of successful fathers who, by hard work and honesty, built up mighty business interests, but instead of increasing their patrimony and gaining the confidence of the public, in a short time these young men wreck their inheritance and go down to utter ruin beneath the debris.

Many failures are caused thus. Rich men's sons too often play at business, and, as a consequence, numerous gilded failures have to be chronicled of old time concerns which had weathered the tempests of many financial storms when the rudder was in competent hands.

Madison C. Peters.

Call Boxes To Catch Thieves.

"Stop thief!" in Rio de Janeiro means the cry of an electric signal. At different street corners throughout this progressive South American city 580 call boxes similar to the fire alarm boxes have been erected. These are connected by electricity with the central police station and branch offices. For these call boxes the citizens have numbered keys, which numbers correspond with the names

and addresses of the respective owners. By this means all possibility of misuse is prevented. For once the door of the call box is opened the key can not be removed save by a policeman, who carries a special key for releasing the mechanism, so that he knows exactly who is responsible for the call. As soon as the key is put in the lock the signal is given at the central station by means of an electric bell and by the instantaneous lighting of a red glow lamp, so that the official in charge knows at once on which line the call is made. A strip of paper in the receiving apparatus registers the number of the call box, also the time at which the call is made. The message is at once forwarded to the office in the particular district, or, if necessary, it may, by the mere turning of a lever, be passed in to all the offices on the system. The time occupied in this is from fifteen to twenty seconds. A policeman is then sent from the office in the district from which the call has come. He learns the reason for the call, and inside the call box there is an indicator which he places on the word on a dial, thereby informing the head office what is wrong. On that dial are such words as "Ambulance," "Fire," "Police," and the like. It naturally follows that as the central office is in connection with all these different departments the necessary help is immediately forthcoming. The same instrument also serves as a control for the police on duty, as there is a clockwork arrangement for receiving the time at which they pass the call boxes in their district.

The field of this world is not to be worked by digging at our neighbors.

You never will find good in a boy by the detective method.

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

We are manufacturers of

Trimmed and
Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

20, 22, 24, 26 N. Division St.

Grand Rapids, Mich.

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.

Ionla, Fountain and Division Sts.

Opposite Morton House

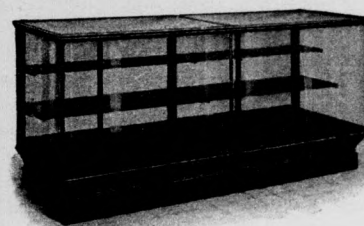
CASH CARRIERS

That Will Save You Money
In Cost and Operation

Store Fixtures and Equipment for Merchants
in Every Line. Write Us.

CURTIS-LEGER FIXTURE CO.

365 Jackson Boulevard, Chicago



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.

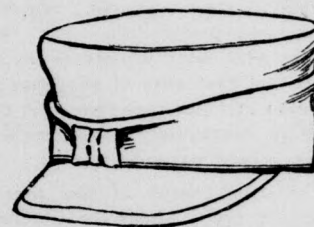
GRAND RAPIDS SHOW CASE CO.

GRAND RAPIDS, MICH.

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

The Largest Show Case Plant in the World

CAPS! CAPS!

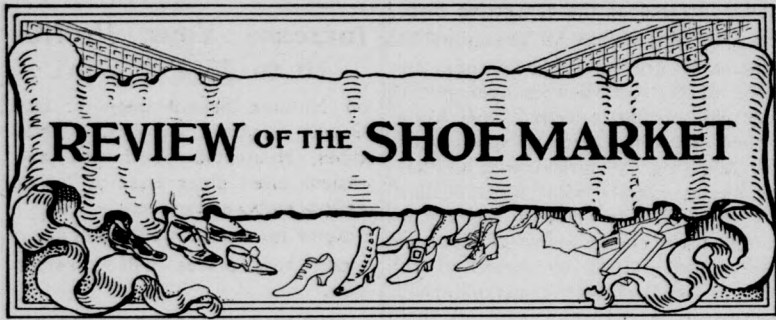


We are headquarters for Men's and Boys' Winter Caps, THE LATEST STYLES. Prices ranging from \$2.25 to \$18.00 per dozen.

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.



An Early Campaign for Christmas Trade.

Early efforts to capture the holiday shoe trade will undoubtedly bring satisfactory results to many retailers this year. Several conditions now favor plans for increasing the Christmas trade in footwear. There is a growing demand for pretty footwear for gifts, and manufacturers are producing a greater variety of pretty footwear, desirable for Christmas gifts, than ever before. It is now the task of the shoe retailer to connect the demand of the consumer with the product of the manufacturer, that both may be satisfied.

The demand for footwear at the holiday season is likely to be greater than ever, during the coming season, because of the prudent and thrifty state of mind of a host of people in the country. The industrial depression has compelled a great many persons to buy very carefully. When the list of Christmas presents is prepared, these many thrifty people will plan to give as many useful articles as possible. And, so far as the interests and purposes of the shoe retailer are concerned, footwear is the most useful and desirable of Christmas gifts.

A number of retailers are now selecting choice Christmas goods, and are planning their Christmas campaigns. Many more will probably begin to do likewise at once.

An early display of footwear suitable for Christmas gifts is very desirable, from a retailer's point of view, because people are now buying their Christmas presents earlier than ever. This is especially true of the thrifty minded shoppers of this year. They are starting early on their search for choice Christmas gifts, so that they may see as many goods, and get as many prices as possible. A pair of Christmas shoes displayed to-day may be jotted down in the memorandum book of the shoppers, and purchased as a Christmas gift even before the snow flies.

The great majority of shoppers of the country are realizing that procrastination is the thief of good things when it comes to choosing Christmas gifts. Years ago some shoppers had the idea that it paid them to wait until merchants cut their prices on Christmas goods. But merchandising is so carefully conducted to-day that prices are seldom cut before Christmas on any articles, and that the person who buys a slashed price article usually gets a slashed quality article, and that makes a poor Christmas gift.

A well chosen article is always bet-

ter than a had-to-take-it-or-get-left article. A fresh looking article is always better looking than an article that looks as if it came from the rummage sale. Many shoppers realize these facts and so shop early and get the first and best selections. Many leading retailers are now endeavoring to encourage the early Christmas shopping habit, and the newspapers are already helping them out by advising people to begin their Christmas shopping.

There are many reasons why footwear will be in greater demand for Christmas gifts than ever before. The standard Christmas gifts in footwear should be in greater demand than ever, and these standard gifts include a pair of slippers for father, a pair of comfort shoes for mother, a pair of dancing slippers for sister, a pair of buckle top storm boots for brother, and a pair of dainty white and pink soft soles for the baby.

It will occur to a great many persons this year that some of these standard Christmas gifts in footwear will be more appreciated than ever because they are useful, and will be welcome in these days of thrift and economy. More than one wife will say: "My husband is staying home more than usual this winter, because his business (or his work) is quiet, and I am going to give him a pair of slippers to make him comfortable." Many a husband will think of a pair of comfortable house shoes for his wife. And then there are those cases so trying to retailers of the man who has a struggle to keep his little ones well shod, and who will give them new boots at Christmas time and feel sad because he can afford no better present.

The fashion of giving pretty shoes is now followed more than ever. In some of the large cities of the country it is a fad for young men to give their best girls, or their wives, a pair of party slippers instead of a pair of gloves. Shoes are now made so artistically that they are simply irresistible to some women, especially those with pretty feet. The shoe dealers who carry hosiery as well as shoes find that gifts of stockings are common at Christmas time, and they have an opportunity to popularize shoes as well as stockings.

The development of this practice of giving pretty shoes for Christmas gifts is worthy of special attention on the part of shoe retailers. It is plain that if a pair of pretty shoes is given as a Christmas gift it will help to promote the standards of fine fashions in footwear, because

the gift shoes will be more beautiful than those commonly worn.

Then there is the giving of staple shoes, such as street and house shoes, for Christmas presents. This practice is steadily increasing as retailers know from experience.

The development of sales of pretty shoes for Christmas certainly calls for a display of them, for the goods must be seen in order to be desired. Sales may be encouraged by using boxes that are especially attractive, a fine quality of white wrapping paper, and holly, ribbons, Santa Claus seals or other holiday devices for fastening the package.

The grading up of women's shoe trade has brought to the stores of retailers many shoes which can be carried in staple stocks, and which are also very desirable for Christmas presents. Some of the new creations, such as fancy top shoes, buckle colonials, ankle strap pumps and ties, and colored shoes, have certainly lifted shoe fashions above the ordinary, and have made fashionable shoes as desirable for Christmas gifts as gloves, or other every-day articles.

Some of these new shoes are strictly dress shoes, others are street shoes, and still others may be worn either as dress shoes or street shoes. In handling the colored dress shoes it is particularly desirable that early displays be made. Many persons who buy them would like to match them to hosiery or a gown.

Some of the new buckle styles will command especial attention for the Christmas trade, because the buckles on them are usually elaborate. A few firms are putting onto their shoes buckles that cost 50 cents apiece. Finer buckles may be had, even gold and silver buckles, if the retailer wishes them. These buckles may be taken off the shoes and worn on the belt or blouse. There are artistic buckles.

There may now be had a number of pretty patterns in ooze low cut novelties. A retailer may buy an assortment of these shoes for Christmas trade without risking much, because they will sell as a leading style for next spring and summer, according to fashion leaders. The new ankle strap pumps may be handled in a similar manner.

An early display of Christmas shoe certificates is a necessary detail to promoting the sale of footwear for Christmas presents. Christmas certificates are now staple in many stores. Some retailers may find it desirable to make this gift certificate plan especially attractive for this season's trade.

If a retailer makes a special Christmas display of shoes, he may send out invitations to his customers. In each invitation he may enclose a certificate. This certificate, when signed, will be good for goods to the value named on the certificate. The certificate may be mailed back to the retailer, with an order to fill it in and sign it. The customer, of course, will specify whether the retailer shall fill in the certificate to the value of \$3, \$4 or \$5. This will be a new departure in shopping by mail. The retailer assumes no risk from sending

out the certificate, because it would be of no value until signed by him.

If the retailer wishes to cut his prices a little he may offer to fill in a certificate to the amount of \$3.50 for \$3 in cash on the day of his special display of Christmas shoes. He would require that the certificate be presented at the store, and he might also require the holder of the certificate to make a purchase. But most retailers will probably stick to legitimate advertising of certificates.

Retailers may work up a Christmas gift competition. The competition will call for a list of goods of the shoe trade best suited for Christmas gifts for the average family. To the person who prepares the best list a prize, perhaps money, or perhaps shoes, would be given.

A retailer conducting such a contest would find it advantageous to put into his window a large assortment of goods desirable for Christmas presents, and require competitors to make up their list from his displays. He would have to put prices onto the various articles, and he would have to limit the amount to be expended on the list of Christmas gifts to \$10, \$15 or \$20, or any other amount that seemed reasonable to him.

He would include in his display, of course, a variety of findings and supplies, as well as all kinds of shoes that he carried in stock.—Richard H. Washburn in Boot and Shoe Recorder.

His Initials.

Henry A. Turner is a commercial traveler whose work takes him up and down the State of Texas. In Fort Worth recently he needed a hat, so he proceeded to one of the city's grandest men's furnishing stores and stated the fact. The obliging young clerk who waited upon him, after the purchase had been made, proudly announced that his house had the only machine in town for cutting initials in the leather bands of head-coverings and asked if Turner would like to have his chapeau marked.

"What initials?" enquired the merchant-prince-to-be, swelling out his chest.

"Well, let me see," said the reflective Turner, and after further deliberation announced his choice as "H. A. T."

"H. A. T.?" gasped the astonished clerk.

"Yes, H. A. T.; that'll be enough."

So the hat was marked, and, putting it on, the drummer started out of the store. The mystified clerk's curiosity got the better of him before the customer had reached the street, and hurrying up, he asked pardon, and said he would like to know the reason for those letters, adding:

"Why, anybody can see it is a hat."

"Yes, I know," said Turner, without a smile, "but you see I'm afraid I'll get up some morning and think it's a shirt or one of my socks."

That is not a good life which does not find living a glad thing.

Charity always goes farther than it is sent.

Some Popular Specialties

of the

Widely Advertised



"Honorbilt"

The line of snappy men's shoes that satisfy

Mayer



"Leading Lady"

The favorite line of ladies' fine shoes

Quality Line of Custom Made Shoes

The selection of a number of new lasts for the spring line has added greatly to the selling possibilities of Mayer Custom Made Shoes. You will make a wise selection if you put in the Mayer line and concentrate your efforts in building up on a line of proven worth and unusual salability.



"Martha Washington"

The wonderful comfort shoe that captures and holds the trade

The fact that the Mayer factory made gains in business during 1908, while nearly every other business lost ground, is the most convincing proof of the quality and popularity of Mayer Shoes. They are more widely advertised than any other general line in the territory. They are advertised in eleven languages—2500 newspapers and periodicals carry Mayer Shoe advertisements. With this immense publicity back of QUALITY GOODS there can be but one result—more sales.



"Yerma" Cushion Shoe

For Men and Women
The shoe that has the cushion sewed in with the upper

All Mayer Shoes Are Made With Full Vamps

If you want to make progress during the coming year we will help you to success with the Mayer quality line and the push we put back of it. ❁ ❁ ❁ ❁ ❁ ❁

Send for Illustrated
Catalogue and Prices



"Special Merit"

The great line of Seamless School Shoes that "wear like iron"

F. MAYER BOOT & SHOE CO.

MILWAUKEE, WIS.

LARGEST MANUFACTURERS OF FULL VAMP SHOES IN THE WORLD

Help the People Spend Their Money.

The above suggestion comes through more than one channel, but very rarely has it been suggested by a shoe dealer. Clothiers, hatters, haberdashers and jewelers are apparently alive to the fact that now, even in spite of the so-called money stringency, there are people in every city with money in their pockets ready to be spent. Show them something to spend it on, and make them think they want it, and the trick is done. That is the method of the various merchants above mentioned. The question is, "How can we help people spend their money?" Immediately there is a chorus of shoe dealers crying out: "People buy shoes when they need them, or when they get good and ready to buy." Meanwhile the clothier, the haberdasher, the hatter and the jeweler get busy in quest of the money that is burning the pockets of the one in the street. Holdup methods are not resorted to, nothing but simple merchandising. Their methods are to turn their show windows into magnets that attract and appeal to the eye and fancy of passersby. No merchant is better equipped to capture the loose change of the public than the shoe dealer, but has he learned the methods of merchants in other lines? There is no secret about it. It is known to most shoe dealers. The whole thing summed up in a nut-shell is, make your show windows more attractive by putting in them articles of footwear that people want—something new and snappy. Once interested in the question a live shoe dealer readily sees his way clear in the matter without any sermonizing.

Of course the average shoe dealer can not afford to pay a big salary to an exclusive window trimmer, but the chances are that there is someone within reach who can do many times better than he is now doing with the means at his command. It may be his clerk or porter. It may be his wife or daughter. The proper thing to do is to experiment till he finds the right one and then let that one do his best. Window trimming is an art, but like most other arts it can be studied and acquired. Get out on the street and study other windows. Analyze the ones which appeal to you as being above the average. Learn what it is which makes them better than most of the others. Pick out the good points and emulate them. Pick out the false and avoid them. I do not mean to advise copying, but we can learn from the mistakes and successes of others without copying.

Simplicity, concentration, force. Such are the qualities of the shoe display window that attracts.

Complexity, overdisplay, frippery, such are the qualities of the shoe display window that distracts, and the difference between the shoe display window that attracts and the window that distracts trade is the difference between gain and loss of trade. Intelligent, well ordered minds are attracted by a display that is strikingly simple, the display that gives expression to an idea, without losing

force. There are too many shoe stores—too many by far—that neglect this important method of advertising.

The chief fault of the ordinary window display is crowding. Don't try to put your entire stock in your windows, but leave room for an effective arrangement of what you do put there. Too much stuff will defeat your purpose, which is to call attention to the items displayed with enough force to make the gazer want to buy.

There is one more point. Do not expect a window display to sell goods indefinitely. Those who pass your place will get tired of seeing the same display of footwear day after day. Give them something new to look at once in a while. Let them get into the habit of looking to see what you are going to offer them next. Sooner or later you will draw the fancy of the regular gazer and sell him, or her, something. If your offerings are made on the basis of attractive prices, make the price a part of the display. In most cases it is well to do this anyway, as the combination of the article and the price together sometimes make an appeal that one can not resist.

It is at night when the outside world is dark that your window will look the most attractive. Hence the best time for window display is in the fall and winter, when the evenings are longest. For this reason, too, it follows that one of the first things to be seen to is that the window must be well illuminated. Nothing so surely kills off a window display as poor lights. And at the same time it may be stated that there is no other investment which will pay a shoe dealer so well as good lights throughout the store as well as in the window, but if the lights must be cut down anywhere, let it not be in the window.—Shoe Trade Journal.

Heat of the Earth's Interior.

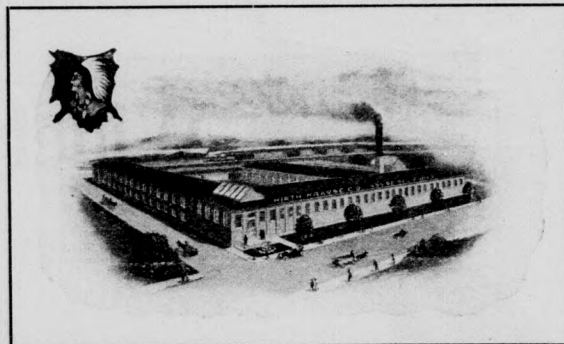
In fire the earth began and in fire it will end, believes Prof. W. Boyd Dawkins of the Manchester museum. The deeper we descend from the surface of the earth the higher grows the temperature. Below fifty feet the temperature rises in the proportion of 1 degree for every sixty-five feet of depth, except where currents of water carry the heat away. The result is that at a depth of about 4,000 feet we reach a temperature of 98 degrees or blood heat. This renders it exceedingly difficult to work coalpits below that depth. This is the reason that Great Britain's coal commission has decided that mines are not workable below 4,000 feet.

The thickness of the solid rocks building up the crust of the earth is at least thirty to forty miles. At that depth the heat is such as would reduce everything on the surface of the earth to liquid. But the pressure of the overlying rocks is so great that until the relation of the heat to the pressure is known it can not be said whether the earth at that depth is fluid or solid.

A great sorrow may be the fitting for some great service.

Owing to the Demand

We were obliged to double the size of our shoe factory, and we are now in position to take on new customers. * * * * *



Our shoes are constantly growing in favor. If you wish a first-class line of shoes, write us and we will have our representative call. We carry everything needed in a shoe store. * * * * *

Rubbers { "Glove" Rubbers, the best made.
Rhode Island, the best second quality.

Hirth-Krause Co.

Shoe Manufacturers

Grand Rapids, Mich.



WHEN you see these brands on rubbers you can be sure you are getting the very best for your money. The Rubber Season will soon be at its height. Do not miss sales by not having the goods. Send us your orders now. * * * * *

Grand Rapids Shoe & Rubber Co.

Grand Rapids, Mich.

Happy Is Owner of Bag with Foreign Labels.

Written for the Tradesman.

Perhaps only once in a lifetime the average person invests in a valise. So it is no wonder that its selection is of moment to the purchaser.

A man usually picks out something heavy—something that won't wear out in a hurry. He wants a few pockets in it, as a general thing, in which to slip cuffs and handkerchiefs, but farther than those simple requirements he isn't very particular; he just wants room for a change of underwear and for a suit of clothes at a pinch. And he does not mind much if it is oppressive to tote around.

Not so with a woman. In the first place, she does not want to be burdened with a heavy valise. Quite often she is obliged to carry it herself and she does not want a valise so bulky that, without contents of any sort, it is a task to lug it around. The essential of lightness disposed of the next thing she sees to is the appearance of the outside. To suit her taste the trimmings must be handsome in design—the reinforcements at the corners and the brass work. Nothing clumsy-looking will please her finickiness. Then she looks at the inside. There must be pockets galore with conveniently-fastening flaps and plenty of straps to hold her clothes firmly in place. The lining must be of a pretty pattern and put in in a substantial fashion. The lock? No flimsy togglement goes with her; she must have something that locks easily but with no danger of opening at unlooked-for and embarrassing moments. Nothing will make her madder than to suppose her belongings safe and snug and then to have bag-fastenings unloose themselves unexpectedly and inopportunely and disclose her lingerie to an interested-and-amused-but-coldly-unsympathetic world. No, as I declare, the fastenings must perform correctly the service for which they were manufactured. Then there is no "kick" coming.

Bags nowadays come provided with two keys, which allows for loss or breakage. Often the key is as ornamental as the rest of the brass—really a thing of beauty.

Some people mistakenly prefer carrying a valise that looks spick and span, thinking that it seems elegant to be so doing, seemingly ignorant of the fact that it is much more swagger to be journeying with a valise that shows its owner a traveled personage.

I recollect one time witnessing a bag sale that was being made in a haberdasher's to Mrs. New Rich. She was buying a valise of the very finest alligator skin.

"Is this as fresh-looking as any you have in stock?" she asked of the man who was most politely waiting on her.

"Oh, yes," he replied, pleasantly, divining from her interrogation that she was unaware that a "fresh" look is the last thing in the world to be desired when going a traveling with a portmanteau, and the merest suspicion of a queer smile stole around

the corners of his expressive mouth.

The happy possessor of a bag that appears decidedly the worse for wear, and, moreover, that is plastered over with foreign labels until there's scarcely an inch to the good, is one to be exceedingly envied.

H. E. R. S.

Cold Fire and Heatless Light.

Cold fire and heatless light are coming inventions. Nature has them already. The cold flame is seen in the fire-fly and the heatless light is found in the glow worm. These flames and lights are not mysterious. Their cause, it has now been discovered, is due to ether, one of the subtlest forces in nature. The human senses are acquainted with this substance only in an indirect way. Yet ether flows through the earth's atmosphere in mighty currents, unchecked, resistless and subtle. The ether is the direct parent of the X ray and the speech of the wireless telegraph.

When a man will attain the perfect vacuum then the rude ether blush of the electric light bulb will give forth many times more light, purified and heatless, soft and healing as the light of the stars, penetrating as the sun. An examination of the firefly when emitting flames or light shows bodily movements that can not be understood to mean anything else than vacuum producing.

The lights are always seen in the vacuum sac on the back. Immediately before emitting light the insect will flatten the body, draw the legs in, droop the head, seemingly contracting in all directions; then with the relaxation come the flame and light. The bodies of the glow worm and firefly always are transparent when filled with flame. The blades of grass or other debris are seen plainly through the bodies. Here are cases of nature dealing with X rays.

Crystallization Bane of Iron Founder.

Crystal curiosities multiply with study. Prof. Turner, of Birmingham, has pointed out that metals generally show a marked tendency to crystallize when solidifying or when heated nearly to their point of fusion. The crystals usually belong to the cubic system, although there are exceptions to this rule. Crystal planes and faces usually form lines of weakness along which fractures can take place. So that however interesting crystals may be to the mineralogist, they are to be avoided if possible by the metallurgist. The form a crystal takes usually depends upon the rate of cooling and also upon the relative freedom of motion in the solidifying mass, so that either perfect crystals, compound crystals, or a cellular structure filled with microscopic cubic crystals may be produced, according to circumstances. This last form is the most common, and is the one usually met with in iron and steel. The question of crystallization is of great importance to the iron founder, as with some kinds of iron and with angles or sharp alterations of shape crystals are apt to form and cause weakness in unexpected ways and places.



The Lucky Shoe Dealer

placed his order early for

H. B. Hard Pans

You know this line has gone steadily on growing in value from good to better, from better to best—his lot were the best values he had ever seen—bought them at the lowest prices—shoes that will earn big profits just as sure as 2 and 2 make 4.

The unlucky dealer knew about H. B. Hard Pans, but he said, "What's the hurry? I'll write next week."

The lucky man wrote P. D. Q. He won. Which man would you rather be? You may be too late already. We'll tell you if you are—if not, you'll get the strongest line of money-making every day sellers on the market today.

It will cost you only a penny to find out—better write today.



H. B. Hard Pan Blucher
8 inch Top Large Eyelets
Carried in Stock 6-11

Herold-Bertsch Shoe Co.

Makers of the Original
H. B. Hard Pans

Grand Rapids, Mich.



Bostons Fit

All Boston Rubbers worn over the foot are made over foot form lasts and are always comfortable. Boston Rubbers that are worn over shoes are made over lasts that conform to the lines of the shoe. They go on and stay on without stretch or strain.

A good fit is as essential as good material in the wear of a rubber.

This is one reason why Bostons are always durable.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

GREAT WHITE PLAGUE.

How It Can Be Robbed of Its Terrors.

The American people are much given to sensationalism. That is to say, when something specially attracts their attention and it is a matter of real importance the people take it up and for a while devote themselves to it with great activity and zeal.

If the subject which attracts their attention be a matter of morals, or of medicine; of duty, or of diversion; of politics, or of piety; of corruption and crime, or of conscientious Christianity, the people throw themselves into it with the same zeal. If, as is too often the case, the object of interest is frequently changed, it is not because the people have "gone back on" their past opinions and principles, but because something new has occurred to gain their attention.

Probably there has been no subject that has for some little time past occupied as large a place in the public thought as the disease which has recently come to be known as the Great White Plague, commonly known as consumption. All the peoples of the earth have had it with them from time immemorial. It does not advance like some vast and terrifying wave of destruction, starting in some far-off land and moving around the earth devastating the populations that it visits, as was anciently the case with the once frightful Black Death, and the Bubonic Plague, and the Asiatic cholera. These diseases, which were equally destructive in any climate and in any quarter of the globe, did not establish a permanent abiding place in any country, but at intervals, longer or shorter, visited them all on their errands of death.

But the White Plague, as it is called, remains permanently in every part of the earth, never ceasing its warfare upon the population. For a long time, indeed through all the ages, and up to a very recent date, tuberculosis excited no alarm, and was regarded as one of the permanent conditions under which human beings must exist. Within a few years past alarm has been excited, and much attention has been given to the study of the disease, its causation and possibilities of its prevention and eradication.

Naturally, many erroneous opinions were formed and discarded as the study of the subject progressed, and although no exact and unquestioned solution of all the problems involved has been reached, a general agreement by medical and sanitary investigators of the highest eminence as to several important principles has been arrived at and may be laid down as starting points for future investigation, even if they be not adopted as established conclusions.

This all-important theme, all-important at least until something newer shall displace it in public attention, was the subject which engrossed the interests of sanitary scientists from every part of the world assembled in the International Health Congress recently held at Washington. A

most comprehensive statement of the work of the Congress has been contributed to the New York Independent of Oct. 22 by J. J. Walsh, M. D., Ph. D., L. L. D., Professor in the Fordham University School of Medicine.

According to Dr. Walsh, the most practical question which came up before the Congress at Washington related to the sources of tuberculosis. There has been a decided division of opinion among the pathological authorities on this disease as to whether human tuberculosis was ever derived from animals or always came from human sources. Until the declaration by Prof. Koch in the International Congress held in London seven years ago, it was always considered that tuberculosis in animals played a large role in the causation of human tuberculosis, and stringent laws and regulations were drawn up to prevent human contamination from animal sources. Prof. Koch denied that human tuberculosis was frequently derived from animals, and suggested that such a mode of transfer of the disease, far from being common, was quite unusual.

Needless to say, this expression of the distinguished German bacteriologist, to whom we owe the original discovery of the tubercle bacillus and so many other important observations in bacteriology, created a sensation. If human infection of tuberculosis from animals was rare, then a good deal of our effort for the prevention of the disease was being exerted in the wrong direction. Our laws for the prevention of animal tuberculosis, lest this should prove a mode of infection for man, were much more stringent and expensive than any that we had been able to formulate for the prevention of the spread of tuberculosis among human beings, and if Koch's contention were correct, then we were fooling ourselves with the thought that by gradually reducing the amount of tuberculosis in animals we would bring about a reduction of the dangers to which men are liable from the disease. Koch's assertion in the matter was at once denied by other pathologists, and only the respect due to his great work kept men from saying bitter things about the inadvisability of springing a sensation of this kind, calculated only to do harm under such circumstances.

The subject of the relation of human and animal tuberculosis has been very faithfully studied since then. A British government and a German government commission have each done a series of careful experiments in the matter. After seven years of study no agreement has been reached by the extremists on either side. After a discussion carried on by the most famous bacteriologists who were delegates to the Washington Congress, assembled in a special conference for the purpose, the state of mind of those who were at the conference not necessarily committed to either side might very well be represented by the words of the Chairman, Prof. Herman Biggs, at its conclusion. He said:

"It does not seem to me that we are very far apart. We have human and bovine tuberculosis, both of which are of great importance. There is no question but that the vast majority of cases of human tuberculosis are due to human bacilli. There is a small proportion which are due to either the human or the bovine bacillus. The only difference of opinion seems to be with regard to the question as to how large a percentage of that small residue is due to human infection or must be attributed to bovine infection."

That this statement is fair can be realized from the fact that Prof. Koch has restated his position to be that bovine infection of human beings can occasionally occur, and he does not wish to be understood as depreciating the efforts that are being made against the suppression of bovine tuberculosis, if from no other standpoint than that of agricultural and general economic consideration. He does not think, however, that we are justified in putting that movement unduly in the foreground as against efforts for the suppression of tuberculosis in human beings.

Dr. Walsh, commenting on the extreme rarity of cases in which the human subject has been infected by bovine tuberculosis, declares that infection from human being to human being is so commonly the cause of such disease transmission that it appears probable that all of our pulmonary tuberculosis thus originates. For a time it seemed as though the control of animal tuberculosis and of food products would do much to reduce very largely our death rate from tuberculosis. This is now shown not to be the case, although there is no doubt that restrictive measures with regard to cattle tuberculosis will lessen the number of cases of this disease that occur among children, in whom tuberculous affections outside of the lungs are much more common than they are in adults.

Dr. Walsh concludes his interesting and important review of the work of the Tuberculosis Congress as follows:

"Since we are already doing so much to eradicate the lesser evils and quite rightly, it is only proper to have emphasized for us, as Prof. Koch does, how much we should be ready to do to prevent the communication of human tuberculosis. We are asking farmers to put themselves to many inconveniences and stand many material losses, partly, of course, for the benefit of the dairy industry in general; but mainly because of the risk of the possible spread of bovine tuberculosis in a limited number of cases to man. How much more, then, should we be ready to ask landlords, manufacturers and those who derive revenues from various organized industries to do as much as the farmer is asked to do for a less serious danger. After all, the one thing that was made perfectly clear at this Congress was that where people live in fresh air tuberculosis does not thrive. Even after it has gained a rather strong hold on the human system, living out in the air will usually lead

to such a conquering of the disease as robs it of most of its terrors.

"It is because factories are not well ventilated, because workshops are allowed to continue to be over-filled, because in congested districts there is not much of any chance for ventilation anyhow, because people are compelled to live in crowded quarters where the amount of air per individual is so limited that rebreathing of once breathed air is inevitable, that human tuberculosis continues to thrive. More than nine-tenths of all tuberculosis is pulmonary and is due to previous cases of pulmonary tuberculosis. The dairy industry is compelled to bear its burdens, but so should all the industrial and commercial conditions that favor that transmission of this 'Great White Plague of the North.'"

Follow Own Initiative.

I have known girls who had the brains and fortitude to hew out their fortunes in their own individual way; but in the face of adverse opinion, counter advice and the haggling of relatives they meekly deserted their own enterprises. Fear of criticism, or what others might think, hampered initiative, and they went sliding along the groove preordained by circumstance and environment.

A working girl's determination to have her own best way in beating the fates, in opposition to the well meant counsel of parents and friends, may often savor of selfishness, stubbornness and even unfairness, but at the same time, if her future turns out to be nothing but a deadlock with circumstance, chiefly because she disobeyed the calls of her own mind and nature in her subservience to others, she only is held responsible. Therefore, it is her business as well as her birthright to brace up against adverse influence and to push through as fast and as far as possible the plans and enterprises by which she hopes to attain the most for herself. Only by doing this can she in the end most fully recompense those near and dear to her.

A certain school teacher, after three years of excellent service, decided to use her savings and small inheritance in a business in which she had always been interested, and which took her to the city. Her parents insistently discountenanced the enterprise and friends criticised her "headlong vagaries and tangents." Miss A. believed in filial obedience and a pleasant disposition in so far as they did not impede her forward march, so she held her own and sallied forth. She prospered according to her faith, and in a little less than four years came flying home in an automobile and packed her parents off to live with her in a pretty home in the city.

This might do as a parable for any one who is afraid of criticism and too easily governed by the judgment and desires of friends and relatives.

Lucy De Billeau.

It is a strange delusion of many that God can have no new thoughts when once they have spoken.

What Your Business Needs

IT JARS YOU to have your competitor walk over your head and take your best customers away from you—right before your very eyes. A little thinking brings you face to face with the undeniable fact that you must progress with the times.

"Good enough" will not do—but something **"different,"** something **"better"** is what your business needs. If you can foresee that a change is necessary, **make that change now!**

"Flossy," "Graduate" and "Viking System" Young Men's Clothes and "Viking" Boys' Clothes, together with our forcible kind of advertising which we furnish free of charge, are most assuredly **what your business needs.**



Cut Out this Coupon and Mail It to Us To-day

BECKER, MAYER & CO.,
208-218 Van Buren St., Chicago, Ill.

Will look over the Spring and Summer "Viking" line. If it is all you claim it to be, I will buy, otherwise not. Have your salesman call when within reasonable distance.

Send booklet "Just a Few Unique Styles," without cost to us.

NAME _____

ADDRESS _____

BECKER MAYER & COMPANY CHICAGO
VIKING GRADUATE VIKING SYSTEM
BEST MADE CHILDRENS CLOTHING

Expansion of Waist Line Sign of Prosperity.

"You are looking for the measure of prosperity?" and the correctly tailored one looked up with an inquisitive smile. He was one of the "men higher up" in a firm of the largest Eastern wholesale clothing manufacturers to the best class of trade, a man whose opinion in the clothing field has some intrinsic value.

"I am; can I find it here?" and the professional spoiler of paper presented a statement made by a Boston clothing manufacturer which recited that he had discovered the human waist line to be the barometer of public welfare.

In this statement the clothing manufacturer, who turns out something like 750,000 low priced suits of clothing annually, said that for a number of years he had made a study of his business in a philosophical way, as might properly be expected of a Bostonian, and that he had drawn some very interesting economic lessons from a number of things that he had noted.

"Perhaps the most interesting," he continued, "was that some ten years ago the principal call for ready made clothing—which, in my case, is supplied mostly to the West and South—was for waist measures of thirty-three and thirty-four inches; the first size for the South, the latter for the West.

"At the present time," he declared, "the call for trousers is for waist measures of thirty-five and thirty-six inches, for the same sections respectively, and from the same class of people. This, I believe, indicates better methods in the American's way of living, as well as providing a reliable and indisputable measure of the country's progress in prosperity. That the waist line is expanding is a sign that prosperity is increasing, and this in spite of the increase in prices, as a result of the stand pat tariff, the ruthless despoliation of the national resources, the possible prolongation of 'my policies,' the grabbing of the grabbers, the revelation by Uncle Wiley of impurities in our food, and the advance in divorce court costs; to say nothing of the spectacular and ably handled 'panic of nineteen-seven.'"

"Now that you are advised of the nature of the 'measure,' may I ask again if I can find it here?" we interposed.

"For the purpose of an argument, you might. But it would be a very narrow gauged measure; the merest shadow of a tape. You see, we make only high class garments, the kind of clothes that are worn by the well to do classes of the cities, people who, as a general rule, always have the price for a good suit of clothes and thick, juicy steaks, so that their waist line is not appreciably affected by prosperity, or the reverse. You may say, however, that it has not been necessary to let out the waist band within the last ten months; the class of feeding indulged in since last fall has not warranted it.

"What the Boston manufacturer says of the increased waist line may

reasonably be true with this class of trade. The increase of two inches in the waist line is a very considerable one, especially within so short a period as ten years. It may mean one of several things. The laboring class who buy the kind of goods referred to may be getting better wages and more work, or they may be spending more money for better food. The farmer, who is a large buyer of the Boston man's make of goods, may have been encouraged by prosperous times to pay more attention to his appetite, and it may be, too, that he has not had to work so hard as before improved machinery relieved him of much of his drudgery, so that the normal nutriment may not have been so evenly consumed by maximum exertion and expenditure of energy that eat up fat. And this is, I suppose, equally true of the South and of the West.

"We do not put our line of suits into the country towns, or even the smaller towns. Our goods are sold only in the principal cities, and we cover them all from Boston to San Francisco; and as they are of high quality and price we do not reach the man with the dinner pail, nor the man who 'works in the field with his coat off,' as Secretary Wilson refers to the farmer. I will say, however, that we have within the last two years increased the waist band measure of our trousers about one inch. But I think that this might be explained, partially at least, by the fact that it is easier to 'take up' than to 'let out' the waist band in 'altering,' and nearly every ready made pair of trousers requires some altering to secure a perfect fit. My opinion is that the measure of prosperity would be better determined by the class of goods sold rather than the rise or fall in the size of the waist line. Basing judgment on this point of view, then, the increase of prosperity, considering quality purchased and prices paid, has been steady and substantial."

"Taking the waist line as a measure of prosperity does not appeal to me as a reasonable proposition," said another large manufacturer; "not one based upon the facts, at least. Speaking of the size of the waist line of all classes of clothing, from the very cheapest grades that go into the poorer districts, through the intermediate grades that go to the better class of the workmen and to the farmer, to the very highest quality in the ready made trade that is used by business people and the comfortably well to do, I would say that the tendency, if anything, had been directly the reverse of that claimed by the Boston manufacturer, particularly in the higher grades.

"Instead of saying that the waist line was the measure of prosperity, I would change it to read 'The Measure of Progress.' And this version is borne out by the facts. As we progress in civilization, education, vocational training and athletics the waist line has gradually decreased, instead of increased. And this is for no lack of the evidences of prosperity. It has

been regulated by ideals rather than by material conditions.

"The majority of the mother stock that builded America came from the Teutonic races, and they were very ample in their proportions at the waist line. American conditions, both economic and sociological, have lessened and not expanded these proportions. American diet, too, has had something to do with this reduction; but even more to do with it than this have been our manner and method of living, of our physical environment. Witness the tall, lean, lank Southerner, the mountaineer, the active Westerner. Outdoor life, strenuous living, muscle developing labor, heavy and long continued exercise, the application of the nervous forces at high tension, all these, and other things incidental to American life in the open, are not conducive to obesity. The result has been, as a matter of fact, the opposite of increase in the waist line.

"Then, you know, the French have a saying, 'Look for the woman in the case,' and it may very pointedly be applied here. Among the city and business classes women have more to do with the tightening of the waist band than any other factor that I know of. And their influence acts in a twofold way:

"In the first place, man is an ape. He follows woman—in more ways than one. He apes her styles, not only in color schemes in dress, but in figure. This is in evidence more in the cities—among the more educated, cultured, aristocratic classes, those more advanced in modern civilization, if you please. Take, for instance, the peculiar blue that women affected so much. We are now getting out suitings that are to match this color; and hats, shirts, ties, gloves and socks, to say nothing of

handkerchiefs, will go in the combination, to complete the new scheme of harmony.

"I met a man on Broadway yesterday who was dressed from hat to shoes in a perfect color scheme; and he was perfectly dressed, too. He was neither fop, dandy, nor dude; simply a neatly, but smartly, yet not flashily, dressed gentleman. And although he was quietly—that is, not attractively—dressed, it was a striking manifestation of man's disposition to imitate woman.

"Not satisfied with following her in the matter of dress, he has made

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color, and one that complies with the pure food laws of every State, and of the United States.
Manufactured by Wells & Richardson Co.
Burlington, Vt.

All Kinds of Cut Flowers in Season

Wholesale and Retail

ELI CROSS

25 Monroe Street Grand Rapids

We Want You if You are a Real Living Salesman

We don't want any "Near" salesmen, nor men who "Used to be Corkers," but men who are in the top-notch class to day, right now. We know that it is better to be a "Has-Been" than never to have been at all. Just as it is better to have loved and lost than never to have loved at all, but—

The man we are after is the man who has good red blood in his veins, who is full of vim and vigor and who doesn't know what a "Turn-Down" means.

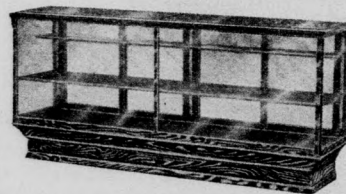
If you belong to that class write us, and you may find we have a proposition that means progress for you. Straight commissions, new and profitable, for both the salesman and retailer. (Mention this paper.)

BOSTON PIANO & MUSIC CO.

Willard F. Main, Proprietor

Iowa City, Iowa, U. S. A.

IMPROVED SHOW CASES MEAN INCREASED BUSINESS



Every style of case we make is patterned along that "Business Builder" idea, and that's one reason why ours are better cases for you. Besides we save you in price by selling direct. Our catalog shows their many prominent points of merit. If they are not as represented we pay freight both ways. Send for prices.

Geo. S. Smith Store Fixture Co.

Grand Rapids, Mich.

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 rivited.

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

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

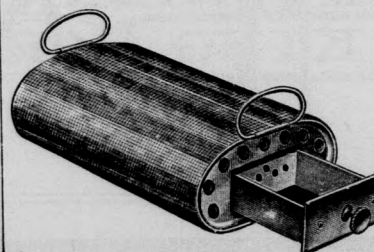
Clark Coal Is Best

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



the attempt to mould himself after the manner of her form. And corsets and 'abdomen reducers' of one kind and another play no inconsiderable part in the scheme. To further the effect, trousers were built with the full hip; fluffly, puffy, baggy creations that serve to aid the delusion of small waists and broad hips.

"Again, women are admirers of the 'heroic' figure in man, and this admiration has grown in the same proportion as athletics. Here again man bows to the influence of woman's dress and exhibits broad, stuffed out shoulders, deep chest effects and small waist lines. If the shoulders are not naturally of ample dimensions, they are padded out to 'form.'

"So, you see, prosperity, so far at least as it concerns the higher class of suits, can not altogether be measured by the waist line, since that is so effectually regulated by fashion and style, making it rather a matter of ideals and environment than the rise and fall in food stuffs, of investment earnings and easy money.

"The waist line is really more seriously to be considered as the measure of progress. However, progress follows prosperity, and, again, without prosperity progress would be retarded, if not halted; and so, after all, the waist line may measure prosperity, with prosperity the cause and progress the result, or vice versa if you please, for each is quite dependent upon the other.

"The waist line indicates prosperity as prosperity indicates progress, just so surely as the trend and angle of progress indicate the influence of woman; for woman is at the head of the line of every evidence of progress, guiding, directing, governing, not arbitrarily, but by her subtle ability to lead, the procession of men at her will. She is there whether we see her or not, even although we fail or refuse to recognize her presence. And American women are squeezing in the male waist band today not with the rude force of hands, but by man's desire and willingness to conform to her ideals."—Richard Maxwell Winans in Harper's Weekly.

Animals That Wear Armor Plate.

Armor is not an invention of man, but merely a rough and ready copy of protective devices in use among the animals from time immemorial. In nature are examples of almost every kind of armor ranging from the tough integument comparable to the shields of hide borne by the savage warrior to veritable suits of mail, reminding us of those worn by knights of the fifteenth century. Some animals even resemble the modern battleship fully equipped or the locomotive fort described by the imagination of H. G. Wells.

Star fishes, especially of the tropical seas, giants measuring from fifteen to twenty inches across, show us a type of armor not unlike the tough embossed shields characteristic of early warfare. Their integument is hardened by the presence of much calcareous matter and studded with bosses of the same hard material.

Among sea urchins we find the strong box again predominating.

Lobsters and crabs are excellent examples of armor bearing animals. The lobsters have wonderful coats of mail suggestive of those devised by human warriors in the age of chivalry. They combine perfect security with ease of movement, owing to their jointed structure. Crabs have pinned their faith to the strong box type of protection, such as is fashionable among the tortoises. The manner in which crabs when at rest tuck their legs beneath them so as to bring them under the shelter of the hard carapace is interesting. The crab is doubly protected, for it resembles a water worn pebble, and thus looks like the inedible objects by which it is surrounded. Large fishes like the cod are in the habit of swallowing crabs, shell and all. In this case their armor is of no avail, but they are protected by their resemblance to the stone.

The pangolins of South America are almost lizard-like in outline, clad from head to tail in a suit of horny plates like huge thick finger nails overlapping each other as do tiles on the roof of a house. The head terminates in a long narrow snout. Within this is the sticky wormlike tongue used with rapidity and effect when an ant hill is raided.

Practical Uses of Astronomy.

Sweet are the uses of astronomy. Prof. Jarby finds at least three. One, the regulation of time. Watches and clocks are compared with a regulator such as may be found in the jeweler's shops and thus set aright. But how does the jeweler regulate the regulator? In every city is a network of telegraph circuits. One of these is the time wire. For a moderate annual compensation the telegraph company will run a loop from the time wire circuit into any building. A telegraphic sounder is attached to this loop, and thus the beats of a standard clock placed in the central office of the telegraphic company can be repeated by the sounder for comparison with the jeweler's regulator.

By a simple system of omitting one beat before the beginning of each minute and a different number of beats before the beginning of the hour it becomes possible to adjust the minute and hour hands of the jeweler's regulator as well as the second hand into accord with the company's standard. The company depends upon the astronomical observatory and the "natural" time of the stars.

The second good use of astronomy has to do with navigation, the sure and certain guiding of a ship across the trackless, unmarked ocean by the use of the nautical almanacs prepared by skilled astronomers and their assistants.

The third practical use of astronomy has to do with the preparation of charts and maps, whose latitudes and longitudes are all the result of astronomical calculations. The true use of astronomy, however, supersedes all these practical phases in research. An illustrious example of this is in the Theoria Motus of Gauss,

which is described as an immaculate, unapproachable work of art such as might be a marble of Phidias. None since have added anything to it, "the utmost effort of the utmost man."

The One Way.

"Is there any method that will enable a man to understand a woman?" queried the innocent youth.

"The only way to understand a woman," replied the home-grown philosopher, "is not to try. Under these circumstances she will reveal herself sooner or later."

Refuse another's burden and you lose your own blessing.

MODERN LIGHT

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

SWEM GAS MACHINE CO. Waterloo, Ia.

The Celebrated Royal Gem Lighting System

with the improved double cartridge generator and perfected inverted lights. We send the lighting systems on 30 days' trial to responsible parties. Thousands in use. They have been giving satisfaction for years. The Royal Gem cannot be imitated: the Removable Cartridges are patented. Special Street Lighting Devices. Send in rough diagram giving height of ceiling and location of lights for low estimate. ROYAL GAS LIGHT CO.

218 E. Kinzie St., Chicago, Ill.

Danger!

The red light has no more significance to the railroader than the absence of a telephone in the isolated home.

"Use the Bell"



H. LEONARD & SONS

Wholesalers and Manufacturers' Agents

Crockery, Glassware, China
Gasoline Stoves, Refrigerators
Fancy Goods and Toys

GRAND RAPIDS, MICHIGAN

A DIVIDEND PAYER

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

Holland Furnace Co., Holland, Mich.

FLOWERS

Dealers in surrounding towns will profit by dealing with

Wealthy Avenue Floral Co.

891 Wealthy Ave. Grand Rapids, Mich.



HIGHEST IN HONORS

Baker's Cocoa & CHOCOLATE



Registered,
U. S. Pat. Off.

50
HIGHEST
AWARDS
IN
EUROPE
AND
AMERICA

A perfect food, preserves
health, prolongs life

Walter Baker & Co., Ltd.

Established 1780 DORCHESTER, MASS.

So Simple

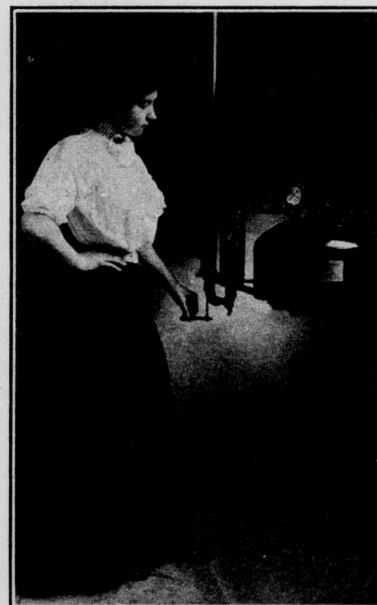
That any woman or
child can operate the

Ideal Junior Lighting Plant

Perfectly Safe
Absolutely Automatic
No Smoke or Soot
Brightest Light Known
 $\frac{1}{4}$ c per hour
for 500 candle power

Ideal Light & Fuel Co.

Reed City, Mich.





GONE BEYOND.

Sudden Death of Thomas Macleod, the Veteran Salesman.

Thomas Macleod, one of the veteran traveling men of the State, died suddenly of apoplexy last Wednesday afternoon in M. M. Stanton & Co.'s store, 124 Jefferson avenue, Detroit, where he was employed. He appeared to be in usual good health up to the time of his demise except that he sometimes complained of shortness of breath. While about his duties at the store, a little after 4 o'clock, he sank to the floor unconscious, and before the arrival of a physician he was dead.

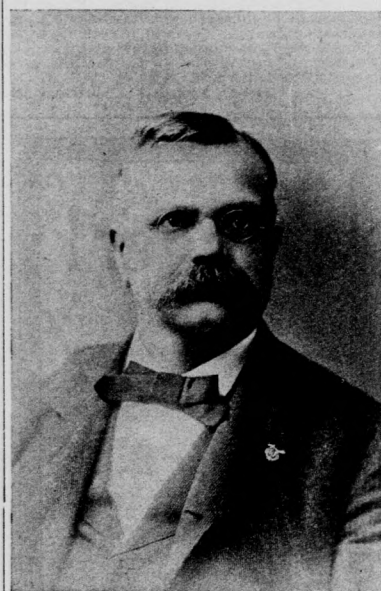
Biographical.

Thomas Macleod was born in Edinburgh, Scotland, April 12, 1839. His father was manager of the Bible publishing house known as the Queen's Printing Office. He was the oldest child in a family of four sisters and one brother, Wm. B. Macleod, of Edinburgh, probably the most prominent dentist in the realm.

Mr. Macleod attended school until 15 years of age, when he took a clerkship for an Edinburgh house, where he remained three years. In 1857 he emigrated to America, coming to Detroit, where he secured a position as manager of the Ed. Fishpool dry goods house at New Baltimore. Three years later he removed to Houghton, where he was successively identified for ten years with the general stores of J. Hoar & Bro., Northrup, Butler & Co. and Condon & Close. In 1870 he returned to Detroit and took a position with H. P. Baldwin & Co. as traveling salesman, remaining twenty-six years with that house and its successors, H. P. Baldwin 2d & Co. and Baldwin, McGraw & Co. In Sept., 1897, Mr. Macleod accepted an offer from the Geo. W. Farnham Company, of Buffalo, N. Y., to cover the entire State of Michigan, with the exception of the Thumb and the Saginaw Valley, with which house he remained about three years, since which time he had been employed by M. M. Stanton & Co. as house salesman.

Mr. Macleod was married Nov. 17, 1868, to Miss Lucy O. P. LeBreton, of Boston, their family consisting of four children, three sons and one daughter. Mr. Macleod was originally a Presbyterian and was for many years a strong adherent of that church. Later he espoused the belief of the Episcopal church, with which he was identified at the time of his death. He was an enthusiastic member of the Masonic fraternity, including Union Lodge, Peninsular Chap-

ter, Detroit Commandery and Moslem Temple of the Mystic Shrine. He was one of the original thirteen traveling men who organized the Michigan Commercial Travelers' Association in 1874, serving the organization as President one year and as a member of the Board of Directors for sixteen years. He was also a member of the Northwestern Traveling Men's Association for over thirty years. Although he never smelled gunpowder, he tendered his services to the country of his adoption, hav-



ing been a member of the first Michigan Lancers for six months. He was discharged March 22, 1862, by reason of the regiment being disbanded. He was also a member of the Fellowship Club of Detroit, in which he was held in high esteem.

Personally Mr. Macleod was probably as well known as any salesman in the State, owing to the great extent of territory he covered and the length of time he traveled. He was everywhere regarded as a man of the highest integrity, having never been accused of taking an undue advantage of a competitor or presuming on the ignorance or inexperience of a customer. As a result of this policy, rigidly adhered to, he possessed a large circle of steadfast friends and no inconsiderable number of warm admirers.

A Leap-Year Hint.

Jack—The fortune teller said I would marry a blonde.

Belle—Did she say how soon?

Jack—In six months.

Belle (coolly)—I can easily be a blonde by that time, Jack.

The "Logic" of a Spender.

Many young workers who have no one dependent upon them have a distressing habit of spending all of their week's pay in one day. They pay their bills on pay day and buy whatever is necessary, and then, after squaring themselves with the world, proceed to blow in the rest.

There are several reasons for this: Some of these improvident youths simply can not keep their money. With the remnants of their pay in their hands they are uneasy until it is all gone. Some of them plan what they shall spend their money for, and if they do not need anything at that particular time they think up something that they imagine they need.

One young workman who lives in the stockyards district, had some money left after pay day, and seeing an advertisement of a massage cream in the window of a drug store he bought a box of it. A massage cream for a "Stockyards Freddie" would seem to be the height of absurdity.

A certain class of these foolish youths who spend all of their pay in one day do so intentionally. They do not receive enough of a salary to have more than one real good time during the week and they prefer one thoroughly good time to several skimpy ones. One of this class thus expresses it: "I could relieve the monotony of boarding house food several times during the week if I cared to patronize the cheap lunch rooms and I could enjoy myself, if enjoyment it could be called, by going to cheap theaters several times a week, but I prefer to blow all of my money on pay day.

"After paying my bills and providing for certain necessities of the next week, I find that I have left just about enough for one good dinner and one good theater. I buy myself that dinner and enjoy the theater and then I am practically a pauper for the rest of the week. Luckily there is no "maiden fair" camping on my trail, so that I have only my own way to pay. For a companion I have found another young fellow who is a follower of the same philosophy, and together we enjoy our small amusements."

In arguing with this young man of the queer system of finance an older man remarked some time since, "But, Frank, if you spend all your money in one day you are a pauper for the rest of the week, and if you live to be 70 years old you have been a pauper for sixty years of your life."

"Yes," said the younger man, "but think of the ten years when I was a millionaire." Charles O. Smith.

Loose Leaf Books as Evidence in Court.

The question of the legality of the leaf ledger and other like books of account has probably come to every credit man, and while he may have answered it to his own satisfaction, a clear exposition of the subject will not be without interest.

A business man of wide experience with loose leaf books declares that a page from a loose leaf ledger is just as authoritative and trustworthy

when presented in evidence as a page from a bound book.

He states that during his many years in business he has forwarded to attorneys at different times a very large number of accounts made up or copied from the bound ledger to be sued on at points remote from headquarters. These sworn accounts were copies of the account between creditor and debtor as made up from the ledger and itemized from the bills, and he says that in no case has such an account been disputed by reason of its being a copy.

It is quite likely that a dispute in a ledger account may have to be fortified by other evidence; it frequently happens that when an account from a bound ledger is sued on that the debtor would claim that a charge was not correct, in which case the procedure would be the same with a bound ledger as it would with a loose leaf, namely: The creditor or plaintiff would get from his files the original order as placed by the debtor, he would secure from the railroad company or common carrier the receipt showing shipment to the debtor as ordered, and possibly ask the common carrier to furnish him with the date of delivery and the evidence of delivery of goods to the debtor. Thus, if the creditor is suing for a number of bills, or one bill, when he can prove that the goods were ordered by the debtor, further that the price was fair and just, and again that the order was filled as given and the goods were actually delivered, there can be no dispute of the account.

But, on the other hand, if the payments, as shown by the creditor's ledger, are disputed by the debtor, the proof must then be furnished by the debtor that he did pay that sum or those sums of money. Consequently, the whole evidence of a ledger is resolved by the proof of original documents of purchase and delivery of the goods and proper credit of the payments and the question of whether the books of account are made up from bound pages or loose pages does not enter into the case since the face of the ledger is never taken as absolute proof in any court of law if it is objected to by the defendant.

—Credit Man's Bulletin.

Don't Wait For Business.

The three ways of getting business are waiting for it to come to you, meeting it half way, and going after it.

The man who waits for business to come to him has his first busy day when the sheriff sells him out.

The man who meets business half way won't meet more than he can handle with one clerk.

The man who goes after business is the fellow who keeps it away from the other two.

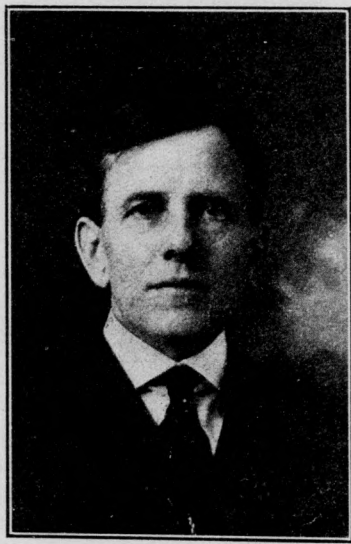
The dealer who has a business worth talking about very seldom has anything to say about it.

No man ever walked into a gold mine blindfolded—and no dealer ever walked to success without knowing just where he was every minute. If you can only make good you won't have to explain how you do it.

REPRESENTATIVE RETAILERS.

E. S. Botsford, General Merchandise Dealer at Dorr.

Accident may direct a man's attention and energies to the successful conduct of an enterprise of the details of which originally he was in total ignorance. Instances of this are almost as numerous as the exceptions, but the former do not weaken the contention that one inducted into the business in his youth is possessed of equipment that by comparison handicaps the fortuitous interloper. It is an almost axiomatic truth that the man in whom are ingrained from the start the details of his calling—who has mastered them step by step—has a big advantage over him to whom they must come in later life painfully and by half learned degrees more or less financially hazardous. It is an unassail-



able fact that one who from his earlier years and practically through all his succeeding business life is in close touch with the conditions and records of a certain enterprise in a particular locality has an extraordinary advantage over him who enters that field at a later period and has to acquire knowledge of it that is possessed by the other as only rudimentary equipment for his calling.

Elton S. Botsford was born at Otsego, July 17, 1854. His father, A. D. Botsford, whose antecedents were Scotch, was a merchant at Otsego for many years. Elton attended the public schools of his native town, being graduated from the high school in 1874. He first took up the work of learning telegraphy with the station agent at Otsego, and after acquiring a knowledge of the business was located for some months at Monteith. He then went to Allegan to learn the jeweler's trade from S. D. Pond. In 1876 he returned to Otsego, where he worked in his father's store for a year and then engaged in the grocery business at Dorr. He subsequently added drugs, hardware, dry goods and shoes, so that he now carries a complete general stock. He has never had a partner and has owned his store building for a good many years.

Mr. Botsford was married Nov. 11, 1879, to Miss Winnifred Ewing, of Dorr. They have had four daughters, one of whom died at the age of 8 and another when she was 18 months old. One of their daughters is the wife of Dr. F. C. Warnshuis, of Grand Rapids, and Miss Dorothy is a student in the eighth grade, West Side school. In order to give his children the best advantages possible along educational and musical lines, he removed his family to this city about six years ago. They formerly resided on Cass avenue, but for the past year have lived at 308 Scribner street, adjoining the home of their married daughter.

Mr. Botsford has been Secretary and Manager of the Dorr Creamery Co. ever since it was started in 1899. He was also Secretary and Manager of the Dorr Canning Co. for two seasons. He is a stockholder and Director of the Ideal Clothing Co., of this city, and has served as Postmaster four years under Garfield and four years under Roosevelt. He has been Township clerk four years and is now serving his second term as Town Treasurer.

Mr. Botsford attributes his success to patient, conscientious effort and to a contented mind. He is a man of pleasing personality and address and naturally makes and holds friends by reason of these qualities.

Cash System for Progressive Dealer.

Every retail sporting goods dealer, large or small, who sells on credit is deeply interested in the cash system, and it may be said there is not a single merchant who would not prefer to abandon credit for cash if he thought it could safely be done. The question is one which concerns particularly the dealer in the small town, for here credit is deeply rooted, and there is an element of the population which must be delicately handled in breaking away from time-honored customs. Unless there is concerted action on the part of all sporting goods dealers in a town, it is ticklish business to refuse credit to the reputable citizen who has always met his bills with a certain degree of promptness. The old resident with barrels of money might take it as an insult to be turned down at one store alone, while the farmer who has been in the habit of getting credit until his crops are sold would try elsewhere to obtain it before letting loose the money.

In the small town, therefore, it would be the best plan for all competitors to co-operate and simultaneously adopt the cash system. This has frequently been done, and where adhered to has worked out perfectly. It is customary, in such cases, for each dealer to post a sum of money as a guarantee that he will adhere to the plan, and also agree to submit to a fine for each instance of extending credit without the consent of the other dealers. There are, of course, certain exceptions which can be arranged and mutually agreed upon beforehand, to the satisfaction of everyone.—Sporting Goods Dealer.

Movements of Michigan Gideons.

Detroit, Nov. 3—Edward D. Meder, who retired from our organization some years ago on account of other ardent Christian work, is now selling coal for the Black Diamond Coal Co., Bay City.

Harry Mayer, of Grand Rapids Camp, sweetened up his Eaton Rapids customers last week. Harry has no kids of his own, so he is on a mission of sweetening others.

Sam Hoekstra, of Kalamazoo Camp, was in Battle Creek last week, but his time is usually occupied with Kalamazoo city trade sweetening.

At the Griswold House meeting last Sunday evening Gordon Z. Gage led the meeting and his wife presided at the piano. Miss Evo sang, also C. F. Louthain. W. H. Clymer, of Philadelphia, was present and gave an interesting talk. There were sixteen present.

Indiana will hold her State convention at Fort Wayne Nov. 14 and 15.

The Bay State Gideons will hold their convention on Nov. 7 and 8 at Fitchburg, Mass., when it is hoped that this once promising Camp may be helped on its feet again. The State officers are hustlers and we predict there will be something doing from Saturday morning until late Sunday evening.

J. K. Hemphill, Ex-National Vice-President, of Nashville, recently delivered an address at the annual banquet of ex-drummers of that city (which has the unique distinction of being the only organization of its kind in existence). His subject was Salesmen of the Past and Present and he spoke as a drummer in the saddle to the commercial traveler in the automobile—and some that come between. His closing remarks were: "You have wrought long and well; you have made your mark upon the commercial world and may well rest upon your laurels, and in the language of our friend from the Emerald Isle, 'May everyone of you live to eat the hen that scratches over your grave.'" Aaron B. Gates.

Doings in Other Cities.

Written for the Tradesman.

A landscape gardener of Chicago was called to Lansing last week by city officials and members of the Civic Improvement League for expert advice as to Lansing's needs. The League has the co-operation of the Common Council Committee on Parks and the City Federation of Women's Clubs and is aiming to get results in the way of a more beautiful city.

An ordinance to encourage the Grand Trunk Railway to extend its line to Kalamazoo has been passed by the Common Council of that city. The Grand Trunk is about to purchase the Chicago & Kalamazoo Terminal Railroad as a part of its plan of building a line into Kalamazoo.

The Holland Merchants' Association has appointed a committee, of which George Huizenga is chairman, to make arrangements for opening a

rest room for farmers in that city. These headquarters are to be centrally located and provided with wash room and closets, chairs, tables and all the accessories of an up-to-date waiting room. The idea of the Holland merchants plainly is to get the farmers coming their way.

Prof. Taft, of the Michigan Agricultural College, was in Dowagiac recently on invitation of the city officials and made an inspection of shade trees, finding a number of them affected with San Jose scale, oyster shell scale and other diseases. He addressed the citizens at a special meeting held at the Council rooms and advised that action be taken to protect the trees by the appointment of inspectors.

The Business Men's Association of Sparta will be incorporated under State laws. Almond Griffen.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Nov. 4—Creamery, fresh, 24@27½c; dairy fresh, 20@25c; poor to common, 15@18c.

Eggs—Strictly fresh, candled, 28@30c.

Live Poultry—Fowls, 10@11c; ducks, 11@12c; geese, 10c; old cox, 9c; springs, 10@12c.

Dressed Poultry—Fowls, 11@13c; springs, 12@14c; old cox, 9@10c.

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@65c per bu. Rea & Witzig.

A Child's Advice.

The Sunday school was about to be dismissed when the superintendent arose, to the disgust of nearly all the children, who thought the session had been long enough, and announced:

"And now, children, let me introduce Mr. Smith, who will give us a short talk."

Mr. Smith smilingly arose, and after gazing impressively around the classroom began with, "I hardly know what to say," when the whole school was convulsed to hear a small, thin voice back in the rear, lisp:

"They amen and thit down!"

A Marshall correspondent writes: W. J. Rudland has signed a contract with the Foote Axle Gear Co. to represent it in Ohio, and will soon remove to Columbus, which will be his headquarters.

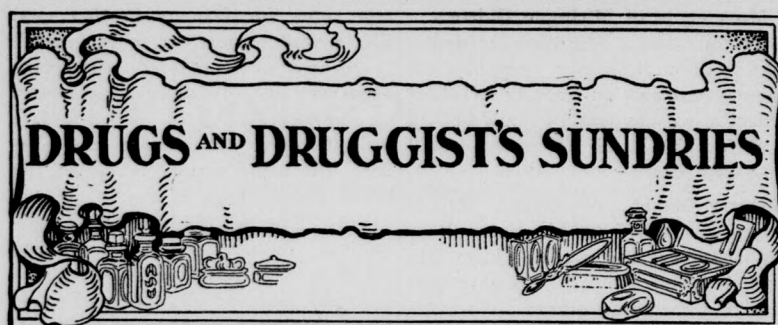
Cross-Country Run

Knowing travelers take a cross-country run every Saturday. The race ends at the

Hotel Livingston

Grand Rapids, Mich.

the ideal place to spend Sunday.



Michigan Board of Pharmacy.
 President—W. E. Collins, Owosso.
 Secretary—John D. Muir, Grand Rapids.
 Treasurer—W. A. Dohany, Detroit.
 Other Members—E. J. Rodgers, Port Huron, and Sid. A. Erwin, Battle Creek.
 Next Meeting—Grand Rapids, November 17, 18 and 19, 1908.

Michigan State Pharmaceutical Association.
 President—M. A. Jones, Lansing.
 First Vice-President—J. E. Way, Jackson.
 Second Vice-President—W. R. Hall, Manistee.
 Third Vice-President—M. M. Miller, Milan.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—A. B. Way, Sparta.

Useful Formulas for Useful People.

Elixir Diethylbarbituric Acid
 (Veronal).

Diethylbarbituric acid 18 Gm.
 Compound tincture of vanillin (N. F.) 16 Cc.
 Alcohol 175 Cc.
 Glycerin, a sufficient quantity to make 500 Cc.

Dissolve the diethylbarbituric acid in the alcohol, add the compound tincture of vanillin and enough glycerin to make 500 Cc.

Solution of Iron, Manganese and Pepsin.

Iron and ammonium citrate. 30 Gm.
 Manganese sulphate 3 Gm.
 Glycerole of pepsin (1-10). 30 Cc.
 Alcohol 100 Cc.
 Simple syrup 100 Cc.
 Tincture of orange 4 Cc.
 Tincture of vanilla 4 Cc.
 Aromatic fluid extract 2 Cc.
 Acetic ether 0.5 Cc.
 Ammonia water, a sufficient quantity.

Distilled water, a sufficient quantity to make 1,000 Cc.

Dissolve the iron and ammonia citrate and the manganese sulphate in 500 Cc. of distilled water, add the glycerole of pepsin and a sufficient quantity of ammonia water to neutralize the solution, making a clear solution. Mix the alcohol, simple syrup, tincture of orange, tincture of vanilla, aromatic fluid extract and acetic ether. Add to the above solution, then add a sufficient quantity of distilled water to make 1,000 Cc. Filter if necessary.

Elixir Hexamethylenamine Compound.

Saw palmetto berries, granulated 125 Gm.
 Corn silk, ground 125 Gm.
 Sandalwood, ground 31.25 Gm.
 Hexamethylenamine 41 Gm.
 Simple syrup 125 Cc.

Compound spirits of orange (U. S. P.) 10 Cc.
 Alcohol, distilled water, of each a sufficient quantity to make 500 Cc.

Mix the drugs and moisten them with 8 fluid ounces of a mixture of

alcohol 1 part and water 2 parts and allow to macerate for forty-eight hours. Pack into a percolator, then add enough menstruum of the same proportions to make 360 Cc. of percolate. In this dissolve the hexamethylenamine, then add compound spirit of orange and simple syrup. Filter if necessary.

W. C. Kirchgessner.

The Drug Market.

Opium—Is steady.
 Morphine—Is unchanged.
 Quinine—Is firm but unchanged.
 Wood Alcohol—Has advanced 2¢ per gallon.

Epsom Salts—Are very scarce. Domestic manufacturers can not deliver on contracts and the foreign product is not satisfactory.

Formaldehyde—Has advanced on account of higher price for wood alcohol.

Glycerine—Has advanced ½¢ per pound on account of higher prices for crude abroad.

Cubeb Berries—Are very firm and tending higher.

Juniper Berries—Have advanced and are tending higher.

Oil Peppermint—Is dull and weak. Oil Spearmint—Is tending lower.

Gum Camphor—Is steady and without change in price.

Buchu Leaves—Have advanced and are tending higher.

Senega Root—Has advanced and is tending higher.

Quince Seed—Has advanced on account of small supplies.

Our English Sisters.

Margaret E. Buchanan, Ph. C., says there are 160 registered women pharmacists in Great Britain, of whom more than half are employed in hospitals or public dispensaries, while only about thirty are in business for themselves. The average salary for a woman pharmacist in a hospital is about \$600 per year, or about \$350 per year for resident pharmacists.

"While You Wait."

Tablet reagents for the analysis of drinking water are sold in Germany. Quite a thorough analysis can be made in a short time by means of the tablets and apparatus which are sold with them, and it is recommended that analyses be made at the water's source.

Making Ointments of Balsam of Peru.

Many have experienced difficulty in compounding ointments containing balsam of Peru. The balsam can be readily incorporated into any base by first treating it with a small quantity of potassium hydroxide.

The Perfumes of Queens.

"Not to smell!" was the description once given of the best perfumes for women, but few fashionable women are content with the negative perfection. Her own peculiar perfume is the jealously guarded secret of many a fashionable woman. For royalties apparently there is no such secrecy.

Queen Alexandra's favorite perfume, it is well known, is a certain scent which is a combination of rare essences, the secret of which is so carefully guarded that no money can purchase the recipe. The late Queen Victoria used this same perfume for more than fifty years. Nobody but the manufacturer knows the formula, but a Paris perfumer of long experience has pronounced it a blend of rose, violet, jasmine, lavender and orange blossom.

Of all royal ladies the Czarina is said to be the most prodigal in her expenditure for perfumes, paying \$20,000 a year for scents, cosmetics, face washes, soaps and similar articles. Her toilet table, made of solid silver, with feet of malachite, is loaded with costly bottles of rarest perfumes.

Her favorite is one of Parma violets, and at Grasse, in Southern France, an army of girls and women are occupied in cutting the choicest of the flowers specially grown for this purpose. The maker of the perfume is under heavy bonds not to let anybody else have any of it or know how it is made.

For Queen Wilhelmina, of Holland, to whom Nature, aided by the young Queen's love for outdoor exercise, gave a glorious complexion, one perfume suffices. This is eau de cologne, which she uses plentifully in her cold bath each morning.

A few drops of this same perfume on her handkerchief is enough for Queen Victoria, of Spain, who believes in clear water and pure soap for the retaining of her pink and white complexion. The Dowager Queen Margherita of Italy is fond of rare perfumes, but the Parma violet is her prime favorite.

The German Empress has a soap made especially for her which contains glycerin. She likes to recommend it to her friends, if they wish to have soft shoulders. Her perfumes are few.

Some "Smokes" of Royalty.

Although we are living in a latitudinarian age, there is still a marked prejudice against women smoking. The prejudice does not reach, however, to royalty, and most of the queens and empresses of Europe are devotees of the weed. The Dowager Empress of Russia smokes an enormous number of cigarettes a day, and the Czarina also finds the habit soothing to her nerves after they have removed the victims of the latest bomb throwing. The Queen of Portugal likes Russian cigarettes, but her mother, the Countess of Paris, prefers a cigar. Ex-Queen Natalie, of Servia, has her own brand of coffin nails which are specially manufactured for her. The Queen of Roumania

and the Queen Mother of Spain affect the Egyptian variety and are incessant fumigators. One of the few exceptions to the rule is Queen Alexandra, of England, who shares many of the views of the late Queen Victoria in regard to the conduct of her sex.

Stiff Starch.

The molecular weight of starch is at least 15,000, and it is probably composed of molecules of different sizes.



Perfume Profit

comes to the dealer who handles and pushes first-class perfumes—perfumes having the fragrance of the imported article without its cost—perfumes which you can sell at a reasonable price and profit greatly.

Dorothy Vernon

The American Perfume

would cost you 65% more if it were imported. That 65% represents duty, not value.

Our extensive advertising campaign is making this brand known from ocean to ocean and the demand already exists.

About fifty per cent. of our product consists of bulk goods—the remainder is contained in beautiful packages. And the entire product sells—with fine profit to you.

If you want a paying department—perfumes, toilet waters and sachet powders that will sell from the start—get in touch with us NOW.

The Jennings Co.
 Perfumes
 Grand Rapids, Mich.



WHOLESALE DRUG PRICE CURRENT

Acidum		Copaiba1 75@1 85	Scillaee @ 50	Macis 65@ 70	Sanguis Drac's 40@ 50	Oils	bbl. gal.
Aceticum	6@ 8	Cubebae2 15@2 25	Scillaee Co. @ 50	Magnesia, Sulph. bbl @13	Sapo, G @ 15	Lard, extra	85@ 90
Benzoinum, Ger.	70@ 75	Erigeron2 35@2 50	Tolutan @ 50	Mannia S. F. 45@ 50	Sapo, M 10@ 12	Lard, No. 1	60@ 65
Boracie	12@ 12	Evethithos1 00@1 10	Prunus virg @ 50	Menthol 2 65@2 85	Sapo, W 13 1/2 @ 16	Linseed, pure raw	42@ 45
Carbolicum	16@ 23	Gaultheria2 50@4 00	Zingiber @ 50	Morphia, SP&W 2 90@3 15	Seidlitz Mixture 20@ 22	Linseed, boiled	43@ 46
Citricum	50@ 55	Geraniumoz. 75	Tinctures		Sinapis @ 18	Neat's-foot, w str	65@ 70
Hydrochlor	3@ 5	Gossippii Sem gal 70@ 75	Aloes 60	Aloes & Myrrh.. 60	Sinapis, opt. @ 36	Spts. Turpentine	Market
Nitrosum	8@ 10	Hedeoma3 00@3 50	Aloes & Myrrh.. 60	Anconitum Nap'sF 50	Snuff, Maccaboy, @ 51	Whale, winter	70@ 70
Oxalicum	14@ 15	Junipera40@1 20	Anconitum Nap'sF 50	Anconitum Nap'sR 50	DeVos @ 51	Paints	bbl. L.
Phosphorium, dil.	14@ 15	Lavendula90@3 60	Arnica 50	Arnica 50	Snuff, S'h DeVos's @ 51	Green, Paris	29 1/2 @33 1/2
Salicylicum	44@ 47	Limons1 30@1 40	Asafoetida 50	Asafoetida 50	Soda, Boras, po. 6@ 10	Green, Peninsular	13@ 16
Sulphuricum	13 1/2 @ 15	Mentha Piper1 75@1 90	Astrophe Belladonna 50	Astrophe Belladonna 50	Soda, Carb 1 1/2 @ 2	Lead, red	7 1/2 @ 8
Tannicum	75@ 85	Menta Verid5 00@5 50	Aurant Cortex... 50	Aurant Cortex... 50	Soda, et Pot's Tart 25@ 28	Lead, white	7 1/2 @ 8
Tartaricum	38@ 40	Morrhuae, gal. 1 60@1 85	Barosma 50	Barosma 50	Soda, Carb 3 1/2 @ 4	Ochre, yel Ber.	1 1/2 @ 2
Ammonia		Myrcia3 00@3 50	Benzoin 50	Benzoin 50	Soda, Sulphas @ 2	Ochre, yel Ber.	1 1/2 @ 2
Aqua, 18 deg.	4@ 6	Olive1 00@3 50	Benzoin Co. 50	Benzoin Co. 50	Spts. Cologne ... @ 2 50	Putty, commer'l	2 1/2 @ 2 1/2
Aqua, 20 deg.	6@ 8	Picis Liquida10@ 12	Cantharides 50	Cantharides 50	Spts. Ether Co. 50@ 55	Putty, strictly pr	2 1/2 @ 2 1/2
Carbonas	13@ 15	Picis Liquida gal. @ 40	Capiscum 50	Capiscum 50	Spts. Myrcia @ 2 50	Red Venetian	1 1/2 @ 2
Chloridum	12@ 14	Ricina94@1 00	Cardamon 50	Cardamon 50	Spts. Vini Rect bbl @	Shaker Prep'd	1 1/2 @ 1 1/2
Aniline		Rosae oz.6 50@7 00	Cassia Acutifol 50	Cassia Acutifol 50	Spts. Vi'l Rect 1/2 b @	Vermillion, Eng.	75@ 80
Black	2 00@2 25	Rosmarini @ 1 00	Cassia Acutifol Co 50	Cassia Acutifol Co 50	Spts. Vi'l R't 10 gl @	Vermillion Prime	American
Brown	80@1 00	Sabina90@1 00	Castor 1 00	Castor 1 00	Spts. Vi'l R't 5 gl @	Whiting Gilders	13@ 15
Red	45@ 50	Santal @ 4 50	Catechu 50	Catechu 50	Strychnia, Crys'l 1 10@1 30	Whit'g Paris Am'r	@ 95
Yellow	2 50@3 00	Sassafras85@ 90	Cinchona 50	Cinchona 50	Sulphur Subl2 1/2 @ 3 1/2	Whiting Paris Eng.	@ 1 25
Baccaee		Sinapis, ess. oz. @ 65	Cinchona Co. 50	Cinchona Co. 50	Sulphur, Roll 2 1/2 @ 3 1/2	Whit'g	cliff
Cubebae	24@ 28	Succini40@ 45	Columbia 50	Columbia 50	Tamarinds 8@ 10	Whiting, white S'n	@ 1 40
Juniperus	8@ 10	Thyme40@ 50	Cubebae 50	Cubebae 50	Terebenth Venice 28@ 30	Varnishes	
Xanthoxylum	30@ 35	Thyme, opt. @ 1 60	Digitalis 50	Digitalis 50	Thebromae50@ 55	Extra Turp	1 60@1 70
Balsamum		Theobromas15@ 20	Ergot 50	Ergot 50	No. 1 Turp Coachl 10@1 20		
Copaiba	65@ 75	Tigilil10@1 20	Erfer Chloridum 50	Erfer Chloridum 50			
Peru	2 75@2 85	Potassium		Gentian Co. 60			
Terabin, Canada	75@ 80	Bi-Carb15@ 18	Richromate13@ 15	Gentian Co. 60			
Tolutan	40@ 45	Bromide18@ 20	Carb12@ 15	Guaiaca ammon. 60			
Cortex		Chloratepo. 12@ 14	Cyanide30@ 40	Guaiaca ammon. 60			
Abies, Canadian.	18	Iodide2 50@2 60	Iodine75	Hyoscyamus 50			
Cassiae	20	Potassa, Bitart pr 30@ 32	Iodine, colorless 75	Iodine, colorless 75			
Cinchona Flava	18	Potass Nitras opt 7@ 10	Kino50	Kino50			
Buonymus atro.	60	Potass Nitras6@ 8	Lobelia50	Lobelia50			
Myrica Cerifera	20	Prussiate23@ 26	Myrrh50	Myrrh50			
Prunus Virgin.	15	Sulphate po15@ 18	Nux Vomica 50	Nux Vomica 50			
Quillaja, gr'd.	15	Radix		Opil 1 25			
Sassafras, po 25	24	Aconitum20@ 25	Aconitum20@ 25	Opil, camphorated 1 00			
Ulmus	20	Althae30@ 35	Althae30@ 35	Opil, deodorized 2 00			
Extractum		Anchusa10@ 12	Anchusa10@ 12	Quassia50			
Glycyrrhiza, Gla.	24@ 30	Arum po @ 25	Arum po @ 25	Rhatany50			
Glycyrrhiza, po.	28@ 30	Calamus20@ 40	Calamus20@ 40	Rhei50			
Haematox11@ 12		Gentiana po 15. 12@ 15	Gentiana po 15. 12@ 15	Sanguinaria 50			
Haematox, 1s13@ 14		Glycyrrhiza pv 15 16@ 18	Glycyrrhiza pv 15 16@ 18	Serpentaria 50			
Haematox, 1/2s14@ 15		Hellebore, Alba 12@ 15	Hellebore, Alba 12@ 15	Stromonium 60			
Haematox, 1/4s16@ 17		Hydrastis, Canada @ 2 50	Hydrastis, Canada @ 2 50	Tolulan60			
Ferru		Hydrastis, Can. po @ 2 60	Hydrastis, Can. po @ 2 60	Valerian60			
Carbonate Precip.	15	Inula, po18@ 22	Inula, po18@ 22	Veratrum Veride 50			
Citrate and Quina	2 00	Inecac, po2 00@2 10	Inecac, po2 00@2 10	Zingiber60			
Citrate Soluble.	55	Iris plox35@ 40	Iris plox35@ 40				
Ferrocyanidum S	40	Jalapa, pr25@ 30	Jalapa, pr25@ 30				
Solut. Chloride	15	Maranta, 1/4s @ 35	Maranta, 1/4s @ 35				
Sulphate, com'l. by	2	Podophyllum po 15@ 18	Podophyllum po 15@ 18				
Sulphate, pure	70	Rhei75@1 00	Rhei75@1 00				
Flora		Rhei, cut1 00@1 25	Rhei, cut1 00@1 25				
Arnica	20@ 25	Rhei, pv.75@1 00	Rhei, pv.75@1 00				
Anthemis	50@ 60	Sanguinari. po 18 @ 15	Sanguinari. po 18 @ 15				
Matricaria	30@ 35	Scillaee, po 4520@ 25	Scillaee, po 4520@ 25				
Folia		Senega85@ 90	Senega85@ 90				
Barosma	40@ 45	Serpentaria50@ 55	Serpentaria50@ 55				
Cassia Acutifol.	40@ 45	Smilax, M @ 25	Smilax, M @ 25				
Tinnevely	15@ 20	Smilax, off's H. @ 48	Smilax, off's H. @ 48				
Cassia, Acutifol.	25@ 30	Spigella1 45@1 50	Spigella1 45@1 50				
Salvia officinalis.	18@ 20	Symplocarpus @ 25	Symplocarpus @ 25				
1/4s and 1/2s	18@ 20	Valeriana Eng. @ 25	Valeriana Eng. @ 25				
Uva Ursi	8@ 10	Valeriana, Ger.15@ 20	Valeriana, Ger.15@ 20				
Gummi		Zingiber a12@ 16	Zingiber a12@ 16				
Acacia, 1st pkd.	@ 45	Zingiber j25@ 28	Zingiber j25@ 28				
Acacia, 2nd pkd.	@ 45	Semen					
Acacia, 3rd pkd.	@ 45	Anisum po 20 @ 18	Anisum po 20 @ 18				
Acacia, sifted sts.	@ 45	Apium (gravel's) 13@ 15	Apium (gravel's) 13@ 15				
Acacia, po45@ 65		Bird, 1s4@ 6	Bird, 1s4@ 6				
Aloe, Barb	22@ 25	Cannabis Sativa 7@ 8	Cannabis Sativa 7@ 8				
Aloe, Cape	@ 25	Cardamon70@ 90	Cardamon70@ 90				
Aloe, Socotri	@ 45	Carui po 1515@ 18	Carui po 1515@ 18				
Ammoniac	55@ 60	Chenopodium25@ 30	Chenopodium25@ 30				
Asafoetida	35@ 40	Ceriantrum12@ 14	Ceriantrum12@ 14				
Benzoinum	50@ 55	Cydopium75@1 00	Cydopium75@1 00				
Catechu, 1s	@ 13	Dinterix Odorate 2 00@2 25	Dinterix Odorate 2 00@2 25				
Catechu, 1/2s	@ 14	Foeniculum7@ 9	Foeniculum7@ 9				
Catechu, 1/4s	@ 16	Foenugreek, po.4@ 6	Foenugreek, po.4@ 6				
Comphorae	70@ 80	Lini4@ 6	Lini4@ 6				
Euphorbium	@ 40	Lini, gr'd. bbl. 2 1/2 75@ 80	Lini, gr'd. bbl. 2 1/2 75@ 80				
Galbanum	@ 1 00	Lobelia75@ 80	Lobelia75@ 80				
Gamboge, po. 1 25@1 35		Pharlaris Cana'n 9@ 10	Pharlaris Cana'n 9@ 10				
Gauclacum po 35	@ 35	Rapa8@ 10	Rapa8@ 10				
Kino, po 45c	@ 45	Sinapis Alia9@ 10	Sinapis Alia9@ 10				
Mastic	@ 75	Sinapis Nigra9@ 10	Sinapis Nigra9@ 10				
Myrrh, po 50	@ 45	Spiritus					
Opium	5 00@5 25	Frument W. D. 2 00@2 50	Frument W. D. 2 00@2 50				
Shellac	45@ 55	Frument1 25@1 50	Frument1 25@1 50				
Shellac, bleached	60@ 65	Juniperis Co.1 75@3 50	Juniperis Co.1 75@3 50				
Tragacanth	70@1 00	Juniperis Co O T 1 65@2 00	Juniperis Co O T 1 65@2 00				
Herba		Saccharum N E 1 90@2 10	Saccharum N E 1 90@2 10				
Absinthium	45@ 60	Snt Vini Galli1 75@2 00	Snt Vini Galli1 75@2 00				
Eupatorium oz pk	25	Vini Alba1 25@2 00	Vini Alba1 25@2 00				
Lobeliaoz pk	25	Vini Oporto1 25@2 00	Vini Oporto1 25@2 00				
Majorium oz pk	28	Sponges					
Mentra Pip. oz pk	23	Extra yellow sheeps' wool carriage @ 1 25	Extra yellow sheeps' wool carriage @ 1 25				
Mentra Ver. oz pk	25	Florida sheeps' wool carriage3 00@3 50	Florida sheeps' wool carriage3 00@3 50				
Rueoz pk	39	Grass sheeps' wool, carriage @ 1 25	Grass sheeps' wool, carriage @ 1 25				
Tanacetum, V..	22	Hard, slate use.. @ 1 00	Hard, slate use.. @ 1 00				
Thymus V. oz pk	25	Nassau sheeps' wool carriage3 50@3 75	Nassau sheeps' wool carriage3 50@3 75				
Magnesia		Velvet extra sheeps' wool carriage @ 2 00	Velvet extra sheeps' wool carriage @ 2 00				
Calcined, Pat.55@ 60		Yellow Reef, for slate use @ 1 40	Yellow Reef, for slate use @ 1 40				
Carbonate, Pat.18@ 20		Syrups					
Carbonate, K-M.18@ 20		Acacia @ 50	Acacia @ 50				
Carbonate	18@ 20	Aurant Cortex .. @ 50	Aurant Cortex .. @ 50				
Oleum		Ferri Iod @ 50	Ferri Iod @ 50				
Absinthium	4 90@5 00	Ipecac @ 60	Ipecac @ 60				
Amygdalae, Dula.75@ 85		Rhei Arom @ 50	Rhei Arom @ 50				
Amygdalae, Amc.90@8 25		Smilax Off's50@ 60	Smilax Off's50@ 60				
Anisi1 75@1 85		Senega @ 50	Senega @ 50				
Auranti Cortex 2 75@2 85		Hydrarg					
Bergamili3 75@4 00		Hydrarg Ammo'l @ 12	Hydrarg Ammo'l @ 12				
Capituti85@ 90		Hydrarg Ch. Mt @ 87	Hydrarg Ch. Mt @ 87				
Caryophilli1 10@1 20		Hydrarg Ch Cor. @ 87	Hydrarg Ch Cor. @ 87				
Cedar50@ 90		Hydrarg Ox Ru'm @ 97	Hydrarg Ox Ru'm @ 97				
Chenopadii3 75@4 00		Hydrarg Ungue'm 50@ 60	Hydrarg Ungue'm 50@ 60				
Cinnamoni1 75@1 85		Hydrargyrum @ 75	Hydrargyrum @ 75				
Citronella50@ 60		Ichthyobolla, Am. 90@1 00	Ichthyobolla, Am. 90@1 00				
Conium Mac80@ 90		Indigo75@1 00	Indigo75@1 00				
Ammonia		Iodine, Resubi3 85@3 90	Iodine, Resubi3 85@3 90				
Aqua, 18 deg.	4@ 6	Iodoform3 90@4 00	Iodoform3 90@4 00				
Aqua, 20 deg.	6@ 8	Liquor Arsen et Hydrarg Iod.. @ 25	Liquor Arsen et Hydrarg Iod.. @ 25				
Carbonas	13@ 15	Liq Potass Arsinit 10@ 12	Liq Potass Arsinit 10@ 12				
Chloridum	12@ 14	Hydrarg					
Aniline		Hydrarg					
Black	2 00@2 25	Hydrarg					
Brown	80@1 00	Hydrarg					
Red	45@ 50	Hydrarg					
Yellow	2 50@3 00	Hydrarg					
Baccaee		Hydrarg					
Cubebae	24@ 28	Hydrarg					
Juniperus	8@ 10	Hydrarg					
Xanthoxylum	30@ 35	Hydrarg					
Balsamum		Hydrarg					
Copaiba	65@ 75	Hydrarg					
Peru	2 75@2 85	Hydrarg					
Terabin, Canada	75@ 80	Hydrarg					
Tolutan	40@ 45	Hydrarg					
Cortex		Hydrarg					
Abies, Canadian.	18	Hydrarg					
Cassiae	20	Hydrarg					
Cinchona Flava	18	Hydrarg					
Buonymus atro.	60	Hydrarg					
Myrica Cerifera	20	Hydrarg					
Prunus Virgin.	15	Hydrarg					
Quillaja, gr'd.	15	Hydrarg					
Sassafras, po 25	24	Hydrarg					
Ulmus	20	Hydrarg					
Extractum		Hydrarg					
Glycyrrhiza, Gla.	24@ 30	Hydrarg					
Glycyrrhiza, po.	28@ 30	Hydrarg					
Haematox11@ 12		Hydrarg					
Haematox, 1s13@ 14		Hydrarg					
Haematox, 1/2s14@ 15		Hydrarg					
Haematox, 1/4s16@ 17		Hydrarg					
Ferru		Hydrarg					
Carbonate Precip.	15	Hydrarg					
Citrate and Quina	2 00	Hydrarg					
Citrate Soluble.	55	Hydrarg					
Ferrocyanidum S	40	Hydrarg					
Solut. Chloride	15	Hydrarg					
Sulphate, com'l. by	2	Hydrarg					
Sulphate, pure	70	Hydrarg					
Flora		Hydrarg					
Arnica	20@ 25	Hydrarg					
Anthemis	50@ 60	Hydrarg					
Matricaria	30@ 35	Hydrarg					
Folia		Hydrarg					
Barosma	40@ 45	Hydrarg					
Cassia Acutifol.	40@ 45	Hydrarg					
Tinnevely	15@ 20	Hydrarg					
Cassia, Acutifol.	25@ 30	Hydrarg					
Salvia officinalis.	18@ 20	Hydrarg					
1/4s and 1/2s	18@ 20	Hydrarg					
Uva Ursi	8@ 10	Hydrarg					
Gummi		Hydrarg					
Acacia, 1st pkd.	@ 45	Hydrarg					
Acacia, 2nd pkd.	@ 45	Hydrarg					
Acacia							

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

Some Chocolate
Fresh Meats
FeedsIndex to Markets
By Columns

A		Col
Ammonia	1
Axle Grease	1
B		
Baked Beans	1
Bath Brick	1
Bluing	1
Brooms	1
Brushes	1
Butter Color	1
C		
Candles	1
Canned Goods	1
Carbon Oils	2
Catsup	2
Cereals	2
Cheese	2
Chewing Gum	3
Chicory	3
Chocolate	3
Clothes Lines	3
Cocoa	3
Cocconut	3
Cocoa Shells	3
Coffee	3
Confections	11
Crackers	3
Cream Tartar	4
D		
Dried Fruits	4
F		
Farinaceous Goods	5
Fish and Oysters	10
Fishing Tackle	5
Flavoring Extracts	5
Fresh Meats	5
G		
Gelatine	5
Grain Bags	5
Grains and Flour	5
H		
Herbs	6
Hides and Pelts	10
I		
J		
Jelly	6
L		
Licorice	6
M		
Matches	6
Meat Extracts	6
Mince Meat	6
Molasses	6
Mustard	6
N		
Nuts	11
O		
Olives	6
P		
Pipes	6
Pickles	6
Playing Cards	6
Potash	6
Provisions	6
R		
Rice	7
S		
Salad Dressing	7
Saleratus	7
Sal Soda	7
Salt	7
Salt Fish	7
Seeds	7
Shoe Blacking	7
Snuff	8
Soap	8
Soda	8
Soups	9
Spices	8
Starch	8
Syrups	8
T		
Tea	8
Tobacco	9
Twine	9
V		
Vinegar	9
W		
Wicking	9
Woodenware	9
Wrapping Paper	10
Y		
Yeast Cake	1

1	2
ARCTIC AMMONIA 12 oz. ovals 2 doz. box. 75 AXLE GREASE 1lb. wood boxes, 4 doz. 3 00 1lb. tin boxes, 3 doz. 2 35 3 1/2 lb. tin boxes, 2 doz. 4 25 10lb. pails, per doz. 6 00 15lb. pails, per doz. 7 20 25lb. pails, per doz. 12 00 BAKED BEANS 1lb. can, per doz. 90 2lb. can, per doz. 1 40 3lb. can, per doz. 1 80 BATH BRICK American 75 English 85 BLUING Arctic 85 6 oz. ovals 3 doz. box \$ 40 16 oz. round 2 doz. box 75 Sawyer's Pepper Box Per Gross No. 3, 3 doz. wood bxs 4 00 No. 5, 3 doz. wood bxs 7 00 BROOMS No. 1 Carpet, 4 sew. 2 75 No. 2 Carpet, 4 sew. 2 40 No. 3 Carpet, 3 sew. 2 25 No. 4 Carpet, 3 sew. 2 10 Parlor Gem 2 40 Common Whisk 90 Fancy Whisk 1 25 Warehouse 3 00 BRUSHES Scrub Solid Back, 8 in. 75 Solid Back, 11 in. 95 Pointed Ends 85 Stove No. 3 90 No. 2 1 25 No. 1 1 75 Shoe No. 8 1 00 No. 7 1 30 No. 4 1 70 No. 3 1 90 BUTTER COLOR W. R. & Co.'s 25c size 2 00 W. R. & Co.'s 50c size 4 00 CANDLES Paraffine, 6s 10 Paraffine, 12s 10 Wicking 20 CANNED GOODS Apples 3lb. Standards 1 00 Gallon 2 25@2 50 Blackberries 2lb. 1 25@1 75 Standards 1 25@1 75 Beans Baked 85@1 30 Red Kidney 85@95 String 70@1 15 Wax 75@1 25 Blueberries Standard 1 35 Gallon 6 25 Brook Trout 2lb. cans, spiced 1 90 Clams Little Neck, 1lb. 1 00@1 25 Little Neck, 2lb. 1 50 Clam Bouillon Burnham's 1/2 pt. 1 90 Burnham's pts. 3 60 Burnham's qts. 7 20 Cherries Red Standards 1 40 White 1 40 Corn Fair 75@85 Good 1 00@1 10 Fancy 1 45 French Peas Sur Extra Fine 22 Extra Fine 19 Fine 15 Moyer 11 Gooseberries Standard 1 75 Hominy Standard 85 Lobster 1/2 lb. 2 25 1 lb. 4 25 Picnic Tails 2 75 Mackerel Mustard, 1lb. 1 80 Mustard, 2lb. 2 80 Soused, 1 1/2 lb. 1 80 Soused, 2lb. 2 75 Tomato, 1lb. 1 50 Tomato, 2lb. 2 80 Mushrooms Hotels 24 Buttons 28	Oysters Cove, 1lb. 85@1 00 Cove, 2lb. 1 85 Cove, 1lb. Oval 1 20 Plums Plums 1 00@2 50 Peas Marrowfat 95@1 25 Early June 1 00@1 25 Early June Sifted 1 15@1 80 Peaches Pie 90@1 25 No. 10 size can pie 3 00 Pineapple Grated 2 50 Suced 2 40 Pumpkin Fair 85 Good 90 Fancy 1 00 Gallon 2 50 Raspberries Standard @ Salmon Col'a River, tails 1 95@2 00 Col'a River, flats 2 25@2 75 Red Alaska 1 35@1 50 Pink Alaska 90@1 00 Sardines Domestic, 1/4s 3 3/4@4 5 Domestic, 1/2s @ 5 Domestic, Must'd 6 1/4@9 California, 1/4s 11@14 California, 1/2s 17@24 French, 1/4s 17@14 French, 1/2s 18@28 Shrimps Standard 1 20@1 40 Succotash Fair 85 Good 90 Fancy 1 00 1 25@1 40 Strawberries Standard 1 25@1 40 Fancy 1 00 Tomatoes Good @1 10 Fair 95@1 00 Fancy @1 40 Gallons @2 75 CARBON OILS Barrels Perfection @10 1/2 Water White @10 D. S. Gasoline @13 1/2 Gas Machine @24 Deodor'd Nap'a @12 1/2 Cylinder 29 @84 1/2 Engine 16 @22 Black, winter 8 1/4@10 CEREALS Breakfast Foods Bordeau Flakes, 36 1lb. 2 50 Cream of Wheat 36 2lb. 4 50 Egg-O-See, 36 pkgs. 2 85 Exoello Flakes, 36 lb. 4 50 Exoello, large pkgs. 4 50 Force, 36 2lb. 4 50 Grape Nuts, 2 doz. 2 70 Malta Ceres, 24 1lb. 2 40 Malta Vita, 36 1lb. 2 85 Mapl-Flake, 36 1lb. 4 05 Pillsbury's Vitos, 3 dz. 4 25 Ralston Health Food 36 2lb. 4 50 Sunlight Flakes, 36 1lb. 2 85 Sunlight Flakes, 20 1lb. 4 00 Vigor, 36 pkgs. 2 75 Voigt Cream Flakes 4 50 Zest, 20 2lb. 4 10 Zest, 36 small pkgs. 2 75 Roiled Oats Rolled Avena, bbls. 6 85 Steel Cut, 100 lb. sks. 4 30 Monarch, bbl. 6 60 Monarch, 90 lb. sacks 3 20 Quaker, 18 Regular 1 50 Quaker, 20 Family 4 65 Cracked Wheat Bulk 3 1/2 packages 3 4 24 2 lb. packages 3 50 CATSUP Columbia, 25 pts. 4 15 Snider's pints 2 25 Snider's 1/2 pints 1 35 CHEESE Acme @15 Elsie @12 Gem @15 1/2 Jersey @14 Warner's @15 1/2 Riverside @15 Springdale @14 1/2 Brick @15 Leiden @15 Limburger @19 Pineapple @40 Sap Sago @22 Swiss, domestic @16

3	4	5
CHEWING GUM American Flag Spruce 55 Beeman's Pepsin 55 Adams Pepsin 55 Best Pepsin 45 Best Pepsin, 5 boxes 2 00 Black Jack 55 Largest Gum Made 55 Sen Sen 55 Sen Sen Breath Perf 1 00 Long Tom 55 Yucatan 55 Hop to it 65 Spearmint 55 CHICORY Bulk 5 Red 7 Eagle 5 Frank's 7 Schener's 6 CHOCOLATE Walter Baker & Co.'s German Sweet 24 Premium 35 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 Van Houten, 1s 72 Webb 35 Wilbur, 1/2s 39 Wilbur, 1s 40 COCOA NUT 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 Common 12@13 1/2 Fair 14 1/2 Choice 16 1/2 Fancy 19 Peaberry Fair 16 Choice 19 Fancy 19 Mexican 16 1/2 Fancy 19 Guatemala Choice 15 Java African 12 Fancy African 17 O. G. 25 P. G. 31 Mocha Arabian 21 Package New York Basis Arbuckle 16 00 Dilworth 14 75 Jersey 15 00 Lion 14 50 McLaughlin's XXXX McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chic- go. Extract Holland, 1/2 gro boxes 95 Felix, 1/2 gross 1 15 Hummel's foil, 1/2 gro. 85 Hummel's tin, 1/2 gro. 1 43 CRACKERS National Biscuit Company Brand Butter Seymour, Round 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 Cocoonut Taffy Bar 12 Cocoonut Bar 10 Cocoonut Drops 12 Cocoonut Honey Cake 12 Cocoonut Hon. Fingers 12 Cocoonut Hon. Jumbles 12 Cocoonut Macaroons 18 Dandelion 10 Dinner Biscuit 20 Dinner Pail Cake 10 Dixie Sugar Cookie 9 Family Snaps 8	Family Cookie 8 Fancy Ginger Wafer 12 Fig Cake Assorted 12 Fruit Nut Mixed 16 Frosted Cream 8 Frosted Honey Cake 12 Fluted Cocoonut Bar 10 Ginger Gems 8 Ginger Gems, Iced 9 Graham Crackers 8 Ginger Nuts 10 Ginger Snaps N. B. C. 7 Ginger Snaps Square 8 Hippodrome Bar 10 Honey Cake, N. B. C. 12 Honey Fingers, As. Ice 12 Honey Jumbles 12 Honey Jumbles, Iced 12 Honey Flake 12 1/2 Household Cookies 8 Household Cookies Iced 8 Iced Honey Crumpets 10 Imperial 10 Jersey Lunch 8 Kream Klips 20 Lem Yem 11 Lemon Gems 10 Lemon Biscuit Square 8 Lemon Wafer 16 Lemona 8 Log Cabin Cake 10 Lusitania Mixed 11 Mary Ann 8 Marshmallow Walnuts 16 Mariner 11 Molasses Cakes 8 Molasses Cakes, Iced 9 Mohican 11 Nabob Jumble 14 Newton 12 Oatmeal Crackers 8 Orange Gems 8 Oval Sugar Cakes 8 Oval Sugar Cakes Ast. 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 Ravenna Jumbles 12 Reverse, Assorted 14 Rube 8 Scalloped Gems 10 Scotch Cookies 10 Snow Creams 16 Spiced Honey Nuts 12 Sugar Fingers 12 Sugar Gems 12 Sultana Fruit Biscuit 16 Sunside Jumbles 10 Spiced Gingers 9 Spiced Gingers Iced 10 Sugar Cakes 8 Sugar Cakes, Iced 9 Sugar Squares, large or small 8 Superba 8 Sponge Lady Fingers 25 Sugar Crimp 8 Sylvan Cookie 12 Vanilla Wafers 16 Victors 12 Waverly 8 Zanzibar 10 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 Cocoonut 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. 1 00 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 Uneeda Biscuit 50 Uneeda Jinjer Wayfer 1 00 Uneeda 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	DRIED FRUITS Apples Sundried @ 9 Evaporated @ 9 Apricots California @13 Citron @20 Currants Corsican @20 Imp'd 1 lb. pkg. 8 1/4@9 Imported bulk 8 1/4@9 1/2 Peel Lemon American 15 Orange American 14 Raisins Cluster, 5 crown 2 25 Loose Muscatels 2 cr. 4 1/2 Loose Muscatels 3 cr. 5 1/2 Loose Muscatels 4 cr. 6 Loose Muscatels 5 cr. 7 L. M. Seeded 1 lb. 8 1/4@9 California Prunes 100-125 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 @8 40-50 25lb. boxes @8 1/2 30-40 25lb. boxes @8 1/2 1/2c less in 50lb. cases FARINACEOUS GOODS Beans Dried Lima 6 1/2 Med. Hand Pkd. 2 75 Brown Holland 2 75 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 20 Green, Scotch, bu. 2 20 Split, lb. 04 Sago East India 5 German, sacks 5 German, broken pkg. 5 Tapioca 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 2 00 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, 1/2s 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 Louisiana Imperial...4 30 Wisconsin Rye...4 30 Judson Grocer Co.'s Brand Ceresota, 1/2s...5 50 Ceresota, 1/4s...5 40 Ceresota, 1/8s...5 30 Lemon & Wheeler's Brand Wingold, 1/2s...5 50 Wingold, 1/4s...5 40 Wingold, 1/8s...5 30 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 Meal Bolted...4 00 Golden Granulated...4 10 St. Car Feed screened...32 00 No. 1 Corn and Oats...32 00 Corn, cracked...31 00 Corn Meal, coarse...31 00 Winter Wheat Bran...24 50 Middlings...26 50 Bunao Gluten feed...31 00 Dairy feeds Wykes & Co. O P Linseed Meal...32 50 Cottonseed Meal...30 00 Gluten Feed...30 00 Malt Sprouts...25 00 Brewers Grains...28 00 Hammond Dairy Feed...25 00 Oats Michigan carlots...51 Less than carlots...53 Corn Old...80 New...68 No. 1 timothy carlots 10 00 No. 1 timothy ton lots 11 00 HERBS Sage...15 Roses...19 Laurel Leaves...19 Senna Leaves...29 HORSE RADISH Per doz...90 JELLY 5 lb. pails, per doz...2 25 15 lb. pails, per pail...5 50 30 lb. pails, per pail...5 50 LICORICE Pure...30 Calabria...20 Sicily...14 Root...11 MATCHES C. D. Crittenden Co. Noiseless Tip...4 50@4 75 MOLASSES New Orleans Fancy Open Kettle...40 Choice...35 Fair...20 Good...22 Half barrels 2c extra MINCE MEAT Per case...2 50 MUSTARD 1/2 lb., 6 lb. box...18 OLIVES Bulk, 1 gal. kegs 1 20@1 40 Bulk, 2 gal. kegs 1 10@1 30 Bulk, 5 gal. kegs 1 00@1 20 Manzanilla, 3 oz...75 Queen, pints...2 50 Queen, 19 oz...4 50 Queen, 28 oz...7 00 Stuffed, 5 oz...40 Stuffed, 3 oz...1 45 Stuffed, 10 oz...2 40 PIPES Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob...90 PICKLES Medium Barrels, 1,200 count...6 50 Half bbls., 600 count 3 75 Small Half bbls., 1,200 count 4 75 PLAYING CARDS No. 90 Steamboat...85 No. 15, Rival, assorted 1 25 No. 20 Rover, enameled 1 50 No. 572, Special...1 75 No. 98 Golf, satin fin. 2 00 No. 808 Bicycle...2 00 No. 632 Tourist whist 2 25 POTASH 48 cans in case...4 00 Babbitt's...4 00 PROVISIONS Barreled Pork Mess...16 50 Clear Back...21 00 Short Cut...19 50 Short Cut Clear...19 25 Bean...17 50 Brisket, Clear...20 00 Pig...24 00 Clear Family...17 50 Dry Salt Meats S. P. Bellies...11 1/2 Bellies...11 1/2 Extra Shorts Clear...11 1/2 Lard Compound...8 1/4 Pure in tierces...11 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 Hams, 14 lb. average...13 Hams, 16 lb. average...13 Hams, 18 lb. average...13 Skinned Hams...14 1/2 Ham, dried beef sets...21 California Hams...8 1/2 Picnic Boiled Hams...14 Boiled Hams...21 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 Veal...7 Tongue...7 Headcheese...7 Beef Extra Mess...14 50 Boneless...14 50 Rump, new...14 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 1/2 SALAD DRESSING Columbia, 1/2 pint...2 25 Columbia, 1 pint...4 00 Durkee's, large, 1 doz...4 50 Durkee's, small, 2 doz...5 25 Snider's large, 1 doz...2 25 Snider's small, 2 doz...1 35 SALERATUS Packed 60 lbs. in box...3 10 Arm and Hammer...3 10 Deland's...3 00 Dwight's Cow...3 15 L. P...3 00 Wyandotte, 100 1/2s...3 00 SALT SODA Granulated, bbls...85 Granulated, 100 lbs. cs. 1 00 Lump, bbls...80 Lump, 145 lb. kegs...95 SALT Common Grades 100 3 lb. sacks...2 25 60 5 lb. sacks...2 15 28 10 1/2 lb. sacks...2 00 56 lb. sacks...32 56 lb. sacks...32 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks...24 Common Granulated, fine...80 Medium, fine...85 SALT FISH Cod Large whole...@ 7 Small whole...@ 6 1/2 Strips or bricks...7 1/2 @10 1/2 Pollock...@ 5 Halibut Strips...13 Chunks...13 Holland Herring Pollock...@ 4 White Hp. bbls. 8 50@9 50 White Hp. 1/2bbls. 4 50@5 25 White Hoop mchs. 60@75 Norwegian Round, 100 lbs...3 75 Round, 40 lbs...1 90 Scaled...13 Trout No. 1, 100 lbs...7 50 No. 1, 40 lbs...3 25 No. 1, 10 lbs...3 25 No. 1, 8 lbs...75 Mackerel Mess, 100 lbs...15 00 Mess, 40 lbs...6 20 Mess, 10 lbs...1 65 Mess, 8 lbs...1 35 No. 1, 100 lbs...14 00 No. 1, 40 lbs...5 80 No. 1, 10 lbs...1 65 No. 1, 8 lbs...1 35 Whitefish No. 1, No. 2 Fam 100 lbs...9 75 3 50 50 lbs...5 25 1 90	10 lbs...1 12 55 8 lbs...92 48 SEEDS Anise...10 Canary, Smyrna...4 1/2 Caraway...10 Cardamom, Malabar 1 00 Celery...15 Hemp, Russian...4 1/2 Mixed Bird...4 Mustard, white...10 Poppy...9 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small...1 25 Bixby's Royal Polish...85 Miller's Crown Polish...85 SNUFF Scotch, in bladders...37 Maccaboy, in jars...35 French Rappie in jars...43 SOAP J. S. Kirk & Co. American Family...4 00 Dusky Diamond, 50 8oz...2 80 Dusky D'nd, 100 6 oz...3 80 Jap Rose, 50 bars...3 75 Savon Imperial...3 50 White Russian...3 50 Dome, oval bars...3 50 Satinet, oval...2 15 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox...3 25 Ivory, 6 oz...4 00 Ivory, 10 oz...6 75 Star...3 25 Lautz Bros. & Co. Acme, 70 bars...4 00 Acme, 30 bars...4 00 Acme, 25 bars...4 00 Acme, 100 cakes...3 25 Big Master, 70 bars...2 80 Marseilles, 100 cakes...5 80 Marseilles, 100 cakes 5c 4 00 Marseilles, 100 ck toil. 4 00 Marseilles, 1/2bx toilet 2 10 Good Cheer A. B. Whisley Old Country...4 00 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 16 Babbitt's 1776...3 75 Roseine...3 50 Armour's...3 70 Wisdom...3 80 Soap Compounds Johnson's Fine...5 10 Johnson's XXX...4 25 Nine O'clock...3 35 Rub-No-More...3 75 Scouring Enoch Morgan's Sons. Sapolio, gross lots...9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes...2 25 Sapolio, hand...2 25 Scourine Manufacturing Co. Scourine, 50 cakes...1 80 Scourine, 100 cakes...3 50 SODA Boxes...5 1/2 Kegs, English...4 1/2 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, Amboyina...22 Cloves, Zanzibar...16 Mace...55 Nutmegs, 75-80...35 Nutmegs, 105-10...25 Nutmegs, 115-20...20 Pepper, Singapore, blk. 15 Pepper, Singap. white. 25 Pepper, shot...17 Pure Ground in Bulk Allspice...14 Cassia, Batavia...28 Cassia, Saigon...55 Cloves, Zanzibar...24 Ginger, African...15 Ginger, Cochon...18 Ginger, Jamaica...25 Mace...65 Mustard...18 Pepper, Singapore, blk. 18 Pepper, Singap. white. 20 Pepper, Cayenne...20 Sage...20 STARCH Corn Kingsford, 40 lbs...7 1/2 Muzzy, 20 lbs...5 1/2 Muzzy, 40 lbs...5 1/2 Gloss Kingsford...7 1/2 Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 3lbs. 6 1/2 Silver Gloss, 12 6lbs. 8 1/2 Muzzy...5 48 1lb. packages...5 16 5lb. packages...4 1/2 12 6lb. packages...6 50lb. boxes...4 SYRUPS Corn Barrels...33 Half barrels...33 20lb. cans 1/2 dz. in cs. 2 10 10lb. cans 1/2 dz. in cs. 1 95 5lb. cans 2 dz. in cs. 2 10 2 1/2lb. 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...41 Nibs...22@24 Siftings...9@11 Fannings...12@14 Gunpowder Moynue, medium...30 Moynue, choice...32 Moynue, fancy...40 Pingsuey, medium...30 Pingsuey, choice...30 Pingsuey, fancy...40 Young Hyson Choice...30 Fancy...36 Oolong Formosa, fancy...42 Amoy, medium...25 Amoy, choice...32 English Breakfast Medium...20 Choice...30 Fancy...40 India Ceylon, choice...32 Fancy...42 TOBACCO Fine Cut Cadillac...54 Sweet Loma...34 Hiawatha, 5lb. pails...55 Telegram...30 Pay Car...33 Prairie Rose...49 Protection...40 Sweet Burley...44 Tiger...40 Plug Red Cross...31 Palo...35 Hiawatha...35 Kylo...35 Battle Ax...37 American Eagle...33 Standard Navy...37 Spear Head, 7 oz...47 Spear Head, 14 1/2 oz. 44 Nobby Twist...55 Jolly Tar...39 Old Honesty...43 Toddy...34 J. T...38 Piper Heidsieck...69 Boot Jack...86 Honey Dip Twist...40 Black Standard...40 Cadillac...40 Forge...52 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...36 Corn Cake, 2 1/2 oz...38 Corn Cake, 1lb...22 Plover Boy, 1 1/2 oz...39 Plover Boy, 3 1/2 oz...39 Peerless, 3 1/2 oz...35 Peerless, 1 1/2 oz...38 Air Brake...36 Cant Hook...30 Country Club...32-34 Forex-XXXX...30 Good Indian...25 Self Binder, 16oz. 8oz. 20-22 Silver Foam...24 Sweet Marie...32 Royal Smoke...42 TWINE Cotton, 3 ply...20 Cotton, 4 ply...20 Jute, 2 ply...14 Hemp, 6 ply...13 Flax, medium N...24 Wool, 1 lb. balls...8 VINEGAR Malt White, Wine, 40 gr 9 Malt White, Wine 80gr 11 1/2 Pure Cider, B & B...15 Pure Cider, Robinson 13 1/2 Pure Cider, Silver...15 WICKING No. 0 per gross...30 No. 1 per gross...40 No. 2 per gross...50 No. 3 per gross...75 WOODENWARE Baskets Bushels, wide band...1 10 Market...40 Splint, large...3 50 Splint, medium...3 00 Splint, small...2 75 Willow, Clothes, large 8 25 Willow, Clothes, m'e'm 7 25 Willow, Clothes, small 6 25	Bradley Butter Boxes 2lb. size, 24 in case...72 3lb. size, 16 in case...65 5lb. size, 12 in case...63 10lb. size, 6 in case...60 Butter Plates No. 1 Oval, 250 in crate 35 No. 2 Oval, 250 in crate 40 No. 3 Oval, 250 in crate 45 No. 5 Oval, 250 in crate 60 Churns Barrel, 5 gal., each...2 40 Barrel, 10 gal., each...2 55 Clothes Pins Round head, 5 gross bx 55 Round head, cartons...70 Egg Crates and Fillers Humpty Dumpty, 12 doz. 20 No. 1 complete...40 No. 2 complete...28 Case No. 2 fillers 15 sets 1 35 Case, mediums, 12 sets 1 15 Faucets Cork lined, 8 in...70 Cork lined, 9 in...80 Cork lined, 10 in...90 Mop Sticks Trojan spring...90 Eclipse patent spring...85 No. 1 common...80 No. 2 pat. brush holder...85 12lb. cotton mop heads 1 40 Ideal No. 7...85 Pails 2-hoop Standard...2 15 3-hoop Standard...2 25 2-wire, Cable...2 25 3-wire, Cable...2 25 Cedar, air red, brass...1 45 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...75 Double Acme...75 Single Acme...25 Double Peerless...25 Single Peerless...30 Northern Queen...30 Double Duplex...30 Good Luck...2 75 Universal...3 65 Window Cleaners 12 in...1 65 14 in...1 85 16 in...2 30 Wood Bowls 13 in. Butter...1 25 15 in. Butter...2 25 17 in. Butter...3 75 19 in. Butter...5 00 Assorted, 13-15-17...2 30 Assorted, 15-17-19...3 25 WRAPPING PAPER Common straw...1 1/2 Fibre Manila, white...2 1/2 Fibre Manila, colored...4 No. 1 Manila...4 Cream Manila...3 Butcher's Manila...2 1/2 Wax Butter, short cut 13 Wax Butter, full count 20 Wax Butter, rolls...1 1/2 YEAST CAKE Magic, 3 doz...1 15 Sunlight, 3 doz...1 00 Sunlight, 1 1/2 doz...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...15 Trout...9 Halibut...10 Herring...7 Bluefish...16 Live Lobster...28 Boiled Lobster...28 Cod...10 Haddock...8 Pickerel...13 Pike...13 Perch...6 Smoked, White...13 Chinook Salmon...15 Silver Salmon...12 1/2 Mackerel...22 Finnan Haddie...12 1/2 Roe Shad...22 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 Lamb's...35 @ 65 Shearlings...25 @ 60 Tallow No. 1...@ 5 No. 2...@ 4 Unwashed, wool...@ 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 Groceries...7 Competition...7 1/2 Special...8 1/2 Conserve...8 Royal...8 1/2 Ribbon...10 Broken...8 1/2 Cut Loaf...9 1/2 Leader...9 Kindergarten...10 1/2 Bon Ton Cream...9 French Cream...10 Star...11 Hand Made Cream...17 Premio Cream mixed 14 Paris Cream Bon Bons 10 Fancy—in Pails Gypsy Hearts...14 Coco Bon Bons...14 Fudge Squares...14 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 Gloss Drops...10 Lemon Sours...10 Imperial...11 Ital. Cream Opera...12 Ital. Cream Bon Bons 12 Golden Waffles...13 Red Rose Gum Drops 10 Auto Bubbles...13 Fancy—in 5lb. Boxes Old Fashioned Molasses Kisses, 10lb. bx 1 30 Orange Jellies...50 Lemon Sours...50 Old Fashioned Horehound drops...60 Peppermint Drops...60 Champion Choc. Drops 70 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12...1 10 Bitter Sweets, as'd 1 25 Brilliant Gums, Crys. 60 A. A. Licorice Drops...90 Lozenges, plain...60 Lozenges, printed...65 Imperial...60 Mottos...65 Cream Bar...60 G. M. Peanut Bar...60 Hand Made Crms 80 @ 90 Cream Wafers...65 String Rock...60 Wintergreen Berries...60 Old Time Assorted...2 75 Buster Brown Good...3 50 Up-to-date Ass'tmt 3 75 Ten Strike No. 1...6 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 20cs 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...15 Almonds, California sft. shell...12 @ 13 Brazilis...12 @ 13 Filberts...@ 13 Cal. No. 1...@ 17 Walnuts, soft shell @ 17 Walnuts, Marbot...@ 14 Table nuts, fancy 13 @ 16 Pecans, Med...@ 13 Pecans, ex. large @ 14 Pecans, Jumbos...@ 16 Hickory Nuts per bu. Ohio new Cocoanuts... Chestnuts, New York State, per bu. Shelled Spanish Peanuts 7 1/2 @ 8 Pecan Halves...@ 55 Walnut Halves...32 @ 35 Filbert Meats...@ 27 Alcantare Almonds @ 42 Jordan Almonds...@ 47 Peanuts Fancy H. P. Suns 6 1/2 @ 7 1/2 Roasted...8 @ 8 1/2 Choice, H. P. Jumbo...@ 8 1/2	

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon 55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Doz.

Small size, 1 doz. box..40
Large size, 1 doz. box..75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots31
El Portana33
Evening Press32
Exemplar32

Worden Grocer Co. brand
Ben Hur

Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritans35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/4 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass5 @ 9 1/2
Hindquarters6 @ 10
Loins9 @ 14
Rounds6 @ 8 1/2
Chucks6 @ 7 1/2
Plates6 @ 4 1/2
Livers6 @ 6

Pork

Loins@ 10 1/2
Dressed@ 6 1/2
Boston Butts@ 9
Shoulders@ 8 1/2
Leaf Lard@ 11 1/2
Trimnings@ 8

Mutton

Carcass@ 9
Lambs@ 10
Spring Lambs@ 10

Veal

Carcass6 @ 9

CLOTHES LINES

Sisal

60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..1 50

Jute

60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor

50ft.1 10
60ft.1 35
70ft.1 60

Cotton Windsor

50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided

40ft.95
60ft.1 35
60ft.1 65

Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb.....
White House, 2lb.....
Excelsior, M & J, 1lb.....
Excelsior, M & J, 2lb.....
Tip Top, M & J, 1lb.....
Royal Java
Royal Java and Mocha....
Java and Mocha Blend....
Boston Combination
Distributed by Judson
Grocer Co., Grand Rapids,
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.
Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in.6
1 1/4 to 2 in.7
1 1/2 to 2 in.9
1 3/4 to 2 in.11
2 in.15
3 in.20

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large34

Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large ..1 80
Cox's, 1 doz. Small ..1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's1 50
Knox's Acidu'd. doz..1 25
Oxford75
Plymouth Rock1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

FINE CALENDARS



NOTHING can ever
be so popular with
your customers for
the reason that nothing
else is so useful. No
housekeeper ever has
too many. They are a
constant reminder of the
generosity and thought-
fulness of the giver.

We manufacture every-
thing in the calendar line
at prices consistent with
first-class quality and
workmanship. Tell us
what kind you want and
we will send you sam-
ples and prices.

TRADESMAN COMPANY

GRAND RAPIDS, MICH.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

Stores, business places and real estate bought, sold and exchanged. No matter where located, if you want to get in or out of business, address Frank P. Cleveland, 1261 Adams Express Building, Chicago, Ill. 125

For Sale or Exchange—\$1,500 stock of hardware. Reason for selling, have other business. Home Investment Co., 301 Board of Trade Bldg., Grand Rapids, Mich. Phone 2826. 126

Big money operating gum machines. Write Ed. Lamp, 545 Shaw Ave., McKeesport, Pa. 124

Wanted—By practical man of long experience, party to furnish capital to manufacture high grade food products in Grand Rapids. Best of references. No possible chance of failure, \$3,000 to \$5,000 needed. J. B. Parker, 419 N. Marshfield Ave., Chicago, Ill. 122

Great Bargain—I have for sale an up-to-date stock of furniture and undertaking. Business is well established. Value of stock and store building, \$8,000. Cash or one-half cash and balance will trade for real estate. For further particulars address J. M. Musil, Cashier, Cleburne, Kansas. 121

Texas Lands—We are offering for sale 14,500 acres cut up into farms of 160 acres each, same being situated on the St. Louis, Brownsville and Mexico Railroad and surrounding the town of Adamston in Brazoria County. This certain tract is all choice San Bernard bottom land and suitable for the growing of corn, cotton, cane and alfalfa, all of which crops can be shown in this vicinity. For prices, terms and plats write us. A. C. Swanson & Company, 401-2-3-4-5-6 Mason Bldg., Houston, Texas. 120

To Exchange—Stock of up-to-date millinery and masquerade suits; value \$5,000; located in the Nelson House Block, Rockford, Ill. Established 18 years; doing big business; cheap rent, long lease. Will take clear city or farm property. Quick deal. Write or call James Geraphy, Rockford, Ill. 119

For Exchange—New house and lot in good town, for small stock of either shoes, notions, groceries or hardware. Address No. 117, care Michigan Tradesman. 117

Build a \$5,000 business in two years. We start you in the collection business, no capital needed, big field. We teach by mail secrets of collecting and refer business to you. Write to-day for free pointers and new plan. American Collection Service, 145 State St., Detroit, Mich. 116

For Sale—Onyx Soda Fountain, which cost \$1,100, for \$300. C. S. Jandorf, Grand Rapids. 114

For Sale—Shelving, counters and show cases adapted for grocer, confectioner or baker. All in excellent condition, some nearly new. Will sell at bargain. C. S. Jandorf, Grand Rapids, Mich. 113

Best restaurant proposition in Colorado outside of Denver, under present ownership 22 years. Has made fortune. Owner getting too old. Come or write quick for particulars. \$3,300 lowest price. Western Business Bureau, L. M. Green, Mgr., 231-232 Kirtledge Bldg., Denver, Colo. 112

Great chance for a harness maker. No competition. In best small town in state. Rent \$8 month. Call or address E. A. Hill, Coloma, Mich. 108

To Exchange—Interest in good hardware stock for farm, lumber or good timber land up to \$1,500. What have you? Give particulars in first letter with price. Victor Harris, 308 E. Main, Owosso, Mich. 107

Two-story brick hotel, steam heat, electric lights, water works, complete furnishings throughout. Principal hotel in hustling manufacturing town of 1,500. Excellent trade. Price \$10,500. Cash \$6,000. Oconto Falls Real Estate Co., Oconto Falls, Wis. 106

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 130,000 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

Wanted—Everybody having goitre (big neck) send stamp for free book. Dr. Swabey, Walkerville, Mich. 84

For Sale—Stock general merchandise, buildings, with dwelling, warehouse, etc. Stock will invoice about \$4,500. Good reasons for selling. Address C. A. Lewis, Mentone, Ind. 101

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

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

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, 1033 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

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 unimproved 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 Glard, Ill. Write us your wants.

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—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

To Exchange—Moving picture machine, value \$125, for cash register or computing scales. Address No. 55, care Tradesman. 55

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

For Sale—Furniture and china business, the only furniture business in busy town of 5,000 inhabitants. Good factories, good farming country. Good reasons for selling. Address P. O. Box 86, Greenville, Mich. 852

For Sale—One 200 book McCaskey account register, cheap. Address No. 548 care Michigan Tradesman. 548

G. B. JOHNS & CO.
GRAND LEDGE, MICH.
Merchandise Brokers and Leading Salesmen and Auctioneers of Michigan

We give you a contract that protects you against our selling your stock at auction for less money than the price agreed upon. We can trade your stocks of merchandise for farms and other desirable income property. Write us.

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

HELP WANTED.

Wanted—Experienced salesmen to sell rubber boots and shoes from Toledo in Michigan, Ohio, Indiana and Illinois, for an exclusive rubber house. Answer, giving experience and what particular territory desired. Also what amount of guaranteed salary required on a commission basis. P. O. Drawer 616, Toledo, Ohio. 118

SITUATIONS WANTED.

Young man with eight years' experience in groceries and general merchandise, desires position. All references. Address No. 123, care Michigan Tradesman. 123

Want Ads. continued on next page.

Simple Account File

Simplest and Most Economical Method of Keeping Petit Accounts

File and 1,000 printed blank bill heads. \$2 75
File and 1,000 specially printed bill heads. 3 00
Printed blank bill heads, per thousand. 1 25
Specially printed bill heads, per thousand. 1 50

Tradesman Company,
Grand Rapids.

ELECTROTYPES
DUPLICATES OF
ENGRAVINGS & TYPE FORMS
SINGLE OR IN QUANTITY
TRADESMAN CO. GRAND RAPIDS, MICH.

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.

How a Merchant Should Treat a Competitor.

I have always had my ideas on how a merchant ought to treat his competitor, but I never had them put into words as well as by a conversation I overheard last week in a grocery store in Williamsport, Pa. I ran into the town on business and I was standing in the back of one of the best stores in the place, talking business with the proprietor.

While I was speaking I saw a clerk in the front direct a woman back to where the proprietor was standing by a wave of his hand.

She came back slowly and opened up a line of talk with the grocer while I stood there.

"Mr. ———," she said, "I have about made my mind up to deal at your store. I have been buying my things of Mr. ———, but he does not keep good goods any more and his prices are outrageous and he does not care whether he gives me good service or not. I have spent a good many hundred dollars with him in the last few months, but I am going to leave him."

"Well, Mrs. Kelly," said the grocer, "I am proud to have your trade, of course, because I know you use lots of stuff and buy the best of goods. I think we ought to have a clear understanding, though. In the first place, I can not sell you any better goods than Mr. ———, because he sells the best. And I can not sell you any cheaper than he does, because we both buy about the same and my expenses are just as heavy as his. Of course, I do not know anything about his service, and I do not want to say anything about it. I will say for ours that we will give you the best we have and work to please you in every way we can."

"I was led to believe that your store was better than his," said Mrs. Kelly.

"As to goods and prices, no ma'am," said the grocer, "I can not honestly say that it is. As to service, I can only speak for my own—that is the best we can put up, always."

She did not seem to know just what to say and he added:

"On that understanding and if you will agree to pay the account monthly I will be very glad to have your trade, ma'am."

Whereupon Madam Kelly walked to the counter and gave an order that would keep many a family a good month. Afterward I found she was a big boarding housekeeper and a heavy buyer.

"Say, my dear man," I said to the grocer, sticking out my hand, "I want to shake hands with you. That was the whitest thing I have seen in a month!"

"Nothing white about it," retorted the grocer, "it is simply good business. Won't that woman have a lot more confidence in me than if I had run ——— down?"

"Sure she will," I replied, "but a whole lot of fellows do not realize that."

"Not a month before that I heard another conversation along exactly the same line.

A woman came into another grocery store and gave an order. The proprietor and two clerks were behind the counter. They all seemed to know who she was.

"Well, Mrs. Jones, you are a stranger," said the grocer. "Found you had to have good things again, eh?"

The woman was one of these tart little peaches.

"I do not know about that," she replied, "but if yours are no better than what I have been getting, I will drop you, too, mighty quick."

"I thought you would find that fellow out sooner or later," said the grocer, with a mean sneer.

What a plumb foolish thing to do! Why could he not have let it go without that? He had the customer back—what was the need to run down the other fellow? Suppose he was the cheapest kind of a cheap dealer, what good did it do to knock him when the knocker had already gotten all he could get anyway?

I tell you it does not make a good impression on the customer, even when you have repeated her own views. She knows you have an ax to grind. She has none.

Not long ago I knew another case that fits in here.

A woman came into the store of a grocer I know and blurted out without warning:

"Look here, you have been robbing me!"

The grocer blinked and his jaw dropped. He had been called a thief; has such a pleasant sound.

"Why, how?" he asked.

"You have been charging me 20 cents a pound for a leg of lamb and told me again and again you could not afford to sell for less. I bought as fine a leg of lamb as I ever tasted for 15 cents."

"When?" asked the grocer.

"To-day," she said, "at ———'s."

"I can not help that," said the grocer. "That's exactly the cost price to us. You can not expect me to sell to you without a profit. Why, how would I run my business?"

"If he can, why can't you?" she demanded.

"He can not," was the reply, "he only did it as a bait to get your trade. Maybe if we were holding out baits we would sell a few things at cost once, too."

The woman did not say much more, but she gave her usual order. Within an hour that grocer went straight up to the fellow who had cut the price. Incidentally he was a deacon in the Baptist church.

"Say, Mr. ———," he said, "through something you did Mrs. Jones, one of my customers, called me a thief just a bit ago. She said I had robbed her by charging her 20 cents for lamb when you offered it to her for 15. Now, you know what it costs us. When you offer it at cost you put every dealer in this section in the position of overcharging. I do not think it is good business. Why, even if you got her trade that way, do you think she would ever let you raise the price? She would hold you to it forever, and you could never make her believe

that you had to get more. Besides that I do not think it is a Christian act to go after a man's trade that way."

The other fellow was a white man and he owned right up. "Well, since you put it that way, I don't either. I am sorry I did it, and if Mrs. Jones comes back I will put you right the best I can."

Oh, it pays—it pays, fellows! It certainly does! It is hard as thunder not to be sore on a competitor sometimes, especially when you lose a customer to him and wonder what underhand deal he has been working to get her away. But if you knock him even then you are a chump, you take my word.—Stroller in Grocery World.

The Biggest Backbiters in the World.

I've made up my mind that salesmen are the biggest backbiters in the world.

Oh, I know—I'm one of 'em, and I don't claim to be any better than the rest.

We do it unconsciously a good deal of the time. We do it to hold trade and we feel as if it was fair to do anything to keep a competitor from getting what we believe belongs to us.

So to do that we unconsciously accuse our competitors of almost everything.

I was sitting the other day—last Tuesday, I think—in the store of a grocer up the State. He had asked me to wait until he got rid of his wholesale grocery salesman, whose regular day was Tuesday.

So I waited, and while I sat there I couldn't help hearing the conversation.

"Want large prunes?" asked the salesman.

"Yes," was the reply; "I want 40s. What's your price?"

"Seven and a half cents," said the salesman.

"Oh, come," said the grocer; "I'm offered 40s for seven cents."

"Want to tell me who by?" asked the salesman.

"No," said the grocer, "I don't, but it's an all right house."

"Well, I can't do it," was the answer, "and I'll bet a dollar they ain't 40s. I can sell you 50s for seven cents, too."

"No," said the grocer, "they're 40s. That's what I said I wanted, and what they quoted me."

"I'll bet they ain't," persisted the salesman. "They couldn't sell 40s at that price."

In the end he got the order, but d'ye see what he had to do to do it? He deliberately accused some competitor whose name he didn't even know of attempting to work a plain fake. I should call that a charge of obtaining money on false statements. As a matter of fact, I don't see why such a thing would not be plain stealing.

All those things that salesman accused his competitor of. And the funny part is that he probably didn't have the slightest idea he was doing it.

I think it was on the same day—not later than the next, anyway—

that I heard a salesman for a spice house make a crack about the goods of a competitor not being pure.

"Your prices are pretty high," said the grocer he was trying to sell. "So-and-so are way under you."

"Our goods are pure," said the salesman, with a wink that he intended to make significant.

"Well, aren't theirs?" asked the grocer.

"I ain't saying anything," answered the salesman, "but our goods are guaranteed under the food law. We can sell you compound goods cheaper, too, but we don't sell 'em as pure."

That was about as straight a charge as he could make that the other house was selling adulterated goods as pure.

Of course, he had a right to say so if it was true. He'd have been a lunk-head if he had not said so.

But in this case it wasn't true. I know the house he accused and it's all right. It's not a bit more likely to give the trade a crooked deal than this salesman's house.

This salesman may have understood the real meaning of what he said, but I doubt it. He was simply up against a condition and he had to meet it. The purity bluff was the quickest way out.

Occasionally you'll run across a salesman who has the nerve to say when something like this is put up to him by a fellow he's trying to sell:

"I don't know anything about that, and I don't intend to say anything about my competitors. I want to sell my own goods."

Still less often will you get a salesman who will own up that his competitor's goods are as good as his. I don't know as I'd expect him to go quite that far—that is a little too much.

I've known a whole lot of salesmen, though, that would do the worst of all.

They'd say, "Of course, I'm not going to say anything against my competitors, but—"

And then they'd hand out the hottest roast they could cook up.

That seems to me like a little worse than a rotten deal.

But as I say, we do it unconsciously. We really don't mean it. I'm not excusing it, mind. It is not the right thing. I suppose it is a kind of lefthanded self-preservation. We are after an order. We see it slipping away on account of the buyer's idea that he can do better somewhere else. We go after it hard and our competitor's reputation gets stepped on.

Of course, we oughtn't to have stepped on it, but it oughtn't to have been in the way. Nobody ought to have the nerve to compete with us.—Stroller in Grocery World.

If you would shine as the stars begin with a little sunshine now.

BUSINESS CHANCES.

For trade in a clean stock of hardware or general merchandise a 320 acre well improved farm in Red River Valley. A. M. Eckman, Hendrum, Minn. 128

For Sale—A clean stock of hardware and building. Stock will invoice about \$3,000. Would take in trade a small farm or piece of land near some good town in Indiana. If you want a location where trade is bound to increase address C. M. Comer, Twelve Mile, Ind. 127



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



H=O

has become such a staple article on the breakfast table that people "come after it" as they do for coffee or sugar.

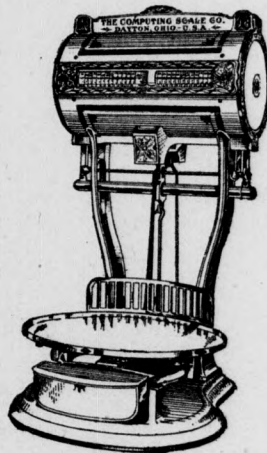
That is how H-O sells in most places. The only place where H-O doesn't sell like that is in the store of a grocer who has been misled and is pushing something "new."

Result:—When the "new" thing dies out the odds are all in favor of the grocer who is pushing H-O.

The H-O Company

Buffalo, N. Y.

100 Dayton Moneyweight Scales



The new low platform
Dayton Scale

ordered and installed after a most careful investigation of the various kinds of scales now on the market. The purchasers are the promoters of one of the most colossal enterprises of the age.

These scales are to equip all booths of the
Grand Central Market

where weighing is necessary, such as groceries, meats, teas and coffees, poultry and game, fish, butter, cheese, candy, etc.

This market is all on the ground floor and contains over 16,000 square feet of floor space, which is divided into 480 booths each 10x10 ft. Its appointments are as near perfect as modern ingenuity can devise.

The management decided to furnish all equipment used in the building so as to guarantee to the patrons of the institution absolute accuracy and protection.

Dayton Moneyweight Scales

were found to excel all others in their perfection of operation and in accuracy of weights and values. That is the verdict of all merchants who will take the time to investigate our scales.

Our purpose is to show you where and how these scales prevent all errors and loss in computations or weights.

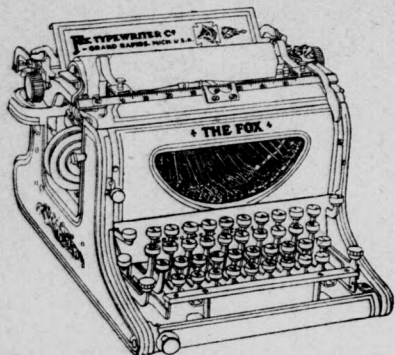
A demonstration will convince you. Give us the opportunity.

Send for **catalogue** and mention Michigan Tradesman.

Moneyweight Scale Co., 58 State St., Chicago.	Date.....
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



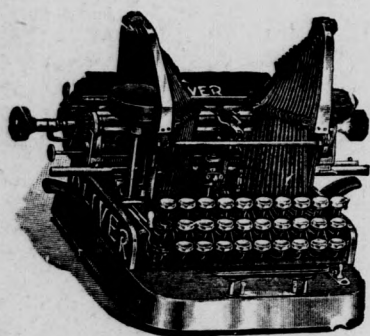
It Is Just Possible a Second-Hand Typewriter Would Do

We have them in large numbers—all kinds.

We get them in part payment for new Fox Visible Typewriters and then we fix them up here in our factory and sell them at low prices.

We have Remingtons, Smith-Premiers, Olivers, Underwoods and some especially good bargains in some second-hand Fox "regular" models.

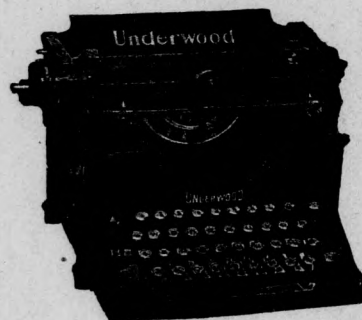
If you have only a small amount of correspondence it is quite possible that one of these machines would answer every purpose.



Just write us that you are willing to give the typewriter question some consideration and then see what we do. Write to-day.

FOX TYPEWRITER CO.

GRAND RAPIDS, MICHIGAN

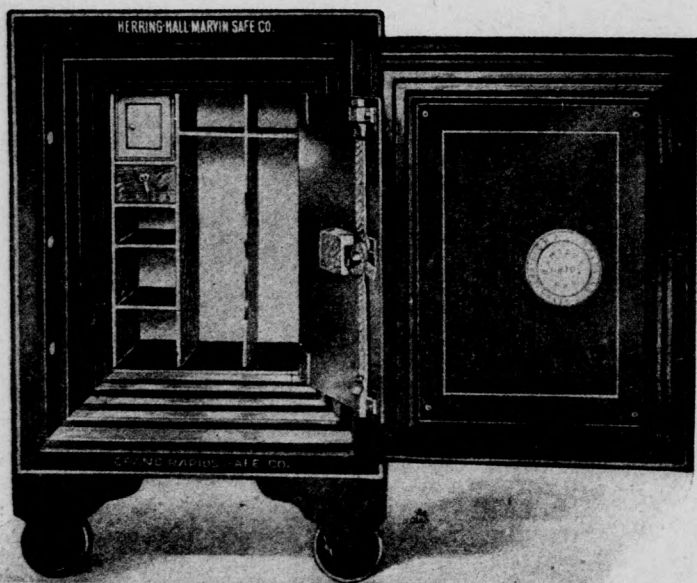


Protect Yourself

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.