



21
CAR
LOADS

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

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

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

The Original—Genuine—Kellogg's TOASTED CORN FLAKES

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

Are YOU with us on this
Square Deal Policy?

W. K. Kellogg



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

Toasted Corn Flake Co., Battle Creek, Mich.

Policyholders Service & Adjustment Co., Detroit, Michigan

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



Let The Ben-Hur Show You

There's nothing so satisfactory as to have a customer leave your counter drawing satisfaction from such a good cigar as the **Ben-Hur**.

It's worth while, Mr. Dealer, to carry a 5-cent cigar which will please all tastes all the while. You do not have to push the **Ben-Hur** onto your trade—once tried it takes care of its own patronage and constantly adds to it.

GUSTAV A. MOEBS, Maker, Detroit

WORDEN GROCER CO., Distributors
Grand Rapids



Mo-KA COFFEE

MR. DEALER

If you have not got a good trade on

MO-KA Coffee

It is because you do not carry it in stock. Order a case. **SALE and QUALITY** both Guaranteed!

Valley City Coffee & Spice Mills
Saginaw, Mich.

High Grade
Popular Price

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

Pure Cider Vinegar

We guarantee our vinegar to be absolutely pure, made from apples and free from all artificial coloring. Our vinegar meets the requirements of the Pure Food Laws of every State in the Union. ❖ ❖

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

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 18, 1908

Number 1313

Commercial Credit Co., Ltd.

Credit Advices and Collections

MICHIGAN OFFICES

Murray Building, Grand Rapids
Majestic Building, Detroit

ELLIOT O. GROSVENOR

Late State Food Commissioner

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

2321 Majestic Building, Detroit, Mich.

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

Kent State Bank

Grand Rapids

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

Pays 3½ per cent. on Savings Certificates of Deposit.

Checking accounts of City and Country Merchants solicited.

You can make deposits with us easily by mail.

GRAND RAPIDS FIRE INSURANCE AGENCY

THE MCBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

**FIRE AND
BURGLAR
PROOF**

SAFES

**Grand Rapids
Safe Co.**

Tradesman Building

SPECIAL FEATURES.

2. Window Dressing.
3. Pocket Books.
4. News of the Business World.
5. Grocery and Produce Markets.
6. The Joke on Medbury.
7. Editorial.
8. State Forestry Reserves.
9. Lower Sugar Duties.
10. Choosing a Clerk.
11. Campaign of Generosity.
12. Woman's World.
13. Shoes.
14. A Thanksgiving Treat.
15. Financiering.
16. World's Greatest Men.
17. Personal Neatness.
18. Behind the Counter.
19. Seashore Fisherman.
20. Convention Hall.
21. Butter, Eggs and Provisions.
22. New York Market.
23. Mrs. Jarley.
24. Thornton's Parrot.
25. Drugs.
26. Drug Price Current.
27. Grocery Price Current.
28. Special Price Current.

A COMPLETE FAILURE.

Thirty-eight years ago a superb example of physical manhood, 20 years of age, tall, well proportioned and with all the graces of presence and manner popularly believed to belong to descendants of royalty, visited the United States and was officially accorded all the honors belonging to a direct blood representative of the Czar of Russia.

The Grand Duke Alexis, of Russia, bore his honors with becoming dignity, when it was desirable that he should do so, and stood head and shoulders above the distinguished members of his numerous suite as an imposing personage. He was graceful, cordial, possessed all the social accomplishments and, above all, was a splendid man in appearance. Receptions, grand balls and fetes of various kinds were given in his honor and nothing was left undone by Americans to show that they appreciated the presence of a royal guest.

And yet, youth that he was, and carrying the responsibilities of representing a great nation as he did, he even then exhibited tendencies—exhibited them openly and with extremely poor taste—toward the career which since that visit has rendered him the most cordially hated member of his imperial family. And his death last Saturday in Paris resulted in most uncomplimentary reviews of the life he led during the past thirty-eight years. He was a reckless gambler and intemperate in all of his habits. Possessed of tremendous power, he wielded that power cruelly as supreme director of the Russian Navy, and it is charged that he was very largely responsible for precipitating the Russo-Japanese war at a time when his own government was miserably equipped as to army, navy and finances for such an undertaking. In Paris he was known as a leader in the ultra smart set and he knew no limit, seemingly, in excesses of every character.

The Grand Duke Alexis, by right of the physique given him by the Omnipotent, by virtue of his education and because of his position, was entitled to live to a ripe old age, to have been an honor to his country and a splendid help to his people. Instead, viewing him merely as an ordinary man, he fulfilled none of these opportunities and was a complete failure. He was a striking example of "The Idle Rich," "whom," so says Rev. Endicott Peabody, of the Groton School, "we have to fear more than any other element in our modern life."

GOMPERS BLOVIATES.

Samuel Gompers says: "I owe allegiance to no party. I am a trade unionist. May the trade unionists always be right, but, whether right or wrong, I am with the trade unionists."

"There needs no ghost, my lord, to come from the grave to tell us this."

Of course Gompers is with the gang, right or wrong, because it is the gang that supports Gompers and Shea and the other loafers in idleness and luxurious dissipation.

He expresses the hope that the trade unionists may always be right, well knowing that so long as they follow the orders of men such as he it will be out of the question for them to be right. It is not to the interests of the leaders that the followers should be right because, if they were, the leaders would go hungry and sink back into the oblivion whence they came.

And then listen to the pretender as, playing to the gallery gods, he declares theatrically that if he is found guilty and fined in the contempt proceedings against him at Washington, he will go to jail before he will pay his fine or permit the federation to pay it for him. A regular penny-dreadful climax.

He knows his dupes, fore and aft, from A to Z. He knows that his followers will pay his fine if he is fined. Of course they will, and then they will place him upon the pedestal of a martyr and go on stupidly and blindly taking the bread from the mouths of their wives and little ones that they may continue to support the lazy, ease-loving, autocratic rascals who are keeping them in slavery.

RAILROAD ELECTRIFICATION.

Although the matter is not attracting much attention, there can be no disguising the fact that there is a steady drift towards the abandonment of the steam locomotive as the traction power on the railroads of the country and the substitution of electricity. In New York the trains

now running into that city are drawn by electric locomotives, and when the several tunnels under the Hudson, now completing, are in use, all the trains arriving in New Jersey will be drawn into New York through the tunnels by electric engines.

But it is not only for the handling of trains in tunnels and from outlying stations into city terminals that electricity is to be used by the great railroads. Some of the largest lines, such as the Pennsylvania, the Erie and the New York Central, are preparing to employ electricity as the motive power on their roads. The Pennsylvania has already given out contracts for the electrification of its main line between Philadelphia and New York, and it is proposed to greatly increase speed on that portion of its line. Once that much of the great system is electrically equipped, it will follow, as a matter of course, that all the balance of the system will be similarly equipped as soon as possible.

From present indications the time will come, in the not distant future, when the steam locomotive, with its dirt and sulphurous smells, will be an obsolete institution, and its place will be taken by the speedy electric motor, with its absence of smoke and soot, adding greatly to the comfort and pleasure of travel. The adoption of electricity will also, in all probability, make higher speed practicable. The steam locomotive has probably reached the limit of its power in increasing speed, but experimental tests have indicated that the electric motor is capable of much greater speed than its present competitor, the steam engine.

John Motley Morehead, who was elected representative in Congress for the Fifth North Carolina District at the late election, will attract attention at Washington as a statesman who was drafted into service, and who would abandon his job if any acceptable reason could be devised for such action. He is a cotton mill proprietor with no political ambition, but after much urging was induced to accept the Republican nomination on the assurance that there was no possibility of his election. When the votes were counted, however, he had about 450 more than his Democratic opponent in spite of the latter's strenuous campaign. And now Mr. Morehead is very much annoyed. He has business that needs his personal attention, in which he is greatly interested. He does not want the office, the salary, the perquisites or the honors. For one term only he says he will discharge the duties to the best of his ability, and he will probably make as good a representative as could have been found in the district.



Bedding, Auto Hoods, Thanksgiving and Hunting Supplies.

With cold weather, on the prudent woman of the house obtrude thoughts of what should be provided for the family in the way of warm bedding. She looks matters all over, deciding in her own mind what is necessary and best to be done in the premises and on the premises. (No wonder a foreigner gets muddled in attempting to learn the meaning of "United States as she is spoke.")

As I say, the wife investigates carefully the requirements of the sleeping apartment of each member of her household. Then, according to the kind of husband she has drawn, she acts. If he is generous of the generous she has only to hint that she would like to replenish the bedding of their establishment. If he is inclined to be economical she will have to resort to other tactics than to simply tell her liege lord and master that supplies in the direction mentioned should be bought for the house. She may have to cajole or tease or even storm around—perhaps all three. If these, separate or in conjunction, have no effect on her obdurate consort the wife may be obliged to have recourse to tears in order to have things her own way. Some husbands have to be dealt with in one manner, some in another; what works all right in one case may be an utter fizzle in another. A girl, when she marries, soon discovers what the Fates have doled her out and if she is a wise little girl she will trot along the line of least resistance. As time goes on she will learn the best way to manage what she got in the marriage lottery. Of course, if a wife has an income that came to her through her own ancestors she is a lucky little piece, for then when household articles get worn out or irretrievably shabby she can pay for new with her own patrimony.

Now is the time of the year, more than any other season, when the bedding of the homes is given a thorough overhauling. In the spring, with summer coming on, there is not the urgency for restocking that there is when Miss Mercury gets to dancing in the neighborhood of Mr. Zero. A sheet and a woolen blanket or two at the most are all the average person wants o' nights in the summer. But

"When wintry winds
Come sweeping down
Across the snow-clad vale"

it makes the star boarder shiver, shiver, shiver if the coverlets over his frame are inadequate and he putteth in a requisition for more

"comfortable" conditions, and kicketh if they are not forthcoming instant.

And he is quite in the right. If it is within the range of possibility a change should be brought about by the powers that be.

What has all this to do with window trimming? Everything in the world. As stated, "now is the accepted time" to start in and replenish the essentials of the various beds under one roof. And the store that displays good bedding the most attractively is making the strongest bid for public favor.

I notice that several of the local stores are featuring this merchandise in a small way. It should be made more of. There should be larger, more elaborate trims. These would catch a great deal more trade than is commandable with small exhibits. Dealers who do not bring these goods tellingly to the front at this season of the year are making a big mistake.

Auto Hoods Again.

In a recent issue I mentioned a new style of this popular and useful Red Devil headwear. One that is more practical than the beflowered one I described is, in shape, an enlarged Marie Antoinette, with the point drooping quite far over the face. I ran across a picture of one of these bonnets in imitation of the familiar headdress of the wife of Louis XVI. Beneath the picture it was spoken of as composed of white Ottoman silk. A band of ermine, with the largest of ermine tails, ran around the edge. Very wide Pompadour ribbon was draped over the center, ending in long strings that tied coquettishly at one side under the wearer's chin. A wide chiffon veil was draped around the crown, and was intended to hang gracefully in front. The title below the cut, which came out in a bright and eminent authority on new things, was "An Auto Shaker Bonnet," and it was referred to as coming from John Wanamaker's establishment, N. Y. I could see nothing "shaker" about it. Fancy auto hoods and bonnets are destined to fill a want among automobile women, for they are both pretty and practical.

Posed on Living Models.

I have often dwelt in these columns on the interest which living models inspire in a window.

Recently I read of a large metropolitan store in the East that employed live children, in place of wax dummies, to show off juvenile hats in the show windows. The children were sitting or standing in easy attitudes, which were changed every fifteen minutes or so, in order not to tire the young ones too much, a cur-

tain of red velours, with rings, being pulled along an oak pole to hide the lightning changes. The innovation is declared to have been a great success.

The children were dressed by the firm hiring them, and the hats they wore matched their dresses. On another day the little misses would be allowed to walk around in the window and would be very carefully examining the handsome children's hats on the nickel fixtures, lifting them from these and "trying them on," in front of a mirror on the side wall, right before the spectators on the sidewalk.

This idea proved an immense drawing card and resulted in materially augmenting sales in the children's hat and suit department.

Thanksgiving Sale.

Table linens are being shown up in a variety of ways in Grand Rapids windows.

The Ira M. Smith Mercantile Co. has two well-arranged linen sections in its Monroe street side. The space occupied is about twenty feet frontage, and consists of table-cloths, napkins (plain and fringed), lunch-cloths and doilies in a large selection of designs. Many price tags are attached, a number of these showing the former price of the goods as well as that of the present. Festooned high across the open space in different directions are half-inch ropes made of twisted bleached factory, tied at intervals of ten or twelve inches with fringed luncheon-napkins with open work three inches from the edge. The floor is neatly covered with green crepe paper in a medium shade and the background is of green demin. There is a band of white cotton about six inches wide at the top of the demin and on this are pinned pretty doilies, with the point at the top and bottom. These are repeated on the pillars of the window, which are also covered with green. Pattern table-cloths in bolts stand in the background and bolts of napkins are standing in the middle of the floor. Doilies take up the front. Two sets of thin pink-flowered china decorate the center front of both sections of the display. In the right hand one is a large flaxen-haired wax doll in a little brown suit, with a white flannel cap perched jauntily on its curly head. Directly in front of the doll is a child's wheelbarrow, entirely hidden by small fringed luncheon napkins folded and twined around all the wood and metal parts. The 'barrow is heaped with nuts and oranges, arranged in rows, with a crest of grape fruit, which has taken such a hold on epicures that it is seldom missing from the breakfast table of the well-to-do, and besides often forms the foundation of appetizing salads. The dishes introduced in the Ira M. Smith exhibit give a seasonable hint that there are other things to be considered for Thanksgiving in the line of newness besides linen. A little shining silver interspersed would not have been amiss in this display, which reflects credit on the one who got it up. It has just enough in it to be interesting; it is

neither empty nor overcrowded—just right.

A Hunter's Window

Is not unfitting with hardwaremen just now when every day are to be seen, wending trainward, scores of men trigged out in hunting fashion, with guns in cases or fearsomely exposed in arms, and with pointers running along by their side with a happy, expectant look on their knowing faces.

A campers' outfit should show everything that a hunter could possibly want—or imagine he wants.

A lady living in a small town Up North related how some Grand Rapids hunters do who stop at her hotel. She said that they come there every fall with their dogs and "gun contraptions," with which latter they litter up every corner of the office. The dogs receive as good fare as do their owners, and are fine lovable animals, but the landlady said that they "do bring in such a stack of dirt." However, she can't say a word because the hunters are such elegant pay, and have "such a jolly way wiz 'em" that one can't take offense at the room they take up and the heap of dirt the "hunds" bring in. She is both glad and sorry when the time comes for them to hie themselves for home.

The Better Way.

I had gone to the postoffice in a Northern Michigan village to mail a letter, and fallen into conversation with the Postmaster. From the fact of his being Postmaster I took it that he was a present administration man, but as we talked he let drop something that made me doubt. I therefore summed up the nerve to ask him which candidate he intended to support. For answer he took my arm and walked me a quarter of a mile away, and halting on a bridge over a creek he whispered:

"Sir, I don't say that I haven't got any opinions."

"No?"

"And they are strong opinions."

"Yes?"

"And I believe they are the opinions of a man that loves his country."

"I am glad to hear that. I have always believed that country should come before party."

"But, sir, I am Postmaster of this town."

"Yes?"

"The salary of my office is \$26 a year, and, of course, there's the prestige. I am looked up to as a Federal office-holder."

"That's true."

"And I need the money, and I want the prestige, and so I'm going to say to you—"

"Yes," I replied, as he hung on to the sentence.

"I am going to say to you, sir, that if you have any curiosity to know where I am to be found in this struggle for liberty—"

"Yes, yes."

"You can go and soak your head in a bran mash and then figure it out with a piece of chalk on a barn door!"

Sidestepping a moral issue is evidence not of intellectual agility but of moral obliquity.

POCKETBOOKS.

Some Things To Be Considered in Selling Them.

Written for the Tradesman.

When you are selling a pocketbook or a bag to a lady who has enough of this world's goods and to spare don't talk to her about prices. I say don't talk to her about prices. But, of course, this is inferring that the one being waited upon is not of the miserly sort. If the customer is penurious—niggardly mean—an entirely different course must be pursued.

Given a woman well-to-do, of generous impulses, and prices aren't at all likely to cut much ice with her. It is merely a question of whether you carry in stock goods that suit her. Show this sort of shopper an unlimited quantity of purses and bags. Naturally, when the lady stops at your counter you must gain from her some information as to the particular bag she desires—large or small, fancy or plain, what kind and color of costume it is to be used with—so as to know what leather would be most suitable for her purpose. All this and even more is required to be known in order to assist the lady wisely in selection. A white satin bag all bedizened with gold spangles and provided with gilt chain with which to carry it would be the height of impropriety for a plain black street gown, while it would be a lovely thing to accompany a lady in a white wool gown and pretty white hat to an afternoon musical, or similar society

function where something is needed in which to put tickets, handkerchief, small change, etc.

A big substantial alligator bag is always appropriate for shopping, no matter what the color or material of the dress worn, although if the bag went with a brown "layout," as a man would call a color scheme, where everything matched or "shaded in," that would be the nicest combination.

It is fine to be able to afford a pocketbook or bag to harmonize with each street dress one possesses, but this can not be compassed by the many. If only one can be purchased let it be either black or brown, as these are not so dreadfully out of the way as some others. Women with an eye to the main chance are fond of getting a pocketbook with two or perhaps more colors prettily blended, so that they may not be limited to using it with one dress only. Sometimes colors are nicely combined with black in a mottled manner. I saw such a handsome black and soft bluish-pink mottled bag, adapted to carry with a black, a pink or possibly a light blue or a white dress. With the first a wide pink chiffon auto veil thrown across the shoulders and floating around the figure is wonderfully effective in summertime. The pink of the scarf must be on the same order as that of the pocketbook. It may be lighter or darker, preferably the same shade.

Size of bag may be very large, very small or anything in between—in fact, anything that suits the buyer.

The utmost latitude is allowed in the choosing as to capacity. Don't pick out monstrosities burdened with hideous animal heads as ornamentation. The 'gator's claws are not so bad, but to lug around his ugly little grinning head would remind one altogether too vividly of his untimely demise.

No matter how well made a pocketbook or bag is when new, continual usage wears it out, and so a brand new one always makes an acceptable present for Christmas, a birthday—or maybe just because you love a person. A traveling bag that was elegant when new but has become shabby by reason of many journeys is regarded by the knowing as a priceless treasure; but it is different with the smaller bag or pocketbook that a woman takes around to the stores with her—a dilapidated leather receptacle of this sort is not to be looked upon with favor. The latter a woman regards in the same light as she does her shoes and her gloves, which must be beyond reproach.

In selling leather shopping containers neglect not to show up all the little vanity accessories. Often a woman will be so taken with the looks of something in these that she has not heretofore been acquainted with, or the appearance of a distinctly new little doodad, or the shape of an old one, that the captivation at once induces her to purchase.

Don't be stingy about getting lots of bags out of the show case for any

customer. Many a time, by being accommodating in this way, a sale is made of three or four, or mayhap half a dozen or more of these, where only one would have been bought without this extra attention on the part of the salesperson.

I'm a great stickler for price tags on everything in a store, as sales thus consummate themselves hundreds of times, the clerk being needed only to take the money and do up the articles or send them to the bundle counter. And pocketbooks are no exception to the efficiency of this rule. Most dealers tag these goods both inside and out, which is a good plan, as, receiving such constant handling as they do, the inside tag often drops out and is lost. People who have not much money to spend for necessities, and none at all to waste, are quite averse to asking the price of a number of articles, as they fear it looks to the clerk, also to others within earshot, as if they are poor and must know the price of anything before they can conclude to purchase it. The price tags save them the embarrassment of this misgiving; besides they save the time of the clerk for something else.

The pocketbook clerk must never lose patience with customers, as this gives the latter an advantage that is very undesirable for the store. If the former puts a quantity of bags on top of the show case it facilitates sales wonderfully. H. E. R. S.

If you have customers who make butter,
why don't you sell them their butter color?
We make the only kind that is salable now.

Dandelion Brand Butter Color

Purely Vegetable

This Trade Mark has
appeared on our Butter Color
for over 25 years.

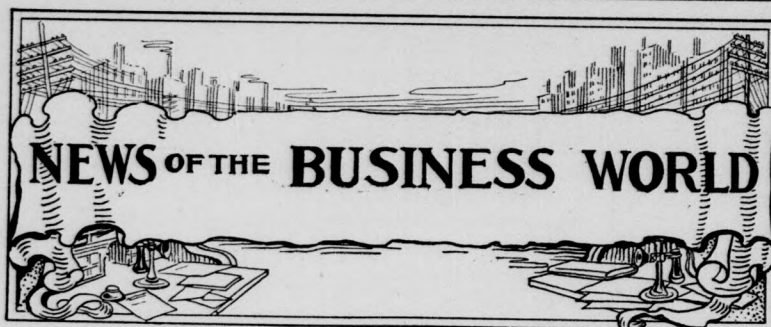


Write your Wholesaler or us for price list.
Delay in sending for trial order
means loss of profit.

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

Wells & Richardson Co.

Burlington, Vermont



Movements of Merchants.

Owosso—Fricke & Barnefski have opened a shoe store.

Harlan—A general store has been opened by Plottler & Immerman.

Fountain—A grocery and meat market has been opened by Brunke Bros.

McGregor—H. G. Campbell is succeeded in general trade by Fred W. Rauh.

Corning—Herman Brown has purchased the general stock of Lewis Smith.

Lansing—Alexander Andros succeeds John S. Wilson in the confectionery business.

Big Rapids—J. H. Purvis has purchased the grocery stock of Clyde Bear at 432 Mitchell street.

Allenville—A sawmill is being erected by Appleford Bros., who will put in a shingle and lath mill.

Hartwick—Chas. F. Griffin succeeds Cecil F. Snowden, dealer in hardware and farm implements.

Hudson—Geo. Garling and H. L. Atherton have formed a copartnership to engage in the hardware business.

Calumet—W. Woodhouse has opened a five and ten cent store which will be conducted under the style of the Model.

Middleville—C. Schondelmayer has purchased an interest in the firm of W. A. Quinlan & Co., who conduct a general store.

Grand Ledge—Geo. B. Watson, who recently purchased the Walter C. Rossman grocery stock, is now conducting the business.

Evart—A meat market has been opened in connection with A. L. Brooks & Son's grocery store by W. E. Brott, formerly of Tustin.

Traverse City—E. A. Monroe, who was recently elected register of deeds, has sold his confectionery stock to Ora and Dick Everett.

Ashley—W. H. Eaton is succeeded in general trade by L. J. Kirby. Mr. Eaton will return to Columbia Grove, Ohio, where he will engage in business.

Cadillac—A new meat market has been opened by Frederick O'Berry and C. D. Jones and who will conduct business under the name of O'Berry & Jones.

Vernon—The stock in the general store of the late H. B. McLaughlin will be closed out. The store has been under the management of Cecil McLaughlin.

New Era—George Wickerink has sold his interest in the mercantile firm of George Wickerink & Sons to his son, J. G. Wickerink, who will conduct the business under his own management.

Three Rivers—A. L. Lamport is succeeded in general trade by D. A. and J. O. Schurtz, formerly of Grand Rapids, who will conduct the business under style of the Schurtz Co.

Hartford—Henry Tiefenthal is succeeded in the bakery business by Herbert A. Doten. Mr. Tiefenthal has removed to Allegan, where he is identified with the bakery of C. R. White.

Lansing—S. A. Barlow is succeeded in the meat business at 121 Michigan avenue, East, by C. J. Harris, a former business man of Lansing, but for the past twelve years on the road for Swift & Co.

Lapeer—W. H. Sawtell has sold his interest in the grocery firm of Gillett & Sawtell to his partner H. C. Gillett, who will continue the business. Mr. Sawtell will probably go West later in the season.

Battle Creek—P. S. Evans, who recently succeeded H. E. Hall in the grocery business, has been installing new fixtures and has put in an entire new stock of groceries purchased from the Lemon & Wheeler Company.

Springvale—Wm. R. Allen, who has been book-keeper and accountant for the Cobbs & Mitchell, Inc., here for several years, has been promoted to the management of the store. The promotion is well deserved.

Manistee—A corporation has been formed under the style of the Consumers Coal & Ice Co. to conduct the coal and ice business, with an authorized capital stock of \$5,000, of which \$4,500 has been subscribed and paid in property.

Muskegon—J. W. Fleming, one of the oldest produce men of this city, is now occupying his old quarters at the Muskegon Produce Co.'s buildings, having taken over the business through the purchase of the holdings of all the stockholders.

Sparta—Charles Ballard, and his son-in-law, A. D. Starn, of Cadillac, have bought the Christy building and will at once begin rebuilding it. The building will be given a modern store front and they will then put in an up-to-date stock of groceries and provisions.

Lansing—Frank W. Jewett has asked for a receiver for the dry goods firm of Jewett & Knapp, which is the predecessor of the firm of J. W. Knapp & Co. and of which he was a member. It is set forth in the petition of Mr. Jewett that there are \$1,200 in outstanding accounts. He also wants one-half of the cost of all insurance policies made over to J. W. Knapp & Co., formerly held by Jewett & Knapp and also states

that \$200 worth of goods stolen from the old firm were returned to its successor.

South Haven—George H. Remington, one of this city's best known business men, committed suicide Nov. 12 by shooting himself through the head with a 32-caliber revolver. Standing so that he could look in a mirror on the ice chest in his grocery store, he placed the revolver against his right temple and fired. One of the clerks, who had been out but five minutes, returned and found the body. Death was instantaneous. Business troubles and bad health are supposed to have caused despondency. A remarkable fact was brought to light when William C. Spencer, a son-in-law, declared that his wife had dreamed on two different nights of late that her father was found dead. Remington was a Knights Templar and a Shriner.

Manufacturing Matters.

Manistee—Louis Staffeld has engaged in the clothing business at 342 River street.

Detroit—The United Lumber Co. has increased its capital stock from \$1,000 to \$750,000.

Sturgis—The capital stock of the Grobhiser & Crosby Furniture Co. has been increased from \$50,000 to \$200,000.

Cross Village—The Cadillac Lumber Co. expects to put in a large cut of logs and is getting ready to start its camps.

Detroit—The J. H. Buekers Manufacturing Co., which makes store fixtures, has increased its capital stock from \$10,000 to \$20,000.

Detroit—The Thomas Steel Reinforcement Co. has been incorporated with an authorized capital stock of \$100,000, all of which has been subscribed and paid in property.

Detroit—The Hupp Motor Car Co. has been incorporated to conduct a manufacturing business, with an authorized capital stock of \$25,000, all of which has been subscribed and \$2,500 paid in in cash.

Breckenridge—Fred L. Eldridge and C. E. VanSlyke have purchased the creamery at this place, which will be under the management of Mr. Eldridge. Mr. VanSlyke is the proprietor of the Durand creamery.

Cheboygan—Melville Bros. are starting lumber operations at Grass Bay. Two camps and a considerable quantity of timber owned by this firm were destroyed by the recent fires. One camp, however, was not touched.

Kalamazoo—The P. L. Abbey Co., manufacturer of medicines and druggists' supplies, has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000, of which \$25,000 has been paid in.

Detroit—A corporation has been formed under the style of the Detroit Cement Machinery Co., which will conduct a manufacturing business with an authorized capital stock of \$5,000, of which \$2,500 has been subscribed and \$1,100 paid in in cash.

Detroit—The business of the Hudson Die & Tool Works has been

merged into a stock company under the style of the Hudson-Kennedy Die & Tool Co., with an authorized capital stock of \$12,000, all of which has been subscribed and paid in in cash.

Bay City—Ross & Wentworth have taken an option on 18,000 acres of mixed timber lands in Montmorency county, owned by White Bros., of Boyne City, and have an experienced land looker now going over the lands estimating the timber. Should the deal go through the timber will come to this city to be manufactured.

Bay City—Local railway freight men state there is a steady improvement in the movement of lumber and cars are being generally used. The log business continues active, about 100 cars a day coming to this point. This will be increased as there is to be an increase in the lumber operations North, made necessary by the forest fires.

Menominee—The number of ties cut in this district will be materially reduced during the coming winter. The price offered by the railroad company this fall is considerably lower than was paid during the last two seasons. The jobbers claim that there is no profit in the present price and will utilize the tie cuts for other purposes if possible—float them down stream, holding them for higher prices or sawing them into timbers for building purposes.

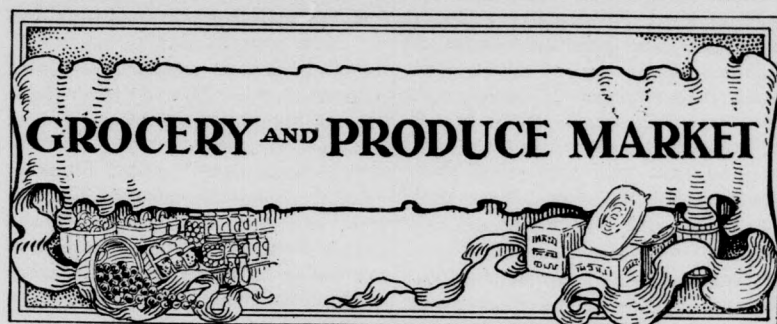
Muskegon—Malcolm Hutchinson, successor to the Crescent Manufacturing Co., in the cooperage business, has been granted patent rights for the manufacture of a new kind of pail. It will be manufactured for use as a candy and tobacco container. It has numerous advantages over the many different kinds of containers now in use. Wood fibre will be used in its manufacture. Mr. Hutchinson is at present making arrangements preparator to beginning its manufacture.

Menominee—Local lumbermen are sending large forces of men to their camps in the Northern woods. Good men are in demand and, judging by the preparations being made, the coming season will be as lively as any former logging season. A decided change has taken place in the lumber market and in consequence the lumbermen are planning to have stock enough on hand when the sawing season opens next spring to satisfy all demands of the expected activity in building.

The Drug Market.

Opium—Is dull and lower.
Morphine—Is unchanged.
Quinine—Is steady.
Glycerine—Has advanced and is tending higher.
Santomine—Is tending higher.
Oil Cubebs—Has advanced on account of higher price for berries.
Gum Camphor—Is weak and tending lower.
Buchu Leaves—Have advanced.
Quince Seed—Has again advanced and is tending higher.

He can not defend the truth who is afraid of any truth.



The Produce Market.

Apples—Fancy New York fruit commands \$3.50 for Greenings, \$3.50 @4 for Baldwins and \$4.25 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 firm and a trifle higher than a week ago. There is an active consumptive demand for everything in the print line. Throughout the market is very healthy on the present basis, and no special change is looked for in the next few days. The market will likely remain firm, however. Fancy creamery is held at 30c for tubs and 31c for prints; dairy grades command 25c for No. 1 and 18c for packing stock.

Cabbage—75c per doz.

Carrots—\$1.50 per bbl.

Celery—20c per bunch for home grown.

Chestnuts—17c per lb. for New York.

Citron—60c per doz.

Cocoanuts—\$5 per bag of 90.

Granberries—\$10.50 per bbl. for Late Blacks from Cape Cod.

Eggs—Receipts of eggs are still very light, and very few fresh eggs from any section seem to be available at the present time. All the arrivals meet with ready sale at full market prices. Strictly fresh are 1@2c higher and the market is very active at the advance. The market will probably remain firm for some time to come. Local dealers pay 26@27c on track, holding candled fresh at 30c and candled cold storage at 25c.

Grape Fruit—Florida commands \$3.75 for 70s and 80s and \$4.25 for 54s and 64s.

Grapes—Malagas command \$4.50 @5 per keg, according to weight.

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

Lemons—Messinas are in fair demand at \$4.25 and Californias are slow sale at \$4.50.

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

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

Oranges—The only new feature of the market is the arrival of new California Navels, which have taken the place of late Valencias and selling at comparatively low prices. Floridas, \$3; Navels, \$3.50.

Parsley—40c per doz. bunches.

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

Potatoes—A firmer tone is noted all along the line. The local market ranges around 65@70c per bu. Out-

side buying points are paying 50@55c.

Poultry—Local dealers pay 8c for fowls, 9½c for broilers, 8c for ducks, 9c for geese and 16@17c for turkeys. The indications are that the Thanksgiving demand will be low, but the range of prices will probably not be as high as in previous years.

Quinces—\$1.50 per bu.

Squash—1c per lb. for Hubbard.

Sweet Potatoes—\$3.50 per bbl. for kiln dried Jerseys.

Spinach—60c per bu.

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

At the meeting of the Michigan Retail Implement and Vehicle Dealers' Association at Kalamazoo last week it was found that Jackson had best claim on the Association for the prize umbrella offered by the organization to the Michigan man who had served longest continuously as traveling salesman in selling farm implements and vehicles. This honor belongs to George Vaughan, residing at 802 Railroad street, Jackson, and to Mr. Vaughan the umbrella was presented. He has been carrying a grip for the past thirty-three years, and expects to keep it up just as long as health permits, which, judging from his present physical condition, will be for many more years. For thirty-one years he traveled for the Deering Harvester Co., covering not only all sections of the United States, but of Europe as well. After the consolidation of the harvesting machine companies he traveled a year as salesman for the International Harvester Co., with headquarters in Jackson. Mr. Vaughan is now in the employ of the Moore Plow & Implement Co., of Greenville, and is State agent for the gasoline engine department. When the canvass was made at the convention, it was found there were several men who had sold implements on the road for from twenty to twenty-seven years, but Mr. Vaughan was the only one who had exceeded thirty years in the business and was unanimously awarded the prize umbrella.

It is as natural for a woman with a new dress to want to go somewhere to show it off as it is for a man to ask advice about which photograph of him is the best.

The man with a theory can get a hundred people to believe it, and the man with a fact has a hundred people disputing it.

The Grocery Market.

Sugar—The market on refined has literally "gone to pieces." Federal is offering granulated at 4.60 (in 100 barrel lots), Arbuckle is quoting 4.65, Warner is holding at 4.70 and Howell and the American are undertaking to obtain 4.80. Michigan granulated is going out on a 4.60 basis. The main cause of the demoralization seems to be the growing antagonism among certain New York refiners, among whom are Arbuckle Bros. and the Federal. The uncertainty as to prices has had no effect whatever on the demand, which is very light.

Tea—The market is steady and prices are ruling firm, with the exception of low grade China Congous, which continue weak. The United States, including Hawaii, is, with the single exception of Russia, the largest importer of China teas, totaling more than 30,000,000 pounds, or twice as much as the whole continent of Europe. The Chinese government has lately investigated the tea industry with a view to its improvement and in the expectation of increasing its trade with this country.

Coffee—Rio and Santos are without change. Mild coffees are dull. The demand shows a decided falling off from what it has been. Prices are unchanged. Java and Mocha are unchanged and moderately active.

Fish—Cod, hake and haddock are unchanged and are in fair demand. Salmon is selling in a small way at prices that show no change whatever. Red Alaska, however, is still firm. All grades and varieties of sardines are quiet at ruling prices. The mackerel market shows no change for the week. Norways have about reached bottom and are in fair demand. Irish mackerel show no change whatever and are moderately wanted.

Canned Goods—More activity is noticeable in the tomato market and a firmer feeling prevails this week. Those packers who have been shading quotations more or less the past two months in order to effect business are less inclined to do so now, and other packers are holding strong for higher prices, which, it is possible, will rule before long. Corn continues on a firm basis and advances are among the possibilities in the near future. There is no new feature to report on the entire California canned fruit list. Apricots are steady, but some canners are reported to be shading prices to some extent in order to effect quick sales. The same is true of peaches. This does not apply to the finer grades, however, which are not very plentiful and prices on these grades are somewhat firmer. Canned pears continue steady. The market for all grades of salmon, with the exception of pinks, are on a very firm basis. While there is no prospect for any immediate advance, it is thought that a material increase in the consumptive demand will affect prices. Cove oysters are steady.

Dried Fruits—Currants are active at ruling prices. Apples are firm but quiet. Citron, dates and figs are beginning their main demand for the

year, prices showing no change. Prunes are dull, but have advanced on the coast to 3¼c basis. There seems to be a good demand for Oregon at about the same price. The cause of the advance is large foreign demand. Peaches are soft and easy and the demand is light. Apricots have advanced 1c on the coast on reports of scarcity, but secondary markets show no change. Raisins are unchanged and in fair demand.

Farinaceous Goods—Rolled oats are strongly maintained, but jobbers do not anticipate any change in prices for some time. Sago, tapioca and pearl barley are without feature, a steady market prevailing.

Rice—Japan is somewhat easier, due to heavier receipts. Fancy heads are being well maintained, the 1908 crop not having been as large as was at first anticipated.

Syrups and Molasses—Sugar syrup is wanted as fast as made. Prices are unchanged. Molasses has declined to a fair basis, speaking of the new crop. The demand is still light. Everything points to a scarcity throughout the season of fine grades. The sugar crop will be heavy, but more sugar will be extracted from it, leaving less molasses.

Cheese—Stocks are very light and most of the factories have been compelled to close owing to the short supply of milk. There is a good consumptive demand for the season, which will probably become even better, with accompanying higher prices soon. The above applies to all grades of cheese.

Provisions—Smoked meats are dull at the recent decline of ¼c. This condition will probably continue for some time with even lower prices. Pure lard shows a decline of ¼c, but compound remains unchanged. Barrel pork, dried beef and canned meats are dull at unchanged prices.

Many prominent society ladies of this city were recently buncoed by a stylish "saleswoman" who made a business tour through the residential sections of the city. In a suit case she carried samples of dress goods and represented that she was taking orders for a house which had purchased a large stock of fine dress goods at bankrupt sale and was able to offer the same at big discount. She was forming "clubs," the members to pay \$5.50 as a guarantee and to have left with them material for a dress. The agreement also provided that a fine silk dress skirt would go with the suit as a bonus, and that dressmakers in the employ of "the company" would visit the members and make up the suits at home, the balance, \$5, to be paid when the suits and skirts were completed and accepted. This liberal proposition brought many orders, but the time for the second act has passed and all the parties have for their investment is a "pattern" not worth a quarter of the amount advanced. The persuasive "saleswoman" has disappeared and the "house" she represented can not be found.

To praise a good action is to participate in its repetition.

THE JOKE ON MEDBURY.

Crooked Man Discovered Another Slightly Bent.

Written for the Tradesman.

There are times when it seems that it is better to be dishonest than to try to do the square thing. I know men who loaf on their jobs frightfully, giving careless, perfunctory service, who keep on the payroll year after year when men more painstaking and loyal lose out. I know men in trade who always get the best of any bargain they put their hands to, and who never pretend to give value received for what they get. These men appear to prosper, for a time at least.

I presume the time will come when they will get the kibosh, as is said in the classic language of State street, south of Van Buren, but just think of the years of triumph over more decent men they will enjoy before being cast into the discard! If they could only get the hooks thrown into them hard, it would be some satisfaction to those who are put aside for them, but usually they don't. There's Morse, the New York ice king. He cut a wide swath for any number of years, and then got fifteen years in a Federal prison, but they don't all get brought up that way. Even the ones who are found out sometimes keep right on in the procession.

There was Frank C. Medbury. He was so crooked he could hide behind a corkscrew, as is said in Wall street, New York. He wouldn't do the square thing when it was for his interest to do so. Before he got a little start, when he was so poor that he had to beg his chewing tobacco, he cheated and betrayed every man who tried to assist him. Well, he lived on the fat of the land for a long time.

Talk about crooked men! Once when Medbury was out of a job a cigar manufacturer who rather liked him, and who had a pull with the superintendent of a railroad, got him a job as lost-car man. It was a pretty good job for Medbury, for he liked to travel. He worked all right for about a month, and then began looking around for some graft in connection with his job. It wasn't enough to earn a hundred a month honestly, not for Frank C.

When a man who has transportation on about all the railroad lines in the Northwest goes out looking for something on the side he usually finds it. In most cases it is traveling expenses which eat up the profits of a business, but here was Medbury with his pockets full of passes and plenty of time in any town he chose to stop at in his quest for stray freight cars. Of course he found a side-line. He knew that it was against the rules of the railroad company to do business on the side, and he knew that he would get fired if caught at it, but he was so dishonest that he couldn't do the work on the level.

The side-line that Medbury picked up was cigars. He could stop at a town and sell cigars and look for lost

cars without missing a train, he said. Of course he wouldn't have done that if he could. He would have sold cigars on the railroad's time just because he was built that way.

And when he went to selling cigars did he take out the samples of the man who had got the job for him? Not much he didn't. The cigar man who had assisted Medbury wouldn't have gone into such a dirty deal if he had had a chance, but he didn't have a chance. Medbury went to a manufacturer who was fighting the Good Samaritan hard on a number of railroad lines and took out his samples.

Having transportation supplied by the railroads, he could sell on less commission than the agent of Bidwell, his friend, could live on, and so he cut Bidwell's trade all to smithereens. In about two months he got Bidwell's cigars out of all the cases on the line of the V. & S. Railroad. Now, this was a nice, kind thing to do to a man who had put bread into your mouth, wasn't it? Medbury was simply built that way. Of course Bidwell soon discovered why his cigars were not selling on the V. & S., and Mr. Frank C. got fired out of his lost-car job so quick that he landed on the hog without a cent in his pocket. He had been crooked with the cigar man, too, and wasn't allowed in the store.

Then Medbury fell heir to a little money and set up a commission house. He had at one time been a farmer and a member of the Grange, so he took well with the tillers of the soil. He had a good business in no time. Farmers took his word for prices and everything else, I guess. Here was the chance of his life, but in about three months he used to come down town and walk around an empty store all day. No customers, no nothing. He had robbed every person he had done business with just because he was that kind of a man.

I don't know where or how he got his next start. When I came upon him next he had a commission house in Chicago. He had agents out in the country plugging for him, and he also had farmers standing about his basement store all day trying to get pay for their consignments. Medbury always told them that the goods were rotten, or rancid, or something, and presented a bill for carting them off to the garbage burner.

Somehow the fellow kept this business going. He conspired with the men who go out into the country to unload groceries on farmers and got them to send butter and eggs to him. Sometimes the car these men took out full of goods—mostly spices and tea and coffee—came back full of butter and eggs, and then Medbury paid the agents a little money, but the farmers got nothing. It is pretty easy to keep in business if you get your stock for nothing and undersell the market for cash. Of course the farmers kicked, but there was no tracing the goods, and Medbury prospered and waxed fat.

But Frank C. wasn't satisfied even

with highway robbery like this. He wanted to beat someone besides the farmers. That was like taking candy away from children. The sums he won, too, were small. What he achieved for was to get up against some trusting man with money and clean him up for a large sum. He selected his victim and set out to get into his confidence.

Somehow men of the Medbury type have more friends than most honest men. Anyway, Frank C. was noted on the street for the influential friends he had. If he had been half square he would have made a fortune in a few years. He picked out his victim, a dealer in oleo and that sort of goods, and began showing off business qualities which looked good to Namma, who was the chosen sucker. When he got things fixed right he sought out a friend who had been in a few of his crooked jobs, and who had always done the honest by him. In other words, Holton had let Medbury do all the cheating in the deals they had been in together.

"Look here," Frank C. said to the fellow, "I'm afraid I'm going to have trouble over some debts Down East. They are not honest debts, but I rather think the holders of the paper are out for trouble. I refuse to be held up, and want you to help me out. I want to turn this business over to you for a few weeks or months. I'll be here just the same, but I don't want to own anything."

"All right," said Holton, "but if we go into anything like that I want the matter fixed up so it will hold water. I'm not going to get into jail for conspiracy to defraud, or anything like that. If I'm to be the ostensible owner of this joint I want to come here and dip in. There're too many sleuths about the country to go into anything that won't stand law."

So they made a bill of sale and Frank C. went out, that very day, and bought \$10,000 worth of oleo and other stuff from Namma, and sold it the next day at a big discount, cleaning up about \$8,000 on the deal. He could have made about \$3,000 if he had paid for the goods, but he wasn't that sort of a man. He didn't pay for the goods, and when Namma came after his check he found Holton in control of the store. It is no part of this history to tell what Namma said or did, or what Holton said or did, or how Frank C. nestled behind crates of things and laughed fit to split his sides to hear the two men going it. After the noise had subsided, and the matter was in the bankruptcy court Frank C. went to Holton and asked for an accounting. Namma had succeeded in finding some money Frank C. had hidden in safe deposit vaults, and had tied it up with garnishee proceedings, so the crooked man was about broke.

"Give me a couple of thousand," said Frank C., "and I'll go out of town for a time."

"Where's your security?" asked Holton. "You can't expect me to loan money without good security, especially when you're in the bankruptcy court."

"That's all right!" laughed Frank C. "Hurry up!"

"You'll get no money from me," said Holton. "You've been fresh around here lately, anyway, and I want you to stay out of my store."

"You're all right!" smiled Frank C. "You keep up that sort of talk before witnesses, and it will make things look better. Come around to the house to-night, and we'll figure on something else."

Holton did not call at the house that night. He never called at the house. When Frank C. went to the store to learn the reason why Holton kicked him out then was the joke on Medbury. Holton never gave him a cent. His bill of sale was good, and he kept the business and made money. But there was another joke on Frank C. There was the term he served for false representations! But, after all, how many crooked men, men who are professionally crooked, get yanked up as Frank C. did? That is, how many of them get caught before they have all the fun that is coming to them? Of course they all get roped in time, but sometimes it is dreary waiting.

Alfred B. Tozer.

He Was Excused.

After the fat man had struggled and jammed and twisted past the woman on the end seat of the summer car and sat down with a bang it was seen that his face was red and his feelings were hurt. He held on to himself for a block and then said:

"Madam, when I started to board this car I was under the impression that you were a lady."

"Yes, sir," she replied.

"I believed that you would move along and give me room."

"Yes, sir."

"I believed that you, as a lady, would much prefer moving along to having me climb over your feet in the way I was compelled to."

"Yes, sir."

"But, madam, you did not move—not an inch."

"No, sir, I didn't."

"On the contrary, you sat tight. You even grasped the stanchion in your hand, as if to prevent me from ousting you."

"Yes, sir."

"Then, madam—then, in consideration of the above incontestable and incontrovertible facts, I am obliged to observe that to the best of my knowledge you are no lady."

"No, sir," was the sweet reply.

"If you had been, you would have hitched along."

"Yes, sir. Yes, sir. If I had been a lady I should have hitched along into the pool of molasses that came from somebody's broken bottle, and should have been stuck fast to the seat, as you are now. I am no lady, and you are a gentleman, and I get off here and I excuse you, sir, and hope you won't tear up the seat getting up."

A Puzzler.

"I always try to treat my maid as if she were a member of the family." "Gracious, how do you get her to put up with it?"

Extent We Should Co-operate With Competitors.

We learn from standard authority that to co-operate means to work together in harmony toward one general purpose. I am sure all would readily agree that in business the general purpose is to not only earn a livelihood for one's self and family and to lay aside something for a rainy day, but besides that reap a reasonable compensation for his invested capital.

Before one can reasonably hope for success to any marked degree, he must have a store of knowledge, which for the most part comes only from the school of experience, and it matters not how much experience he may have had, there come times and arise problems the solution of which requires in addition to his experience all the observation and all the co-operation and experience possible to be obtained from his competitors.

There is not a man in the hardware business to-day, however humble his place may be, who can not give valuable information, if one will approach him respectfully in a heart to heart talk. It matters not how rich in experience one may be, nor how strong financially, he never gets to where he does not need the good will, the experience and the co-operation of every competitor he may have, and it would be absurd to doubt that every one of his competitors needs his co-operation, as well as that of every other competitor.

I am sure there is not a reasonably intelligent hardware dealer anywhere who would not readily agree with me that co-operation with a competitor is both profitable and pleasant, provided, however, the competitor (or the competitor's competitor) is not that character of person who would sooner see a \$5 note burn to ashes than fall into the hands of a neighbor hardware dealer. If it is profitable for us, as hardware dealers, to meet together in annual conventions and exchange ideas and assist in the solution of each other's problems, it must be eminently profitable for local competitors to exchange ideas, share each other's experience and offer friendly suggestions toward the solution of each other's problems. In fact, if only two merchants honestly co-operate, they form a miniature convention.

I think I am correct when I say that the hardware merchants, as a whole, possess a higher average of intelligence than perhaps any other class of merchants; then I prefer to treat the subject under the presumption that all competitors are men as well as merchants. Because your neighbor has chosen the same vocation that you chose is not positive proof that he is a rascal, an unscrupulous prevaricator, a man entirely unworthy of trust, as some narrow, selfish merchants seem to think.

Do not do your competitor nor yourself the injustice to count as Bible truth every statement, however unreasonable, that may come from the professional shopper, but rather draw the Golden Rule on him. Be as charitable toward him as you would

expect him to be toward you. Think upon the reasonableness of the proposition and if you decide that it is not a reasonable thing for a sane man to do, nine times out of ten, he has deemed it unwise and would plead "not guilty."

If you have been looking upon your competitor in this light, it is high time that you take a double dose of "familiar drop" and pay your competitor a social call at his place of business. Talk with him as you would to a gentleman and it will not require very many minutes to learn that he is one. Talk with him as you would to an honest, upright, honorable business man, place some confidence in him, and you will find that he is worthy of it all, and that you have done him a grave injustice. Tell him some of your experiences, lay some of your unsolved problems before him and you will find that he has met and correctly solved many of them and that he is ready to give you the benefit of his experience and advice. Rid yourself of petty jealousies and feel a genuine interest in your competitor's welfare.

The man who can cheerfully direct his customers to his competitor for that which he does not handle not only confers a favor on his competitor, but renders a service to his customer, who will show his appreciation of unselfish service not only in expressed gratitude, but in a form which will prove a valuable asset and can be counted in the cash drawer. The happy man of to-day is the man who has done his neighbor a kindness. Gladden has truthfully said, "Men can not cope successfully for any purpose if the sole bond between them is self interest."

Is not this kind of co-operation valuable? And the limit of value of such co-operation is dependent only on the extent of the co-operation itself. For instance: Tell him that "Odom Moore" bought hardware of you promising to pay in thirty days, and that fifteen months had elapsed and you had been unable to collect a penny of the account, and you will find that he will reciprocate by telling you of many of his customers who are unworthy of trust. Tell him of the man who repeatedly comes to you with the statement that he can buy certain articles from him at unreasonable prices, and you will find that the same party has been going to him with similar statements with reference to you.

Is not this kind of co-operation desirable and valuable—valuable to teach you that your competitor is an honorable and capable business man and that he is in the hardware business for the same purpose you are and that he will not resort to unbusinesslike methods, nor do nor say anything that would prove detrimental to a competitor—valuable to prove to you that there are some people who, before making a purchase, will not only shop all over town, but will tell positive untruths with reference to prices quoted, in the hope of getting some man to sell him an article for less than its value?

The man who refuses to co-operate must of necessity, to a degree at

least, antagonize; and hardware men are not angels, but human, as other men, and to whose patience there is a limit. When a good man has exhausted his patience in an honest effort toward mutually helpful co-operation and is continually met with antagonism, proving a hopeless situation, he almost invariably turns and meets his antagonist in a deadly fight, the ultimate consequence of which is the financial ruin of both.

Let us open our eyes and look about us and absorb all the information to be had from careful observation and not have to pay the dear price of experience with its high percentage of fatality. Let us profit by the co-operative and humanitarian acts of our neighbor, the Jew, the typical merchant, whose friend, competitor although he may be, is so unfortunate as to lose his last dollar. His fellow countrymen will come to his rescue, extend a helping hand and remove all embarrassment and barriers to success and soon you see him taking advantage of the experience gained by his failure and prospering to a marked degree.

By co-operation we learn to consider others as well as ourselves, learn to appreciate and come to be appreciated. "In union there is strength," and by co-operation we not only can influence local and state legislation, which shall be greatly profitable to us locally, but by thorough co-operation with all competitors can effect the enactment of such national laws as shall greatly redound to the good of our country and by co-operation we can prevent the enactment of certain laws which are clearly detrimental to the best interests of the country at large and to the good of a few master merchants. In short, in co-operation we have everything to gain with nothing to lose. Brethren, let us cry to those beyond and above us to "Hold high your lights that I may see my way," and to those below us, "Brothers, come on, come up." All these steps of human life are hard enough to climb when each shares his light and divides his neighbor's burdens. May God help us all to help one another.

J. W. Beasley.

Where Men Act Like Sheep.

How easily many persons are influenced by the example of others may be seen any day in a lunchroom. Mr. A. will come in and order a plate of pork and. Then Mr. B. will slide into a stool, look around, and order a plate of pork and.

About this time Mr. C. will grab up a menu and, after looking it all over, will say: "Well, Sally, I guess I'll take some pork and beans today." Altogether many orders will be given for the same thing simply because one man wanted that article of food.

If you look down a long lunch counter when a crowd is present you will notice that although there may be a great variety of articles on the bill of fare, some two or three items will be far more in evidence than the remainder of the bill. This is not due to the fact that some kinds of food are so much more popular than others, for on one day there will be

a rush for hot beef sandwiches and on another day for corned beef and cabbage, whereas if either articles were more popular than the other articles on the bill there should be an equal demand from day to day. The reason for the popularity of the corned beef on some particular day is that some one had given such an order and the others, like sheep, had followed.

If a busy man rushes into a lunchroom and, without looking at the menu card of the day's food, orders what his neighbor is eating, one would attribute this to the fact that he was in a hurry, but when people have plenty of time and look over the bill from top to bottom they seem to be more apt to order what their neighbor does than when they are rushed.

One often hears several persons asking each other, "Well, Bill, what are you going to order today?" and when Bill makes up his mind the others say, in chorus, "Guess I'll have some of the same."

Around the soda water fountains in country towns a dialogue like this is common:

"Give me a glass of sody."

"Yes, sir. What kind?"

"Ice cream sody."

"Yes, sir; but what flavor?"

"Oh, I don't care."

Thoughtful silence for a minute.

Then, turning to his wife, the farmer will ask: "What kind are you going to have, Mary?"

"Oh, I don't care."

Then he asks the children, and they all don't care. In fact, the "don't care" answer is so common that many of the soda water fountains in small towns have a flavor they call "don't care."

Of course, when the fountain man gives you this flavor it is supposed to be a joke, but incidentally it saves time also.

Finally, after all of the crowd have come to the conclusion that they do not care, one of them, more often one of the children, remarks that he guesses he will have some "vaniller," and then they all guess they will have some "vaniller," and the important problem is solved.

Just why a man can not decide what he wants when the matter is as simple as deciding what article of food suits him is puzzling, and it is still more puzzling to decide why one will follow the lead of a stranger, a man whose tastes, let alone the condition of his pocketbook, may be at opposite poles from our own.

Hamilton Travis.

Steepest Railway in the World.

What claims to be the steepest railway line in the world is that recently opened near Bozen, in the Tyrol. The Mendel Railway, with a gradient of 64 in 100, and the Vesuvian, with 63, have hitherto held the record. But the new line in its steepest parts rises 70 in 100, and in other parts 66. It leads up the mountainside to Virgl Terrace, on the River Eisack. The system employed is that of the electrical wire rope, and the ascent is made at the rate of five feet a second, or five minutes for the whole distance.



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 18, 1908

OUR NEW REVOLUTION.

No movement of general public value and interest and involving so much of foresight and breadth of vision has come before the people of the United States so clearly, so steadily and so convincingly as has the proposition to develop in due time a National system of deep inland waterways.

The knowledge that the freight traffic of the country is increasing with vastly greater rapidity than does the ability of our railroads to handle what is already developed is common property.

Everybody knows this fact. The railroad experts acknowledge it and there is a general sense of fear and doubt as to what shall be done in the premises.

Everybody knows and the railway experts admit that coarse, bulk freights may be handled more cheaply by water transportation than by rail; and that unless such water transportation is provided very soon the industrial and commercial interests of our country will be confronted by an appalling condition of freight congestion.

Throughout the country organized efforts are under way looking to the development of deep waterways with especial reference to each locality, and the neighborhood or section which neglects to "get into line" at once is certain to find itself most severely handicapped within the next decade.

Great Britain, France, the Netherlands and Germany long ago set us examples upon this very point, and because Germany was the most far-seeing, the most generous and thorough, that country to-day dominates the industrial world of Europe. She has made ocean ports of all of her large cities by bringing deep water routes to those cities. She has not only an overwhelming advantage in this respect over other European governments, but she has the best of America in the same direction.

For the reasons here stated the commercial and industrial interests of America are being aroused as never before and the beginning is but just recorded. The revolution is an infant, but a lusty one, and it is certain to grow during the next five years to tremendous proportions, and each section must make its rational, natural contribution to the growth or submit to an isolation and abandonment by the God of Progress which will be not only unbearable but fatal to the business interests in that section.

Michigan is in the swim with a feasible, practicable and unimpeachable proposition—the Grand-Saginaw Valleys Deep Waterway—a project which when carried out will permit big freighters plying between Lake Erie ports and Lake Michigan ports to make four round trips more each season for each boat than they are able to make to-day; an enterprise which will enable the manufacturers in all of Lower Michigan to bring in their raw materials and ship out their finished products at all-water freight rates; a resource which will develop 80,000 hydraulic horse power not now in service in Michigan; which will provide for perhaps ten or fifteen years, labor for thousands of workers, whose aggregate pay roll will average over a million dollars a year.

Yes, this waterway will cost millions of dollars—many of them—but the money will be spent in Michigan, for Michigan materials, Michigan supplies and Michigan labor.

A COWARD'S FAILURE.

A representative of the union labor organizations of America, one Maurice Haas, made an unsuccessful attempt to assassinate Mr. Francis J. Heney, Assistant District Attorney in San Francisco.

And why?

Because another representative of the union labor organizations of America was being tried as an accomplice in a tremendous system of municipal graft.

Mr. Heney is alive and the cowardly degenerate who tried to murder him is dead by his own hand.

One hears, once in awhile, the enquiry, "Why include all union labor organizations as participants in this case and its horrible developments?" And the answer is that it is as unavoidable as it is true and dreadful.

Abe Reuf would long ago have been disposed of as a thrice-convicted felon had it not been for the vast sums of money contributed by the labor organizations in this country with which to meet the expenses of fighting the law and the legally authorized officers of the law.

The publicity given to every detail of the San Francisco graft cases has been limitless. Every member—who can read—of each labor union in America has had ample opportunity to learn these details and, learning them, knows, as every decent and fair minded citizen knows, that Reuf and his gang are blackmailers, thieves, incendiaries and murderers.

And still, at the autocratic, swill-

guzzling beck of leaders who fatten and thrive and wallow in their sensuality and gluttony, the men who earn their money by the sweat of their brows continue to send their monthly pittances to the capacious maw of the central organization, knowing that a large portion of what is left after Shea and his ilk are through with the tribute will go toward defending Reuf. Under such circumstances it is impossible to excuse any member of any labor union.

Francis J. Heney will live to send Abe Reuf to prison where he so justly belongs. During his convalescence competent attorneys will guard the interests of the people, and when he gets well he will show beyond question that he is not afraid even of Death. He has President Roosevelt back of him; he has the people of all of California with him and 80 per cent. of the citizens of San Francisco are on his side—the side of fairness, decency and justice.

OUR BABY REPUBLIC.

Last August an election was held in Cuba, at which, on an aggregate registration of 450,000, the total number of ballots cast was 268,000.

Last week the people of Cuba elected Gen. Jose Miguel Gomez and Alfredo Zavas as the first President and Vice-President, respectively, of the new republic, about 275,000 votes being cast, without disorder of any kind developing at any of the polling places on election day and with no signs, as yet, of political troubles visible upon the horizon of that much-troubled and sorely-tried new and young country.

So far so good. And it seems to be the opinion of ex-Governor Magoon and of a majority of the Cabinet officials of the United States that the fears and woeful predictions of early dissension and open rebellion against the policy of the liberals—who were successful in the election—are groundless; that the Cubans, both native and foreign born, have learned the lessons that have been taught to them by the United States Government, as to successful, peaceful government of themselves, and learned them well.

Indeed, it is said that the natives of Spain, many of them former office holders under that government, are among the most earnest and enthusiastic of the Liberalists; that the thousands of young and native voters, many of whom have been educated in American colleges and academies during the past eight or ten years, together with other thousands who have received the benefits of improved school facilities offered under American domination during those years, constitute a controlling element which practically guarantees peace, good will and progress for the Island republics.

Truly this sounds not only rational but highly satisfactory, as indicating somewhat in detail the tremendous value there has been in the policy undertaken and carried out by our Government.

And there is another factor, small but potent, and that is the presence

in Cuba of several thousands of Americans who have located permanently there as homemakers, manufacturers and investors. These people have taken to their new homes their energies, their methods of business, their habits of labor, their moral sense and their cash; and they provide not only employment and wages, but the benefit of their examples as loyal, law abiding, industrious citizens.

With these facts in mind there yet remains for the people and the press of the United States a very important duty which, if sincerely and thoughtfully performed, can not but make for the good of our near and somewhat dependent neighbors. The people and the press of this country owe it to our own Government and to the government of Cuba to avoid indulgence in the circulation of sensational, ill founded reports as to political conditions down there; to refrain, as Hamlet stipulated with the Ghost, from "pronouncing of some doubtful phrases, as, 'Well, well, we know;' or, 'We could an' if we would;' or, 'If we list to speak;' or, 'There be, an' if we might;' or such ambiguous giving out," and should not retard nor injure a people who, it may be well believed, are both honest and earnest in their first effort at self government.

The post card fad, which has had a tremendous boom in the United States and other countries, is reported to be on the decline. In France postal receipts from this source began to fall off early in the year, and German manufacturers found less demand from the trade for their goods. American and English makers engaged heavily in production when the boom was at its height, and they now find themselves overstocked. One reason for the decline is that the postal authorities have banished many improper cards from the mails. Seizures of large quantities have been made by the authorities, both here and in Europe, and the objectionable cards should have part of the blame for the present depression in the trade. The post card is a convenience and a pleasure for many people, and its use is commendable, but its abuse will not be tolerated.

United States Department of Agriculture experts have discovered that the pocket gopher, an animal whose depredations cost the farmers and fruit growers of this country \$12,000,000 annually, is a very excellent meat food. "The flesh, when properly prepared for the table," say the experts, "is delicious, rivalling quail in flavor. With the price of beef and all foodstuffs ballooning in value there is a fortune in store for the man who converts the Americans into a nation of gopher eaters. The opportunity is ripe and gopher steaks, cutlets and spare ribs may yet solve the housekeeper's problem." Under the pure food law gopher steaks must be served in their true name, and however palatable it would be some time before the American stomach would give the animal a very hearty welcome.

STATE FOREST RESERVES.

Justice for Localities and State at Large.*

The questions that are vital to-day in Michigan in connection with the State's holdings of forfeited tax land and with forestry and State forest reserves fall for classification under three general heads:

1. The location and establishment of State forest reserves by utilizing therefor the State's holdings of forfeited tax land; and the disposition of the balance of the forfeited tax land by sale or otherwise.

2. The State's attitude regarding the forest, or brushland, fire question.

3. Administrative reforms to promote economy and efficiency in the handling of State forest reserves and the fire question.

At this time I shall consider only problems which fall under the first head.

In this State and in the country at large it may safely be stated that public opinion has arrived at the settled conviction that public welfare requires a beginning to be made at once in the work of providing forest resources for the future; and the conviction is about as well fixed in the public mind that it will require action by the State to provide such forest resources as will be sufficient for future needs, and therefore that it is incumbent upon the State, without longer delay, to set apart State forest reserves. This does not necessarily, nor in my opinion probably, mean that the State of Michigan should now embark upon large ventures of artificial planting; it means rather that, adopting measures adequate for due protection against forest fires, trespass and the waste and destruction of young forest growth, and relying chiefly upon natural regeneration, rather than upon artificial planting, we should look to reforestation by Nature of the cut-over lands of the North, and should make use of the State's holdings of such lands for State reserves, and by our laws and public action should encourage individuals to make like use of their cut-over lands. In this way we may expect to provide forest areas of sufficient extent to meet the needs of the future for lumber and forest products and to bring those incidental benefits to streams and stream flow, and to agriculture and climatic conditions, that are known to result from a wise balance between forest land and areas from which the forest cover is excluded by cultivation or other use.

Accepting the view that the State should now establish State forest reserves as definitely adopted by public opinion, certain facts and conclusions may safely be accepted as naturally and inevitably following. These are as follows:

1. Plain business principles dictate that for the establishment of State reserves the State shall make use of such land as it now has rather than purchase other land for the purpose.

Pennsylvania has purchased over 800,000 acres for forest reserves, New York over 1,000,000, and several other states have made like purchases; in all these cases the land was purchased because the state did not have any land of its own which it could use as forest reserves. Hence such forest reserves as the State shall establish must be erected out of the tax homestead land and the State tax land; for that is the only land the State owns which is legally available or sufficient in quantity.

There are at least four prominent reasons why it is well to make the radical change in our present land system which is called for by the use of the forfeited tax land for State forest reserves. These are as follows:

(a). The need of the State for forest resources is conceded by all. That need is vital to the welfare of the future. We have land for the forests necessary to supply the need in question. Is it wise, doing nothing to satisfy the need, to sell a great natural resource so as to raise a little money? Is it wiser for the State to raise money by the sale of its natural resources or by taxation?

(b). Our land system leads to rapid deterioration in the direction of desert conditions throughout the vast area of the cut-over land. The capacity to reforest naturally is being annihilated rapidly. Shall we allow this great natural resource to be dissipated, and bring the State to the condition in which forest raising will be possible only by incurring the great additional money cost of planting artificially?

(c). The continuance of present conditions involves a continuance of the fire evil. Existing conditions in the cut-over land country foster that state of mind which is possibly the chief obstacle to maintenance of any system that can successfully suppress and control forest fires, viz.: total disregard for young forest growth that has not reached merchantable size. By keeping the vast areas of cut-over land from reforesting naturally; by treating this land as a thing only for exploitation by speculators, hungry for the little profit there is in the seed trees and eager to tempt men to settle on the culls and dregs that have, by the operation of the tax law for a generation, been sifted out as the land in the locality which is least worth the taxes levied upon it—in all these ways the difficulty of the fire problem is infinitely increased and the result of the present land system is the continuance of the derelict and dangerous condition of these cut-over lands and the fostering of a public opinion which makes fire protection for them impossible.

(d). The State is getting a mere pittance for these lands—an average of 80 cents per acre, including those homesteaded, and about \$1.08 for those sold. The Commission of Enquiry's report confirms what is common knowledge in the North, that the timber value of the land bought by the coterie of speculators who purchase the greater part of all land sold through the Land Office is ab-

surdly out of proportion to the paltry price realized by the State.

Much more has been said in the newspapers about this point than about the others; but in reality it is the least important of the four, for it is but a question of the moment only and not terribly serious to the State in its present condition whether or not a few dollars are lost by bad bargains. This is insignificant compared with the fruits of the folly of parting with the only land the State owns which can be used for State reserves; it is of little consequence as compared with the grave result of destroying the natural capacity of the cut-over land to reforest without artificial aid; it is not worthy of note when compared with the evils that will follow from perpetuating conditions that tend to promote the fire evil—that make it practically impossible to successfully cope with it. If sensation is the object, it may be well enough to give prominence only to this point, but if it is sought to present in true light to the public the important questions which confront the State regarding forestry and its tax lands, this point should be dealt with as a mere incident and as the least important of the reasons that should induce the State to take action at once to convert its tax lands into State forest reserves.

2. The map shows also that the State's holdings of forfeited tax land consist in part of isolated parcels and in part of compact, or comparatively compact, bodies. It is only here and there, however, that these holdings are compact. Probably not over a third or a half of the State's holdings in the Lower Peninsula and an even less proportion of its Upper Peninsula holdings will be found to be in bodies so compact as to make them available for State forest reserves. These spots, scattered more or less, embrace all of the land that is within the scope of our present consideration, because there is nothing else which the State can use as State reserves.

State reserves should be such as can be efficiently and economically administered. Each must therefore be of very considerable magnitude. It would be impossible to protect and administer economically small parcels of land situated each at a distance from the others, here, there and everywhere in the State. Hence, the land that is available for State forest reserves is only such as is owned in large bodies composed of contiguous, or nearly contiguous, parcels; in other words, compact holdings.

3. A thing that is worth doing at all is worth doing adequately. The aim should be, therefore, to secure forests of sufficient extent to adequately provide for our certain needs. A provision for State Reserves is therefore within reasonable limits which aims to secure an area of forest land sufficient in extent to assure a reasonably ample provision of lumber for the certain future needs of the State and its people, and to secure at the same time the incidental benefits to be expected from the preservation of such a balance between

forest areas and tilled fields as will insure, in substantial measure, the beneficial action on stream flow, on agricultural pursuits and on climatic conditions which is known to result from adequate forest areas.

But it is shown by the State map on which the forfeited tax lands are indicated that the entire State holdings of tax homestead land and State tax land are not of sufficient area, even if every acre were available for use as State reserves, to make provision for an ample, or even for an adequate, future supply of lumber and other forest products; nor to insure in anything like full measure the incidental benefits resulting from a proper balance between forest areas and those which are used in such way as to exclude the forest cover. Hence, the State may, and should, make use of all of its forfeited tax land that is available for reserves.

4. The necessity of preserving contiguity of holdings—compactness—requires that in each reserve district all of the land owned by the State in the district should be brought into the reserve. This eliminates the necessity of any enquiry as to soil characteristics.

It is a sound principle that, so far as practicable, the forests of a country should be grown upon its poorer lands, leaving the better lands for tillage and occupation. The limitation, "so far as practicable," is a vital one, absolutely essential for the soundness of the principle. In this State that limitation in argument has been habitually overlooked by those who assume that the cut-over lands, or at least a large portion of them, are not poor or unworthy of tillage. If you insist on the principle of confining forests to the poorer lands without observing the limitation "so far as practicable," you can reach but one conclusion if you accept the theory of these people, viz.: that there should be no forest land, no State reserves. In this State under present conditions it is not practicable to enforce the general principle referred to in the matter of locating and selecting reserves, because the State has no option. There is only certain land owned by the State and not enough of that so located that it can be made use of for reserves; and if reserves are to be formed in such way as will make it possible to economically protect and administer them, they must be compact, and hence all of the land must be taken which the State owns in the place where a reserve is located. That leaves no room for an enquiry whether the land is good agricultural land, or whether some parts or parcels of it are desirable for tillage. To insist that no land shall be devoted to forest growing or brought into the reserves which is susceptible of being turned into a farm is equivalent to insisting that there shall be no State forest reserves, or at least none which can be economically protected and administered. You can not break up reserves without preventing the possibility of adequate protection or economical handling. The State is therefore by the physical limitations

*Paper read by Chas. B. Blair at Michigan State Forestry Convention at Battle Creek.

conclusively directed in its course to utilize the forfeited tax lands without regard to whether they are agricultural or non-agricultural in those spots where its holdings are so situated, bunched together, as to make them available for the formation of State reserves.

The elimination of this question concerning the character of the soil need not worry any one, however, even although he be very tenacious of his belief in the soundness of the economic principle referred to. This for several reasons: 1. All of the State's holdings have already been looked over, examined critically and selected carefully by the self interest of those most concerned. An automatic and impartial process of natural selection has been working for many years. The owners of this land, as well as the public who might become purchasers, long years ago came to the conclusion that this particular land the State owns is not worth the taxes which are levied upon it. This is not the sudden opinion of a day, but the resultant opinion of many years. Land which will not induce those who hold the title to pay the taxes upon it is not, in general, of the better class of land in the locality where it is situated; and when this failure to pay the taxes has become habitual and continuous over long stretches of years, and has finally ended in the absolute forfeiture of title, it establishes, with reasonable certainty at least, that this derelict land is not of the best, but rather of the poorest in its locality. Hence, if the State does take all of the land which it owns in a certain place, it will be taking that land in the locality which time and the self interest of all concerned have automatically and impartially selected as the poorer class of land in that locality. It will therefore be taking for forest raising the land which *prima facie* is the non-agricultural land that should be devoted to that purpose.

2. After the State has set aside as State reserves all its holdings of forfeited tax land that can be used for this purpose there will remain a very large quantity of this State owned land, a quantity much in excess of the amount of this class of land taken up for settlement in the last six or eight years. Besides the area of the unoccupied cut-over land remaining in private ownership is many times greater than the area of what the State owns. The supply is generations in advance of the demand, especially if present conditions are allowed to continue.

3. As a matter of fact there is relatively little of this forfeited tax land purchased by those who acquire it for the purpose of establishing a home upon it, or of converting it into a farm. Land Commissioner Rose estimates that less than 10 per cent. is bought for such purposes. The representatives sent out by the Commission of Enquiry reported that 5 per cent. would be a high estimate. A careful examination of the Land Office schedules showing the sales of these forfeited tax lands seems to demonstrate that even the latter es-

timate is high. The bulk goes to timber men and speculators, and the greater part of the remainder goes to those who purchase in small bits in their own neighborhood in order to get the smattering of timber that finds a market at the nearest mill.

5. It is consistent with the foregoing, and is conceded, that State reserves should be so located and limited that an undue portion of no county should thereby be devoted permanently to growing forests to the exclusion of tillage and occupation, i. e., a wise balance should be preserved between forest areas and areas occupied in ways that exclude a forest cover.

I have on other occasions called attention to this point and shown that it is demonstrated by the official figures that there is not forfeited tax land enough in any county of the State, even if every acre of it were used for forest raising, to upset this just and proper balance. The official figures show that in a single county only is there forfeited tax land equal to a quarter of the area of the county; that in only one other county in the State is the area of the forfeited tax land as much as a fifth of the area of the county; that in only fourteen counties in the Lower Peninsula is there as much as 6 per cent. of the area of the county included in the forfeited tax land. These figures show the possible limit of State reserves in theory. The map on which the forfeited tax lands are platted shows that actual limit in practice must be far less than that shown by the figures. The State's holdings are not all situated in compact bodies in any single county; far from it. It is, I believe, a very conservative estimate to say that there is not a county in the State of which it is not true that at least a third and probably a half of the total quantity owned by the State is non-available by reason of isolation, or because of its being situated in scattered small groups not forming part of any large compact body suitable for use as a State reserve.

But for the purpose of quieting all possible apprehension on this point the Commission of Enquiry has recommended to the Legislature that, in the act of erecting reserves, a provision shall be inserted to the effect that the State forest reserves in any county shall not exceed 20 per cent. of the acreage of that county. It was intended thereby to meet much of the objection in argument that has been encountered in this State by those urging the adoption of a forestry policy.

6. Although the principle that forest raising should be directed to the poorer or non-agricultural land has no importance as respects the location of reserves or the selecting of lands therefor, nevertheless it has a very important bearing when we come to consider what to do with the forfeited tax land which is unavailable for State reserves. It is important because we must here consider the matter of settlers. If the principle referred to be correct it involves its converse, viz.: that settle-

ment shall be directed to the better land fitted for tillage and directed from the poor non-agricultural land, which should be reserved for forest raising.

It is to accomplish this, and to exclude the timber pirate and the petty lumberman who is fast sweeping the State clean of the not too plentiful seed trees whose preservation is the only hope of natural regeneration, that the Commission of Enquiry recommended two things as the condition of any sale or other disposition of the forfeited tax land:

(a). A minimum price per acre of five dollars. Any tillable land good enough to justify the State in encouraging poor people to settle on it is cheap at this figure. It is much less than the habitual dealers in State land claim to be getting right along for what they got from the State at 50 cents to \$1 an acre. If land is not worth that the State will make no mistake in declining to try to entice poor men upon it.

(b). The appraised value of all forest, timber or wood products to be added to the minimum price aforesaid. This appraisal should be made by those whose chief interest is not departmental activity; it should be made by those who can see a thing if it stands above the ground and who can see that all of the forties out of several thousand in a county do not have the same identical value save in official archives.

It is only in connection with this part of the problem—viz.: How to dispose of the land for settlement which is not taken for State reserves—that the character of soil, whether fitted for tillage and farm purposes, has any real importance; and its importance in this connection is plainly in the direction of curbing and restraining, rather than of stimulating, the taking up of the forfeited tax land for settlement. Public welfare will best be served by such encouragement to new settlers as will locate them on the very best unoccupied land. Can any one believe that, taking things as they come—"mill run"—he will find this "best unoccupied land" on the lists of the land which, for a generation in many cases and for a long term of years in all cases, has been abandoned as derelict, until even the slow processes of departmental red-tape have had

time enough to forfeit title absolutely? To assert it would be to assert a want on the average of good sense in the people at large.

So while the procuring of new settlers should be encouraged, public welfare requires that they be directed away from, rather than toward, the State owned tax land; wherefore checks should be provided tending to keep settlers away from the forfeited tax land except such as there may happen to be of the best, or at least good enough as raw land to justify a price of \$5 an acre.

7. It should be determined on equitable principles whether the counties and townships have such an equitable interest in the forfeited tax lands used for State reserves as to entitle them to compensation for their interest therein; and if it be determined that equity calls for the making of compensation, it should be made by the State at large in such manner and under such conditions as the Legislature may deem appropriate.

Inasmuch as the maintenance of reserves under State ownership will keep large tracts of land off the tax roll, thereby throwing the entire burden of local taxes in the county and township upon the land therein remaining in private ownership, an undue burden of taxation will be thrown upon those who own land in the counties and townships wherein State reserves are located. As the reserves are maintained by the State for the benefit of the State at large, it is plainly just that an equitable provision for payment should be made by the State of local taxes, or a definite sum in lieu thereof. Regard may and should be had to the local advantages which are an offset. Full justice should be done both to the localities and to the State at large in the framing of a tax provision, as well as in the determination of the question of compensation.

Not Bad.

A boy was asked to explain the difference between animal instinct and human intelligence. "If we had instinct," he said, "we should know everything we needed to know without learning it; but we've got reason, and so we have to study ourselves 'most blind or be a fool.'"

WORDEN GROCER COMPANY

Grand Rapids, Mich.

The Prompt Shippers

LOWER SUGAR DUTIES.**They Would Benefit Both Wholesaler and Retailer.**

New York, Nov. 16—Now that the Ways and Means Committee of the House of Representatives is considering tariff revision, it is the general impression that something will be done in the near future towards reducing the present duty on sugar. There really seems to be no good reason why such a heavy tax as 1.685c per pound (which is the present full duty on 96 deg. test raw sugar) should be levied on an article that is as universally used as sugar. The United States consumes nearly 3,000,000 tons of sugar annually or about an average consumption of 78 pounds per capita. Of this, the domestic production of beet sugar last year was 440,000 tons, and cane sugar in Louisiana, 335,000 tons, a total of 775,000 tons. As most of the domestic beet sugar plants are located in the Western States, they, in addition to the tariff, have the advantage of freights, to most distributing points, of from thirty to fifty cents per hundred pounds, giving them practically 2c per pound protection. In order that they may reap large profits the government taxes every man, woman and child practically 15¢ per pound on every pound of sugar which they use.

The domestic sugar industry is controlled by the so-called "Sugar Trust." The Louisiana producers claim that they can not raise 335,000 tons of sugar without a large protective tariff, but last December,

when the advantage which Cuba received from the preferential tariff of about 35c per hundred was entirely lost to the Cubans by the fact that prices on their product had, in New York, been forced down about forty points under the parity of the markets of the world, the domestic producers in Louisiana were selling their sugars to the "Sugar Trust" (and refused to treat with independent refiners) at 55c per hundred under the New York quotation, or 90c per hundred under the markets of the world, so that of the protective tariff of 1.685c they were receiving a benefit to the extent of only .785c per pound.

By this it will be seen that while they had a protective tariff of over 15¢ per pound, they were only being benefited to the extent of a trifle over 3¢ per pound, the difference practically going into the pockets of the "Sugar Trust." Notwithstanding these facts, which show how the Louisiana planter has failed to benefit by protection, the present crop, which is just coming to market, is reported to be fully as large as the last one, with prospects that the ultimate outturn will be even larger. The price prevailing for these sugars in New Orleans is now 5-16c under the New York quotation, and 52 points under the parity of the markets of the world, or the European quotation, and the pressure to force prices down has only just begun.

The wholesale and retail grocers generally are clamoring for a reduction in the tariff. Their profits on sugar are very small. Were they with free sugar able to buy a car of

sugar for say \$1,000 where they now have to invest \$1,700, they would be making the same margin of profit on their sales, and the percentage of profit would be much greater.

Furthermore, we must not overlook the fact that the Philippine Islands are a part of the United States, and that the Islands are physically located so that they are a natural sugar producing country. Notwithstanding the fact that the Philippine Islands are as much a part of the United States as any State, the United States not only refuses to permit Philippine sugars to come in free of duty, but gives them a concession of only 25 per cent. on the regular tariff rates, which makes the importation of Philippine sugars almost prohibitive. We not only prevent our wards from participating with the other domestic producers in the benefit derived from a protective tariff, but actually tax them on shipments to this country to such an extent that any increase in the sugar production of the Philippines is effectively stifled.

Certainly there is no justice in this treatment by the United States of the helpless people dependent on them for support and encouragement, while sugars from Porto Rico and the Sandwich Islands come in free of duty, and from Cuba which is not an American colony at 20 per cent. reduction.

Lower sugar duties would not only benefit the wholesale and retail grocers, but every manufacturer who uses sugar, every farmer who grows fruit, as well as every consumer.

Most important reciprocity treaties which would benefit our farmers and manufacturers have been prevented by our high sugar duties, so that a reduction now would be a great benefit to the country in general.

F. C. Lowry.

The Sway of the Typewriter.

The typewriter is playing an important part in civilizing the world. The latest invention in this line is a machine capable of transcribing the Japanese ideogram; but typewriters imprinting Arabic, Syriac, Armenian, Hebrew and other Oriental languages have long been used.

In Turkey the printing of anything, from a circular letter to a book, can only be done under a permit from the government. Therefore, typewriters which imprint Turkish or Arabic characters are prohibited from passing through the custom house. Nevertheless, the increasing demand has somehow produced a small supply. Bagdad, a city of two hundred thousand inhabitants, has twenty machines, all of which write Arabic. In Syria, one of the most polyglot countries in the world, Syriac, Arabic and French writing typewriters are used by many of the business houses. Persia, which uses the Arabic script, is learning to adopt the typewriter. To go farther east, a number of Hindustani writing machines are used in Bombay and other cities of India. Chinese seems to be the only language which still resists the typewriter's endearments.

WE SELL

**Post
Toasties TO YOU**

Then Sell Them For You.

It is our guarantee to every merchant. Quality and advertising makes it possible to do this.

All risk of loss on the part of the merchant is removed.

If you have tried Post Toasties, with a little sugar and cream, you will understand why we have much faith in them—the crisp, toasty flavour appeals immediately to grown-ups and young folks alike.

"Tid-Bits made with Toasties," the little book in every package, tells how to combine the food in dozens of toothsome dishes.

"The Taste Lingers"

Made at Pure Food Factories of Postum Cereal Co., Ltd., Battle Creek, Mich., U. S. A.

CHOOSING A CLERK.

Selected Because He Matched the Decorations.

Written for the Tradesman.

Sprague inherited the store. It was a fine store, and Sprague the elder had made a fortune there. When he died and left everything he had to his son Theodore the income was more than \$10,000 a year.

Theodore was a man of artistic taste and gentle heart. He had been given a college education and two years in Europe, and what he didn't know about the picture galleries of the Old World could have been printed in a small book. The first thing he did on taking possession of the place of business was to have the whole interior redecorated by an artist from Boston. It was a beauty when the dreamy-eyed artist got done with it, and Magner, the hard-faced old manager who had been with the house for thirty years, went to the darkest corner of the back store room, where he could be alone, to say what he thought about the whole business.

Theodore, however, stood in front, between glossy counters, and called the attention of his acquaintances to the excellence of the work. One day a perfect trance of a girl came in in a blue suit and a hat which looked like a four-horse load of blue fodder and stood close to Theodore while he told her about the expensive Cupids and things with wings and harps which were in evidence on the ceiling.

Bella said the store was very restful to her, everything was so harmonious, and was going on to say something about the unities when Mickey Dolan swung a wall-ladder in front of the tinned goods and climbed up after a can of pork and beans.

"My!" said Bella.

Theodore raised his eyebrows. Usually persons never raise their eyebrows in stories worth less than \$25 a thousand words, but Theodore raised his eyebrows, and I'm going to admit it.

"Such a shock!" cried Bella, pointing at Mickey, whose hard-worked mamma had neglected to put a new patch on the bosom of his overalls the previous night. Mickey was climbing down off the ladder. He was red-headed and freckled, and Paddy Maher had hung something over his left eye the night before which wouldn't wash off. Mickey was managing editor of the delivery force, and wasn't supposed to climb about on ladders at the front of the store, but Magner, the old manager, sometimes asked him to help assemble the goods in the interest of quick delivery.

"He does look rather out of place," admitted Theodore, and he sent Mickey to the rear, where that vivacious young man sat down on a basket of apples and made faces at Theodore.

"I'll have to get some new clerks," sighed Theodore, that evening, as Magner was locking up for the night. "There is no use in paying out \$5,000 to make the store artistic, and then

have a lot of salesmen who look as if they lived down in the slums."

"For efficiency," said Magner, "we have the pick of the town."

"Truly?" asked Theodore. "They don't look it. We really must have a new salesman for the front."

Magner went off pretty warm under the collar. The next morning Clarence came into the store in answer to an advertisement in one of the morning newspapers. Clarence was neither too fat nor too lean, too tall nor too short. He had a complexion like a girl's, and his hair curled down on his forehead. He had a handsome pair of brown eyes, and his speech was soft and low. He was clad like a man in a magazine picture, back next to the teach-you-plumbing-by-mail advertisements.

Theodore looked Clarence over and decided that he matched the decorations. As a matter of fact, Clarence knew nothing whatever of the grocery business, but he was a lulu to gaze upon. Theodore was quite taken with him, and left him standing in front while he went back and took in the roomscape with Clarence in the center. Magner came up to Theodore with an interrogation point in each eye.

"Where did you get it?" he asked.

"That is one of the new clerks," said Theodore, with the dignity becoming a boss.

"Oh," gasped Magner. "Are you going to run in a ribbon counter?"

"He's a little crude yet," said Theodore, "but he's a good-looker and a good-dresser, and I'm going to engage him. See how fine he fits in under that art ceiling."

Magner turned away to straighten something on a shelf so Theodore couldn't see his face. He didn't want to lose his job right there.

The next day Clarence showed up for work in one of the new style suits which make a fellow look all-of-a-bigness from shoulder to heel—one of the suits which clothingmakers concoct to help business. When a man wears one of 'em a few days he'll hire a bum to wear it out for him or throw it away, which of course, booms trade.

Clarence wasn't a good clerk. I have known handsome young men who were at the head of the parade as salesmen, but Clarence was away back in the ruck. He made more errors than Magner could correct, and Mickey Dolan offered to punch his head on the most liberal terms every time he caught him outside. Every day Mickey's horse was running his legs off drawing the wrong goods to the wrong streets and numbers, and no well-regulated delivery boy who is in love with his horse will endure that.

But Theodore admired Clarence because he matched the decorations, and could make the sweetest bow ever, so he kept him out in front and censured the other clerks when they referred to Clarence in words of wrath. It is quite probable that more high art clerks would have been engaged by Theodore, only something happened.

Whenever trade was a little light

in front Theodore used to call Clarence back in the private office and instruct him in the grocery business. As Theodore himself knew about as much of the grocery business as a hen knows of the toothache, it may well be imagined what totals of ignorance Clarence acquired in the afternoons when he sat by the open door of the big safe and smoked two-for-a-quarter cigars.

"Geel!" Mickey Dolan used to say. "but I'd like to give 'im a pike in the eye."

"If you hit that fellow in the eye," replied Magner, on one of these occasions, "he'd think you'd stepped on his corn. He knows just as much as that! Some day a team will run over Clarence on the street, and there will be a gust of hot air. That's all! He doesn't know enough to—but what's the use?"

This would end most of Magner's discussions of Clarence. Then the thing happened. One morning, about a minute after Theodore had stepped into his private office Magner heard a yell and a few other things, and the boss came out looking as if he had seen a ghost. He left the side door open, and Magner saw that the safe had been all shot to pieces with dynamite, or some other high explosive.

Detectives came in and discovered that the safe had been blown up, that a lot of money had been stolen and that the thieves had gone off without taking the trouble to leave a clue behind them. Clarence did not show up that morning, and Theodore sent

Foster,
Stevens & Co.Wholesale
HardwareFire Arms
and Ammunition

33-35-37-39-41 Louis St.
10 and 12 Monroe St.

Grand Rapids, Michigan

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.

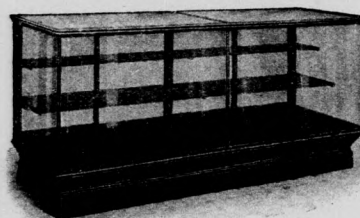
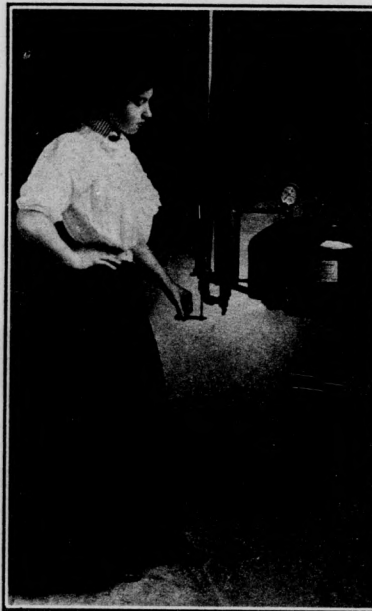
So Simple

That any woman or
child can operate the

Ideal Junior
Lighting Plant

Perfectly Safe
Absolutely Automatic
No Smoke or Soot
Brightest Light Known
1/4c per hour
for 500 candle power

Ideal Light & Fuel Co.
Reed City, Mich.



Display Case
No. 600

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

That it also means success. An era of unexampled prosperity is on its way.

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

GRAND RAPIDS SHOW CASE CO.
GRAND RAPIDS, MICH.

Branch Factory Lutke Mfg. Co., Portland, Ore.
The Largest Show Case Plant in the World

around to his boarding house to see if he was ill. Word came back that Clarence's uncle was ill and he had gone out into the country.

At noon, while Theodore sat brooding over his wrecked safe a messenger from the Oil and Turpentine Bank came in and presented a check, also a note from the cashier which read: "This check, which overdraws your account, was paid to your clerk yesterday with the understanding that a satisfactory deposit would be made before noon."

The check was for \$1,000, and was a rank forgery. Magner looked over the boss's shoulder and saw what was up. Then he dropped a package he was carrying and threw up his hands.

"I didn't think he had it in him!" he shouted.

"What's that?" demanded Theodore.

"I thought he was an idiot, a softy, a mamma's boy!" roared the manager, "and, look here, he's all the time a safe-blower and a forger. Say, how would you like to have him here right now to match the decorations?"

Magner laughed and pointed to the wrecked and smoked walls of the private office. Theodore stared at his manager for a second and then the light of knowledge came to his eyes. He remembered how Clarence used to sit by the safe. He remembered how he used to toy carelessly with the check book. He sent the messenger away with a message which must have buzzed in the cashier's ear and turned to the detectives.

"I can give you a description of the burglar, all right," he said.

And Theodore told the chief just how Clarence looked.

"That's Dan!" said the chief of detectives, in a moment. "That's Slick Dan. He's got a record as long as a Bryan oration. Didn't know he was in town."

"Oh, yes," replied Theodore, "I hired him to match the decorations out in front."

"Say," observed Magner, "if you want him to match 'em right now, just have a dark lantern and a mask painted up there. And I thought he was empty up-stairs!"

I don't know whether they ever caught Clarence, but I do know that the manager now hires the clerks, and that most of them are trained but ugly. Theodore is talking of having his art ceiling moved over to a club room. Alfred B. Tozer.

No Room For Doubt.

The elderly lady who was looking through the shop of a dealer in knick-knacks picked up a small hand-bag. "Are you sure," she enquired, "that this is a real crocodile skin?"

"Absolutely certain, ma'am," replied the dealer. "I shot that crocodile myself."

"It looks rather soiled," observed his customer.

"Naturally, madam," explained the salesman. "That is where it struck the ground when it tumbled off the tree."

How Rubber Boots and Shoes Are Made.

About forty men interested in the boot and shoe business assembled at the factory of Rindge, Kalmbach, Logie & Co. Saturday morning and watched a representative of the Boston Rubber Shoe Co. make a rubber boot and a ladies' rubber shoe and listened to a lecture on rubber by another representative of the same company. The object of the meeting was to demonstrate to the retail merchants how they are made. Rindge, Kalmbach, Logie & Co. is the agent in this territory for these goods and its salesmen were also interested spectators.

J. J. Hawkins, of Boston, delivered the lecture on rubber, while W. H. Palmer, of Boston, made the rubber boot and shoe. The making of the boot and overshoe was very interesting. Thirty-five pieces of material were used in the manufacture of a boot and eleven pieces were used to make the ladies' shoe. The different pieces are cut and shaped for the maker and one person puts them together. A girl can make on an average thirty-six shoes a day and a man will put sixteen boots together in a day. The Boston company has facilities for turning out 55,000 pairs of rubber shoes a day.

Mr. Hawkins showed samples of rubber in all its many forms, from the crude shape as it is gathered from the rubber tree up to the pieces that are ready for the shoe. There are twenty-three grades of rubber. The best comes from Brazil. Out of \$80,000,000 worth of rubber produced last year \$50,000,000 worth came from Brazil. Other rubber comes from Africa, India, Ceylon and Asia. The trees in Brazil are tapped by natives who gather the sap, that is about as thick as cream. The gum is made into crude rubber by holding it over a smoldering fire of palm nuts. This is sold to traders and after the government of Brazil collects its duty of 22 per cent., it is off for New York and then to the shoe companies. Then begins the transformation of the rubber into boots and shoes.

The making of a rubber shoe is not a commonplace affair. The crude rubber is soaked in hot water, washed and put through large rollers and comes out in sheets with all the impurities eliminated. It is then dried for eight or ten weeks. Different grades, generally eight in number, are selected in proper proportions and are compounded with powdered sulphur, lamp black, lithage and whiting. These go to the refining mills where the rubber runs out in sheets; then to the calenders, which are much like a modern printing press, through which the sheets pass and come out marked for the cutter. There are calenders for stamping the soles and the engravings and marks that are seen on the uppers. The various pieces are then cut from the stamped pieces by hand with the exception of the soles, which are stamped out by machine in the Boston factory.

These many pieces are then sorted

and given to the makers, who fit them together, as Mr. Palmer demonstrated when he made the boot and shoe. Considerable skill is shown in the making of a shoe or boot, as all seams are rolled and smoothed to insure a solid article for wear. The shoe is then dipped in varnish, which gives it a nice gloss, then goes to the vulcanizers, where, by a strong heat the article is made elastic and strengthened and practically becomes one piece. It is then ready for the market. It took the entire strength of two men pulling with all their might to tear a finished rubber.

Diamonds Burn Like Coal.

The jeweler at closing time was putting his diamonds in a huge safe. "But why do you bother to do that, when two watchmen walk the shop all night long?"

"On account of fire," the jeweler replied. "Diamonds are nothing but coal—carbon—they burn beautifully. Their hardness makes us think them indestructible, but as a matter of fact a fire of diamonds would be the briskest, prettiest thing in the world."

"Put a handful of diamonds on a plate and set a light to them. They will burn with a hard, gemlike flame until nothing is left. There will be no smoke, no soot, and at the end the plate will be as clean as though just washed—not the slightest particle even of ash will remain."—Los Angeles Times.

More aches than help come from the honey the preacher puts into his sermons on Saturday night.

H. J. Hartman Foundry Co.

Manufacturers of Light Gray Iron and General Machinery Castings, Cistern Tops, Sidewalk Manhole Covers, Grate 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.

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 Net Price 45c

Manufactured and For Sale by

Benjamin Electric Mfg. Co.

Chicago, 42 West Jackson Blvd.
New York San Francisco



You're a Wide-Awake Shoe Man

You're in business to make money, you're looking for opportunities like

H B Hard Pans

Maybe you think you can "get along without them"—well, we are willing to leave it altogether to you after you have seen this line—

Made to retail at a price that nine out of ten customers can afford to pay—

Made from our own special tannage stock and fine-grained, tough stock it is.

Half double or double soled shoes—made for men and boys who must have service—

Just take a postal and send in an order to day for a case or two—shipped same day your order is received.



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.

CAMPAIGN OF GENEROSITY.

Why Skeels & Son Changed Their Tactics.

Written for the Tradesman.

"So I am to have a gombetitor. Vell, maybe it is goot. Maybe der both of us sell more goots dan von, eh?"

Jacob Weber, who for twenty years had monopolized Flatsburg's bargaining in groceries, shoes and hardware, leaned across the counter of the new store.

"But beesniss is beesniss, Mr. Skeels. Remember you are not any more on der farm. Dere you raise your veat, you cut it, you drash it, you sell it for ninety cents er bushel, you bay a leetle der men vot helps you, und put der rest in der bank. But now you sell soap. You bay der jobber, you bay der freight, you bay your own egbsenses, und ven you git a dollar in der bank, you have counted him fife, six, seeben times, alreaty. Twenty year I haf been by der beesniss. I know vat I know. But anyway, I hope you gets lots of customers. I hope you makes lots of money."

And this was the reception of Skeels & Son, ex-tillers of the soil, into Flatsburg realms of trade. Urged by the ambition of his son, John Skeels, life long farmer, had made a belated decision to forsake the traditional family occupation. After many a day of serious thought and backed by the constant encouragement of friendly neighbors, the decision had come with a verbally proposed and accepted partnership. The change had demanded only a move of four miles into the village, but there had been a multitude of details to take care of and seemingly thousands of new things to learn before the little general store could open its doors to the trade. On this morning when Weber made his call, however, the last bit of stock was in its place. Skeels & Son were ready for business.

Delivered of his advice laden words of uncertain welcome, the old German shuffled out of the store and back across the street to his own place. With amused eye the younger Skeels followed the waddling, tubbish form until it disappeared behind a counter.

"Well, that's more than I expected old Weber to say for us," he exclaimed, turning to his father. "I guess he isn't any too tickled over having us come in here."

"Under the circumstances we could hardly expect him to be enthusiastic," the older man replied, quietly. "We're bound to get a good many of his customers and he knows it."

"Yes, I think most everybody in Flatsburg will be glad to have a change. The fact is, Dad, they're all tired of old Weber's stinginess. He's perfectly honest, I guess, and all that, but he never was known to give a man a cent's worth more than was coming to him. I believe he'd bite a wire nail in two before he'd give a customer the extra half."

"And just on that identical point, my son, we'll get our share of Web-

er's trade. Maybe I am new to this selling business, but I guess I know it is worth while to treat a good customer liberally." John Skeels took a turn the length of the store to note again with satisfaction the neatly arranged stock of groceries, the rows of shiny pails and pans, the stacks of dishes and, farther back, the hoes, rakes and other tools and the array of miscellaneous hardware. On the other side rose, tier on tier, the regular squares of shoe boxes, new and white.

"No, sir," he continued, "no customer shall ever go out of my store and say he didn't receive full measure and more. That's going to be my policy—our policy—to give every person who buys here his money's worth and a little bit more. We'll call it our campaign of generosity, and it's going to swing the bulk of trade in this town from the other side of the street to this."

Thus announced, the policy of Skeels & Son started that day on its fulfillment. While the two were still talking a farmer who for a dozen years had made his weekly purchase of supplies at Weber's came in to look at the new store and to take away a few necessities. He bought five pounds of nails. They were weighed up and a half dozen more thrown in for good measure. He ordered coffee, crackers and other groceries and saw the scale balance each time in his favor. The total of the bill amounted to \$3.04. Skeels took the bills, thanked his customer and pushed the pennies back across the counter.

"Put them in the baby's bank," he said, smiling.

Driving home, this first beneficiary of Flatsburg's new idea in storekeeping met his next door neighbor. "Howdy, Fred," he called out, and then as he had almost passed, "Whoa! Say, goin' to do any tradin' over town? Better go to Skeels'. Treat a feller right over there."

Taking the tip, Fred Watkins, for the first time in many months, did not do his buying of Weber. Instead he went to Skeels & Son's and got, among other evidences of good measure, at least a half pound more sugar for a dollar than Weber had ever given him.

That evening neighbors dropping in at the Watkins home to talk of crops and the weather heard repeated the story of the new store and the policy. Next day brought them to its counters. And so the fame of Skeels & Son spread through town and country. From the beginning a liberal and increasing percentage of the village customers came to them, and soon on Saturdays, when the farmers' rigs lined Main street, there were three on the Skeels' side to every two that hitched at Weber's. And all because of the extra ounce, the returned odd cent, the half dozen of this or that that went in for good measure, concrete evidence of a real desire to give customers a square deal.

Above all else, John Skeels was honest, wholesouled and generous to the last degree. He decided with

satisfaction that his analysis of Flatsburg's conditions had been correct. "What folks had wanted from their dealer," he said to his son, "was a full weight pound and a little more, a full length yard and a little more." This he had given them unfailingly, and when he saw them respond in increasing numbers and give him their unrestricted patronage he resolved to reward them even further. He gave them better quality, so that unknowingly they profited more than before. Enameled ware that cost him \$2 a dozen and the customer 25 cents each, they praised and bought again. So next time he purchased a little better grade at \$2.20 and still sold it at 25 cents.

When a shoe salesman offered Skeels a job lot at a bargain, he refused to listen. No talk of large margins could induce him to take chances with doubtful quality. When wholesale prices declined, the customer got the benefit promptly; when they rose, Skeels was slow to add his margin.

At the end of six months, while Weber was doing a fair business, Skeels & Son found themselves always busy—too busy in fact, to figure profits—and their place had a far flung reputation as the "lowest priced store in the country."

II

In the little office at the back of the general store, John Skeels leaned over a desk strewn with books and papers, going carefully over a bewildering array of figures. Again he went through the same process of calculation, again he arrived at the same result. Finally he called in the junior partner, who for an hour past had been putting up groceries for morning delivery.

The latter stepped into the little office now, wiping his hands on his apron. As he entered, his father looked at him steadily a moment, still half puzzled, uncertain how to begin.

"Son," he asked after a moment, "you're absolutely sure, are you, that this inventory is accurate?"

"Why, yes, as accurate as we can make it. What's the matter, are there goods missing? You don't—you don't mean any goods have been stolen?" He was almost startled by the seriousness of the other's expression.

"No, that is not—no, certainly not.

But let me ask you a few questions. I want to be sure I'm right here. Let's see, we agreed, did we not, that we would take out \$50 each per month as salaries for ourselves? We drew that regularly, \$1,200 in all during the year, and that was all the help we hired.

"Our stock was turned three times and we now have on the shelves clean fresh goods that total according to the inventory at \$5,240. Our total sales were close to \$17,000. We've done a good business, haven't we, all the two of us could handle the last few months? Now, my son, on that basis, what would you say were our year's profits over and above expenses and our own salaries?"

"Oh—say—this is purely a guess of course, but say a thousand dollars."

"A thousand, eh?" He paused and glanced down at the paper in his hand before continuing. "On the contrary," he said at last, slowly, leaning forward and looking straight at his son, "the profits seem to be a minus quantity. I find that we owe John Skeels & Son \$267."

"We owe? What do you mean? Haven't we been doing a land office business six days a week? Haven't we almost cornered the trade of the town? Haven't we?" Young Skeels was getting excited.

"Hold on!" broke in his father, "not so fast. See here. After deducting salaries and expenses I find that we cleared a profit last year of just \$100. Why that profit is so small we hope to find out. In the meantime we have had an average of \$5,200 tied up in stock. At 7 per cent. that would have brought us \$364. As it is, we are \$267 in the hole.

"But that explains nothing. The point is, where's the leak? I expected we would make mistakes in our first year, but how we could go wrong to that extent is more than I can understand. We must go over all these accounts again one by one. We have been in business just a year to-day. If our mistake is one of policy or method we must know it now. We can not let it tresspass on the new year."

That night, even after his son, weary of more fruitless figuring, had decided to go home, John Skeels remained in the little office on the plea that he must write letters. But he did not take up his pen. Instead he

ELECTRICAL SUPPLIES

Do You Want

NEW DESK LIGHTS
NEW SHADES
NEW WINDOW LIGHTS

Tell Us Your Wants—We Will Give You Prices

M. B. Wheeler Electric Co.

93 Pearl Street

Grand Rapids

Mich.

still sat looking at the hopeless array of his year's records, a frown of worry settling on his face. He had failed, he told himself again and again, and he felt it the deeper because in his inexperience he knew not why.

After a time he heard footsteps and, glancing nervously up, he saw at his side against the dim background of the half lighted store, the tubbish form of Weber.

"Vell, how goes der store? Vat is better, behindt der counter or behindt der plow?"

John Skeels was not in the mood for joking with the old German and he forced a smile to his lips as he gave him an evasive answer.

"I guess there's not much choice, for hard work."

"Sure, it is hardt work. But how aboutt der money? Don't tell me. I know. I haf vatched you do bees-niss a year already. You get half my customers. Maype you don't tink I vas your friendt, eh? But I tell you dis: Anoder year you do der same like dis und you be behindt der plow again. Vy? I tell you." He leaned closer as though some one might be listening and almost whispered slowly: "You gif too much for der money." This time as Weber shuffled out Skeels did not smile.

When the junior partner came down to breakfast next morning he was surprised to learn that his father had already gone to the store. There he found him in the little office.

"Good heavens, dad," he broke out, "you haven't been here all night, have you?"

"No, but I might as well have been, for I've done a whole lot of hard thinking and not much sleeping in the last ten hours. As a result, I think we are ready to start Skeels & Son to-day on a sane business basis for the new year.

"First of all, let me say that I have more respect for Jacob Weber this morning than I ever had before. We thought we had almost put him out of business last year, but do you see what is going on across the street? Weber's store is to have a new coat of paint and a new cement sidewalk in front. The old man's doing that with the money he made on what little trade we left him. And our year's profits wouldn't buy a new set of straps for our hitching posts."

Young Skeels looked across the street and thoughtfully rubbed his chin.

"And where did our margin go?" went on his father. "I can tell you now: It went to pay for the campaign of generosity—a campaign carried so far in our desire for a reputation that it ate up the profit on every sale it brought us.

"Figure up as I did a hundred times last night the odd cents and the extras that we smilingly passed over the counter last year and you'll find a clean thousand dollars that we should have in the bank this minute. Take the uncounted customers who came in here in the last twelve months and got 3 cents more than was coming to them in either money or merchandise on a half dollar purchase. Do you realize what that 3 cents meant to us? It meant six

cents on a dollar, and on our \$17,000 in total sales a dead loss of \$1,020.

"Yes, we thought we were putting Weber out of business and all the time he has been smiling to himself while he watched us giving away our profits in 3 cent lots. Last night, when he thought we'd taken a large enough dose of experience, he came over here and dropped half a dozen words that set us right."

John Skeels got up from his chair, walked the length of the store and, coming back, stopped in front of his son. "We start this morning," he said, "on our second year in business and our first official move is to declare the campaign of generosity at an end. So far we haven't made any money, but we've learned one thing we won't soon forget. That is that the square deal brings business, but foolish philanthropy kills the profits.

"I see now where we were all wrong. It isn't necessary after all to give a man more than is coming to him, but give him his money's worth, and do it in the right way. That's the policy we follow from this day on, and we'll be as square with ourselves as with our customers. We'll buy close and give our customers all the quantity we consistently can. But we'll mark our goods at a fair price and get it; we'll weigh and measure correctly, but not wastefully; and, above all, we'll know each month how we stand. On that basis we'll take our chances for our share of Flatsburg's trade."

G. Lynn Sumner.

Doings In Other Cities.

Written for the Tradesman.

The Soo Business Men's Association has been organized at Sault Ste. Marie, with John V. Moran as President and W. Frank Knox, formerly of Grand Rapids, as Secretary. The new organization does not seek to supplant the Commercial Club of that city, but will also work for the best interests of the town. The Association is now working to secure a paid fire department.

Secretary Clement, of the Commercial Club, Kalamazoo, is urging that four public comfort stations be established there, each within two blocks of the Main and Burdick streets crossing.

A rather funny thing happened at Shepherd the other day. The village marshal picked up a drunk and, on escorting him to the local bastille, was amazed to find that some one had stolen the heating stove, together with the stove pipe. The hobo pleaded piteously with the marshal not to put him in cold storage and the officer finally took the prisoner before a justice, who let him off with a fine.

The Boyne City Board of Trade will make an effort to have the post-office name of the town, which is now simply Boyne, changed to Boyne City. It is claimed that a great deal of mail is held in various offices because some clerk does not take the trouble to look up the list and find that mail for Boyne should be sent to Boyne City.

Classes have been organized this winter in blacksmithing in the public schools of South Bend, Ind. This

branch of manual training has been taken up by 50 boys.

"Now, all together," which is Bay City's slogan, or rallying cry, was selected as the best one among the 3,500 mottoes offered. It was suggested by a boy, the son of a machinist.

Almond Griffen.

Recipe for a Political Campaign.

Take the roots of several ripe questions and cover them well with equal parts of fudge and dead beats. Add one modicum of sense and a number of great scoops of nonsense. Some of the more fastidious often add a pinch of progress, but this is not absolutely necessary. Stir in some carefully selected verbiage strained through a rhetorical colander. Beat vigorously until the enthusiasm rises to the top, and then drop in a handful of candy-dates.

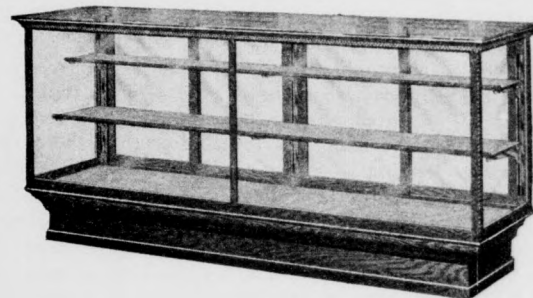
It is then ready for the griddle, which is best made in the shape of a platform constructed from well-worn planks.

Now let the whole thing boil and bubble for several months. If it should not rise well, add newspapers. When it is at white heat, garnish liberally with long green. Now let the steam off and set aside to cool. Preserve in alcohol for future use.

A political campaign should be served in gum shoes, and should also be taken with a grain of salt.—Success.

There are more stupid men in the world than blind ones. That may account for the average girl's desire to be beautiful rather than intellectual.

Send In Your Order For A "Case With a Conscience"



We have 1200 on hand—all kinds and sizes—we keep that many ready for prompt shipment, you know.

Here's the point right now: Christmas is coming.

You want to display your goods right. The better you display them the more sales—that's all.

Now, in case you don't know all you should know about the "Case with a Conscience," suppose you cut out the coupon in the corner, stick it in an envelope and mail. All you have to do is to sign your John Hancock on the lines provided.

Hurry, please. We'll hurry the catalog, you'll order the case you need and everybody will be happy.

Do we guarantee that you get the best case for the least money? Certainly. And we might add—you couldn't buy a better case for any money. Now then—it's time to clip the coupon.

Grand Rapids Fixtures Co.

918 Jefferson Ave.

Grand Rapids, Michigan

Grand Rapids Fixtures Co.,

918 Jefferson Ave., Grand Rapids, Mich.

Gentlemen:—I believe I ought to have a "Case with a Conscience." Please send me catalog and I'll look the matter up at once.

NAME _____

ADDRESS _____



How To Win a Woman.

It is a mistake to suppose that the average man believes that, provided he is willing to exert himself and to take the time and trouble, he can marry any woman of his acquaintance who is not won already. There undoubtedly are some men who are so conceited, but this number is relatively few. Unless he is uncommonly good looking or attractive, in which case the women he knows from his infancy have combined to spoil him, the young American of to-day is disposed to be modest and unassuming, rather than otherwise. Moreover, this disposition upon his part usually is increased by his falling in love. The effect of love upon the true lover is to make him diffident, even humble. He exalts the lady of his choice and abases himself, and in most cases is quite ready to acknowledge that he is not half good enough for her. True, neither is any other man worthy of her in his eyes, but that does not interfere with the fact of his humility.

He by no means imagines that he has only to go in and win, and probably no question so anxiously has been pondered by the average young man as this: "How shall I win her? Dare I hope to make her love me?" To wrestle with the problem numberless lovers have trudged weary miles, bored their friends to exhaustion, and of nights tramped the floor in a fever of impotent longing.

Yet all this is more or less unnecessary. There is much truth in the Shakespearean saying: "She is a woman, therefore to be won," and if a lover only will conform to the comparatively simple requirements of the case, and move along the lines of a reasonable course with patience and gentleness, he almost certainly can win the woman he desires to wife.

There scarcely is a woman who does not feel some degree of interest in any man who she has reason to think is in love with her. Even if she does not return the sentiment, nay, more, if he is altogether undesirable, she at least is sorry for him, and approves of his taste. He has paid her the greatest compliment in his power. When a man whose admiration does her credit comes a-wooing, even the most standoffish girl becomes aware of the joints in her armor, and her first impulse is to conceal them. It often is the case that a girl who seems cold and stiff and distant to her admirer really is upon the defensive; like a timid, frightened bird who already begins to feel the stirrings of a love and interest which she unconsciously rec-

ognizes has only to be continued long enough in order to make her surrender all that she is and all that she has into the hands of her captor.

The first thing for a lover to do is to be really in love. The half-hearted lover, who does not feel the passion he professes, never can hope to awaken true and lasting affection in a woman's heart. Granted that "men are deceivers ever," there are few who can counterfeit so skillfully as to successfully delude a woman upon this point.

Having convinced himself that he really is in love, that he has found the one woman of all the world for him, his next step is to convince her of the sincerity of his affection. All women love to be loved, and, once assured of a man's affection, straightway feel more or less interest in that man. In order to convince a woman of his love it is necessary for a man to show his faith by his works. What wins a woman's love most surely in a man is his capacity for love-making. His devotion to her, provided it be not oppressive, his tenderness and ardor will make her his more surely than anything else in the known world. The plainest man who understands the art of paying delicate little attentions to a woman, who remembers her tastes to gratify them, who, for instance, does not forget her birthday, may succeed as well or better than the handsomest man who thinks more of himself than of her.

It is the part of a lover not only to make the most of himself but also to make the most of her whom he loves. It is exceeding sweet to a woman to know that she has been raised upon a pedestal. The humility of her lover, provided there is nothing abject about it, is dearly precious to the woman who loves. Only let her know his ideal of her, and if she is worthy of his devotion she will deem it a sacred privilege to be in fact all that his most romantic fancy has pictured her. And whatever a man may be to the world, he owes it to the woman whom he loves to be to her something better than his common self. There lies a poet's heart in many a man who never has written a line of verse; an artistic soul in many a man who can not draw a picture; a musician's nature in many a man who can not turn a tune. Thus in every human being, whatever his shortcomings may be, there is a better self, a purer nature, which it should be his delight to show to the woman he loves. It often is said that lovers see in each other things no one else can discover. "Love is blind," says the proverb.

May not the truth be that its vision is clearer and stronger than that of any other?

A wooer needs persistence also. He must be resolved to keep on no matter how long it takes, and to come up smiling, time after time, no matter how many refusals he may encounter, so long as he is sure no one else has won the prize. Constant dropping will wear away a stone, and the man who perseveres is apt to win.

Besides, all women are not difficult to win. Some certainly are, but there are many others who are ready to drop like a ripe peach into the arms of a lover. Nevertheless it safely may be taken for granted that every woman is a source of anxiety and apprehension to the man who is trying to persuade her to marry him.

Above all, the lover should watch for chances and be ready to seize the proper psychological moment. "There is a tide," etc. Likewise there is a changeability in the moods of most women which, taken by the lover in the nick of time, leads the two to the marriage altar. For the man to whom the game is worth the candle it is demanded that he take time and pains.

Dorothy Dix.

Prompt Mail Delivery.

The writer of this article recently received a long letter from a traveling salesman in which he deplored the very unsatisfactory letter delivery service which is invariably his while on the road. He laid much of the blame to lax system in the home office. It is very important that the men on the road receive remittances, instructions and acknowledgments as promptly as a well organized office force, and well equipped mail service will permit. Uncle Sam is always prompt. He wastes no time in delivering the messages entrusted to his care, but the great trouble is that these messages are not forthcoming from the senders as systematically as they should be. There are few salesmen who have not at times been stranded in country hotels with not enough money to get them out of town, and the inconvenience entailed, and the loss of dignity suffered, reflects little profit, or credit upon the house. Many great sales have been lost and many contracts abrogated through failure to follow the salesman from town to town upon the pre-arranged schedule laid out by him before leaving his house.

This is one of the most annoying and irritating conditions that confront the salesman, but leaving his own personal feelings out of the matter entirely, it still remains that the greatest loss is suffered by the house he represents. In speaking of a successful mercantile establishment we oftentimes forget to measure this success not by what it has accomplished but by what it might do, provided its machinery was in proper adjustment. And so we see that the carelessness exhibited in the home office not only embarrasses the salesman but also reflects back upon the house in actual loss of business.

Pessimism is the power of entertaining all the aches without eating any of the apples.

The House of Leaders

Eisinger Dessauer & Co.

160-162-164-166 Market St.

CHICAGO

Attention, Mr. Merchant:

Do you want to increase your sales and make them profitable? Get in touch with us! We have the *Leaders* that will help you! We are doing this for others and can do the same for you! Send us a trial order now. We have no roadmen.

Lot 1—5000 Dozen Ladies' Plain White $\frac{1}{4}$ inch Hemstitched Handkerchiefs, size 11 inch, good quality, 10 dozen to package, per doz. 12 $\frac{1}{2}$ c

Lot 2—5000 Dozen Ladies' Plain White, Pure Linen $\frac{1}{4}$ inch Hemstitched Handkerchiefs, size 11 inch, 10 doz. to package, per doz. 36c

Lot 3—2500 Dozen Ladies' 1 Corner Swiss Embroidered Hemstitched Handkerchiefs, assorted 10 dozen to box, per doz. 25c

Lot 4—2500 Dozen Men's White Hemstitched, Silk Embroidered Initial Handkerchiefs, $\frac{1}{4}$ inch hem, 1 dozen solid initials to box, assorted 18 best selling initials to round, per doz. 42 $\frac{1}{2}$ c

Lot 5—500 Lots Turkey Red and Indigo Blue Handkerchiefs (slight mis-prints), sizes 21, 24 and 28 inch, in 20 dozen assorted bundles or more, values up to 75c, per doz. 37 $\frac{1}{2}$ c

Lot 6—100 Dozen Men's All Silk, Peau de Crepe, Reefer Mufflers, size 19x42, in white, black and pearl, per doz. \$9.00

Lot 7—100 Boxes No. 40 All Silk Fancy Corded Ribbon, assorted colors, per piece 75c

Lot 8—300 Dozen Huck Towels, red border, size 20x40 (run of mill), regular \$1.25 value, per doz. 95c

Lot 9—2500 Pieces of Best Quality, Standard 5-4 Table Oil Cloth (being run of mill, some pieces are short lengths and some slightly imperfect), assorted whites, marbles and mosaics, same goods as are sold in firsts at \$1.75 and \$1.85, per piece of 12 yards. \$1.25

Lot 10—3 Cases of Double Fold Fast Black Mercerized Satine, 33 inch wide, regular 13 $\frac{1}{2}$ c goods, per yard. 10 $\frac{1}{2}$ c

Lot 11—10 Cases of 60 inch Double Fold Table Padding, regular 35c value, per yard. 22 $\frac{1}{2}$ c

Lot 12—5 Cases of Men's Heavy Wool Mixed Socks, large sizes, in 1 dozen bundles, regular \$1.25 value, per doz. \$1.00

Lot 13—250 Dozen Ladies' Black Wool Double Mittens, fancy open work back, silk ribbon trimming and bow, regular \$2.25 goods, per doz. \$1.75

Lot 14—10 Cases of Ladies' Eerie Ribbed Fleece Vests and Pants, in extra sizes of 7, 8 and 9, an excellent 25c leader, per doz. \$2.15

Lot 15—10 Cases of Men's Brown Heavy Plush Black Shirts and Drawers (extra good seconds), all sizes, regular \$9 goods, per doz. \$6.50

We have 1000 other items equally as cheap, all of which you can throw out as leaders. Write at once for our free bargain sheet issued semi-monthly; they are guides to your success. We send all goods on approval. Any goods not satisfactory can be returned at our expense.

Eisinger, Dessauer & Co.

SMALL DISCOURTESIES.**Clerks Who Indulge in Them Gain Nothing.**

Written for the Tradesman.

The other day I went shopping with a friend. I didn't have anything to get, but she had quite a few things to buy and I enjoyed greatly going around with her. She got the articles she was out for and then we drifted around looking at pretty things in general and fancy work in particular.

All of a sudden we chanced upon a pile of pieces of leather of different shades and sizes and of irregular shape.

Neither my friend nor myself had ever seen anything of the sort and we did not know what they were for. I ventured the assertion that they must be to put under lamps to protect the fine wood of stand or table.

"I'm going to ask this girl coming down the aisle what they are used for," I said to my friend.

"All right, do," she urged. "Then the next time we run across such we won't be so ignorant as we are now."

When the clerk I had mentioned got near enough to accost I said to her:

"We are at a loss to know the purpose of these queer-shaped pieces of leather. Would you please enlighten us?"

I was real pleasant in making the request and so my friend and I were both astonished that I should receive the curt reply:

"Oh, different uses."

Well! I felt as if I had had a dash of cold water in my face.

My friend and I exchanged glances out of the corner of the eye.

The clerk's snappy uncommunicativeness made me mad and I made up my mind then and there that she should give me a satisfactory response. So I plied the question:

"Yes, but for what special things are they employed?"

"Oh, to put on chairs to save the cushions and under lamps to save the tables," she said indifferently, with a saucy toss of the head, and passed on.

She belonged to that department, but she seemed to care not a whit whether we wanted to buy or not. At any rate, she made no attempt to be nice to us and ask if she could do anything to please us.

I thought to myself:

"My girl, I've a good mind to report to headquarters your lack of courtesy. You've no business to have been so short with me. I didn't do anything mean to you, and so there was nothing retaliatory in the situation."

But I didn't "tell on" the clerk. I never do the vindictive like that. I simply called the affair closed and let it go at that. But when I shall go to that department in the future I can't say that I shall hunt out that clerk to wait on me. H. E. R. S.

Antiquity of Rugs Made by Washing.

Even the antiquity of rugs is dubious. The United States buys an-

nually many thousand dollars' worth of what are known to the profession as washed rugs. Brightly colored Oriental rugs sometimes are washed with a solution of chloride of lime, a treatment which partly bleaches the colors and imparts a soft appearance to the rug.

This chemical treatment is a process of washing which produces the effect of age, giving a peculiar sheen to the surface, which is pointed out by the unscrupulous dealer as a proof of superior quality. The fact is that the process of washing as described invariably weakens and in some instances destroys the materials of the rug.

The progressive effect of the chemicals on the materials in the rug is this: The chlorine gas contained in the chloride of lime attracts oxygen and moisture from the air by which muriatic acid is formed. This eats away the vitals of the rug. Sooner or later the wool and cotton in the rug become brittle and thus weaken the warp and deteriorate the wool.

When this deterioration is complete the pile of the rug may be swept away by the ordinary process of sweeping, and the warp, which is the foundation of the rug, becomes so weak that holes appear here and there and soon the rug is worthless.

It not seldom happens that a Persian rug is too staring in some bright hue, perhaps red, and is not salable. The unscrupulous dealer will subject the rug to a series of washings in chemically prepared water. In this way he turns out a rug possessing a soft antique sheen that is truly captivating and finds a ready purchaser at an advanced price.

The existence of the Oriental rug manufacture is said to depend on the American market. At one time London was the rug market of the world. At the present time comparatively few rugs find an actual market in London.

More fine rugs are taken by Germans, who manufacture the tufted rug. This is a beautiful and serviceable floor covering. The Americans, who furnish the world's largest rug market, are urged to study rugs in order to know what they are getting. The disastrous treatment of the Oriental rug may be avoided and the antique effect legitimately produced by scientifically correct dyeing and correct blending of the colors in the rug.

Plants That Grow in the Air.

Fresh air babies are the aerophytes or epiphytes, the air plants which do not grow in the earth, but in the air, chiefly in trees. These air plants derive their nutriment from atmospheric moisture and thus are to be distinguished from terrestrial plants or those growing on the earth. In South America they are to be found growing on the orange trees among the branches. In appearance they resemble carnations. They blossom freely in the spring and the flowers, pink in color, grow in small bunches on one stalk.

The worst of all failures are those who never fail because they never try.

Fresh Ground

Penn Yan Buckwheat Flour

Made at

Penn Yan, New York

New York's Leading Brand

Pure Gold Buckwheat Flour

Made at

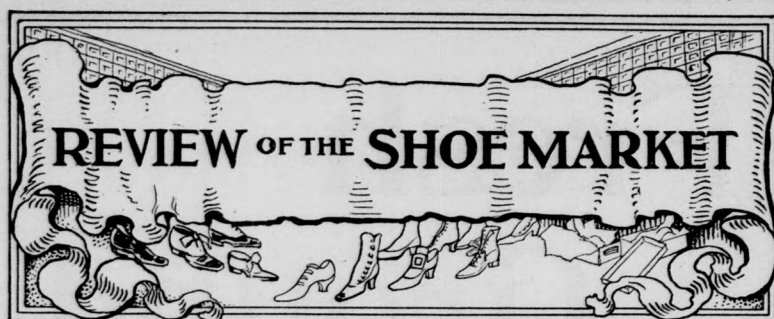
Plainwell, Michigan

Michigan's Leading Brand

Judson Grocer Co.

Distributors

Grand Rapids, Mich.



Little Matter of Introducing Goods in Casetown.

S. P. Carton, the traveling man, stepped from the hotel omnibus in a leisurely way.

He didn't really step at all. From long years of practice he had learned the very easiest way. It might almost be said that he slid. Being the last man to get into the country hotel bus, he had the seat by the door. On the way up to the train, with his light overcoat laid across his knees, in neat folds, he pared an apple which he had snatched from the table when the rubber lunged negro called out: "All-a-a-bo-o-o-ud, wait-rain faw-w-w theast! Awlbud! Awlbud!" and so nicely had Mr. Carton timed the matter that he threw the peeling away at the Gwinn street corner and the core was ready for the street just as the bus turned in toward the station. When the bus backed up and bumped into the timber on the edge of the station platform, and the back door opened, he carefully shoved his feet out without arising. He allowed one foot to catch on the lowest step while the other went on toward the platform, and he released his sitting arrangements from the cushioned berth and allowed his body to follow gracefully. With no bumping of his head, no balancing, no strain, he arrived on the station platform, comfortably, trim, trig, self possessed, prosperous and leisurely looking, as is proper for the high-class commercial traveler.

By the way, it may not be out of place to mention that S. P. Carton does mission work for a line of shoes. His initials stand for the given names of his father and his grandfather, Sylvester and Peter, but the S. P. are popularly interpreted otherwise, and he is generally known on the road as Single Pair Carton.

If you should ask him what is the quality of the line of shoes he carries, I will give you one guess as to his answer; if you ask him as to the cost of his line of goods, quality considered, I will give you the same number of guesses. He works on commission strictly, and if you were to try a guess as to what he makes annually, it might take you quite a number of guesses to hit it off high enough.

S. P. Carton looks like this: He is about five feet nine inches tall, has a round, fat face, smooth shaven and with a combination of the smiles of slightly protruding chin like Bill Taft, Bill Bryan, and with a slightly protruding chin like Bill Price's, without any discount on that, either. He is not very fat. Just

enough flesh to go nicely with his face. Not over 170 pounds displacement. He dresses in such a manner that, if you glanced at him in passing and tried to remember about his clothes afterward you would remember, simply, that he was well dressed. That sort you know, rich, unobtrusive and in taste. Not far behind the mode, but never a fraction of a second beyond it. Some of the shoes he sells are a trifle, because a good deal of his trade caters to the sort of trade which is sowing its wild oats; but that sort of thing can never be found about S. P., outside of his sample case, which is being carried after him into the station by the porter.

"A ticket for Casetown, one way only," is what he says to the ticket agent, and it is because he bought that ticket that there is any story to tell at the present time. The train was five minutes late and, sitting with his coat carefully folded over his knees, he pulled a letter from his pocket and read it over again carefully.

It was from a personal friend of his on the road. A friend who carried the Cube Root, true angle line of shoes. A line which did not conflict. It read thus:

"My Dear Carton—If you are going through Casetown will you do me a favor which will take only a little of your time and won't hurt you any? I know that you've never put your line in there, and don't try to make the town. Well, we have a customer there who has been doing quite a lot of business with us for eight or ten years. He owes us now about \$800, which is overdue about three months. He has offered a six months' note and the firm does not know what to do. We wonder if he is fixing to fail and let us down, and if he is, we don't want to be tied up with a note, for we want to jump right on him quick, attach his stock and make things generally warm and get ours, anyway—before he has a chance to do anything, you understand. Now, I've stopped over there and tried to get a little information, but there isn't any loose in the town, and the old fellow was very cautious in talking to me and I didn't dare press him enough so that he would get at all suspicious.

"Now, what I want you to do is this: Stop over there, show him your line the best you know how, as though you were crazy to sell him. Quote him your very best figures and all that. And bear down on the fact that your goods are in stock and ready for instant shipping, and see

how he orders. Get his order for all you can, for, you see, if he's fixing to bust, he'll want to bust with as big a stock on his shelves as he can, so that he can buy it in at the sale for a song and make money. If he is wary, orders with the utmost caution, or doesn't order at all, in spite of that famous persuasiveness of yours, I shall take it that he is merely hard up, but is honest and trying to do the best he can, and my firm will help him; but if, on the contrary, he orders big and recklessly, why, don't you think it will look mighty suspicious? And I want you to keep me posted. You can send in the order to your house with instructions not to ship, or tie it up any way you like.

"I will greatly appreciate the favor, old man, and will do as much for you sometime if you will give me the chance.

Will Wright."

So that was why S. P. went to Casetown.

It was a big store that he entered as he strolled down the street, and the sign over the door said: Jonathan Smith—Shoes—Established 1878. It was a nice looking store, and it was the sort of a store which ought to make a good impression upon any good shoe man—or, for that matter, any right-minded customer.

The stock appeared to be well selected, but was not over and above large.

Yes, Mr. Smith was in. The clerk hardly thought that he needed any goods, particularly a new line; but he would call him. He did.

"Mr. Smith, you don't know me,

but you've probably heard of our house, and I've been going right through Casetown for years without ever stopping. It occurred to me today that I'd like to gratify a little curiosity I have always had about the town by stopping over a train and seeing what it was like."

"All right, sir, we're glad to welcome you. We think we have a right nice little village."

"How's business?"

"Why, generally, pretty good. Pretty good. I don't have much competition, we draw trade from quite a section and I have no cause to complain. It has been a little slack this season on account of a partial crop failure and slack work in our one factory and our collections have been a trifle slow, but otherwise we ought to be satisfied."

"I didn't stop off here particularly to sell goods, although it's a wonder that our line has never gotten in here, but if you are willing I'd be glad to have our little sample trunk of specialties brought over, and it would give me pleasure to show it to you."

"I don't believe I need anything."

"Well, all right, I'll tell the porter at the hotel to take the trunk right back to the station, if you say so. I see he's coming with it now. I don't want to bother you, but we've got a beautiful line that it's an education to look at, and I give you my word of honor that if you don't need anything I won't urge you a bit to buy, and I won't feel a bit put out—unless you kick me out—if you don't see fit



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.

to even appreciate what I have to offer, to say nothing of an order."

"Now, that's fair. You show me the line and I'll look at it, and then I'll hitch up my horse and show you a little of the prettiest village in the United States, until train time, and it will be an even Stephen."

"It's a go." And S. P. laid aside his coat, removed and telescoped his cuffs, laid his hat on the top of the neat rubber display rack and opened the little trunk. It was a tempting line of samples. Twenty-four of them. Count 'em. Just twenty-four. You'd recognize the line if I named it, but I'm not going to. You won't have to chase around among the advertising columns far to find out something about it.

I won't tell you how S. P. went at it. Maybe you know S. P. If you do his methods are familiar to you, only this time you want to add about 30 per cent. to his descriptive powers, his persuasiveness, his ability to prove the thorough mastery of details which is his. And all the time he was watching Mr. Smith narrowly. The shoe dealer said little except to utter occasionally a word of appreciation of some of the more attractive samples, but S. P. noted that some of them he passed back to be lined up with the others on the piece of velvet stretched along the ledge under the shelving, and others he looked at carefully and laid aside by themselves, and he noted it rather sadly. For he was beginning to like the old gentleman, and he thought that he could see the end.

"There they are, Mr. Smith," he said. "I consider it the prettiest line of men's shoes which was ever put on the market. As I said, I am not going to urge you to buy, and I'm going to keep my word."

"What terms does your house sell on?"

"They are like our line of shoes: a little different from the rest. We give you ninety days net. One off, sixty, two off, thirty, or three off, ten."

"Em-m-m! They are a little different. That's the whole of it?"

"The whole story of terms—well—except that spot cash gets another one per cent. That's the old man's notion. I always thought it was foolish until I found out how many of our old customers were taking advantage of that little old four per cent."

"Em-m-m!"

"You know we ship the goods on the day the order is received or the next day, in practically every instance."

"That's good! Now, I believe I'll have some of these." He picked up one of the nine samples he had laid one side, and S. P. turned sadly to his order book, for in spite of his mission he had begun to feel a liking for the old fellow which he hated to have shattered.

"You may give me a case of these \$2.35 shoes—"

"Thirty-six pair case?"

"No! Full sixty pair case. Make them half D and half E."

"All right, sir; it's down."

"That will be all of those. Now a

sixty pair case of this \$2.80 shoe, and I don't want any E widths at all. One dozen B, two of C, and the rest D."

"Yep!"

"This \$2.25 shoe I will take two cases of. One case assorted B, C, D, regular, and the other case half D and half E."

S. P. gasped inaudibly as he put it down, and began to feel disgusted with the old fellow for considering him so easily, but he meant to carry out his friend's request and he did not let on. And so it went through all of the nine samples. Twelve sixty pair cases of the best goods his house furnished. Full 720 pairs. Worth something over \$2,000. Quite a little over, and there it lay on the order book as correct looking as though John Wanamaker had placed the order.

S. P. thanked him effusively, complimenting him on his shrewd selections and feeling like a thief while the old man bundled him into his buggy, which had, meantime, been driven to the door, and gave him a most pleasant ride around the pretty little village, of which the shoe dealer seemed most proud. He left S. P. at the station ("so that I won't have a chance to look up his credit," thought the traveler), and bade him good bye, like an old friend.

That night, at a town far up the line, he wrote two concise letters as follows:

"Dear Will—Mr. S., of Caseville, bought just as you said he would. Big! It seems a shame, for I liked the old fellow amazingly. It hurts a fellow's faith in human nature."

"Yours, S. P."

"Nameless Shoe Company:

"Dear Mr. Nameless—The order of Mr. Smith's is so big that I guess you had better disregard it. I have had no chance to look him up. Just stopped over there to see the town."

"Respectfully,

"S. P. Carton."

Then he straightway forgot all about it and washed his hands of the matter as he ground steadily along on his route.

Two weeks later he was reminded of it again when he reached a hotel a thousand miles away and found two letters awaiting him. They read thus:

"S. P. Carton—Don't understand what you mean about the Smith, Caseville, order. Not being able to reach you, we have shipped the goods—"

"Oh, Heavens!!" ejaculated S. P., a cold sweat starting out all over him, but after a moment he continued:

"—— Could see no reason for doing otherwise as a certified check for the entire bill, less all discounts, including the special one, reached us on the same mail with the order."

"Nameless Shoe Co.
Dictated but not revised by Mr. N."

"Dear S. P.—Thanks for your efforts in the Smith matter. It was all right anyway. The old man has recently had a big windfall, I understand. Anyway our account was settled before I heard from you and

when I was at Caseville last week he was certainly doing a shoe business that was being done right. You sure did get an order. And yet you will go right on insisting that it is always your ability and that luck never helps you at all. Never mind, old man. I'm glad of it. I sell women's shoes. The old fellow says you are the pleasantest shoe man he ever met.

Will Wright."

And that's the way the Nameless line was introduced into Casetown.—Ike N. Fitem in Boot and Shoe Recorder.

Still in Process.

A New England man, lately returned from a year in South Carolina, tells of a little darky whom he saw the week after his arrival, and from whom he derived great amusement during his stay in the South.

The man was lying in his hammock on the hotel piazza one day, and opened his eyes after a drowsy period to find a small coal black boy regarding him solemnly, a tall glass of some cooling drink on a tray held tightly by both hands.

"Who are you?" asked the invalid, idly; but there was no reply save a broad smile.

"Where were you raised?" enquired the invalid next, with a vague idea that he had heard that was the usual opening question.

There was another broad smile, but out of the midst of it gurgled the reply:

"I ain't done raised yet, sah."

It pays to handle
MAYER SHOES

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.

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.
265 Jackson Boulevard, Chicago

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



You Can Hardly Overestimate

The trade-holding and business bringing power of a line of boys' and girls' shoes that are thoroughly dependable.

Those we make are of the dependable kind only. They vary in price and fineness, but all are built to stand the grief that's coming to them in the shape of hard knocks in bad weather.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

A THANKSGIVING TREAT.

Wonderful Entertainment of Bailey's Chum's Family.

Written for the Tradesman.

"I'm getting tired of these turkey-turkey Thanksgivings," said Billee Bailey, the shoe man in the South End. "It's the same thing, year after year. I'd like to have Hutch and family over for dinner, but I don't know about it."

"Why, the Hutchinsons aren't so very particular," said wifey. "I guess I can get up something in the absence of turkey. Just you leave it to me."

"All right," grumbled Billee, "only don't go and start something you can not finish. You women get a newspaper recipe for something and go ahead with it regardless, not stopping to think that it takes an expert chef to concoct the fancy things you read about. I wouldn't have you fall down on a dinner for Hutch for anything in the world, so don't duck in where you can't swim."

Wifey turned up her nose and Billee drew on his fall overcoat with a fear of impending calamity in his mind. That evening, after dinner, wifey came and took the newspaper he was reading away from him and sat down on the arm of the chair he was occupying.

"I've got it all planned out," she declared.

"Eh? Got what all planned out?"

Billee at that instant would have given a ten-dollar bill if he had never said a word in the presence of his wife concerning the monotony of the turkey-turkey Thanksgiving dinner. He was sure that something terrible was about to be turned loose upon him. But he smiled and tried to look cheerful. Perhaps she might be coaxed out of it.

"Why, the Thanksgiving dinner," replied wifey. "You said you were tired of turkey, so I've been studying all day to find something that would please you. I just know you would be healthier if you ate less meat."

"What is it?" asked Billee. "Aren't you going to give us any meat at all? Why not try canvasback, or teal, or duck, or squirrel, or partridge, or even pigeon?"

"That's all you men think about!" pouted wifey. "Something good to eat!"

"Oh, I only made a suggestion," said Billee. "Go ahead with your programme. It's up to you to make good."

"I'll tell you," confided wifey, nestling down on the arm of the chair, "I'm going to have a vegetarian Thanksgiving dinner."

"A what?" demanded Billee, his hair feeling as if it was going to lift.

"I'm going to have," continued wifey, "ripe olives and celery for relishes and green corn chowder soup."

"That will be fine!" said Billee, sadly. "I should think green corn chowder soup would be nice and rich! Do you boil up the tin cans with the corn to give it body?"

"You mean thing!" replied wifey. "You make it of milk, and butter, and flour, and onions, and corn, and diced

potatoes. You have to braze some of the things."

"What's braze? Do you have to do that with an ax?"

"I don't know—yet. I'm going to find out all about it before I begin on the dinner. I'm going to consult Bridget about it."

"Look here," said Billee, "you go to monkeying with Bridget and we'll be up in the air for a cook. Couldn't you get up your Thanksgiving dinner in one of these little dishes they make tea and things in at a tea fight?"

"You're a goose!" replied wifey. "Then I'm going to have mock salmon for salad, and nut and cereal mold with cranberry sauce and dressing for an entree. Then there'll be—"

"What you going to have to eat?" asked Billee.

"Well, you can have vegetable turkey if you prefer it," replied wifey. "You make it out of lentils, and walnut and pecan meats, and milk, and eggs, and bread crumbs, and onion, and celery, and sage, and salt, and sliced bread, and—"

"I should think," interrupted Billee, "that you'd have to train for that sort of thing. Don't you have to hire a superintendent of construction to get the thing together?"

"You're horrid to-night, Billee," declared wifey. "I just know we'd all be in better health if we ate more vegetable dishes. I'll get up my vegetable dinner and you can see for yourself how much nicer it is than that old meat stuff."

"Wouldn't it be a good idea to try it on me first?" asked Billee. "You can have your vegetarian dinner for just us two, some day when there isn't much to do, and we can have a couple of doctors ready in the sitting room, and a boy waiting at the drug store to bring whatever the doctors order. I don't like the idea of having the Hutchinsons here the first time, you know. If we should have to send 'em home in an ambulance, you know—"

"I didn't think you'd make fun of me," pouted wifey. "I've talked it all over with Mrs. Hutchinson, and I'm going to let Bridget go for the day, and we're going to get up a real treat for you."

"Can't you buy one of those—eh, ah—vegetarian turkeys somewhere?" asked Billee, with a sigh. "I'm afraid it will be too much for you, dear, worrying through all those new recipes. I should think they'd have incubators, or something, where they could hatch out these turkeys made of lentils and nut-meats, and onions and things."

"Billee Bailey," cried wifey, "if you don't stop making fun of me I won't do a thing toward getting up this treat. I thought I was doing you a great favor. Mrs. Hutchinson is coming over to-morrow, and we're going to begin on the salad and turkey."

Billee couldn't do a thing but tell wifey to go ahead, and she did. But she would have done that anyway.

Billee was looking over his books at the store when Hutchinson stopped for him on his way to the Thanksgiving treat.

"Hello, Hutch!" cried Billee. "Are you ready for the sacrifice?"

"I've become reconciled to it," replied Hutch. "Do you know whether your wife started this thing, or whether mine did?"

"No," replied Billee, "I don't. Now you stay here a few minutes while I keep a date and then we'll go over to the house and see what's coming off."

The dining room was trimmed with corn and wheat sheafs, and branches of nut-growing trees stood up in the corners. Bridget and the maid had taken one look at the mix-up in the kitchen and fled, so Billee and Hutch sat alone in the parlor and waited for dinner while wifey and Mrs. Hutch trotted back and forth between the kitchen and the dining room with flushed faces and frizzly hair.

"Dad," said the impetuous Billee Hutch, as the night was settling down and the racket in the kitchen sounded like a far-off hazing scrap, "are we ever going to eat again?"

"Yes, Billee," sighed Billee, Sr., "we're going to eat presently. Your Mamma is out in the kitchen now, feeding a hand-made turkey with a teaspoon. You just wait a few hours longer, and you'll hear the creature gobble."

"Ma," said Billee, Jr., after the contraptions had been brought on the table, "what makes this bird look so smushy? Can I have some candy when I get home if I eat this salad?"

"Be a good boy," said Mamma, blushing, "and you can have the drumstick."

"Huh," said little Billee, "I never seen no drumstick in a turkey you could eat with a spoon."

Billee, Sr., laid open the machinery of the woman-built turkey, and the bones and muscles and the other things which had been built of macaroni ran out on the platter and mused up the tablecloth.

"I'm afraid we didn't put something in it," said wifey.

"Oh, I guess you got enough in it," observed Billee. "Pardon me while I put it out into the garbage barrel. We've got pie and things, anyway."

"I'm afraid I didn't get the right mixture of nuts and things in the pudding and pie," admitted Mrs. Hutch. "Anyway, they look as if they'd been out in an election parade. I guess, dear," she added, turning to wifey, who was just ready to weep with vexation, "that we ought to have taken a few lessons."

"This is fine!" lied Hutch. "I wouldn't have you take lessons for anything."

"These vegetarian fads are all right," said Billee, "only it takes a master mechanic to pull 'em off. This corn chowder stuff is all right, anyway."

"Yes," said wifey, "Mrs. Hutch bought that."

Before they could get their faces straight again the front door was opened and two waiters from the restaurant in the next block brought in the finest turkey dinner that was ever heard off, with all the fixings, and the women arose and dumped the vege-

tarian layout with the vegetarian turkey.

"Why," exclaimed wifey, "how quick they got this dinner ready!"

"Don't you think they did," said Billee. "I ordered this dinner a week ago!"

"Why, Billee Bailey!" cried wifey, "I thought you had more confidence—"

"I have," said Billee, brazenly, "but I wanted something to eat. And I knew!"

Alfred B. Tozer.

Mud Power the Latest Energy.

Mud power is the latest fashion in mechanical energy. There are large tracts of peat in Iowa, Wisconsin, North Dakota, California and at intervals along the eastern seaboard from Massachusetts to Florida. But the most valuable exist in Minnesota, where hundreds of acres of peat several feet in depth have been found.

In the treatment of these deposits European experience proves most profitable. In Germany the peasant builds his cottage, makes bedding for his family and for his cow, feeds the cow, fertilizes his land and heats his house with peat.

Straw from peat makes excellent litter for stables, and mattresses are so superior from the sanitary viewpoint that they are used extensively in hospitals.

The fibers are compressed by a special process into tiles and blocks for building purposes, these constituting one of the cheapest of all architectural substances. The moss then combined with the waste molasses of beet sugar manufacture produces a compound that serves admirably for food for domestic animals.

Briquets of peat have been found acceptable in steam production, and they offer even greater possibilities with the gas engine. The purer the coal for direct steam production, the old standard of value, the more valuable it is for yielding gas for the gas engine. When the structure of the gas engine becomes more fixed there is no saying what further revolution will take place in current ideas on fuel values.

Florida peat, dried and compressed into blocks, produces gas which yields results fully as good as Texas and North Dakota lignites, it is declared. Some one has proposed central power plants established at the bogs and the peat converted into electricity which can be transmitted wherever desired. This would mean power at half the present prices.

Waterproof Coats of Grass.

In the tropics of Mexico, where torrential rains fall a part of each year, raincoats are a very necessary part of man's apparel. Owing to the intense heat which prevails in the summer season, the ordinary rubber raincoat can not be worn. A rain-proof coat is made from native grasses, and is worn by the men of the middle and upper classes. The grasses are woven close together and it is impossible for the rain to beat through them, no matter how hard the storm may be. Some of these coats are made with a hood which protects the head.

Juvenile Styles

GREAT CARE and thought have been given to make and becomingness in our Juvenile line; from the selection of the cloths and the patterns to the finishing touches, every detail receives the careful attention of experts. This means everything where style is so dependent upon perfect tailoring.

Charming creations in Russian Blouse Suits, Sailors, Little Fellows' Norfolks, Norfolk Sailors, and other novelties that command the attention; the admiration of every mother with a young one should interest you, to say nothing of our exceptional advertising service which is free of charge.



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 _____

Michigan Tradesman

BECKER MAYER & COMPANY CHICAGO
VIKING GRADUATE VIKING SYSTEM
BEST MADE CHILDRENS CLOTHING

FINANCIERING.

Subject on Which Women Are Woefully Ignorant.

Written for the Tradesman.

To know how to make money is one gift, to know how to save it is another; to know what to do with it after it is made and saved is still another, and a rarer gift than either of the other two.

The combination of all three in any marked degree of development in one individual is very unusual. When we find it we find a Rockefeller or a Harriman, a man with a natural genius for accumulating a fortune, one who does it with a delight and relish akin to that with which the artist paints his picture, or the poet sings his song. Such men do not seem to have to make any effort to acquire a knowledge of financiering, they are like the cowboy with the bicycle—he did not have to learn how to ride, he just rode.

If the dreams of our socialistic brethren should ever be realized and a state be established in which every man would work, not for his own advancement but for the good of all others, then all matters relating to the management of money, the care and investment of accumulated wealth—in short, the whole business end of things could be turned over at once into the hands of the few who have strong natural capability in that line.

But this Utopian state of affairs has not yet come about, and at present each man must manage, with as good success as he may, his own financial affairs. Only a very few have the great gift for financiering, but almost everyone has a little talent in this direction worthy of cultivation and development. It often happens that a woman has no husband, no male friend nor relative to assume this burden for her, so upon very many women falls the responsibility of caring for whatever of wealth they may have, be it large or small in amount.

I especially commend to women the study of finances and investments. It is even more necessary for women to direct their attention to such matters than it is for men to do so because a man, unless he shut himself up in a monastery or some institution of higher learning, must of necessity absorb a good deal relating to money and property without much conscious effort. A woman is not so likely to do this. Besides the loss of money or its injudicious investment is apt to leave a woman in sorer straits than it does a man.

Does someone protest that women are studying too many subjects already; that if a conscientious blue-stocking discovers she has fifteen or twenty minutes a day of unoccupied time she rushes about and finds some sort of a quarter-hour reading circle and goes in for it, when she might better sit in a rocking chair and fold her hands?

That the self-imposed burden of study under which many bright and capable women are laboring is altogether too heavy, there is no deny-

ing. But I say drop out some of the less essential things and find a place for the study of practical financiering.

And does someone further protest that it would be a pity to give up the subjects which take the mind all over the world and even to other worlds, the big, broad subjects, and substitute the consideration of such sordid matters as stocks and bonds and banks and all that pertains to filthy lucre?

I reply: If you are short of money how much can be realized out of the ordinary student's knowledge of Roman history or Russian literature? If you have a few hundred dollars and want to know what is the best thing to do with it, how much will familiarity with Australian politics help you out? If you put it in the wrong place and lose it, will the fact that you are well up on the Incas of Peru justify you in your own estimation for your ignorance of a few little simple things about business that you ought to have been posted on? If you are broke can you get five dollars out of what you know about the Renaissance period of Italian art?

I would in no wise depreciate knowledge and culture. They are far better and higher than money, but we are living in a commercial age, a time in which money is powerful as never before, and inasmuch as it is the common currency of power, it is a necessity.

In this country every effort is made to save women the misery and humiliation of poverty and make them independent in pecuniary matters. Daughters usually share the paternal estate equally with the sons, and husbands all over are toiling away to keep up the premiums on heavy life insurance policies, as well as make other provision for the welfare of their families.

But what does it avail that father or husband has put in the best years of his life accumulating a little pile for the daughter or the wife, if, when it goes into her hands, she soon falls the victim of the reckless speculator, the smooth-tongued promoter, or the dishonest banker?

Women are proverbially penny wise and pound foolish. Many a member of the sex will put a vast amount of brain work on the expenditure of a pitiful nickel, but will "go it blind" when investing an entire fortune.

To some women all that relates to business is extremely distasteful. They never know and they never want to know. While women in general are now taking a much more active part in business than was formerly the case, there is still a very widespread feeling that childlike innocence and ignorance in regard to money are very charming in a woman and that she can not acquire a knowledge of it without bruising the exquisite bloom of her femininity.

However this may be, Fate furnishes to the clinging vine type of woman no armor against "the slings and arrows of outrageous fortune;" while life affords few more pitiful spectacles than such a one when she ar-

rives at a state of misery and want.

The idea that every girl should learn either some profession or some handicraft has taken great hold of both parents and daughters. It is argued that while the girl will probably marry, this knowledge may come very good to her in case she should lose her husband and have to fall upon her own resources.

But the woman who is left with young children to care for and who has not been earning any money for a number of years, is likely to be out of touch with the work she learned, and so situated that she can not at once take it up.

But if she have even a little property, and knows how to manage it to advantage, she is pretty sure to light on her feet, so to speak, and can get along until she can secure profitable employment. Practical knowledge of property and investments can not be gathered from books alone. It must be learned at first hand.

Let every woman, not only the student and intellectual woman, but her domestic sister as well, seize every opportunity to learn all possible in the transactions of which every family has more or less. If a piece of property is bought, then gain an insight into titles and the recording of legal papers. If a house is to be built, there is a fine chance to find out something of lien laws, and that a building can be held for labor and material, a fact of which many women are in total ignorance. The wom-



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



\$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.

an who once learns these things will not, if she is putting up a building, let some dishonest contractor walk off with her money, while she is left to settle with masons and carpenters. If there is money to be invested then turn the attention to stocks, bonds and mortgages and learn their relative safety and desirability.

To obtain a fair working knowledge of ordinary business matters requires no extraordinary mental acumen. Things which look blind and mysterious to the uninitiated soon clear up.

A little effort along these lines will, for many a woman, present losses which would place her in a position of cringing dependence upon those she would be unwilling to burden, or perhaps in absolute want.

The man of wealth often expects to take great risks, and is not sorely disappointed if every project does not prove a success. But the woman with only a few thousand dollars can not afford to make a single injudicious investment. If, in ignorance and blindness, she is led away from the paths of safety by alluring promises of abnormally large profits there is sure to be the result so graphically recorded in the Scriptures of the defrauded Esau: "After the red pottage the exceeding bitter cry." Quillo.

Want of Thought and Self-Reliance.

There are men who will take no initiative on their own responsibility, who will undertake nothing without consulting others as to the feasibility of the schemes and plans they have in view.

When a man puts more confidence in another than in himself he is bound to lose all will power and become a mere dependent, awaiting orders as to the course of action. It is impossible for such a man to get along in the world and make a success of his own life. When opportunity comes along he is afraid to seize it without asking his neighbor's opinion, and so it passes his door and is gone when he comes back from the conference.

Not alone does a man require self-dependence when working for himself, but he needs it almost equally as much when in the employ of others. Nowadays, when competition is strained in every department of public endeavor it is imperative that the men upon whom the success of large concerns depend should be thoroughly competent to discharge their individual duties without having to look for guidance and help from those higher in the business.

It is easy to get men who will perform their duties in a passable manner, so long as there is some one at the head always ready to be consulted as to the details.

But the employees who have sufficient confidence to go about their work, and knowledge to perform it without constantly troubling their superiors are almost as hard to find as the honest man whom old Diogenes spent his life in seeking. Hence their services are at a premium, they are appreciated, and can command the highest prices in the market.

It is the lack of necessary material to form an efficient force for running a business that makes commercial life so hard and full of worry to the directors of large public enterprises.

Many are deterred from going into business on account of the strain and annoyance it involves consequent on the lack of efficient help who can be depended upon to discharge the duties required of them in their respective departments.

Hence it is that employers are constantly on the lookout for men who can be depended on because they depend on themselves, men who are willing and able to share a part of the responsibility and not shirk difficulties when they meet them, or by their blundering create new difficulties. Employers are only too glad to pay well for the services of such help.

In many instances the head of a department or factory cannot afford to allow himself a vacation, for he knows he cannot remain away from his desk any length of time with equanimity of mind.

The want of thought and self-reliance on the part of the employees is not only harmful to business interests, but it entails failure and poverty on themselves. It causes them to crowd our streets, begging for bread, to lie on the park benches for want of better lodging places, and finally to turn into tramps and loafers to prey upon society. Lack of self-dependence leads to lack of character and manliness and when manhood is gone the individual is useless to himself and hurtful to society.

If boys could be brought early to think and to reason the best way to overcome practical difficulties when confronted by them, their feet would be placed so firmly on the pathway of determination that nothing could swerve them, until they reached the summit of a self-reliant and invincible manhood when they would have strength to overcome every obstacle and persevere onward to the goal of a successful and useful life.

The labor market is flooded with young men who never learned any kind of business or workmanship thoroughly, and consequently their services are not in demand. They manage to pull through the period of youth by depending on their friends and relations, but when they come to manhood and are forced to compete with trained and self-reliant workers they fail to stand the test and have to get out.

Madison C. Peters.

Fur Ruffs Will Be Popular With Economical Buyers.

Written for the Tradesman.

From the full neck ruchings has evolved the stand-up fur collar known as a ruff.

For a tall willowy girl with a long neck they are very becoming, but for the young woman with dumpy figure and no neck to speak of they are simply impossible.

They are designed to be worn when the weather is so warm as to preclude the wearing of thick large fur collars.

They are developed to a limited

extent in costly furs, but mostly in cheaper ones on the order of squirrel, muskrat, marten, imitation chinchilla, etc., and when made up from the latter skins will bring at retail from four to six dollars—quite within the possibility of economy's purse.

A good share of these fur ruffs are provided with a spring which holds them in place around the neck, these springs reminding one of bicycle clips.

These ruffs, stocks or stay-ons, as they are variously designated, are invariably trimmed quite simply. There is usually at the top a pleating of the same silk or satin with which they are lined, and this is frequently observed at the lower edge also. A rosette of ribbon, with ends about twice the height of the ruff and often several tails of the fur and perhaps an animal head, completes the decoration.

Being small priced these stay-ons are likely to become popular with those who can not afford an expensive set of furs.

Box-pleated neck ruffs made of ribbon like that on a hat are sometimes attached to the latter at the back and are always worn with it, necessarily. Loops and ends form the finishing touch to these neck ornaments.

And all are familiar with the ruff made of the lower part of a large veil and hooked in the back. These were utterly impracticable at first, being on a straight band and so precluding the use of the handkerchief on a cold—or any other—day, unless the ruff was unhooked, which was a horrid inconvenience. Manufacturers saw they had made an awkward mistake and later amended matters by using a rubber foundation, which was stretched to its utmost capacity in the making. I. F.

She Couldn't Dispute It.

Teacher—Now, Johnny, what was Washington's farewell address?
Johnny—Heaven.

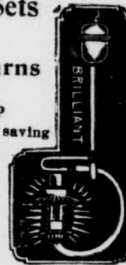
He who has nothing to do always does worse than nothing.

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

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.

ONE CUSTOMER writes us to-day "Your Plum Jam is the finest thing we ever saw." The other varieties of goods we pack are just as good as our Plum Jam. We can ship you right now an assortment of Orange Marmalade, Grapefruit Marmalade, Plum Jam, Fig Jam and Blackberry Jam, 2 doz. 1 pound glass jars to case at \$4.25 a case, in 5 case lots freight paid; or in 1/2 doz. 1/2 gal. stone jars to case at \$4.40 a case, in 5 case lots freight paid. Give us a trial order for 5 cases, subject to confirmation, or write us for a sample first. We will make good.

H. P. D. Kingsbury
Redlands, California

(Where the oranges come from)

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

PURE OIL

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

Smokeless and Odorless

Grand Rapids Oil Company

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

A PIANO POINTER!

It is the easiest thing in the world to pay more than is necessary for a piano—unless you come to us. ♣ ♣

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

WORLD'S GREATEST MEN.

Two Standards of Human Achievement and Grandeur.

Who was the greatest man in the history of the world? is a question that has been often asked without any definitions or limitations as to what constitutes the greatness in question.

From the fact that the men who occupy the largest places in history have been soldiers, it is taken for granted that the only sort of greatness that is worth human attention is the military prowess which has been gained in war. The conquerors of nations are then the only candidates for attention in a contest for historic greatness.

Some readers of the Tradesman have doubtless seen a painting, or at least an engraved copy of a painting, in which all the world conquerors were seen marching in procession, followed by a vast body of soldiery, over heaps of dead men, women and children. There was among the leaders Rameses III., the greatest of the Pharaohs, commonly known in history as Sesostris, the builder of the Egyptian Empire and conqueror of Arabia, Persia, India and Asia Minor. There were the Greek, Alexander the Great, Hannibal the Carthaginian, who conquered Northern Africa, Spain and Italy and for thirteen years ravaged the Roman dominions under the very walls of the "Eternal City," Caesar, who transformed the Roman Republic into an empire, and Bonaparte, for more than a decade the master of Europe.

Such were the men who headed the march of devastation and death. Among them were also Tartars, Arabs, Hindoos and Africans who had made themselves famous or infamous with their hideous careers of slaughter and conflagration, but the names mentioned embrace those of the men who are accounted the world's greatest.

No conqueror's name is mentioned in the world's annals oftener than is that of Julius Caesar. In addition to his surpassing military ability he was a statesman of the first rank, and although he lived in a period when Rome had not a few men of great ability, such as Marius, Sulla, Cicero, Pompey, Crassus, Cato and Scipio the younger, Caesar surpassed and dominated all. It is said that excepting Cicero he was the greatest orator of his time. As a historian he has never been surpassed, and rarely equaled in the simplicity, terse directness and dignity of his style. He was, in addition, mathematician, philologist, jurist and architect, and always took pleasure in literary society. Although an avowed democrat, siding with the popular movement against the aristocrats, Caesar accepted the position of dictator and transformed the already mutilated Republic into an empire.

The English historian, Froude, has declared that Caesar was far and away the greatest man who ever lived, but Professor Harry Thurston Peck, in an article in the October

Munsey's, assigns that place to Napoleon Bonaparte. Says Mr. Peck:

"If Alexander really sighed for new lands that he might conquer them, his wish to-day appears absurd and not magnificent, since in truth he did not even dominate the nations that he knew. He flung his Macedonians eastward into India, but the rough Roman warriors of the republic west of him he never challenged, and therefore never conquered. Hannibal hacked his bloody way through Spain and Gaul and Italy, and wrought wonders with his mercenary troops; but what a petty fraction of the world was this! Nor was Caesar's field of action measurably greater. A part of Europe, the rim of Northern Africa, a slice of Asia, and that was all. To-day the empire which he founded seems mighty only in its monstrous vices, and affecting only in its pitiful decline.

"More modern conquerors,—Charles XII. of Sweden, Marlborough, Turenne, Eugene, Frederick of Prussia, Wellington, Moltke, Grant—these men fought in what seemed a vast amphitheater, yet already a sense of true perspective dwarfs them all, and makes the territories which their armies overran mere playgrounds for pygmy contests. It is Napoleon, alone of men, beneath whose banners whole nations proudly marched, and who in the plenitude of his power was suzerain of seven kingdoms and of thirty principalities.

"One's fancy is almost staggered at the omnipresent activity of this world-spirit, of this 'lean and hungry conqueror' who, in Lord Rosebery's words, 'swelled into the sovereign and then into the sovereign of sovereigns.' It is not merely that he isolated England and bivouacked his troops in every continental capital, from cowed Madrid to blazing Moscow; that he created an empire for himself and kingdoms for his brothers; that he threw provinces and dukedoms and cities and islands to such as pleased him, much as a feasting soldier might toss bones to a pack of fawning dogs whimpering beside his spurred jack-boots.

"All this affected continental Europe. But, at the same time, he had emissaries scattered through the British Isles. His engineers were active on the Dardanelles, forcing an English fleet to sail away from Turkish waters ingloriously and with blood-stained decks. His secret letters reached the Shah of Persia. He set his heel upon the sands of Egypt. His squadrons flew the tri-color in the Indian Ocean. At his word the fierce Mahrattas of Scinde and Holkar, in the heart of Hindustan, sprang at the throats of Englishmen. Australia, then unmapped and vaguely called New Holland, was charted at the command of this all-comprehending mind, and was renamed La Terre Napoleon. Because of his limitless ambition, the far-off shores of South America resounded to the clash of arms when Montevideo and Buenos Ayres were stormed and taken. Our own country was half ruined in its commerce by Napoleon's decrees, which he issued from Berlin and Mi-

lan; yet again the territory of the United States was doubled when the Emperor sold us Louisiana for a mere 'pourboire.'"

It is pleasing at least to believe that the greatest soldier and statesman the world has ever produced is credited to our own age of the world's history, and almost to our generation. But men's achievements must be judged according to the age in which they lived and the conditions by which they were environed, and it may not be just to make comparisons without taking these differences into the account.

Nevertheless, what is there among the institutions of men upon the entire face of the earth to show for the grand exploits of any of the mighty names invoked? Is there to-day any vestige of the Empire founded by Napoleon, much less of those of Caesar and Alexander? There is nothing to show for what they fought and conquered. They are all mere names in history.

But there are names of others who formed empires in the hearts and minds of men whose dominions remain to-day in all their original force and strength. These were Moses, Buddha and Mahomet. They put forth doctrines of human duty which are as much alive and as much in force to-day as in the beginning, and around these doctrines have crystallized nations, empires embracing hundreds of millions of men, whose principles of government and laws are based on the teachings of those founders. For thousands of years these doctrines have maintained themselves as rules of action for innumerable generations of men, and will doubtless continue to do so until all men shall be drawn into the Empire of Christ.

Under these conditions it is possible that there may be another standard of human greatness than vast achievements in the slaughter of men and the devastation of their works.

Frank Stowell.

Silk Treated With Metallic Salts.

Silk science is changing. If the silk dresses of fifty years ago are compared with many of the silk articles manufactured at the present day it requires no elaborate tests to show the superiority in strength of the older materials.

This usually is due to the fact that silk yarns now are frequently treated with metallic salts, such as tin chloride, which are readily absorbed, forming insoluble compounds and thus increasing the weight of the fibers. So prevalent did this practice become some years ago that even the manufacturers recognized the necessity of putting some limit to it.

Apart from the fact that one is buying a compound of silk with a metal instead of pure silk, this treatment frequently causes the fibers to become excessively tender, especially after exposure to direct sunlight.

From Herr Strehlenert's experiments it was found that, taking the strength of genuine silk as 50 to 53, the strength of a sample of loaded French silk containing 140 per cent.

of added material was only 7.9. Not only does the weighting process reduce the tenacity of the fiber and often destroy the dyestuff, but it also is a frequent cause of the appearance of mysterious spots.

Often bright red spots appear on a fabric after exposure to the sunlight. It has been found that even a diluted solution of common salt acts upon loaded silk in the presence of air and moisture and produces stains and complete disintegration of fiber within twelve months. The action of stronger solutions of salt is still more rapid, and the "tendency" of the fibers is marked after treatment for seven days with a 2 per cent. solution.

The presence of salt in stained and weakened silk may be accounted for readily by the fact that salt is a constituent of human perspiration and thus may have been introduced during the handling of the yarns by the workmen.

Special precautions are now taken to eliminate this source of injury, and the disintegrating action of the tin salts upon the fibers also is reduced by a subsequent chemical treatment of the yarn. So the weighted silks of to-day often are stronger than their predecessors of a few years back.

The Gentle Art of Shopping.

Who are the professional shoppers, who are they that so excel the average woman in her favorite pastime? Until lately there were in New York City alone five thousand of these gifted buyers; but suddenly a relentless edict was passed, and the number was reduced at one fell crash to a mere five hundred. And the surviving five hundred are doing business to this day, toiling at it steadily from morn until dewy eve; comparing, picking, choosing, buying and forwarding to their customers the goods that they demand. The surplus forty-five hundred were eliminated because they were not regular. That is to say, they followed the fascinating business of shopping only as an avocation, used it as a side-line to increase their incomes by buying things for casual customers in their off hours.

The first professional shopper in New York is a woman who began in 1884, and is still at the head of an increasing business that has far outgrown her most ambitious dreams. There are many amateurs or semi-amateurs in the field, but the purchasing agent mentioned is one of the best known and of longest experience. She was at the head of the dressmaking department when failing health forced her to give up that employment. As she had many regular customers in distant cities she offered to buy things for them. Knowing their tastes as she did she had little difficulty in selecting the very articles they liked best. Soon she had to hire an assistant—two—three—soon there were six. Also she built up a dressmaking establishment that employed a score of experts in the art and mystery of fashioning feminine costumes. —Harper's Weekly.

Credit Accounts Simplified



100 Account National Credit File

Many of your best customers want credit. If you refuse them you lose THEIR TRADE. If you give them credit and do not keep accurate track of it you lose YOUR PROFITS.

A NATIONAL CREDIT ACCOUNT FILE

shows at a glance how each customer's account stands, and gives you perfect record without the books or book-keeper.

There is no chance of asking a customer to pay the same bill twice, and you are also sure that your customers are charged with every bill they owe.

The total of each customer's account always shows on the last bill.

A National Credit Account File

shows people you are business-like, and want to avoid mistakes. That inspires confidence. It keeps accurate record of charge sales and money paid on account, and saves you lots of worry, time and money.

RECORDS SAFE IN CASE OF FIRE

Each night your records may be put into the safe where they take up less room than a set of books. We provide this metal box free for the purpose with each CREDIT FILE. Let us explain.




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

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 Credit File can increase my profits and do the other things you say it will.

Name
Business
Street
City State No. of Clerks

PERSONAL NEATNESS

Not Possessed Should Be Cultivated
by Clerk.

Written for the Tradesman.

"Your personal neatness may not always attract attention, but the lack of it is sure to be noticed, particularly by the women customers."

So wrote one who knew what he was talking about. And I couldn't help but think, as I read the paragraph, how like another case it is—that of the wife who attends faithfully to the wants of her family, but who, once in a great while, may slip a cog in housewifely duties, and then how keenly is it noticed and commented upon by those for whom she slaves day after day, with no hope of any other reward than a kind word, and how few times does the hausfrau get even that tossed her way. If she dies 'tis with difficulty that the bereaved(?) husband finds one to take the place of the "late lamented" (?) who will do for him and his all that the first slave performed.

I know one young man who was left a widower suddenly, with three little children on his hands—one but a few days old—and nobody on the premises to do anything but a cheap nurse hired for his wife at a V per week!

In her lifetime if this devoted(?) husband had given his wife \$5 per week he would have regarded himself as a fit candidate for the lunatic asylum—if she got 25 cents per she probably was doing wonders in the way of graft.

When the wife was buried there seemed to be no especially available person except the aforementioned nurse to have care for the motherless little ones, so she was retained, but, mind you, at a raise of double her former salary, as she refused to work for less. Then a washwoman had to be hired two days in the week, making \$3 additional, and it is safe to say that another \$2 was spent in little extras that the wife never was permitted to buy, so that an even \$15 about summed up the amount that had to be expended every week to pay for what the wife did for practically her board and lodging. Her wardrobe was so very meager that it might almost be considered nil in cost.

That derelict counted himself an excellent husband. Yet all that his wife did for him seemed to be regarded as nothing by the man for whom she toiled and moiled. He only appreciated her services when he found, after her demise, what they had been worth in good cold dollars and cents—mostly dollars. Had he realized, when she was alive, what her money value was he probably would have been more careful of her and have hired some of the work done for her which he was obliged to pay out for after her death.

Alack the day, she is not the only one, by any means, whose self-sacrifice is not recognized until it is everlastingly too late to repair the wrong, the criminal negligence.

But I have digressed from the sub-

ject in hand and been drawing a moral from a bad husband.

To get back to the one behind the counter, how often do women customers observe the lack of precision and cleanliness in the attire of the one waiting upon them in a store. So many times it is noted that a young man clerk has his coat collar covered with short hairs or dandruff or both, the fault of either his barber or himself or both. His necktie might be frazzled, but that would be no crime, as he might be too poor to keep his neckwear continually replenished; but if it was greasy from continued use or mused with food that had been spilled on it there could be no good excuse for its condition, for in these days of special cleaners such blemishes are easily remedied.

Both a man and a woman clerk should be particular as to how the neck looks. The former should put his tie on nice and even, while the latter must not wear switchy-looking stocks, and the plainer they are the more appropriate to her position. Dirty fingernails can not be condoned. And, as to shoes shabby from want of foresight, neither can they be overlooked in the man or the woman standing in them behind the counter. A woman should see to it that her belt is always just as it should be. At the store a man employe should eschew foppishness in dress and the woman fussiness in attire. Rather should they choose to be neat and clean in all matters pertaining to their appearance—not, however, like little Lizzie, the exceedingly unkempt street urchin who, being asked the question by her prim old maid school teacher:

"Why should we always be neat and clean?" naively replied: "In case of accident, ma'am!" J. Jodelle.

Uses of the Polemoscope, Altiscope
and Anemoscope.

Written for the Tradesman.

The other day, during a course of reading, I became interested in the antiquated mechanism employed in war called polemoscope. Accent was formerly on the second syllable, but of late years it has been put on the first. One dictionary gives the following definition:

"Polemoscope (war + scope, an instrument for viewing with the eye). An opera glass or field glass with an oblique mirror arranged for seeing objects that do not lie directly before the eye; called also diagonal, or side, opera glass."

Another worterbuch has this to say:

"Polemoscope. (Gr. polemos, war + scope.) A perspective-glass or other device having a mirror set at an angle to the line of vision, to obtain views of objects that are not directly in front of the observer's eye. The principle has been used in opera glasses to avoid the appearance of looking directly at a person."

Another authority refers to the subject thus: "The polemoscope consists of a stand or frame high enough to use above a parapet or other similar object, having a plane mirror at

top so fitted as to reflect any scene upon another mirror below, and in this manner enable a person to see a scene in which he is interested without himself being visible."

I was also looking up the word altiscope and found it to owe its derivation to altus, meaning high, and the Greek word meaning to view. An arrangement of lenses and mirrors which enables a person to see an object in spite of intervening objects.

Also anemoscope attracted my attention, which is: "An instrument which shows the direction of the wind; a wind vane; a weathercock; usually applied to a contrivance consisting of a vane above, connected in the building with a dial or index with pointer to show the changes of the wind."

Farmers would laugh if they found themselves calling the weathervane on their barn an "anemoscope!"

H. E. R. S.

One on Mr. Sankey.

A story, told by the late Ira D. Sankey on himself in 1894, has been revived since the evangelist's death. One day in Geneva he entered a music-box shop and asked to see some music-boxes. The salesman graciously showed him a number, but none was what he wanted.

"Have you none that play sacred music?" he asked.

"Why," answered the salesman, "we have some that play a kind of half-way sacred music."

"What?" enquired Mr. Sankey.

"Oh, these Moody and Sankey hymns; I can't imagine what the people see in them, but we sell thousands of the boxes that play them. We have enormous orders for these boxes," continued the salesman, "from every part of Europe," and then he added, apologetically, "it's a matter of business, you know, with us."

He Could Not Tell a Lie.

Enquiring Lady—How much milk does your cow give a day?

Truthful Boy—'Bout eight quarts, lady.

Enquiring Lady—And how much of that do you sell?

Truthful Boy—'Bout twelve quarts, lady.

FLOWERS

Dealers in surrounding towns will profit by dealing with

Wealthy Avenue Floral Co.

891 Wealthy Ave. Grand Rapids, Mich.

H. LEONARD & SONS

Wholesalers and Manufacturers' Agents

Crockery, Glassware, China
Gasoline Stoves, Refrigerators
Fancy Goods and Toys

GRAND RAPIDS, MICHIGAN

Largest Exclusive Furniture Store
in the World

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

Klingman's Sample Furniture Co.

Grand Rapids, Mich.

Ionia, Fountain and Division Sts.

Opposite Morton House

PREPARE FOR SUCCESS
AT

McLachlan University

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

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

Write for new descriptive catalog.

D. McLACHLAN & CO.

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

HIGHEST IN HONORS

Baker's Cocoa
& CHOCOLATERegistered
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.



Table Linens

Now is the time to have a nice line of Table Linens and Napkins. We have a large assortment in bleached, half-bleached and cream from 20c to \$1.50 per yard.

Napkins from 40c per dozen to \$4.50 per dozen.

Table Spreads 75c to \$2 each.

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

Emergency Pitch Man's Requirement.

Nothing within the limitations of man's relations with the world of men and things avails him more and better than a quick and effective rising to an emergency.

That opportunity which offers a man a chance for a flash of wit is no more than a mental emergency which he meets promptly and effectively if his witticism shall count. Who does not admire the man who comes back with his keen cut, good humored flash of repartee in this mental emergency? Yet, in the same appreciative degree, that man who meets an emergency of any kind which calls for quick thinking, quick action, or both, is giving out effective evidence of his competency.

The young man who is capable of admiration for this type of competent man must have the incentive to emulate him. Having this incentive, this young man will do well to consider some of the facts that lie behind such competency of expression, mental and physical.

It all lies in the careful, studied exercise of the wits. There is no degree of "native" wit which can not be improved by exercise, just as there is no degree of natural fighting instinct in the boxer which can not be improved by proper ring training.

Hitting out effectively, blocking, countering and ducking in the ring are mental processes—active or subconscious—which must determine the fighter's capabilities, and training must develop them. In the same way a man's mental and physical contact with his fellows in the world's affair is made easier and more effective by training for it intelligently.

Many years ago, in the old Union passenger station in Kansas City, I was given a boy's lesson in the art of literal, practical mixing with my fellows. From the main floor of the building probably a dozen sets of doors led to the train sheds. At just one of these doors a carpenter with his kit of tools was working, renewing a worn-out sill. This one door, naturally, was open, and in passing out of the station I was following in the wake of half a dozen or more persons, crowding out past the annoyed carpenter. His bottled up irritation burst its bounds as I came up, and he expressed his opinion of people's intelligence who insisted on walking over him rather than pass out through a dozen unobstructed doors right at hand.

The lesson stayed with me. Thousands of people every day are offending in just such way, however, all through the lack of training and adaptability of the wits. They are obeying the sheeplike instinct to crowd through a thing rather than tax the wits a little to make a quicker, easier passage. Their legs move easier than their brains.

Yet no man is thoroughly and efficiently trained for his work until brain and muscles can act harmoniously along the lines of a common sense least resistance. To-day I would risk my judgment on a stran-

ger's general capability merely by following him for a block in a crowded city street. His quickness of step, his accuracy in measuring the intent of the persons whom he must pass without collision, his calm certainty in making his way over a difficult crossing—every move is indicative of that man's trained wit and judgment.

To be surprised by the unexpected into a state of helplessness always must be a man's own black mark against himself, even if no other person shares knowledge of the fact. It always must be his own accusation of his own weakness. To the extent that he feels in his heart a likelihood of its repetition, he must feel fear for himself.

As the work of men has become more specialized everywhere this necessity for meeting an emergency is the more pronounced. That man who once was shouldered with the responsibility for everything in an organization which taxed him to the limit could excuse himself for failure in some emergencies. With demand for higher specialized knowledge in more limited fields, failure to meet emergencies promptly and decisively must be the less excusable from any point of view.

More than ever before the necessity for promptness of decision is apparent in the present business life. Under such pressure a quick decision may fail to accomplish results. But unless the decision be foolish its promptness still is on the side of merit for the man meeting the emergency. Better do something and fail than do nothing and fail is the keynote of the times.

Key yourself up to the emergency pitch—and stay keyed!

John A. Howland.

Must Understand Your Employer.

It has been my experience that, aside from a certain degree of proficiency, no one thing helps me in my work as stenographer more than a careful study of the personality of my employer—of the things he delights in and which color his individuality, so that I know not only his manner of speech and can supply dictation, but I know how he thinks and what he believes.

A part of the correspondence of one employer related to Alaska, where he had some interests. I studied Alaska—its geography, its routes of travel, its enterprises; I knew if he referred correctly to dates and places; I read all press comments on its men and events. I was able, when he fell sick, to carry on his correspondence, because I knew the ground and his attitude. Another employer had for his recreation a yard of pheasants. I plunged into the study of pheasants, and what I didn't know about pheasants—he was delighted to tell me. With different employers and their varying interests I have pursued the same course, and I am sure other girls might with profit.

If your employer likes golf play it if you can, know about it at least; if he loves music don't look blank if he mentions Rossini; if he mixes in politics know what the names of Bever-

idge and Ruef and Hughes stand for.

It is worth much to a man to have with him a girl who is intelligent on subjects outside the daily grind; and it is invaluable to the girl as a means of developing tact and sympathy and in the way of general culture.

Elizabeth Wood.

Remember This Method.

"You are pushing me too hard," said Wu Ting Fang to a reporter in San Francisco who was interviewing him. "You are taking advantage of me. You are like the Peking poor relation:

"One day he met the head of his family in the street.

"Come and dine with us to-night," the mandarin said, graciously.

"Thank you," said the poor relation. "But wouldn't to-morrow night do just as well?"

"Yes, certainly. But where are you dining to-night?" asked the mandarin, curiously.

"At your house. You see, your estimable wife was good enough to give me to-night's invitation."

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.



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

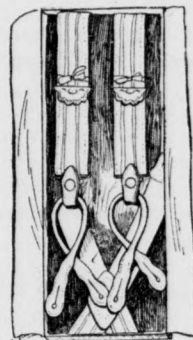
To make them in such a way that the man who has once worn our garments will not wear "something just as good," but will insist upon having **The Ideal Brand**.

Write us for samples.

THE
IDEAL CLOTHING CO.
TWO FACTORIES.
GRAND RAPIDS, MICH.

President Suspenders

In Holiday Boxes



Be sure to secure some of them for the holiday trade. The box is pretty and merchandise just as good as that sold in quantity boxes. Price per dozen only \$4.25.

There Are Other Styles

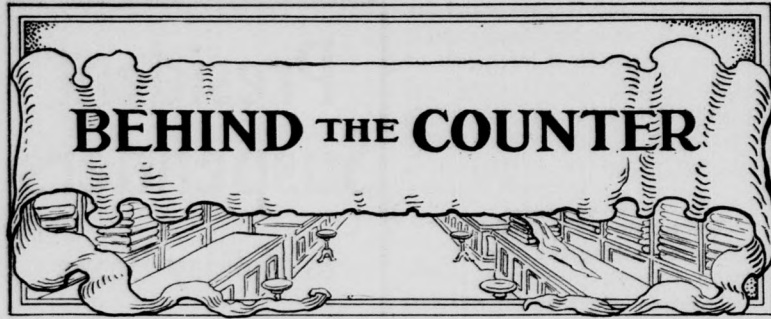
packed in like manner at \$2.25 and \$4.50 per dozen and we have a good assortment in stock. If not interested in the one pair box item, then look over our regular line at \$1.25, \$2.00, \$2.25 and \$4.50 per dozen in light, medium and heavy webs. Boys' goods range at 45, 50, 75, 90 cents and \$1.25 per dozen.

We Also Call

attention to other items of our Men's Furnishing Department such as Collars, Neckwear, Shirts, Underwear, Gloves, Mittens, Socks, Lumbermen's Socks, Mackinaw Coats, Sheep Lined Coats, Duck, Covert and Kersey Coats, Trousers, Overalls, Etc.

GIVE US A TRIAL

Grand Rapids Dry Goods Co.
Wholesale Dry Goods
Grand Rapids, Mich.



Science of Successful Salesmanship Revealed by Education.

In every pursuit of life, in every calling of man's work there is in some shape or form that relation that comes from the act in giving, exchanging, or in selling that which partakes of the nature of a sale, a buyer and salesman.

To be a salesman does not necessarily imply that a man is occupied in selling the ordinary commodities of life, this is one of the most common constructions of the word; it does not mean the act of transferring for a price any of the necessities of life, nor does it mean that in the usual sense of the word a salesman is one who sells merchandise only.

In every relation between men, when one has something that the other needs, and one wants what the other has, there must exist a natural result—a sale.

It does not matter whether it is the doctor who has the knowledge of medicine; the lawyer who has his knowledge of the law; the architect his knowledge of construction art; the engineer his knowledge of mechanics; the merchant his knowledge of his wares, or the laborer his hire, in every walk and vocation in life there is to greater or lesser extent that part in the offering or exchanging, in the buying and selling, in the giving and taking, one from the other or to the other, an element of salesmanship, the selling of knowledge or the selling of merchandise; so that the element of salesmanship is allied so closely, is so finely interwoven in the lives of men that it becomes of a necessity an imperative condition to successful accomplishment.

As the science of law must be familiar to the student to become a successful lawyer, as the science of medicine must be mastered by the student to become a doctor, as the science of philosophy is absolutely necessary to the philosopher, the science of astronomy to the astronomer, to the sculptor the science of art, so in every calling, whether professional or mechanical, in barter and trade, in manufacturing or merchandising there must be a knowledge of the science, the law, the logic, the conception, the application of salesmanship.

When one needs the services of a physician he seeks that service and buys it; the physician has the knowledge and in turn sells it, that is the element of salesmanship; when occasion demands that your interests need the advice and protection of the law, you seek the man who by reason of

his knowledge of the law has that which you are in need of and you buy it, he sells it; the act of selling creates salesmanship.

When you seek the market for the product of art, literature, medicine, law, when you seek the market for knowledge or for learning, when you seek the market for anything, whether in professional or mercantile life, you seek that which you need and will pay for, and in return that which you seek is seeking you and will sell; of a necessity this constitutes a condition that brings into action—salesmanship.

So in all the pursuits in life where there is a thing sought for and there is a thing offered there are an interchange, a process of bargaining, buying and selling, buyer and salesman.

The salesman's part is the most important, and the cultivation of the forces that enter into the science of selling is one of the most important studies of our modern life.

The development, the training, the building of the mind centers, the growth and expansion of the brain power, the cultivation and maturing of the dormant life that needs the exercising and bringing into action the power of receptive and formative conception, the exercising by application of the decided thought of the senses of man that gives him the power to see, to hear, to feel, to smell, to taste, all these are the essential requirements in successful salesmanship. So the science of selling is equally of as great importance in the commercial world to-day, and with the science of law, of medicine, of philosophy, of art or literature it must take its place in the accomplishment of man's perfection.

To master the science of law means study and preparation, to master the science of medicine means research and experiment, to master the science of art means an educated intelligence and to master the science of selling means the training and developing of the factors of reason, mind, perception and conception, of intelligence and direction.

This is only accomplished by study and careful mental training and must in accord with the natural law of direction be guided by defined and positive laws to be effective.

The science of salesmanship is the development and education of man's natural powers that have lain dormant and inactive for want of exercise and direction.

Every man is capable of increasing his usefulness and value to the extent that he is willing to apply to

KINGSFORD'S OSWEGO Silver Gloss Starch

The basis of the best starching for three generations; any kind of fabric—lace or linen, delicate or plain. Whether used

FOR HOT OR COLD STARCHING



its efficiency never varies.

Absolutely pure; there is no starch more widely known, more highly esteemed, more universally demanded by women whose judgment counts. Extensively advertised.

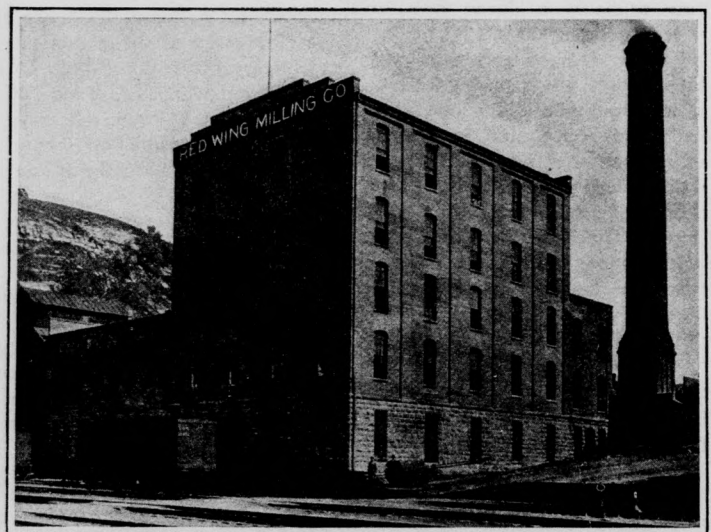
Sixty-six Years of Superiority

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

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.

his natural born gifts the education through the development of the mind—the creative mind, the creation of desire, the creation of ambition, the creation of progress, the creation of persistency, and all the positives of the faculties that enter into every element of success.

That the mind is master of the body is beyond the possibility of argument; mind is thought, the power of thinking; we think, we live, we act; we think we are going to fall and immediately we experience a sense of weakness and fear, the heart throbs faster, the blood flows quicker, every muscle in the body becomes excited, and the whole body is brought to a condition of unnatural state by the thought of the fall, the mind's influence on the body, so that the great fundamental law of Nature is the mind of man.

Concentrating the mind on a given thing produces either a positive or negative result. To think you can not do a certain thing and to keep on thinking the same thing, it becomes a physical impossibility to perform it. To think you can do it and to keep on thinking you can produce the positive, and you can accomplish it.

To think right is to act right, to act right is to do right, to do right is to live right, to live right is to be right, and to be right is the highest attainment of man's estate, right in the sight of God and man.

As the body is subject to the mind, it becomes an absolute necessity that we train the mind in the direction of the positives.

Man's ability is gauged by the think tank of the mind, he will make success or failure by the direction in which he applies his thoughts.

Man's ability to learn is governed by the application of the mind upon the thing to be learned, man's ability to accomplish is caused by the power of thinking, and by the thinking he influences the capacity for doing.

As a man's body is influenced by the mind the functions of the body perform their work.

Man's capacity is either a muscular one or a mental one, his muscular powers have their limitations, his mental powers, so far as capacity goes, are almost unlimited.

To think is to act, to stop thinking is to stop acting. "I did not think" has caused more failures, has caused more suffering, has caused more misery, more heartaches, more disappointments, more degradations, more sorrow than any other words in the category of man.

In the training and developing the power of thought, and that thought applying to the natural laws, applying it in the direction of suggestion and persuasion, we have the great principle involved in the science of salesmanship.

The four important factors in the transaction of supply and demand are, the salesman, the buyer, the goods and the sale. The act of demanding and supplying can not be consummated unless every one of the four are present.

The first factor is the salesman, the

representative of the goods, the mouthpiece of the commodity, in whose hands the responsibility of selling is entrusted.

The act of giving something to another on request for a consideration is not, nor does not require a salesman or salesmanship.

Salesmanship is more than this—it is the intelligent power to command, hold and direct the buyer's attention by the power of persuasion, and the intelligence of direction that subjects the buyer's mind to the obedience of suggestion.

The first and most important step in salesmanship is to secure attention.

Attention is gained by a perception of the customer's desires and inclinations and by the force of the bearing, by the co-operation of a mutual confidence between buyer and seller.

Interest leads to confidence; to gain a customer's interest there must be a harmony of feeling, a receptive condition that demands and commands, that gives and receives, that establishes between the two a desire to buy and a desire to sell.

The third step is direction or selection where we have brought into play the factor of persuasion, the power to present by force of intelligent direction the selection of the article sought.

The power of persuasion is an intelligent presentation entering into the needs and the means whereby those needs can be met.

If we can convince the customer by persuasion that the thing we are selling or have for sale is that which he seeks and with honest intelligent explanation present all the details, both of construction and application to that need, we have gained more than half of the object sought for—the sale.

The fourth step is confidence. Once gain the confidence of your customer and the balance of the transaction is yours.

Confidence is a feeling of trust, a reliance brought by conviction of truthfulness and the knowledge that comes from an intelligent argument backed by the power of persuasion.

With attention, then interest, then direction, then confidence comes the final act, decision, that consummates the transaction and compels the sale.

Let us analyze the five points in the process of selling—attention, interest, direction, confidence, decision.

How can we acquire the intelligence, that power that gives us the ability to command and acquire attention. It is by bringing into action the conscious and subconscious mind—thought—and by the development of that power induced by the direction of the mind in the channel of personality.

Personality in the man is like the throttle to the engine, the means by which is brought into action the inactive or dormant force. To cultivate a personality means first the cultivation of health, clean living, clean thinking, by clean thought creating the desire to meet and respond to the demand, calling for action in the spirit of cheerfulness and willing-

ness. Personality is a strong factor and commands the attention, the first step in the consummation of a sale.

Having gained the attention, we desire to create interest; this is the second step in the natural course of a successful sale.

Interest is created by earnestness, a sincerity of speech, of action, a natural feeling of sympathy; one wants to be served and the other wants to serve, drawing together gradually and surely in the direction of selection. Personality and earnestness have gained for us attention and interest.

Then comes the direction; having created interest the natural step is in the direction of the particular object to be obtained, the commodity to be purchased, the particular line toward

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

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. Hazeltine
Wm. G. Herpolsheimer

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

Chas. R. Sligh
Justus S. Stearns
Dudley E. Waters
Wm. Widdicomb
Wm. S. Winegar

We Solicit Accounts of Banks and Individuals

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

which both buyer and seller are drawn. I have seen salesmen who, after having virtually closed a transaction, by ill directed attention or unnecessarily prolonging the argument destroyed the entire effect and actually lost the sale for want of tact, that would suggest to them the psychological moment of the completion of the trade.

Tact is an essential quality, a very important one, and plays more prominently in the work of a salesman than many are aware of; to possess tact means good judgment; it is the key that opens the door of opportunity.

Above all things cultivate tact, the faculty of adjusting one's self and one's speech at the right time and in the right place.

We have reached the last stage in the work of a sale, then we arrive at the moment of decision. Then it is when the crystallized influence plays its part, the science of concentrated action brought to bear in securing attention, interest, direction and confidence, bringing decision and the completeness of the work.

By the knowledge of and the exercise of the points in the science of salesmanship we find the solution and the true means. Applying these principles to every transaction in life, we successfully master the secrets of the successful man.

Summed up in its entirety, the whole foundation of success is accomplished in the education of the factors of mind, thought and earnestness, of action, direction and application, of tact, judgment and personality; blended and perfected they give us the composite quality that creates the whole science of crystallized intelligence and the fulfillment of desire.

In a booklet issued by one of the most prominent scientific educators of this country I find the following articles that cover the points of the scientific course of salesmanship education.

The science of salesmanship reveals an exact mental law of sale, and it will teach you how in a scientific manner to secure the attention of customers; it will show you how to change attention to interest, how to change interest to desire and how to change desire into a resolve to buy.

There are thousands of good finders who are poor closers; thousands of order takers who seem to be able to secure attention, arouse interest and even create desire, but who are not able to fan the flame of a desire at the point of the psychological moment and then seizing it, be able to clinch the sale.

The science of salesmanship has made real salesmen out of thousands of order takers, it makes them closers as well as finders.

True salesmanship can only be secured by education and is the first great fundamental: the man who is seeking consciously, with a knowledge of the natural laws that operate, to train and develop the qualities of mind, body and soul is using the primal process of education.

The science of successful sales-

manship is a system of true education; it requires no argument to establish the fact that if one is already a strong salesman, education will make him stronger, if he is a weak salesman it will make him strong.

Indeed any man in any walk of life may educate himself with profit to the end of intensifying personality and ennobling manhood. The science of salesmanship virtually amounts to a true philosophy of life.

It is a science of success that holds good for all, and holds good everywhere.

The science of salesmanship is a system of true education which will teach the principles of right thought and habits, cultivate a noble ambition and bring about a high resolve; it is a true education in the grandest sense of the term, because it makes men better, cleaner and stronger in all the relations of life.

I will here add that many of the word illustrations of how and by what means a salesman may acquire success are devoted to the baser qualities of man, the act of labor giving, the mechanical, the performance of muscle exertion, the lesser qualities in the man.

Greater than these are the true qualities that a creator has endowed us with, the power of thought, the development of mind, the creation of power, and by the influences of the forces that surround us in our life a proper conception and reception of man's inclinations in the journey through the successive stages of success are obtained.

Brain not brawn, mind not muscle, the reasoning power, educated by developed intelligence, are the greatest factors by which we may acquire and possess the true elements of success.

Do I need education? Of what use is education? Does education pay?

Stop and reason with yourself, take a mental stock of your ability, carefully jot down the items that enter into your work and weighing heavily on the scales of reason and judgment weigh the positives and the negatives—strength and weakness.

Do I need an education? Man without education would be like the heavens without stars to the mariner, like the ship at sea without a rudder.

Of what use is education? Of what use are eyes that can not see? What would the progress of the human race have been without education? Of what use the sails without winds?

The triumphal march of civilization that brought man from his formative state, when men dwelt in caves and amid the rocks, when with the beasts of the earth they fought for existence and by the gradual evolution of darkness to light, from the awakening within the mind of man the power of cunning, then action, then purpose, gradually emerging from the depths of brute intelligence and ignorance to a conception of the power of thought, the evolution of man from barbaric existence to civilization, brought order out of chaos,

developing and perfecting in its steady march the highest order of existence, the process of organization.

The development of leadership, the law of might and right, the founding of tribes, nations and states, the conquering influences which urged man to the performance of specific duty and obedience; the government of men by reason and wisdom, the awakening to the higher state of accomplishment until the whole world was influenced and brought into action by the directed and perfected power of education—to education alone are these due, and by education, through persistence, will man rise still greater in the world.

Education that gives us the power to a mastery over space and time, that permits us to speak across the wide expanse of seas.

Education that is slowly giving us domain over space by the flash of the electric spark or wireless message.

Education that has opened up the earth and brought forth the hidden treasures of fuel and mineral wealth.

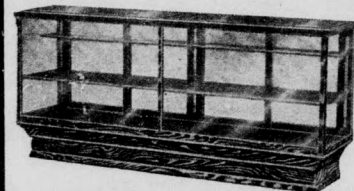
Education that gave to men the inventive and constructive education, a genius that enables us to enjoy the happiest existence since the beginning when earth was without form and void and darkness was upon the face of the deep.

This, the result of education and the future development of man's still higher possibilities, must come through education, and education alone.

To the science of law, of medicine, of philosophy, of theology, of art, of literature and all the kindred sciences of learning must be added the science of successful salesmanship.—Wm. F. Broening in Clothier and Furnisher.

BUSINESS BUILDERS

That Save Your Money



Why do you pay 25 per cent. more for your show cases than we charge? Every case that leaves our factory is guaranteed to be better built with highest grade of material—beautiful in finish and design. We are anxious to prove all our claims to your entire satisfaction, and if not as represented we guarantee to pay freight both ways. Catalog and prices upon application.

Geo. S. Smith Store Fixture Co.

Grand Rapids, Mich.

Mica Axle Grease

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

Hand Separator Oil

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

STANDARD OIL CO.
GRAND RAPIDS, MICH.



Our Package

"As You Like It" HORSE-RADISH

Put up in self sealing earthenware jars so it will keep. Sells at sight. Packed in corrugated paper boxes, 1 dozen to the case, and sells to the trade at \$1.40 per case. Retailers at 15 cents per jar.

Manufactured only by

U. S. Horse-Radish Company
Saginaw, Mich., U. S. A.

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.

THE SLIM CLERK.

He Got "Come Up With" by Right-Minded Comrade.

Written for the Tradesman.

"Ha! ha! ha!"

The slim clerk's horse laugh rang out until several customers were attracted by the uncanny sound. Sevier was looking toward Sam Gentry, who was about to roll up a considerable bundle lately purchased by an elderly woman who had just gone out, taking with her a check for the goods.

Sam Gentry, a broad-shouldered, good-natured young fellow with the tan of country living still on his cheek, seemed annoyed. The laugh was evidently aimed at him. Sevier was regarded with a certain awe by most of the clerks in Bundle & Dunn's dry goods emporium. He had been so long in the employ of the firm he knew it all and seemed almost like one of the partners.

"Now what does that mean?" asked Sam, turning half round to gaze at the hilarious gentleman. "You seem to see something amusing in what I am doing."

"Well, I should say as much."

Sevier advanced and stood looking down at the old woman's purchase. Sam had laid several fashion journals on the goods preparatory to wrapping them up. The slim clerk touched the papers with a long, bony forefinger.

"The ideal!" said he, with a sneer on his thin, bloodless lips, "that an old 'Mag from the country' would understand about these!"

Sam Gentry proceeded to roll up the bundle without reply. His tanned cheek flushed, however, and his brown eyes flashed an unwonted light. Tying the bundle securely, with a round handle contrivance for a hand-hold, the young man attached the check and laid the bundle carefully aside.

No one calling for attention just then Gentry turned upon Slim Sevier: "So old Mrs. Calvin is the cause of your merriment, eh?" said he with a hard ring in his voice. "I happen to know the Calvins and a nicer family doesn't live. Now—"

"Oh, pshaw, don't get serious, Sam," jeered Sevier. "I wasn't reflecting on the woman; she's good enough in her way no doubt."

"That isn't the point. You carry the idea that a woman must be an ignoramus because she lives outside of urban influences. You haven't the sense of a rat, Sevier, and a little plain talk will do you good. I've noticed for some time that you treat our outside rural customers with a degree of contempt. Where do you think the firm would be if the country patronage should suddenly drop off? You imagine the country people have no idea of fashion. As for that there are plenty of our town people that are in the same boat. Let me tell you something, Mr. Sevier."

"I think you have been trying along that line, yet with indifferent success," chuckled the slim clerk.

"I know a woman, a country woman at that, who knows more about the fashions than forty such chaps as

you. She's well informed on everything that takes place in the world; she has her garden, her flowers, her carriage, and she takes some of the best magazines—reads the latest in everything. In fact, is much better posted than either you or I. She lives in the country, and you might call her a bit old-fashioned."

"What are you giving us?"

"Something that'll do you good, I hope. Away back in the early days of Michigan's settlement there came to her wilds one of the New England girls as the wife of a sturdy young lumberman. She went into the woods and lived her life among strange, wild scenes that you and I know nothing about. And yet she did not leave her cultivated mind behind her; instead she carried that into the woods. Even although her surroundings were of the rudest kind she yet managed to brighten the little home with nice things. She had her Godey's Lady's Book, with its Paris fashions, the old Saturday Evening Post for family reading, and made with her own hands one of the prettiest flower gardens anybody could wish to see. Had you met the woman you would no doubt have sneered as you now did at Mrs. Calvin—"

"Nothing of the kind," broke in Sevier, who caught the smiles of some of his fellow clerks turned upon him. "I wasn't reflecting on the woman, but upon you."

"Because I treated the country customer as I would one from the city?"

"Well—er—yes, you see, what could she know of fashions? I say you are wasting your time and papers on such."

"And I quite disagree with you," said Gentry tartly. "That woman who just went out could buy you and your whole family thrice over. She is one of the kindest-hearted, most

intelligent women I know. As for fashions, she doesn't make them her god of worship, by any means, yet she dresses sensibly, has a store! mind, and is not an 'old Mag' by any means. You have heard of Rev. William Childhurst?"

"Why, yes, everybody has heard of the great Unitarian divine."

"Exactly. Now what would you expect his mother to be—a 'country Mag'—"

"Now, see here," broke in Sevier, "quit your nonsense. The great divine had a mother that the smartest men in the world would be proud to know."

"Do you think so?"

"Of course I do. But what—"

"If you hadn't been quite so fast you might have had the pleasure of meeting her. Mrs. Calvin is the reverend gentleman's mother. By the way, he gives her the credit for his own abilities, since her first husband, the father of the great divine, was not considered great. You see, you can't always tell who's who in this world, Sevier."

There was a twinkle in the eye of Gentry that rather abashed the self-sufficient clerk with the pallid face. Sevier turned with a disgusted grunt and walked away, while Sam Gentry proceeded to other duties.

"Say, that was a good one you gave old Sevier, Sam," said Miss Turman, the cashier, as the young defender of country customers approached her desk.

"You heard it, eh?"

"Every word. I think that last took the wind completely out of his sails, and the fun of it is he actually believes it."

"Believe what, Miss Turman?"

"Why, that the old lady who purchased goods here an hour ago, that countrywoman, is actually Rev. Child-

hurst's mother. The idea is too ridiculous, of course; and yet—"

"And yet it is quite true," declared Gentry.

"My goodness! you don't mean it. The ideal!"

"There's nothing wonderful about it, Miss Turman," proceeded the broad-shouldered clerk seriously. "The Rev. Mr. Childhurst was born on a sand farm, among the pine stumps. He drove oxen when he was a lad, and got his first start at a country school. His parents were poor then and he made his own way, taught school, earning money to pay for his college course. You see what he is to-day, one of the intellectual giants of the age."

"And his mother is—"

"A 'country Mag,' let Sevier tell it, but in truth one of God's noblewomen, whose shoes such as Sevier and his ilk are unworthy of lacing. Not all the brains and fine sensibilities are confined to the city, Miss Turman."

"Why, of course not. But I would never have thought that the woman who just went out is that great preacher's mother."

Sam Gentry smiled as he walked down to meet an oldish woman who came in with the buoyant step of one used to walking—Mrs. Calvin, who had called for her bundle.

A dozen pair of eyes watched them as Gentry escorted the elderly woman to the door, and opened it with gentle courtesy, dismissing his customer with a pleasant word.

And those dozen pairs of watching eyes detected in the fine old face of the preacher's mother intellectual characteristics which had, at her first entrance, entirely escaped their notice.

J. M. Merrill.

Trying to get even with an enemy is a sure way of sinking below him.

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

HAND SAPOLIO

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

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

SEASHORE FISHERMAN.

How He Stuck a Shrewd Millionaire.

Ignatius Black and David Campbell were at breakfast, but Black was more interested in the paper in his hand than in the eggs on the table.

"Listen, David," he said, and in the steady, careful enunciation which once had been so familiar to the chemistry classes of a certain university Black proceeded to read:

"Failure of People's Motor Company; gigantic corporation goes to the wall; exploitation of much vaunted 'dual motor' proves white elephant; liabilities, millions; assets, hundreds; W. L. Day appointed receiver.

"Burdened with a multitude of debts incurred in its sensational attempt to revolutionize the world of motive power through the introduction of its dual motor, unable to raise more money wherewith to continue its campaign of education, and finally convinced of the impracticability of its widely heralded invention, the People's Motor Company early yesterday morning went into the hands of a receiver, with liabilities approximating \$1,000 for every cent of visible assets.

"The failure of the great concern is complete. From a position regarded as permanent and secure as the eternal hills, the Company has dropped in one day to the status of a collapsed balloon. President Andrew G. Carmichael, yesterday regarded as a millionaire, and soon to be one of the financial kings of the country, is penniless, and the thousands who have invested their dollars in People's Motor stock will lose every cent of their investments."

Black paused, folded the paper carefully, and regarded young Campbell with an expression of great good humor.

"Well?" said David. He was more deeply interested in the eggs; he was younger than Black—much younger. "What about it? Have you—but no. I wouldn't believe you, even if you told me that you are one of the thousands who are caught in this failure.

"Right, David! Entirely right," agreed Black. "No, I am not one of the thousands to be caught in this so deplorable collapse of a great scheme. I don't suppose, David, that among the thousands so caught there would be found one single man of common sense and a small understanding of the first primary principles of motive power principle. I, David, am proud to say that I possess this small understanding. As for my common sense—no matter; I did not invest in People's Motor stock."

"You mean that the thing was not practical to the man who was in the know?"

"I mean, David, that the first casual attention which I paid to the claims of the inventor of the so-called dual motor showed me that said invention had but one aim as the reason for its existence."

"What was that?"

"To furnish a pretense for the foundation of a company formed exclusively for the extremely popular modern idea of getting something for nothing."

"Well! Then Mr. Inventor, whoever he is, or was, must have been the original smooth tongued boy to convince Mr. Carmichael to the extent that he did. Who was this business like inventor, Ignatius?"

Black smiled slowly.

"David, have you been reading the advertisements of this exploded company?"

"A few of them."

"Have you paid proper attention to the columns and columns of pseudo scientific stuff with which the press of the land has teemed apropos of the company and its product?"

"Sure."

"Well, David, in all the stuff that you have read or glanced at, in all the solemn, serious gatherings of words that have had to do with Dual Motor have you once observed one single definite statement whereby the identity and personality of the genius who perpetrated this invention might be fixed? Have you, David? Think carefully."

Campbell scratched his head.

"Well, no, come to think of it, I don't believe I have. Have you?"

"What name, David, stands foremost in your mind in connection with the words Dual Motor?"

"Why, Carmichael, of course."

"Of course Carmichael, and nothing else."

"But who was the other fellow, the chap who took Carmichael in so badly?"

"How do you know, David, that Carmichael was taken in so badly?"

"It's there in that news story, is it not?"

Black smiled. Campbell looked at him. Then they laughed together.

"Go on!" roared David. "Tell me what you know, if you do know that the story is wrong."

"Carmichael alone is responsible for the Dual Motor scheme from beginning to end. Carmichael was not taken in. Carmichael is not the sort of man to be taken in. Carmichael takes others in. That is the status of Carmichael and the failure of the People's Motor Company. Do you understand? The whole thing is a swindle, and Carmichael, having victimized thousands to-day is nearer his millionth than ever before in his life."

Campbell didn't ask how Black knew this nor why he troubled to tell about it. He devoted himself silently to his eggs, knowing well that the full story would come out when Black was ready to tell it.

"Yes," continued Black, "Carmichael was the back and front, top and bottom, of People's Motor, and he profited accordingly. I came to know him because he offered me, in common with many other men whose names stand for something in the world of engineering, my own price for a written article praising his motor. Some of these men accepted the bribe. I didn't. For, David, I saw what the end and aim of the

thing were and I waited. I resolved, however, that although I would not accept Mr. Carmichael's bribe Mr. Carmichael should contribute to me a sum of money; a sum of money, David, at least ten times as large as the amount which he offered me for my name to assist his swindle."

"How much did he offer?"

"Ten thousand dollars."

"All right. And you're going to sting him for ten times as much, you say? That means that the Black Scientific Formula for Obtaining Money Under False Pretenses is to be demonstrated on Carmichael for \$100,000 worth. Good news. What's the scheme? Going to threaten to expose him? No; I'll take that back. You wouldn't do anything so obvious. But what's your idea?"

"The basis of the idea is all that I may reveal at present, David, for the simple reason that it is all I have in mind. Mr. Carmichael is cursed with the madness of the money lover. Mr. Carmichael has an insatiable lust for wealth. Mr. Carmichael, no matter how much he accumulates, never will be satisfied. Although his profits in the present malodorous affair amount to millions, to-morrow he would jump at another scheme if he thought that thereby he could add to his enormous ill-gotten wealth. That, David, is the basis of my idea—Mr. Carmichael's greed for more money. Beyond this I have thought of nothing, although I may say that the means whereby to victimize Mr. Carmichael constructively are always with us."

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.



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.

Fine Cold Day Sellers

Clark Foot Warmers

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

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

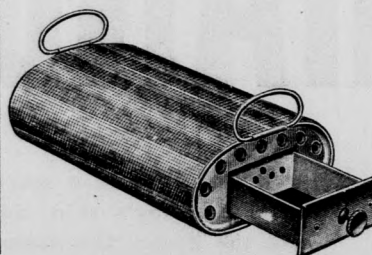
Drop us a card for new catalogue. Your jobber has this line.

Clark Coal Is Best

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

It is the one fuel that always pleases. The ideal fuel for foot warmers or self-heating sad irons.

Chicago Flexible Shaft Company
99 La Salle Avenue, Chicago



For a man who had suffered a fatal financial wound, Andrew G. Carmichael was doing fairly well, thank you. To witness his mode of living at the seashore resort where, under an assumed name, he had betaken himself soon after the national press had printed his business obituary, one might have found not the slightest reason for believing that his career and prospects had met with disaster and sudden death. On the contrary, Mr. Carmichael's scheme of existence had all the earmarks of prosperity beyond the wildest dreams of avaree.

Mr. Carmichael, under his assumed name, was making the resort's welkin ring with his open handed distribution of the root of all evil. Mr. Carmichael, said the hotel clerk, the bartenders, the auto liverymen, the boatmen, and all the rest of the gentle parasites of a public place by the sea, was the liveliest wire that had been strung in from the city for several long moons. Mr. Carmichael was enjoying himself in his own broad way, and the way was paved with yellow money.

In time Mr. Carmichael was attracted to John Harden. It was inevitable that he should be. Young Harden had the fastest motor boat on the bay, rented it at a fabulous figure, and Mr. Carmichael's great aim at that time was to go faster, in all ways whatsoever, than any one else. So Harden, the hardy young boatman, became a hireling of Mr. Carmichael.

They grew fairly well acquainted. In the long, swift runs across the bay Carmichael, between cork pullings, talked with John. John talked back only a little, but in this little he managed to let unstudied words fall about his poor brother. Why "poor?" Why, the poor fellow was crazy. Wouldn't work or turn his time and efforts to anything useful and profitable, but stuck to his little shanty off in the scrub oaks, where he potted about at a monkey business that he called wreck raiser. Every so often he would pack his invention, as he called it, on wagons and come down to the beach and sink a boat filled with stone just for the sake of raising it with his daffy outfit. Then he'd pack up again and go back in the brush and work another month, without being seen by his fellow men. He—

"Does he make good?"

Carmichael snapped forth his interruption in a tone of voice that made the boatman sit up and take notice.

"What do you mean, sir?"

"I mean, does he make good? Does he really raise these boats that he sinks?"

"Oh, yes, he does that all right. But that's all—"

"Where's your brother's place? Where is he right now?"

"Off in the brush. Why—"

"I want to see him as soon as we can get there. Get back to the dock and get a car and get me to him at once."

Young John Harden was overwhelmed with the vehemence of his employer's new mood. He asked no

more questions, but the while he was running back to shore and ordering a car from the hotel garage he deplored Mr. Carmichael's desire to rush off on such a wild goose chase.

"It's a shame to waste such a perfect day by coming in off the bay," he said sorrowfully.

"Never mind," said Carmichael.

"There won't be anything to see out there."

"Never mind. Get on."

"Are you interested in machinery, Mr. Carmichael?"

"Yes. That is—some kinds of machinery."

They reached a hut in the woods within the hour. The door was locked. Young Harden pounded and called:

"Open up, Martin—it's I, John."

"Are you alone?" came from the inside.

"No, but—"

"Then go away. You can't come in."

"Oh, but I say, Martin, this man came all the way out here to see your machine. You have got to let him in for just a peep."

"Won't do it. Go away a ways and I'll come out and talk. Don't try to come in when I open the door, or I'll knock you down."

Carmichael and John Harden stepped back, the door flew open, a thin, elderly looking young man stepped out, and the door flew shut behind him as he stood facing the pair, a key in his hands.

"I tell you you can't come in," he insisted. "I won't let a soul see it the way it is now. Do you hear? It won't do you any good to stop; you won't see anything."

"I don't care whether I come in or not," said Mr. Carmichael, quickly. "I'm interested in your idea from what your brother has told me of it. He—"

"He doesn't know the first thing about it," shrilled the inventor. "There doesn't anybody know a thing about it but myself. It's something new, that's what it is. I'm the only one that knows."

"So I understand," purred the promoter. "That's why I came out to see you. Frankly—I'm interested from a business standpoint, do you understand—is your machine fit to make a public demonstration with?"

"Go away! I knew that was what you were after; want to get me to show it off and then have your sharps steal the idea from me. I know you; you're like the rest of those that are bothering me."

"My dear sir, I assure you that I have no more intention of stealing anything from you than I have of attempting to steal the moon. I am a promoter. I am interested in your invention purely from the standpoint of its business value. If it's a good thing I can make you rich, and myself at the same time, of course. I can make you richer, and do it much quicker, than you or anybody else in the world can do it. That's why I'm here. I don't care to see your blamed invention. All I want to know is if it's a commercial possibility at present. If so, let's talk to-

gether. If not, say so and save my time and yours."

The inventor rubbed the sole of his shoe in the sand.

"If it is what you call a commercial possibility right now," he said slowly, "what would you do with it and for me?"

"Make you rich to begin with. Make a stock company to float the machine. After that the machine would have to prove itself, and if it did, you would be too well fixed to need to live in the brush and do your own cooking."

"I don't care so much about that. I've got another idea that I must work up, and this is the best place for me to work in that I've ever found. But what I'm after is to prove to 'em that I'm right, to show 'em all that I have got the right idea for raising sunken ships, no matter how big, how deep they lie, or how long they've been lying there. It's so simple, too. They can't help but see it. Look: air will lift a balloon from the ground, won't it? Yes. And air will lift a ship from the bottom of the sea, too; but I'm the first man who ever knew how to put the air to work on that task. I—"

"Can you make a demonstration to-morrow? I don't care one whit about your theories. What I want to see is the work, the results of your theories. What do you say?"

Martin Harden pondered and demurred, but in the end he agreed to make a private demonstration, to be witnessed only by himself, Carmichael and brother John. Carmichael went home with the prospectus of his new stock company already splendidly forming itself in his mind. He was so preoccupied with his new idea that after dinner he sat at his table and wrote the most startling claims for the invention he never had seen on the napkins.

Then he looked up and saw Ignatius Black smiling at him from across the table.

"Black!" Carmichael started uncomfortably. "You here? What are you doing here?"

"Resting," said Black. "Merely resting. And you—I presume you are mourning over the demise of the Dual Motor. Rather a stillborn thing that, Mr. Carmichael, if you will pardon my saying so."

Carmichael waved a large hand above the table. With that gesture he wiped out the past, including the Dual Motor, into the chasm of oblivion, and started a new sphere. The past was dead; the past never had been; the future was; long live the future! And leaning his elbows upon the penciled napkins, Mr. Carmichael, promoter and money lover, began to sing the paeans of the Harden Compressed Air Ship Salvage corporation. Language was Mr. Carmichael's right by birth; enthusiasm was his by inspiration of the lust for

VOIGT'S CRESCENT

You Need Selling Points

MR. GROCER:

To be able to talk enthusiastically about your goods it's necessary for you to know what to talk about. You must know more concerning those goods than the price. When you recommend a certain brand, be able to tell why, and in a manner that convinces.

If you're using VOIGT'S CRESCENT in your own home you get proof three times a day that the flour is just what it should be, and when some lady asks you to recommend a good flour you can do so. You can talk right from the shoulder.

If you don't use VOIGT'S CRESCENT in your own home you're missing two mighty important things—good selling points and a good living.

Tell the boy to take up a sack.

Voigt Milling Co.
Grand Rapids, Mich.

VOIGT'S CRESCENT

Buckwheat

Just what the name indicates. We furnish the pure, strong buckwheat flavor. We manufacture buckwheat by the old fashioned stone method, thus retaining **all the buckwheat taste**. Insist on getting **Wizard Buckwheat Flour**. Send us your buckwheat grain; we pay highest market price.

Grand Rapids Grain & Milling Co.
L. Fred Peabody, Mgr.
Grand Rapids, Michigan

BRIGHT LIGHT

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

SWEM GAS MACHINE CO. Waterloo, Ia.



A Good Investment

**PEANUT ROASTERS
and CORN POPPERS.**

Great Variety, \$8.50 to \$350.00

**EASY TERMS.
Catalog Free.**

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



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

RAPID HEATER CO.

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

wealth. And as he talked the true promoter's self-hypnotism came upon him and he actually believed all that he said.

"And, Black," he cried, striking the table, "I want you to come out and see it. I want you to help give a real invention to the world. I want you to forget the Dual Motor, want you to satisfy yourself that this thing is right, and want you to name your price for indorsing the thing if you really think it is something big. Come to think of it, I want your word for it for myself. I know you are honest; wish I had not learned it in the way I did, though. Simply as man to man, I want to engage your expert intelligence for the job of finding the real value of this Harden's invention. I'll pay—"

"You will pay me nothing, Mr. Carmichael. I will not touch a cent of your money. But you have interested me in this young man who seems to have hit upon a method of applying the air principle to the raising of sunken vessels. For his sake, and for the sake of the mechanical world, I will look at this thing, but for your money—"

Black made the motion of washing his hands.

"Good enough," said Mr. Carmichael, unabashed. "Just so long as you take a look at it, I don't care why or how you do it. But there's a rub in doing it. This young fellow won't let anybody but myself and his brother John see the demonstration. John helps him, and I look on."

"Nevertheless," said Black, "I shall know more about the value of this invention by to-morrow evening than will you. There are field glasses and hiding places along the shore, Mr. Carmichael."

Carmichael was overjoyed at the old man's shrewdness.

"But will you be able to see well enough?" he persisted.

"Wait until to-morrow evening before seeking an answer to that question," said Black.

And on the evening of the next day Black convinced Carmichael that he had seen, and seen well enough.

"The young man has discovered the one method of applying the principles of compressed air as a weight-lifting force," said the little scientist, after explaining how Harden's apparatus had worked. "But unfortunately for him and possibly for your own hopes for wealth, Mr. Carmichael, in three days I can construct an apparatus that will be an improvement upon the Harden system. I have worked at this idea for fifteen years. The young man's work has shown me the needed light."

Carmichael flopped back in his chair aghast at this sudden blow to his plans.

"And I paid Harden \$5,000 on account to make this demonstration. I call that rotten. Are you sure you can beat him at his own game, Black?"

"I don't like your way of expressing yourself, Mr. Carmichael, but I assure you that my apparatus will be superior to this young man's."

"Will you sell to me?" Carmichael

was no slow mover in doing business.

"Not at all, Mr. Carmichael, not at all."

"You won't?"

"I said no."

"What are you going to do?"

"I am going to—give young Mr. Harden the advantage of fifteen years of experimenting. You wouldn't understand the motives which prompt me to such course of action, Mr. Carmichael, so I will not explain. Good night, Mr. Carmichael, and goodbye."

Next day Martin Harden was not to be found at his hut in the woods. Carmichael tried hard enough to find him, sitting down on the sand and waiting from morning until evening. But no inventor came and Carmichael sweated and worried and waited for the morrow.

When, at noon of the second day, the inventor did put in an appearance Carmichael at once was aware of the change that had come over him. Martin Harden was a new man. He stepped high as he walked, he held his head up, and under his arm was a bundle of papers, the gift of Ignatius Black.

And Carmichael's peace of mind was not increased by these signs. He saw that Harden knew how he stood in the world; that he knew full well the value of his invention, coupled with that of Black's. More than ever the promoter saw that this was a thing that must not escape him, and that the time to strike was now. So he struck.

"I'll give you a third in a million dollar company," he said abruptly.

"If you can show me your backing, I will accept your offer," said Harden.

"Backing? Good heavens! Don't you know who I am?" cried Carmichael, forgetting his assumed name. "No, of course you don't," he continued on second thought. "But here, you talk about backing; why, I am backing myself. I can buy you out-right, buy you for cash."

Martin Harden hugged his papers to his breast.

"You can buy me—my invention, I mean—for \$100,000 cash," he said. "That is the value that Ignatius Black placed on my invention—to me."

But Carmichael wouldn't pay \$100,000 more. He paid \$95,000, which, with his \$5,000 bargain money, made up the sum which Black had placed against his name.

Three days later he was showing the apparatus to a crowd of reporters who were to herald his discovery to the world with the assistance of back page advertisements in the financial section. The reporters viewed the demonstration seriously.

"Does it or doesn't it do what I claim for it?" demanded Carmichael, after a sunken stone barge had been lifted to the surface in fifteen minutes.

"It does," said the spokesman of the newspaper men. "Only—"

"Only what?"

"Only the Deep Sea Salvage Company took out patents for this same device about two weeks ago. The

photographs and the patent numbers came to all newspaper offices in the city this morning. Your machine is good, but it's just what the Salvage people are making. Sorry, but your invention is old news."

But it wasn't, after all. The city editors saw the value of the story, and next morning the papers told a rambling, unverified story of how a seashore fisherman had stuck Promoter Carmichael. Carmichael went to the hut in the woods with a gun, but he found it abandoned and dismantled. Only one thing remained to remind him of Martin Harden, inventor. That was a photograph of him with his disguise lying on a table before him. Then Carmichael, looking upon the photograph, kicked himself and cursed the day when he compromised himself so hopelessly with Ignatius Black. "If Black hadn't known so much about the Dual Motor swindle," mused Carmichael. But if Black hadn't known, and known that Carmichael would dare say nothing, there would have been no photograph of himself a la Martin Harden.

"You make a good, loyal brother, David," said Black to the boatman of the swift motor boat. "I was proud of you, David—proud of you in your role of the sturdy young seaman. I really—"

"Oh, stuff!" said Campbell. "Let's go to a show, and see somebody else act for a while." Lee McQuoddy.

Boss Makes Office Boy Lie.

"Johnny," said the Boss to the office boy, "if anybody calls, tell them that I am out. Unless a big fat fellow with a silk hat comes. Let him in if he comes. I don't think he'll come, though. But to anybody else I'm out."

"Yes, sir," said Johnny. "A big, fat fellow with the silk hat gets in; and everybody else gets told that you are out."

"Quite right."

The Boss retired within his private office, and little Johnny sat him down with his first finger between pages 66 and 67 of "Freddy Fresh, the Famous Filibuster in Fanamingo," and thought it over:

"If a big, fat fellow with a silk hat comes along: 'Yes, deh boss is in.' Dat's deh truth. If anybody, or everybody else, comes in, den: 'Nah, deh boss ain't in today!' Dat's a lie. Howsomever, if I don't fall for what dey tell me I git canned; and dat 'ud be rotten. Me for dah soft pedal on deh honesty is deh best policy question. I need deh money. Five per week gets me vote every time. Hullo. Here's a victim now. Has he got er window an' a silk hat? Naw, he's skinny and wears er straw. 'No, sir; Mr. Boss ain't in.' 'When will he be in?' 'I don't know.' 'Where is he?' 'Don't know dat, either.'"

The caller went out.

"Oh, Mildred! Three lies to one gent. If we have deh regular string to-day I'll lie umsteen thousand times."

A few minutes later entered a chunky man with a panama on the back of his head. Johnny ran an appraising eye over the caller. No,

the caller was not fat and did not wear a silk hat.

"No, sir, deh boss ain't in."

"What's that? Young man, you're lying. He is in. I have an appointment with him."

The man strode firmly into the private office. Two minutes later the boss came out, white around the mouth.

"You little imp!" he roared. "What do you mean by telling Mr. Millions that I was out? You be more careful in the future or I'll let you go so quick you'll be dizzy."

Johnny sat dazed. The problem was too complex for him. He had to have time to figure it out. Wearily he turned to page 67 for bloody solace.

Next Sunday Johnny had the problem solved:

"Johnny," asked his Sunday school teacher, "can you give us the Golden Rule?"

"Sure," said Johnny: "Don't lie to deh wrong man."

Henry W. Jackson.

Rural Wit.

As a countryman was sowing his ground two smart fellows were riding that way, and one of them called to him with an insolent air: "Well, honest fellow," said he, "'tis your business to sow, but we reap the fruits of your labor." To which the countryman replied, "'Tis very like you may, for I am sowing hemp."

**All Kinds of Cut
Flowers in Season**
Wholesale and Retail
ELI CROSS
25 Monroe Street Grand Rapids

**MAKE ME AN
OFFER**
25 Autos--All Makes

Left from Auction Sale. These must be sold at once. Send for list.

S. A. DWIGHT
Auto Dealer, 1-5 Lyon St.
Phones—Office, Citizens 2236
Res., Citizens 9599

Errors

are rectified—yes, and often prevented—by the use of the telephone.

No business man can afford to be without one.

"Use the Bell"

IT
PAYS

CALL
MAIN
330



CONVENTION HALL.

The Only Way It Can Be Accomplished.

Written for the Tradesman.

The plan to build a convention hall seems to have been lost in the shuffle.

That the city badly needs a big meeting place for conventions, exhibitions and other purposes is universally conceded. How the city is handicapped by the lack of such a place is frequently spoken of. Why does not somebody do something? is often asked. And we appear to be about as near to a realization of convention hall dreams as we were two years ago when the agitation began.

The trouble with the convention hall project is that it has not been tackled in the right way. State aid, city aid, public subscription, private corporation and the unfound philanthropist have all been urged, advocated and held up to the gaze of the people as good. And not one of the plans presented has produced results. Grand Rapids still needs a convention hall. The prospects are that a convention hall will continue to be one of the needs of Grand Rapids for some time to come unless the project is taken up in some form more practical than has yet been attempted.

By an act of the last Legislature State aid for an armory is possible, but the State aid is inadequate.

A glance at the tax levy will show how hopeless is city aid.

Public subscriptions might help but the amount required is too great to make this method of financing safe or easy.

The visible returns are not sufficient to make the private corporation an inviting proposition.

It is weary waiting for the philanthropist to permit himself to be found.

If the city wants a convention hall, and it sure does, the way to get it is for the Board of Trade and the public spirited citizens to get behind some strong, active, hustling, energetic organization already in the field and which needs just such a hall for its own purposes, and give that organization a boost both financially and morally.

For instance, why not take up the Grand Rapids battalion? The battalion has a corporate existence and can own property. It is made up of the four companies of the Michigan National Guard stationed here and the hospital corps. It needs a spacious floor space for drill room, besides club rooms for the men, and storage. An armory for the battalion and a convention hall for the city would make an ideal combination. The battalion receives from the State \$2,500 a year, \$500 for each company and the hospital corps, for the rental of quarters. This fund, while not sufficient, perhaps, would go a long way toward the maintenance of the building. It would at any rate be an assured income, something to bank on. To raise what more may be needed would be comparatively easy

by rentals for conventions and other purposes. The battalion, owning the building, would be directly interested in keeping it up and could be depended on to do the hustling for its proper maintenance. Owning the building, also, the battalion would never quarrel with the landlord and, with its rental fund from the State, seek other quarters.

The battalion has attempted, without a gratifying degree of success, to promote and finance a building plan. The reason for the lack of success has been, not the want of merit in the scheme nor the absence of public sympathy with the movement, but because of a defect in the plan. Asking for civilian contributions the battalion has not offered the civilians a representation on the Board of Managers nor a voice in the direction of affairs. Is it not possible that, if the battalion corporation were to reorganize on a broader scale, admitting a liberal allowance of civilians to the directorate, the appeal for funds would meet with more generous response? The organization could and should retain its military character, but the business men and manufacturers who put up the money should have some little voice in the management. How the civilian members of the Board shall be elected is a matter of detail easy to arrange. Letting the Board of Trade elect a certain percentage of the directorate would be one suggestion.

Another organization that might be backed for the convention hall enterprise is the Y. M. C. A. The Y. M. C. A. needs more room for its many activities. It could use a large hall to excellent advantage upon many occasions during the year. It has an assured income from its large membership. In the event of a deficit the nature of its work is such that public appeals for contributions meet with ready response.

Instead of trying to launch an independent organization to build a convention hall the Board of Trade should back some organization already in the field, and doing so the convention hall will become a reality. To depend on State or city aid in any adequate amount is useless. To try the private corporation plan with many small stockholders is to invite an eventual concentration of the stock and the freezing out of the little fellows. With either the battalion or the Y. M. C. A. in control those who contribute will be certain that the money they give will be put to a good use, that the public interest will always be served.

L. G. Stuart.

His Wish Was Granted.

At the height of their usual quarrel the other day Mrs. Blank choked back a sob and said reproachfully:

"I was reading one of your letters to-day, James, and you said in it that you would rather live in endless torment with me than in bliss by yourself."

"Well, I got my wish," Blank growled.

It takes adversity to show whether we have any real prosperity.

Risks Involved in Endorsing a Draft.

"New York exchange is cash anywhere in the United States."

Most people who have the average knowledge of banking methods are familiar with this statement of fact. But many of these may not be familiar with some of the other attendant facts which make this first statement truth.

The stranger in a strange city, possessing a New York draft for which he paid cold cash, realizes how worthless his draft is except for a satisfactory identification. If he were in New York as a stranger who had purchased the draft there the day before, he would need this identification to get his money back from the bank of which he had bought it.

What are the nature of identification and the responsibilities of the man who makes the indorsing identification of the holder?

In the case of the stranger returning to the bank of purchase, all that would be needed is that a person known to the bank identify the holder as the original purchaser of the draft. But with the holder of the bank draft a thousand miles from home, the indorser for identification assumes vastly more responsibility.

John Smith comes to me in San Francisco with a New York draft issued by a small bank in Skiddimazoo, Mich. I have known Smith all my life. Also I chance to know that Smith hasn't a sou to spare or spend above the face of that bit of paper and I know Smith means to blow most of that money in the next few

weeks. But I do know that Smith paid the Skiddimazoo bank for that bank's check on New York. I'm more than willing to bank on that fact. And Smith asks me as a small courtesy to step over to my bank in San Francisco and identify him, simply as a matter of form.

I tell the cashier that I know Smith well and give the impression that I would trust his honesty to the limit. This is not enough.

"All right," says the cashier, "just indorse that with Mr. Smith, please," probably remarking casually upon the weather.

Smith writes his name across the back of the paper and I put my name just under it. Smith pockets the money that is paid him and considers it a good deal of a bore to have to go through merely to have a draft cashed. He doesn't think for an instant of the responsibilities that he has left with me.

Howard Traynor.

Didn't Like Donkey Music.

The 4-year-old daughter of a Washington man not long ago saw a donkey for the first time. She talked to her father a good deal touching the unusual sight. It was a "dear donkey." It was a "lovely donkey," etc. Soon the child exhausted her stock of adjectives.

"And so you liked the donkey, did you?" asked the fond parent.

"Oh, so much, Daddy!" returned the youngster. "That is, I liked him pretty well. But I didn't like to hear him donk."

**HOW A
RETAIL MERCHANT CAN
INCREASE HIS BUSINESS
WITH A
TYPEWRITER**

Send
For
Our
Booklet



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

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

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

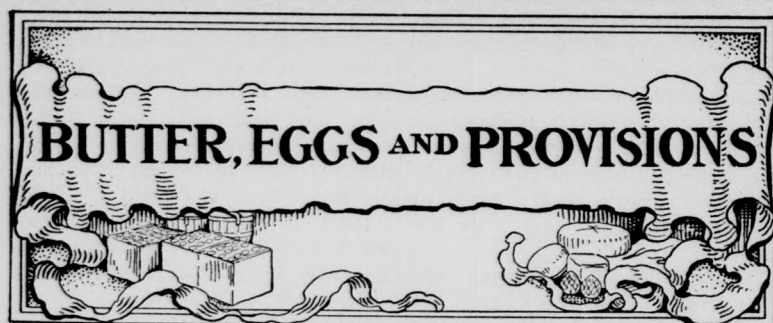
The Fox is the highest grade typewriter made. We place it in your office for examination at our expense.



Fox Typewriter Co.

260 North Front Street
Grand Rapids, Mich.

On the Fox all the writing is always in sight.



BUTTER, EGGS AND PROVISIONS

Observations of a Gotham Egg Man.

Since our last issue we have received the statement of comparative egg stocks issued by the associated warehouses, about thirty houses reporting, from which it appears that the stock of eggs in these houses on Nov. 1 was 1,246,421 cases, against 1,580,182 cases at the same date in 1907 and 1,164,451 cases in 1906. This indicates an October reduction in these houses of 425,337 cases—about 25 per cent.—and a shortage as compared with last year of 333,761 cases, or about 21 per cent.

It is interesting to compare these indications of storage movement with those obtained from the estimates of stock at the four leading markets last week, which showed an October reduction of 22.5 per cent. and a shortage of 20 per cent. compared with last year.

These results are as uniform as could be expected, considering the fact that they are arrived at independently and cover stocks held to a large extent at different houses.

The attention of egg shippers is called to a change in the grading of eggs at this city which went into effect Nov. 5, under direction of the Egg Committee of the N. Y. Mercantile Exchange. The grade of "extra firsts" has been eliminated and the quality requirements for firsts and seconds advanced to the same point as formerly specified for extra firsts and firsts. That is to say, the requirements for firsts are now the same as formerly demanded for extra firsts and for seconds the same as formerly for firsts.

The present requirements are as follows:

Extras—80 per cent. minimum full and fresh; 1½ dozen maximum loss.

Firsts—65 per cent. minimum full and fresh; two dozen maximum loss.

Seconds—50 per cent. minimum full and fresh; three dozen maximum loss.

Thirds—30 per cent. minimum full and fresh; six dozen maximum loss.

Extras require to be free from dirty eggs and of good uniform size.

Firsts must be reasonably clean and of good average size.

It is to be noted that our egg receipts now contain only a comparatively small quantity of storage eggs from interior points where the demands seem to be absorbing the holdings at a satisfactory rate at prices equal to the rate obtainable here. This is keeping our receipts on a comparatively small scale and permitting a fairly liberal output of locally held storage eggs, although our rate of reduction is apparently not so great as it was a year ago under the presence

of much lower prices. We have had considerable activity in storage stock and the advance in prices recorded is very firmly sustained to the close.

Some Southern shippers, who are getting a fair proportion of new eggs in their collections, have been making an effort to put up a grade so fine as to command the current quotation for "extras" in this market; this would seem entirely feasible if the grading is done with a full knowledge of the requirements of local candling. So far the goods of this character received have not shown the strict candling necessary to command the extreme quotation for "extras"—now 37c—but some of them have come pretty near it, and we are inclined to believe that if the plan is persisted in it will prove profitable in the end.—N. Y. Produce Review.

Sheep and Lamb Meat.

It is generally known that consumers prefer the flesh of lambs to that of sheep, but it may surprise many to know that some markets require lamb almost exclusively. Years ago Pittsburg was the greatest sheep market on this continent. Before the development of the Western sheep industry this market handled more sheep than any other, being convenient to what was then the greatest sheep producing territory in America. And mutton, the flesh of sheep, was then a staple there, the lamb industry not having been developed. Now all this is changed. Pittsburg is no longer a great sheep market. The center of the industry has moved westward. Nor is it a great lamb market for the same reason, although it still handles a great many lambs. There is very little demand for sheep from Pittsburg buyers, and the Eastern trade must be relied on for purchasers. Not one of the large slaughterers in the Pittsburg district kills sheep, but all kill a good many lambs. Pittsburg butchers will not buy sheep carcasses if they know it, and that is the reason the wholesale slaughterers are not in the market for sheep.

It would seem that there must be good reason for the neglect of a comparatively cheap and wholesome meat on the part of the consumer, especially since lamb must retail at such a high figure, as it usually does. But while there are reasons for the preference for lamb there seems to be no adequate one for the exclusion of sheep. One reason no doubt is the fact that "lamb" carcasses are sometimes "made" out of sheep. A lamb in the butcher shop is anything that will "break the lamb joint" clean; that is, break the joint of the an-

kle. In lamb carcasses this joint breaks clean; but with nippers the joint of a young sheep may be made to look like a lamb joint. This may have left only the older sheep in the sheep class and may partly account for the prejudice against their meat. Another reason is that retailers do not always take the trouble to remove the integument which covers the mutton carcass in selling it; it often has a strong taste and consumers reject the meat. And another reason may be the size of the cuts, and the difficulty of using legs and shoulders. The gas stove has a great influence on the meat market wherever it is used, leading housekeepers calling for chops rather than boiling and roasting meats, because they can be prepared quickly and with little expense for fuel. All these things may contribute to the exclusion of sheep from the butcher shops of this district, but considering the price at which the two classes of meat can be put on the table there seems to be no adequate reason for such a state of affairs. Consumers who clamor for cheaper meats would do well to consider mutton—old fashioned sheep mutton—which is better to-day than the old-time article ever was.—National Stockman and Farmer.

There never was a church that went down except it had first failed to get down and serve men.

It is no use preaching against the sins of people in a way that provokes them to profanity.

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

M. O. BAKER & CO.

Toledo, Ohio

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.

Save Your Money

Stop wasting it on those expensively operated lights. An Improved **Hanson Lighting System** gives 100 per cent. better light at 50 per cent. less cost to operate. Let us send you descriptive catalogue telling all.



American Gas Machine Co.
Albert Lea, Minn.

BAGS

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

ROY BAKER

Wm. Alden Smith Building

Grand Rapids, Michigan

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

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.

W. C. Rea

A. J. Witzig

REA & WITZIG

PRODUCE COMMISSION

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

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

REFERENCES

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

Established 1873

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Nov. 14—The grocery trade is doing better. Thanksgiving demands have kept the dealers busy and both jobber and retailer have all they can attend to.

There is a quiet speculative coffee market and matters seem to be simply drifting. The question of advertising is still agitating the powers that be in Brazil and they hope to see the day when a million a year can be spent in counteracting the prejudicial advertising of proprietary goods which are sold in place of coffee. If the consumption of coffee can be increased 2,000,000 bags a year, it will relieve the strain which planters are under and make things bright all around. The spot coffee market is quiet. Roasters seem to be well stocked and, for the moment, are not purchasing, while other buyers are doing only an everyday trade. This is not unusual and is simply what has been going on for a very long time, and will go on just so long as the Government continues its valorization business. Only when men can speculate to some extent can there be any great change in market conditions. At the close Rio No. 7 is worth 6½¢@65¢. In store and afloat there are 3,807,166 bags, against 3,967,279 bags at the same time last year. Mild grades are quiet, although roasters are taking some supplies of washed Maracaibos and Savanillas of the better sorts. Prices show no particular change.

In the tea market, as usual, the demand is mostly for the lower grades, but there is a general all-around improvement that is noticed by more than one dealer and it is sincerely hoped it may continue. Prices are well sustained and there is a tendency to a higher level, but it would hardly be safe to say this has actually materialized.

The merry war raging in the sugar trade is well under way now and prices show some variation day by day if not hour by hour. The Warner refinery is "closed for repairs" and will not open until "next week." The demand does not seem as yet to be greatly stimulated by the situation and buyers are simply taking the usual hand-to-mouth supplies while waiting further developments.

Improvement in the spice market is noticeable and dealers are in an optimistic frame of mind. Cables show a firmer feeling abroad also and, with stocks here that are only moderate in size, the outlook is in favor of the seller, although quotations are practically unchanged.

There is little to report in the rice market. Reports continue of the shutting down of mills in the South, owing to the disinclination of planters to sell the rough stock at prevailing rates. This, of course, tends to disorganize trade and gives the foreign article a chance to work in. Japans are selling at a price that would seem to be bottom—3½¢@4½¢.

Open kettle molasses is scarce and

prices are well maintained at 28¢@42¢. Grocers' grades of New Orleans have been in pretty good call and sell for full prices. Good to prime, 22¢@30¢ for centrifugal. Syrups are dull.

Canned goods brokers report increasing activity all around and think the long-looked-for corner has been turned. Buyers are loath to pay the prices asked and sellers are equally loath to make any concession. Standard 3s tomatoes, Maryland pack, are quoted at 70¢ and more than one are holding for 72½¢. Maryland-Maine style corn is being more and more called for and 62½¢ seems to be the bottom. Fancy New York State is quoted at 85¢@90¢ and the supply is not at all overabundant. Maine corn is unchanged at 75¢@\$1 per doz. The supply is moderate.

Butter seems to have about reached top notch. People will not and can not go above a certain limit, and when they have to pay 38¢@40¢ at retail they fall back on bacon gravy. Special creamery is quiet at 30¢@30½¢; extras, 29¢@29½¢; Western imitation creamery, 20½¢@21¢; Western factory firsts, 20¢; seconds, 18½¢@19¢; process, 22¢@24½¢.

Cheese is firm at 14¢@15¢ for New York State full cream.

Fresh gathered eggs, firsts, 32¢@33¢; seconds, 29¢@31¢; April refrigerator, 22½¢@24½¢; May pack, 22¢@24¢; limed, 22½¢@23¢. The market is strong on almost all grades. White leghorn eggs are retailed at 55¢ per dozen.

Jamaica's Curious Pimentos.

Pimentos are the pets of Jamaica. They are a dark colored berry, the size of a pea, with the remains of the calyx attached, and possess the odor and flavor resembling a mixture of cinnamon, cloves and nutmegs, from which it derives its name of allspice. While an inferior quality grows in Mexico and parts of Central and South America, Jamaica is the country from which pimento is exported. The tree is handsome, attaining a height of thirty feet, with a light ashen or brown colored bark, which peels off in flakes as the trunk increases in height. It grows wild, so that plantations of pimento walks are established by allowing a piece of land near pimento trees to become overgrown with bush, in which the birds deposit seeds from the pimento berries eaten by them, and from these seedlings grow. When the plants reach a certain size the bush is cleared and the pimento trees are allowed to grow up. The tree yields a berry when seven years old and the crops increase each year until the tree attains its full size. The berries are gathered while green, after the blossom falls. The usual method pursued is for a person to climb the tree and break off the young branches and throw them down to the women and children, who pick the berries from the stalks, separating the green from the ripe, and then carry them to the drying places. The berries are dried on trays exposed to the sun in the same manner as coffee, the process lasting from three to twelve days. Ripe pimento berries

are used to make pimento dram, a native drink. Stems from the tree are used for making walking sticks and umbrella handles.

Underground Explorations in Canada.

The underground has been explored to the extent of a remarkable series of caves and waterways in the Selkirk Mountains in the British dominions. The caves are situated within a few miles of Glacier house, on the Canadian Pacific Railway, but it was only in 1904 that they were discovered, and only within the last months that they have received detailed report. In 1905 between 5,000 and 6,000 feet of subterranean passages were explored and mapped, often under conditions of considerable difficulty and at no little personal risk, on a scale of a hundred feet to the inch. No remains of men or of animals have been found underground. The traversing of the narrow underground tunnels with their jagged floors and roofs is no easy matter; but every now and again passages open out into chambers of weird and fantastic attractions. With marble or partially marbleized walls, sometimes incrustations forming natural designs of impressive beauty, these chambers have assumed various shapes and suggest various ideas which the earliest explorers expressed in such names as Judgment Hall, the Bridal Chamber, the White Grotto and the Art Gallery.

If your faith does not justify itself by its fruits there's little use worrying over its roots.

Fat Turkeys And all kinds of Poultry, live and dressed, wanted for Thanksgiving.

I am swamped with orders.

Can YOU help me fill them?

Good demand for veal calves and dressed hogs.

Butter and eggs wanted.

F. E. STROUP, 7 North Ionia St., Grand Rapids, Mich.

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

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.

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

HEKMAN'S DUTCH COOKIES

Made by
VALLEY CITY BISCUIT CO.

Not in the Trust

Grand Rapids, Mich. Denver, Colorado

Grand Rapids Floral Co.

Wholesale and Retail

FLOWERS

149 Monroe Street, Grand Rapids, Mich.



Ground
Feeds

None Better

WYKES & CO.
GRAND RAPIDS

Salesmen—Men with Grit and "Go"—It's Your Chance

I want a few reliable salesmen to canvass the retail trade. Samples in coat pocket. Don't worry trying to revive dead lines. Get one with breath in it now. It's a boom year for you if you connect right. Get wise to the "Iowa Idea." Straight commission. New and very profitable for both the salesman and retailer.

(Mention this paper.)

BOSTON PIANO & MUSIC CO.

Willard F. Main, Proprietor

Iowa City, Iowa, U. S. A.

MRS. JARLEY.

She Handles a Passenger Who Is Badly Frightened.

Written for the Tradesman.

When the Old Man heard that another boat, an extra and the last one of the season, was to make the run down the Lakes with a cargo of package freight he said to me—I was the local editor, advertisement and subscription solicitor and collector all in one—he remarked to me that if the Bessie Barton, that was the name of the boat, would touch at the port of Algory he believed he would go down the shore and make some collections, returning by stage and rail. Then he added: "Mack, run down to the dock and see about it."

As a result I was a passenger, representing the Old Man, or the Bessie Barton, as she steamed out of the harbor one cold evening late in November. Once outside we got ours in earnest, with a gale of wind and a snow storm from the Northwest. We had a passenger list of three ladies, two children and eleven men, besides a crew of nine, including the cook, a woman who was a counterpart of the famous "old woman" of the great Union Square Theater in the 90s, Mrs. E. J. Phillips, in the character of "Mrs. Jarley." And the cook was familiarly known by that name.

Sleep was out of the question for two reasons: In the first place the tiny staterooms with their infinitesimal berths were too stuffy, and in the next place everybody except the Captain, the purser and Mrs. Jarley was hopelessly seasick. It was a badly mussed cabin and a woeful lot of human beings that were visible in the morning, very much out of keeping with the spirit and practice of the day, which was Sunday.

Our boat, she was only 135 feet over all, and a propeller at that, had stood the test splendidly because she had been ably handled; but there was not a passenger aboard who did not long to be again on land, which was visible three or four miles off our port bow. One of these passengers, a six footer, a pompous man, who represented a fire insurance company, was on his way to Algory to adjust a fire loss—a large sawmill having been burned—and he allowed that he would pay the loss claimed in full and without investigation if the captain would only put him ashore.

Not to be outdone in generosity I admitted the fact that I had bills aggregating over \$750 which I hoped to collect, and told the Captain he might have the entire outfit if he would put me ashore with the insurance adjuster.

The force of the storm had very greatly subsided by noon, but snow was still falling and to make matters worse our boat began to have difficulty with ice which was running heavily. From doing five or six miles against a head wind we were down to a two mile gait, a change which to people who had expected to reach port by 10 o'clock Sunday forenoon was decidedly uncomfortable.

"When do you think we will reach

port, Captain?" was a question that had been asked probably 500 times during the trip, and his reply had been always, "Oh, we'll get there in good time," until the big insurance man put the question for the twentieth time. And then the man in command lost his temper so far as to say, "Why don't you get out and walk if you're in a hurry?"

This seemed to please all the passengers save the person addressed. Even a tired, sick little woman whom Mrs. Jarley was caring for with tender devotion laughed aloud, but, of course, feebly. At this the insurance man turned upon the woman as though to offer a reproof. But before he could speak Mrs. Jarley was on her feet, facing him determinedly and saying, "If you open your head at this little woman, you booby, I'll sick the whole crew on to you."

This check on the big man's anger of course created another big laugh, so that in a very short while the entire party, the sick woman and the booby included, had forgotten their troubles and the tedious delay and were indulging in all sorts of good humored jibes and jokes to pass away the time.

Presently all realized that the vibrations caused by the engine and wheel were not noticeable; and looking out of the cabin windows the passengers appreciated the fact that our craft was making little or no headway. And besides, the only member of the crew available was Mrs. Jarley—everybody addressed her in this fashion—and she had suddenly become very reticent. Moreover, it was soon learned that both cabin doors were locked and no keys visible or obtainable.

We were stuck in the ice four miles from land, with but little fuel aboard and no food to speak of except such as might under stress be appropriated from the packages of freight. Instantly the adjuster became very much alarmed and to intensify his fear just then the whistle of our boat began to give forth short, sharp blasts quickly following each other. Then he became terror stricken and shouted: "It is the signal of distress, we're going down!" at the same time rushing to his stateroom "to get his luggage together," as he said. "And everybody put on a life preserver!" he yelled as he passed through the door.

Again Mrs. Jarley came to the front. With a quick jump she reached and shut and locked the door of the adjuster's stateroom and then turning to the other passengers, who were naturally affected by the fearsome antics of the booby, she said: "We're in the ice all right and maybe we're good for staying here a day or two, but we're not going down and we're not going hungry or cold." With this she sat on the couch where the sick lady was resting and began passing her great big red hands over the white forehead. "Watch me, ladies and gents," she said, "while I put this poor little girl to sleep."

Either the adjuster had been seized with a sense of shame over his cowardice or he had fainted from fright,

for we heard no sound from his room, not even an attempt to open the door. And this fact, coupled with the cook's serene behavior and the absolute stillness about the boat, barring a volley of short quick whistle blasts now and then, served to restore confidence and quiet. By this time the short November day was drawing to a close so that it was not long before, unlocking one of the doors of the cabin, the purser entered and began lighting the lamps. While thus engaged the cook informed him clearly and thoroughly as to the behavior of the adjuster and as to her final disposition of the case, at which the purser said: "And he's locked in his room now?"

"Tighter 'n a drum," answered Mrs. Jarley.

"A good place for him," said the purser as he went out, and it was noticed that he did not lock the door after him. He returned very shortly, however, and with him the Captain and together they went to the adjuster's room, unlocked the door and entered.

The big passenger was nowhere visible. His suit case and a hand bag were there, but his overcoat, overshoes and umbrella and both of the life preservers, which should have been under the lower berth, were missing and the stateroom window was wide open.

These facts were learned later by the passengers because when the Captain and purser re-entered the cabin, closing the stateroom door and locking it, the Captain merely said, "He's all right," and invited Mrs. Jarley to "See that he is not disturbed."

About 5 o'clock supper was served, Mrs. Jarley having put her charge to sleep as she said she would, and nearly everybody seemed to enjoy the coffee, bacon and eggs, bread and butter, and so on, which constituted the menu. And no wonder. The boat was practically motionless, the cabin was warm and cheerful and the Captain vied with the purser in telling stories of experiences so much worse than the one we were passing through, all of which ended happily, that all fear and tediousness disappeared. And aroused by her improved condition and by the merriment in the cabin the little sick lady came from the couch and joined in the sociability.

"I should think that big mucker would come out and try to be a man," said a traveling salesman from Chicago.

"The cook's hypnotized him, I guess," said the Captain.

No one thought to ask as to when we would reach port or as to whether or not the Captain thought there was any danger. Indeed, there were a music recital and a soiree dansante that evening simply because every stomach aboard had reached a normal condition and had been satisfied and every head had stopped aching. Even the little sick woman had gone to the sorely abused piano with its strings all out of tune and its keys active or docile as it happened, and had played music for Mrs. Jarley and

the Chicago man to do a cake-walk. Then a young lumberjack whose "turkey" was slung on a hook in one corner of the cabin, recited Kipling's "L'Envoy" in fine fashion, at which a young lady from Indianapolis had become so interested and curious that presently she introduced the youngster as "Mr. Wright of the Class of '02, University of Michigan, Literary Department."

The insurance man was absolutely forgotten. Mr. Wright recited "The Fog Bell," thus encouraging the Indianapolis lady to take a seat at the piano and to sing with exquisite voice and expression, "On the Road to Mandalay."

The Celebrated Royal Gem Lighting System with the double cartridge generator and perfected inverted lights. We send the lighting systems on 30 days' trial to responsible parties. Thousands in use. Royal Gem cannot be imitated; the Removable Cartridges patented. Special Street Lighting Devices. Send diagram for low estimate.
ROYAL GAS LIGHT CO.
218 E. Kinzie St., Chicago, Ill.

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

Grand Rapids Stationery Co.

Toys, Fancy
Goods, Books, Etc.

134-136 E. Fulton St.

Leonard Bldg.

Grand Rapids, Mich.

Fur Coats Blankets Robes, Etc.

Is Your Assortment
Complete?

We Make Prompt
Shipments.

Ask for Catalog.

Brown & Sehler Co.

Grand Rapids, Mich.

WHOLESALE ONLY

Thus did the entire passenger list—excepting one person—make the most of an unavoidable position until about 10 o'clock, when they dropped off one by one to their state rooms and to a good night's rest.

Monday morning shortly after breakfast and to the astonishment of all on board the boat began to move, at which the passengers all rushed out of the cabin—a thing they had not done before because of the extremely low temperature—to see what had happened.

As to the ice, there was very much more of it than was visible before dark on Sunday and there was, also, a strong head wind; but just ahead of the Bessie Barton, about 75 feet, was a big lake tug, whose great hawser was made fast to our bow and she was taking us along ten miles an hour. It was then that we learned that she was from Algory; that in response to our whistle calls she had come alongside about midnight and that our boat had lost her wheel when we stopped so suddenly on the previous day.

And we also learned during the forty minutes' ride to Algory that our friend, the adjuster, and all of his luggage were aboard the tug at his own request, and that he had asked the favor because he wished to escape the sneers and contempt of his fellow passengers. That he deserved these attentions is shown by the fact that he was discovered by a member of the Bessie Barton's crew just after he had crawled through his state room window. He had two life preservers fastened about his body and, when caught, was trying to put his overcoat on over the contraptions. The sailor man notified the Captain and together they forced him to do down on the lower deck and stay in the cook's galley.

"An' it didn't need much force either," said the Captain, "cause the poor cuss was simply frightened to death and wasn't responsible."

As to my collections? Well, I visited seven sawmills, five lumber camps and fifteen or twenty stores and offices. I saw chaps who had been getting our paper for four or five years and never paid a cent. These latter turned me down all except one, and he paid a year's subscription. Out of about \$750 due I collected something like \$60, and my expenses were close to \$40.

Why so much expense? Well, I was in a very new country; it was cold weather; I had to walk about twenty miles and then to get to the railroad I had a thirty mile ride in a Concord coach, and, finally, it was quite the custom in those parts, those days, to use red liquor freely.

But, say, what do you think? Just this last season I was over in England and in the city of Leeds I saw somebody's Wild West Show advertised. Of course I went to the show and being an American, when they called for passengers to ride in their old stage coach that was about to be robbed presently by Bad Men of the West, I at once volunteered. And when I got into the coach I'll be cussed if there weren't my initials

just where I had marked them on the middle back-strap during that thirty miles in the lumber country of Michigan.

C. H. Seymour.

Indifference of America To English Criticism.

Written for the Tradesman.

From an occasional outburst the children of the mother country are told in terms which they can not fail to understand that in more ways than one they are not persona grata to the old folks at home. They presume too much. They are too much a law unto themselves. They are altogether too bumptious in the upper story. Like the enormous country they occupy they have too much ground, and then like the over-ambitious hen they are covering more eggs than they can hatch. The therefore is not pleasing to contemplate with their English eyes and the resulting raking down follows as a matter of course.

Among the last venal offenses of the insufferable Yankee, he has, to the great disgust of his English forefathers, assumed the role of super-extra modesty; puts on "a sober habit, talks with respect and swears but now and then, wears prayer books in his pocket, looks demurely and while grace is saying hoods his eyes and sighs, and says 'amen' like one well studied in a sad ostent;" in other words, he is playing the part of a prude, to the extent of being shocked at the directoire gown and of ordering the detectives to prosecute women who shamelessly robe themselves in this Old World importation. Only the other day when an Englishman of the Yellow Leg variety sang in the joy of his joyousness:

"Mary had a sheath gown;
It made us all laugh;
And everywhere that Mary went
We saw her little calf,"

what did the prude of Yankee Puritanism do but declare that the American woman of fashion is "not to be allowed with impunity to array herself in such costumes;" that "these dresses are indecent and immoral" and that "certain physical culture publications are obscene and degrading." Then with the unmistakable air of the Yellow Leg Sir Oracle we are informed that "these people have unerring scent for dirt and would find indecency in promiscuity of flowers in button holes."

Fortunately or unfortunately the Englishman is common enough among us to preclude the need of extended comment. If the American is too presuming, the presence of the Yellow Leg makes it unnecessary to remark upon the similarity between the chip and the old block. If a law unto one's self is to be deplored it is also greatly to be deplored that the detested inheritance was not tossed overboard on that memorable voyage of the Mayflower across the Atlantic. Conceding that bumptiousness in the upper story is wickedness it is submitted that "there are others;" and that according to the latest returns the dimensions of the Yankee article in question are not in excess of those of our complaining

English cousins. Granting with considerable mortification that the attempt of the hen to spread herself has failed to meet the approval of our over-seas ancestors, it is still contended that, brood for brood, the American biped, considering her pedigree, is from fair to middling, that she holds her own in all the qualities attributable to influences peculiar to the climate and the atmosphere of the Western World!

When, then, the American says that this or that garb is immodest and morally unbecoming, it is according to the American standard. When he says that this or that practice is a piece of Old World paganism, it is according to the same unalterable authority. When the American, with the Old World hindrances—its prejudices, its traditions, its unwholesome usages—sloughed off, declares that this or that is unAmerican it is, and the decision stands. The European Sunday is unAmerican and we don't want it. The "sheath gown" stands for a peculiarity of a European period not noted for womanhood's chiefest charm; the gown and what it stands for are not to be tolerated on this side the sea, because they are unAmerican.

Of course this brings immediately to the front the question whether the old civilization is to give way to the new; whether Europe with its time-honored history is to count as nothing; whether—we need not go on with it. Call it Puritanism, if you will. Let it stand, as it has stood since the English upheaval, the Roundhead versus the Cavalier, only let it be remembered that behind it all is the law delivered at Sinai; only let it be remembered that the same law, wafted westward by wind and wave, has never lost its force and that the purity that law upholds stands as it always has an emblem of the pure, the clean. If the wanton eye on either side of the sea finds a rigid observance of the law to be a verging upon prudery or prudery itself, so much the worse for the eye that is sure to see what it looks for. To the American mind even the extreme is not unAmerican and, therefore, obtains. The United States of America is not English, it is not European, but American; and the foreigner who finds this American idea of morality oppressive can sneer at it with all the old-time Cavalier corruption if he will, but he will find that history will again repeat itself and that the Puritan, the Roundhead and the Prude—the trinity of the Pure—is not only American, but will so strenuously assert itself as to obliterate not only the Yellow Leg but even the trail of that wholly undesirable scoffer of the American citizen's leading characteristic.


R. M. Streeter.

Teaching Geography by Post Card.

Post cards as geography teachers are teaching geography in Germany. At the recent meeting of the Geographical society the idea was advanced to employ picture post cards for instruction in the schools. The post card industry has made immense progress during the last few years,

and within a few months cards have been brought into the market illustrative of natural history, political history, and for use in the German language which have met the hearty approval of professors and teachers of reputation. The school museum at Breslau has undertaken to form a collection of these cards for the purpose, and has requested the various publishers to forward them samples of their output that it may be determined to what extent they are available for instruction. Two teachers have established a central bureau for meritorious post cards of all sorts intended for instruction, travel and collection. They also have developed and offer for sale two practical systems for the display and filing of post cards. These gentlemen select and arrange the cards more carefully according to pedagogical principles. Prominent educators like Harms, Tischendorf, Schmidt and others have indorsed the plan of using illustrated cards as an aid to instruction, and even official bodies anticipate favorable results from them.

No man is so lacking in eloquence that he can not speak the fine language of kindness.



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.

G. J. Johnson Cigar Co.

S. C. W. El Portana
Evening Press Exemplar
These Be Our Leaders



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.

THORNTON'S PARROT.

He Uncorked His Education at the Wrong Time.

Written for the Tradesman.

Thornton won the bird at a raffle. A good customer was trying to get rid of him, and the grocer took a chance, devoutly hoping that nothing evil would come of it. He wouldn't have accepted the parrot as a gift, but he didn't want to refuse the favor asked by the good customer, so he paid half a dollar for a ticket.

Fate was gracious to Thornton on the night of the drawing, which took place at a cigar store down on the corner. The grocer's ticket was number 23, and was drawn out of one cigar box at the same instant a black button was drawn out of another cigar box by a blindfolded boy, who ought to have been in bed, and not there in the cigar smoke with a cigarette in his teeth. This meant that Thornton had drawn the bird.

A delegation of one dispatched to Thornton to inform him of his great good luck found him busy behind his counters, for it was Saturday evening, and the store was full of cash customers. He stopped with his knuckles on the counter when the delegation approached him.

"Evening," he said to the delegation. "What can I do for you?"

The delegation looked wise and ducked his head sideways toward the front door.

"Put on your hat and come out with me for a minute."

Thornton swung his right hand in gesture about the store.

"There are people waiting," he said. "I can't get away now. What is it?"

"Oh, just come down to the cigar store," urged the delegation. "It won't take you a minute, and there are a lot of people down there who want to see you special."

Thornton grumbled and put on his hat. When he came to the cigar store, meekly led by the delegation, about forty masculines wanted to shake hands with him. In the bunch were a number of four-flushers who owed him bills and who had dodged him on the streets for a long time. Now they worked his right arm like a pump handle and wished they were as lucky as he was.

"You'll have to put it in English," said Thornton. "What's it all about?"

"Why," said the cigar store man, "you've won the parrot!"

Thornton tumbled back into a chair. "I've had bad luck all day," he said, wiping the sweat from his face.

"This makes up for it all," said the cigar man. "You've won a mighty valuable bird. Hang him in the display window and he'll double your trade. Some people have all the luck."

"What will you give for him?" asked Thornton, hopefully.

"I'd give anything if I could keep him," was the reply, "but, you see, the cigar smoke chokes him. He wouldn't live a week."

"I haven't heard him say anything yet!" shouted a coarse voice at the back of the store. "If I had his luck I'd buy!"

"Give the man a chance, can't you!" said another voice.

"Oh, he'll thaw in a minute!" cried a third.

"Give the boys cigars," said Thornton.

After the rush at the counter was over Thornton paid the cigar man three dollars and walked down the alley with the cage containing the parrot, which struck at his hand as he walked along and made him think of a snake in a menagerie. Thornton walked down the alley and entered the store by the back way because he wouldn't have walked through the salesroom with the flaming bird for a ton of coal, delivered. He hung the cage on a hook in the store room and went out to his customers with a heavy heart.

"Before you go home to-night," he said to Billy, the delivery boy, "feed that bird something or other and put water in his cage. I'll have to leave him here until I find some other place to put him."

"I know what to feed parrots," said Billy, the delivery boy.

After that Thornton forgot all about the parrot except when he went into the store room and heard him arguing with himself. The bird was a wonderful talker. The boys who used to join the delivery boy in a game of cards in the store room after hours called him the Sultan of Turkey because he was so unlike that august ruler in conversational ability. Still, it might have been the beak of the bird which suggested the name. It was a beauty of a beak and humped up and curled down not unlike the nose of the Sultan of Turkey, who looks solemn and dangerous behind the nose of him and manages to keep the other powers guessing most of the time.

Some nights the boys opened a school of instruction for the benefit of the bird, and then the policeman on that beat pounded on the alley door with his club and informed the instructors and their pupil that he'd pinch the whole outfit if they didn't use more respectful language. He said he wasn't going to have such goings on on his beat. On the whole, the boys took comfort in the society of the parrot, and the bird in time came to look upon them as old pals.

Thornton didn't see the bird often enough to learn what a classical education he was receiving under the careful tuition of the boys, but one evil day Mrs. Thornton formed the acquaintance of the creature and was quite taken with its splendid plumage and its brilliant conversational powers, the fiend being on its good behavior that afternoon.

"It is just like you," she said to hubby, "keeping that perfectly lovely creature all to yourself, and it is a shame keeping it mured up in that dark room. I'm going to have Billy bring him up to the house this very night."

"I would not do that," pleaded hubby.

Before she left the store it was all arranged, and Billy toted the bird up to the house when he went home. Mr. Thornton fixed a hook for the

cage in a dark corner of the hallway and awaited developments. "Later," he said, "I'll fix it up by a window somewhere."

Just after dinner there came a ring at the door, and wifey peeped out of the front window of the sitting room, pulling the shade away just a trifle, and saw the stately carriage of the Lawtons standing out by the gate.

"Of all things!" she said, all in a flutter. "I wonder why they come here at this hour of the night? Her first call, too! She's quite it here, you know, dear, and this means a lot to us, socially. Run off and change your clothes, quick. That old grocery suit looks horrid."

"Oh, what's the use?" grumbled Thornton, as the footsteps of the maid passed down the hallway. "I don't care about that old frump. She wears a wig."

"Why, Robert Thornton!" cried wifey, and then she was in the hallway saying all sorts of friendly things to Mrs. Lawton, who was the very keystone of the social arch, and who had stopped on her way home to bid her to a swell reception for the next week.

Now, Mrs. Lawton was decidedly "near" for a lady of wealth and social rank, and she haggled over her grocery bills and reported Billy, the delivery boy, about once a week, regularly, and so it was that Billy and the parrot had in the past held numerous conferences about Mrs. Lawton.

"Ha, ha!" chortled the bird as Mrs. Lawton's name was mentioned by the overjoyed hostess, "who wears a wig? Lawton! Lawton! Lawton wears a wig!"

The corpulent lady thus wickedly referred to turned a beautiful red and wifey could have sunk through the floor from sheer shame.

"What a lovely bird!" snarled the guest.

"I'll break his neck!" howled Thornton.

"Ho, ho!" called the parrot, "who cheats in weights? Ha, ha! Old Thorny cheats in weights! Ho, ho!"

"A very intelligent creature!" smiled Mrs. Lawton.

"Dry up, you old frump!" shouted the bird, who seemed to be ready for a conversational debauch, this being about the hour the boys gave him his lesson. "Pinch a nickel! Pinch a nickel! Old Lawton pinch a nickel!"

"Why, what a lot of trouble you must have taken with that creature," said Mrs. Lawton, lifting her eyeglasses toward the parrot. "He talks shop, too!"

"He won't talk shop, or anything else, any more!" shouted the angry grocer, darting toward the cage. "This must be some of Billy's work."

"Who's all right?" yelled the parrot. "Billy's all right. Ho, ho, ho!"

"I thought so," observed Thornton, as the bird thus revealed the source of his instruction, "only if I'd been Billy I'd have cut out the lesson concerning the teacher. Now, you old fraud, come here," continued Thornton, pulling down the cage. "You're going to the place where good parrots go."

"You're a liar! You're a liar!" cried the parrot. "Who cares for old Thorny? Old Sand-in-Sugar Thorny! Wow! Wow! Wow!"

"Such an intelligent creature," smiled Mrs. Lawton. "Bring him to the reception, by all means! I'm sure he would amuse the guests with his talks on the grocery trade."

"Shut up, wig!" roared the bird, as Thornton dashed by, swinging the cage in his hand. "Who's bald as a ball? Old Lawton! She's bald as an egg. Ho, ho, ho!"

Then the front door closed on Thornton's flaming face, and through the thick panels came the discordant voice of the parrot.

"Cheese it, old Light Weight! C-h-e-e-s-e it!"

Then they heard the cage crash against the iron dog out on the lawn, and a parting croak from the bird as the enraged grocer flung it over the fence.

"It seems too bad to destroy a bird for repeating what it has been carefully taught," said Mrs. Lawton, with a bland smile.

"Who's all right?" came from the street. "Billy's all right!"

"Why," said Thornton, turning back from the door, "I thought I'd finished him."

But Billy, sneaking up the street with the wounded bird in his arms, didn't think so. I don't know how the two ladies parted that night, but it is a sure thing that the Lawtons trade with Thornton no more, and the women do not speak. All of which goes to show that the grocery-delivery-boy-parrot combine is a bad one.

Alfred B. Tozer.

Why He Mourned.

O'Flanagan came home one night with a deep band of crape around his hat.

"Why, Mike!" exclaimed his wife, "what are ye wearin' thot mornful thing for?"

"I'm wearin' it for your first husband," replied Mike firmly. "I'm sorry he's dead."



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

FOUR DEATH CLAIMS.

Meeting of Directors of Michigan K. of G.

Saginaw, Nov. 17—The adjourned meeting of the Board of Directors of the Michigan Knights of the Grip was held at the Secretary's office in this city, Saturday, Nov. 14. The meeting was called to order by President Schram. Present: J. C. Wittliff, Treasurer; M. V. Foley, Secretary; H. P. Goppelt, M. C. Empey, J. J. Frost, N. B. Jones and W. D. Barnard.

The following death claims were allowed and ordered paid:

No. 290, Mrs. Kate A. Edelman, claim of Chas. M. Edelman, \$500.

No. 291, Edna Earl Kelsey, claim of C. S. Kelsey, \$500.

No. 292, Nellie L. Vaughn, claim of C. W. Vaughn, \$500.

No. 293, Kate A. M. Hill, claim of Theo. S. Hill, \$500.

Claim No. 289 (H. S. Robertson) was ordered held until the claimant furnishes a Probate Court certificate that she is the proper person to receive the money.

It was decided that all future notices of change of beneficiary be reported at the next meeting of the Board and the date of change be noted on the ledger or record book of the Association.

The Finance Committee reported that they had examined the books of the Treasurer and Secretary and found them correct. Reports of the Treasurer and the Secretary were then received as follows:

Receipts.

Death fund	\$2,770 00
General fund	8 50
Promotion fund	2 00
Charity fund	277 25

Total receipts\$3,057 75

These receipts had all been turned over to the Treasurer, who reported his balances on hand as follows:

Death fund	\$2,457 80
General fund	108 05
Employment fund	379 52
Promotion fund	126 00

Total\$3,071 37

Assessment No. 5 was ordered called Dec. 1, to close Dec. 31.

A warrant was ordered drawn on the treasury for \$2 to pay the P. M. Dyer claim.

A warrant was ordered drawn on the treasury for \$50 for postage for the Secretary's office.

The Secretary was instructed to thank James A. Hayes, of the Wayne Hotel, for his liberal contribution to the relief or charity fund; also that the thanks of the Association be tendered to W. A. Smith, of Pinconning; W. C. Dyer, of Bellevue; John Christie, of the New Ludington, Escanaba; Mrs. W. P. Andrews, of St. Louis; Patrick Donovan, of Mt. Pleasant; George Fulwell, Hotel Normandy, Detroit.

It was decided to hold the next meeting at Lansing on the third Saturday of January, 1909.

The offer of J. C. Wittliff to have a new constitution printed with-

out cost to the Association was accepted with thanks.

The Secretary was instructed to have printed slips put into the next assessment, calling attention to the charity fund.

A sum, not to exceed \$35, was ordered placed in the President's hands, to be used to help Brother Hammer, of Detroit.

Warrants were ordered drawn on the Treasurer to pay the following bills audited and allowed by the Finance Committee:

J. C. Wittliff, Treasurer	\$ 95 00
M. V. Foley, Secretary	239 45
McIntyre Co., printing	25 50
F. J. Kelsey & Son, sundries for Secretary	1 55
J. W. Schram, attending Board meeting	7 16
N. B. Jones, attending Board meeting	7 16
W. D. Barnard, attending Board meeting	7 38
J. J. Frost, attending Board meeting	5 50
M. V. Foley, bill for sundries	4 95
M. V. Foley, Sec'y.	

Movements of Michigan Gideons.

Detroit, Nov. 17—Massachusetts held her State convention Nov. 7 and 8 at Fitchburg, it being the fifth annual of the State organization. Services were held in both Fitchburg and Leominster churches. Members from every city in Massachusetts and guests from many states in the United States were present. The morning services were held at the First Baptist church, where there was a consecration service, and at the First M. E. church, which was crowded with Gideons and their friends to hear an address on "The Making of Man," by Rev. A. L. Squier. Every seat was occupied when the services commenced.

The Griswold House Sunday night service was led by Geo. A. Webb and was favored by having W. H. Barron present, who rendered delightfully a beautiful solo. There was also present a Mr. Walker, a traveler who never fails to come when in the city, and a Mr. Gallagher, an English gentleman who expressed himself delighted to learn of the Gideons and their work. The service was enlivened by having a Mr. Fairbanks, who accompanied the pianist with his cornet. Altogether it was a very profitable as well as enjoyable meeting.

Gordon Z. Gage, Indiana representative for Nelson, Baker & Co., was home over Sunday and expects to spend Thanksgiving here also. He reports trade over his territory as improving, and says his year will be way ahead of all former ones.

W. E. Severence, of Owosso, enjoyed his meal so much at Baldwin that his train could not wait and he made the loop by way of Grand Rapids home to his family.

W. D. Anderson, of Armada, is now a 1910 Gideon. He has just returned from Russia from a long trip. Aaron B. Gates.

Saginaw's First Industrial Exposition.

Saginaw, Nov. 17—The space for the Saginaw Industrial exposition, with the exception of a few booths on the main Auditorium floor, has been taken for some time. Inasmuch as the exposition is being given under the auspices of the Wholesalers' and Manufacturers' Association, many citizens have expressed a desire to see Saginaw's wholesale interests represented at the big show, as well as the manufacturers'.

This has seemed so proper to the exposition management that it has decided to place the few remaining booths at the disposal of the Saginaw wholesalers. The following business houses have decided to make exhibits representative of Saginaw's steadily increasing wholesale trade; Norris Automobile Co., six spaces; Symons Bros. & Co., two spaces; Valley Drug Co., one space; Melze, Alderton Shoe Co., two spaces; Phipps, Penoyer & Co., two spaces. This leaves only three booth spaces unsold.

The placing of these exhibits will give a representative and well-balanced conception of Saginaw's importance in the line of manufacturing and wholesale trade.

John Southgate, Secretary of the West Side Business Association, in charge of the outside press service, reports much interest in the exposition on the part of the newspapers within a radius of one hundred miles of Saginaw. He is sending to them a large amount of prepared matter relative to the exposition and the papers are using this freely, as evidenced by the printed copies being sent in to him by the various publishers. Some advertising is also being placed in these papers. The editors have also been invited to come to Saginaw and many of them will do so. On their return home Saginaw and its exposition will no doubt receive many favorable notices from the visiting pressmen.

Harry P. Baker and his assistants have also been busy in the publicity end of the show and have had stands of eight-sheet exposition posters put on the billboards of towns throughout the surrounding territory.

Popularity of Bay City's New Slogan.

Saginaw, Nov. 17—The selection of "Now, All Together" as Bay City's slogan is meeting with great popularity. The whole city has taken it up and is shouting it. The proper emphasis of the words shows its tremendous force and meaning. The committee who selected it is being assured that it made no mistake, and it is fortunate that the ten dollar prize fell into the hands of a deserving little boy who had the honor and distinction of making the suggestion. Bernard Christie, the son of the machinist, who has been given the prize, makes no claim to having originated the exclamation. He did not coin the words, neither did he copyright the expression. He had heard the words used by gangs of men on the street, when moving heavy objects. When Contractor Meagher's men were pushing the sewer along Mc-

Kinley avenue near his home, he heard Mr. Meagher shout, as the men were lifting one of the heavy cement tiles, "Now, All Together!" It struck him as a good slogan and he concluded to send it in.

"Now, All Together" is as old as the hills. It is suspected that Adam was the first person to use it, although making no claim to the honor, neither does biblical history show that any town chose it as a slogan.

From time immemorial men have shouted "Now, All Together," yet no one has ever claimed the distinction of having originated it. When Blucher went against the forces of Napoleon at Waterloo, he shouted to his Prussian troops, "Nun, alle zusammen," and the men proceeded to lick Napoleon to a standstill.

And again, when Christopher Columbus was preparing to sail away from Palos, on August 3, 1492, with the Nina and the Pinta, he climbed upon the rail of his flagship, Santa Maria, and to his men who were tugging away at the anchor chain commanded in voice loud enough to be heard above the noise and din on shore, "Now, All Together!"

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Nov. 18—Creamery, fresh, 25@29c; dairy fresh, 20@27c; poor to common, 15@20c.

Eggs—Strictly fresh, candled, 32@35c; cold storage, 24@25c.

Live Poultry—Fowls, 10@12c; ducks, 11@12c; geese, 10@11c; old cox, 9c; springs, 11@13c.

Dressed Poultry—Fowls, 11@13c; springs, 12@14c; old cox, 9@10c; ducks, 12@14c.

Beans—New Marrow, hand-picked, \$2.40@2.50; medium, hand-picked, \$2.35@2.40; pea, hand-picked, \$2.15@2.20; white kidney, hand-picked, \$2.50@2.65.

Potatoes—New, 70@80c per bu. Rea & Witzig.

Kenneth F. Morse died in this city this morning at the age of 72 years. Deceased was for many years a resident of Whitehall, which he made his headquarters while he was on the road for the New York Life Insurance Co. Mr. Morse was a member of the Michigan Knights of the Grip and also of the Muskegon Commandery, under whose auspices the funeral will be held. The remains will be taken to Whitehall to-morrow.

Hatred always hinders.

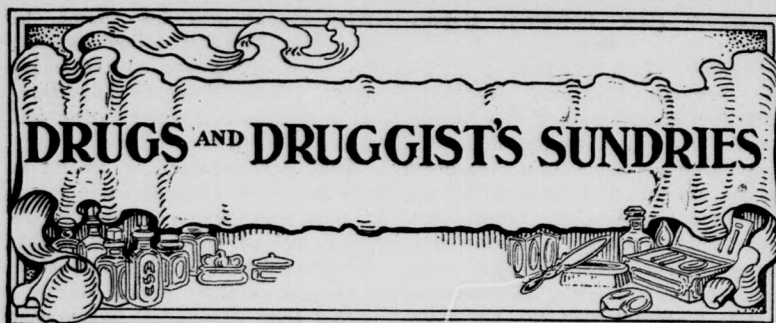
If You Go Fishing

and don't catch anything
just remember that

Hotel Livingston

Grand Rapids, Mich.

has an exceptionally appetizing way of cooking fish that some one with better luck just caught.



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.

Premium Plan for Selling Old Patents.

When I entered the drug business for myself I bought an old stock. After taking possession of the store I threw out over eight per cent. of the stock because it had become unsalable owing to age and exposure on the shelves. Ever since that time I have fought to keep the goods in proper condition, but found it a hard task.

On May 1, I decided upon a better way of cleaning my stock, especially the patent medicine shelves. I went over the stock personally, setting out every patent over eight months old. I had my clerks number them from 1 up, beginning with 1 on \$1 preparations, with 1 on 50-cent packages, and the same on 25-cent goods. After each number I had them make a dash thus (—); on \$1 preparations this mark was followed with the figure 5; on 50-cent preparations with the figure 3; and on 25-cent preparations with the figure 2.

I then told my clerks that these preparations must move. Every possible sale must be made from tagged goods, and when a tagged bottle or package of medicine was sold they should tear off the tag and present it at my desk. I then agreed to pay them the sum of the last number on each package in pennies at the end of each month.

After three weeks I found that I had moved 27 per cent. of the old labeled stock, paying the clerks 5 cents on the dollar line, 3 cents on 50-cent articles, and 2 cents each on 25-cent preparations.

I personally sold a great many of these tagged items myself, saving the premium. I am so well pleased with the plan that I am anxious to tell my brother druggists about it. It is certainly a premium scheme with me.

James Lear, Jr.

How a Chemical Garden Is Made.

Put some sand into a fish-globe or other suitable glass vessel to the depth of 2 or 3 inches; in this place a few pieces of the sulphates of copper, aluminum and iron; pour over the whole a solution of sodium sili-

cate (water-glass one part and water three parts) care being taken not to disarrange the chemicals. Let this stand a week or so, when a dense growth of the silicates of the various bases used will be seen in various colors. Now displace the solution of the sodium silicate with clear water, by conveying a stream of water through a very small rubber tube into the vessel. The water will gradually displace the sodium silicate solution. Care must be taken not to disarrange or break down the growth with the stream of water. A little experimenting, experience and expertness will enable the operator to produce a very pretty "garden."

P. W. Lendower.

Cleaning Dirty Chamois.

Washing is the best way of cleaning chamois leather, but it is sure to come out stiff and hard unless special care is taken to prevent it. Use common soda, soft soap, and preferably soft water. First rub the soap well into the leather and allow it to remain for a couple of hours in weak, warm soda water, then wash until clean. Instead of rinsing in clean water and removing all traces of soap, rinse in weak, soapy water such as was used for washing in the first place. It is the soap left in the leather from the rinsing solution that keeps it soft and smooth. After rinsing, wring out the leather in a coarse towel, and dry quickly, then brush well, and pull and rub it thoroughly in your hands.

Difference Between Banana Oil and Banana Liquid.

Pure acetate of amyl is understood to be wanted when banana oil is asked for, and a solution of pyroxylin in acetate of amyl, about six avoirdupois ounces to the gallon, for banana liquid. The latter is used for bronzing and the former is frequently used by bronzers for thinning the banana liquid.

P. W. Lendower.

Formula for Bibron's Antidote.

This was said to be an antidote for rattlesnake bite and was at one time in great repute. The following is the approximate formula:

Bromin 2½ drs.
 Potass. iodid 2 drs.
 Hydrarg. bichlor. 1 gr.
 Alcohol, dilute 30 ozs.

Of this mixture the dose was a teaspoonful.

M. Billere.

Wise Doctor.

The Anxious Nephew—Doctor, is there any hope?

The Doctor—No; your Uncle Skin-flint will get well.

How Typewriter Ribbons Are Inked.

Take petrolatum of high boiling point, melt it on a water bath or slow fire, and incorporate by constant stirring as much lamp black or powdered drop black as it will take up without becoming granular. If the fat remains in excess the print is liable to have a greasy outline; if the color is in excess the print will not be clear. Remove the mixture from the fire, and while it is cooling mix equal parts of petrolatum, benzin and rectified oil of turpentine, in which dissolve the fatty ink, introduced in small portions by constant agitation. The volatile solvents should be in such quantity that the fluid ink is of the consistence of fresh oil paint.

One secret of success lies in the proper application of the ink to the ribbon. Wind the ribbon on a piece of cardboard, spread on a table several layers of newspaper, then unwind the ribbon in such lengths as may be most convenient, and lay it flat on the paper. Apply the ink after agitation by means of a soft brush, and rub it well into the interstices of the ribbon with a tooth brush. Hardly any ink should remain visible on the surface. For colored inks use Prussian blue, red and the aniline colors.

Aniline black	½ oz.
Alcohol	15 ozs.
Glycerine	15 ozs.

M. Billere.

Getting the Doctor's Attention.

Any one who has had to wait any considerable length of time in a doctor's public room until the man of medicine was ready to receive him will appreciate an experience of Congressman Francis W. Cushman, of Washington State. It is said the Congressman some time ago had occasion to visit one of the noted physicians at the National Capital and was compelled for many weary minutes to cool his heels in an ante-room. Finally, his patience becoming exhausted, he summoned an attendant, to whom he said:

"Present my compliments to the Doctor, and tell him if I am not admitted in five minutes I shall get well again."

The physician found it convenient to admit Mr. Cushman at once.

Tea a Bacilli Destroyer.

Tea is now elevated from the position of a social beverage to the dignity of a germ destroyer. Dr. McNaught, the medical investigator, has found that typhoid bacilli placed in cold or lukewarm tea are greatly diminished at the end of four hours, and have completely disappeared at the end of twenty hours. The value of this finding is obvious to military surgeons. Sterilized water may become infected after it is placed in the canteen. Canteens which have once been filled with infected water may retain the infectious germs for some time. In filling the canteens with tea, the infection with typhoid bacilli would, after a few hours, says the military surgeon, be almost nil.

Useful Cleaning Agent.

I use equal parts of pumice stone and oxalic acid as a cleaning powder.

Dip a damp cloth in the powder and a little rubbing will do the work. Wedgwood mortars can be kept perfectly white. Counter scale pans will always be bright and your sink need not be stained and "slimy." In fact, I find innumerable uses for this cleanser in the drug store.

C. C. Tittle.

The greatness of any occasion depends on the man more than on the moment.

Dorothy Vernon

Juvenile Package

Original—Novel
 Unique



Consisting of a small bottle of Dorothy Vernon Perfume and the Jennings Perfect Individual Atomizer enclosed in a handsomely embossed box. ✻ ✻ ✻ ✻ ✻

Send for sample dozen
 or gross



Showing use of the Jennings Perfect Individual Atomizer.

The Jennings Company
 Perfumers
 Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Acidum		Copaiba	1 75@1 85	Scilla	50
Aceticum	6@ 8	Cubebae	2 15@2 25	Scilla Co.	50
Benzoicum, Ger.	70@ 75	Erigeron	2 35@2 50	Tolutan	50
Boric	12@ 15	Evethithos	1 00@1 10	Prunus virg	50
Carbolicum	16@ 23	Gaultheria	2 50@4 00	Zingiber	50
Citricum	50@ 55	Geranium	oz.		
Hydrochlor	3@ 5	Gossypii Sem gal	70@ 75	Tinctures	
Nitrosum	8@ 10	Hedoma	3 00@3 50	Aloes	60
Oxalicum	14@ 15	Junipera	40@1 20	Aloes & Myrrh	60
Phosphorium, dil.	15@ 15	Lavendula	90@3 60	Anconitum Nap's F	60
Salicylicum	44@ 45	Limons	1 30@1 40	Anconitum Nap's R	60
Sulphuricum	13@ 15	Mentha Piper	1 75@1 90	Arnica	50
Tannicum	75@ 85	Menta Verid	3 00@3 50	Asafoetida	50
Tartaricum	38@ 40	Morruhae, gal.	1 60@1 85	Atrope Belladonna	50
		Myrica	3 00@3 50	Aurant Cortex	50
Ammonia		Olive	1 00@3 00	Barosma	50
Aqua, 18 deg.	4@ 6	Picis Liquida	10@ 12	Benzoin	50
Aqua, 20 deg.	6@ 8	Picis Liquida gal.	40@ 40	Benzoin Co.	50
Carbonas	13@ 15	Ricidna	94@1 00	Cantharides	50
Chloridum	12@ 14	Rosae oz.	6 50@7 00	Capsicum	50
		Rosmarini	1 00@1 00	Cardamon	50
Aniline		Sabina	90@1 00	Cardamon Co.	50
Black	2 00@2 25	Santal	45@ 50	Cassia Acutifol	50
Brown	80@1 00	Sassafras	85@ 90	Cassia Acutifol Co	50
Red	45@ 50	Sinapis, ess. oz.	65@ 65	Castor	1 00
Yellow	2 50@3 00	Succini	40@ 45	Catechu	50
		Thyme	40@ 50	Cinchona	50
Bacca		Thyme, opt.	1 60@1 60	Cinchona Co.	50
Cubebae	28@ 30	Theobromas	15@ 20	Columbia	50
Juniperus	8@ 10	Tigil	1 10@1 20	Cubebae	50
Xanthoxylum	30@ 35			Digitalis	50
		Potassum		Ergot	50
Balsamum		Bl-Carb	15@ 18	Ferri Chloridum	35
Copaiba	65@ 75	Richromate	13@ 15	Gentian	50
Peru	2 75@2 85	Bromide	18@ 20	Gentian Co.	50
Terabin, Canada	75@ 80	Carb	12@ 15	Gulaca	50
Tolutan	40@ 45	Chlorate, po.	12@ 14	Hyoscyamus	50
		Cyanide	30@ 40	Iodine	75
Cortex		Iodide	50@2 60	Iodine, colorless	75
Abies, Canadian.	18	Potassa, Bitart	30@ 32	Kino	50
Cassiae	20	Potass Nitras opt	7@ 10	Lobelia	50
Cinchona Flava.	18	Potass Nitras	6@ 8	Myrrh	50
Buonymus atro.	60	Prussiate	23@ 26	Nux Vomica	50
Myrica Cerifera.	20	Sulphate po	15@ 18	Opil	1 25
Prunus Virginl.	15			Opil, camphorated	2 00
Quillaja, gr'd.	15	Radix		Opil, deodorized	50
Sassafras, po 25	24	Aconitum	20@ 25	Quassia	50
Ulmus	20	Althae	30@ 35	Rhatany	50
		Anchusa	10@ 12	Rhei	50
Extractum		Arum po	25@ 25	Sanguinaria	50
Glycyrrhiza, Gla.	24@ 30	Calamus	20@ 40	Serpentaria	50
Glycyrrhiza, po.	28@ 30	Gentiana po 15.	12@ 15	Stromonium	60
Haematox	11@ 12	Glycyrrhiza, po 15	16@ 18	Tolutan	60
Haematox, 1s	13@ 14	Hellebore, Alba	12@ 15	Valerian	50
Haematox, 1/2s	14@ 15	Hydrastis, Canada	2 50@2 50	Veratrum Veride	50
Haematox, 1/4s	16@ 17	Hydrastis, Can. po	2 60@2 60	Zingiber	60
		Inula, po	18@ 22		
Ferru		Inecac, po	2 00@2 10	Miscellaneous	
Carbonate Precip.	15	Iris piox	35@ 40	Aether, Spts Nit 3f	30@ 35
Citrate and Quina	2 00	Jalapa, pr.	25@ 30	Aether, Spts Nit 4f	34@ 38
Citrate Soluble.	55	Maranta, 1/4s	35@ 35	Alumen, gr'd po 7	3@ 4
Ferrocyanidum S	40	Podophyllum po	15@ 18	Annatto	40@ 50
Solut. Chloride	15	Rhei	75@1 00	Antimoni, po	4@ 5
Sulphate, com'l.	2	Rhei, cut	1 00@1 25	Antimoni et po T	40@ 50
Sulphate, com'l, by	70	Rhei, pv.	75@1 00	Antifebrin	20@ 20
bbl. per cwt.	7	Sanguinari.	18@ 15	Antipyrin	25@ 25
Sulphate, pure	7	Scilla, po 45	20@ 25	Argenti Nitras oz	53@ 53
		Senega	85@ 90	Arsenicum	10@ 12
Flora		Sermentaria	50@ 55	Balm Gilead buds	60@ 65
Arnica	20@ 25	Smilax, M	25@ 25	Bismuth S N	1 65@1 85
Anthemis	50@ 60	Smilax, off's H.	48@ 48	Calcium Chlor, 1s	9@ 9
Matricaria	30@ 35	Spigella	1 45@1 50	Calcium Chlor, 1/2s	10@ 12
		Symplocarpus	25@ 25	Calcium Chlor, 1/4s	12@ 12
Folia		Valeriana Eng.	25@ 25	Cantharides, Rus.	20@ 20
Barosma	40@ 45	Valeriana, Ger.	15@ 20	Capsici Fruc's af	22@ 22
Cassia Acutifol.	15@ 20	Zingiber a	12@ 16	Capsici Fruc's B po	22@ 22
Cassia, Acutifol.	25@ 30	Zingiber j	25@ 28	Cap'i Fruc's B po	15@ 15
Salvia officinalis,	18@ 20			Carmin, No. 40	4@ 25
1/4s and 1/2s	8@ 10	Semen		Carphyllus	20@ 22
Uva Ursi	8@ 10	Anisum po 20	16@ 16	Cassia, ructus	35@ 35
		Anilum (gravel's)	13@ 15	Cateceum	10@ 10
Gummi		Rind, 1s	4@ 6	Centraria	10@ 10
Acacia, 1st pkd.	45@ 65	Cannabis Sativa	7@ 8	Cera Alba	50@ 55
Acacia, 2nd pkd.	45@ 65	Cardamon	70@ 90	Cera Flava	40@ 42
Acacia, 3rd pkd.	45@ 65	Carul po 15	15@ 18	Crocus	30@ 35
Acacia, sifted sts.	45@ 65	Chenopodium	25@ 30	Chloroform	34@ 34
Aloe, Barb	22@ 25	Coriandrum	12@ 14	Chloral Hyd Crss	1 35@1 60
Aloe, Cape	25@ 25	Cydonium	75@1 00	Chloro'm Squibbs	90@ 90
Aloe, Socotri	45@ 45	Dinterix Odorate 2	00@2 25	Chondrus	20@ 25
Ammoniac	55@ 60	Roenicium	7@ 8	Cinchonid'e Germ	38@ 48
Asafoetida	35@ 40	Roenigreek, po.	4@ 6	Cinchonidine P-W	38@ 48
Benzoinum	50@ 55	Lin.	4@ 6	Cocaine	2 80@3 00
Catechu, 1s	13@ 14	Lin. gr'd. bbl. 2 1/2	75@ 80	Corks list, less 75%	45@ 45
Catechu, 1/2s	14@ 15	Lobelia	75@ 80	Creosotum	20@ 22
Catechu, 1/4s	16@ 17	Pharlaris Can'n	9@ 10	Creta, bbl.	75@ 75
Comphorae	70@ 80	Rana	5@ 6	Creta, prep.	2@ 2
Euphorbium	40@ 40	Sinapis Alba	8@ 10	Creta, precip	9@ 11
Galbanum	1 00@1 00	Sinapis Nigra	9@ 10	Creta, Rubra	2@ 2
Gamboge, po. 1	25@1 35			Cubear	24@ 24
Gaulacum po 35	35@ 35	Spiritus		Cupri Sulph	8@ 10
Kino, po 45c	45@ 45	Frumentum W. D. 2	00@2 50	Dextrose	7@ 10
Mastic	45@ 45	Frumentum Co.	1 75@3 50	Emery, all Nos.	8@ 8
Myrrh, po 50	45@ 45	Juniperis Co O T 1	65@2 00	Emery, po	6@ 6
Opium	5 00@5 25	Saccharum N E 1	90@2 10	Ergota, po 65	60@ 65
Shellac	45@ 55	Snt Vini Galli	1 75@6 50	Ether Sulph	35@ 40
Shellac, bleached	60@ 65	Vini Alba	1 25@2 00	Flake White	12@ 15
Tragacanth	70@1 00	Vini Oporto	1 25@2 00	Gala	30@ 30
				Gambler	8@ 9
Herba		Sponges		Gelatine, Cooper.	60@ 60
Absinthium	45@ 60	Extra yellow sheeps'	1 25@1 25	Gelatine, French.	35@ 60
Eupatorium oz pk	20@ 20	wool carriage	1 25@1 25	Glassware, fit boo 75%	75@ 75
Lobelia, oz pk	25@ 25	Florida sheeps' wool	1 00@3 50	Glue, brown	11@ 13
Majorium oz pk	25@ 25	carriage	1 25@1 25	Glue, white	15@ 25
Mentha Pip. oz pk	23@ 23	Hard, slate use.	1 00@1 00	Glycerina	16@ 22
Mentha Ver. oz pk	25@ 25	Nassau sheeps' wool	3 50@3 75	Grana Paradisi	25@ 25
Rue, oz pk	39@ 39	carriage	3 50@3 75	Humulus	35@ 60
Tanacetum, V.	22@ 22	Velvet extra sheeps'	2 00@2 00	Hydrarg Amm'o 1	12@ 12
Thymus V. oz pk	25@ 25	wool carriage	2 00@2 00	Hydrarg Ch. Mt	87@ 87
		Yellow Reef, for	1 46@1 46	Hydrarg Ch Cor.	87@ 87
Magnesia		slate use	1 46@1 46	Hydrarg Ox Ru'm	97@ 97
Calcined, Pat.	55@ 60	Syrups		Hydrarg Ungue'm	50@ 60
Carbonate, Pat.	18@ 20	Acacia	50@ 50	Hydrargyrum	75@ 75
Carbonate, K-M.	18@ 20	Aurant Cortex	50@ 50	Ichthyobolla, Am.	90@1 00
Carbonate	18@ 20	Ferri Iod	50@ 50	Indigo	75@1 00
		Ipecac	50@ 50	Iodine, Resubi	3 85@3 90
Oleum		Rhei Arom	50@ 50	Iodoform	3 90@4 00
Absinthium	4 90@5 00	Smilax Off's	50@ 60	Liquor Arsen et	25@ 25
Amygdalae Dulc.	75@ 85	Senega	50@ 50	Hydrarg Iod.	25@ 25
Amygdalae, Ama	8 00@8 25			Liq Potass Arsinol	10@ 12
Anisi	1 75@1 85				
Aurant Cortex 2	75@2 85				
Bergamili	3 75@4 00				
Cajiputi	85@ 90				
Caryophilli	1 10@1 20				
Cedar	50@ 50				
Chenopadi	3 75@4 00				
Cinnamoni	1 75@1 85				
Citronella	50@ 60				
Conium Mac	80@ 90				

Lupulin	40	Rubia Tinctorum	12@ 14	Vanilla	9 00@9 00
Lycopodium	70@ 75	Saccharum La's	18@ 20	Zinci Sulph	7@ 8
Macis	65@ 70	Salacin	4 50@4 75		
Magnesia, Sulph.	3@ 5	Sanguis Drac's	40@ 50	Oils	
Mannia S. F.	45@ 50	Sapo, G	10@ 15	Lard, extra	85@ 90
Menthol	2 65@2 85	Sapo, M	10@ 12	Lard, No. 1	60@ 65
Morphia, SP&W	2 90@3 15	Sapo, W	13@ 16	Linseed, pure raw	42@ 45
Morphia, SNYQ	2 90@3 15	Seidlitz Mixture	20@ 22	Linseed, boiled	43@ 46
Morphia, Mal.	2 90@3 15	Sinapis	18@ 18	Neat's-foot, w str	65@ 70
Moschus Canton.	40	Sinapis, opt.	36@ 36	Spts. Turpentine	Market
Myristica, No. 1	25@ 25	Snuff, Maccaboy,	40@ 40	Whale, winter	70@ 70
Nux Vomica po 15	35@ 40	DeVoes	51@ 51	Paints	
Os Sepia	35@ 40	Snuff, S'h DeVoe's	51@ 51	Green, Paris	29@33 1/2
Pepsin Saac, H &	1 00@1 00	Soda, Boras	6@ 10	Green, Peninsular	13@ 16
P D Co	1 00@1 00	Soda, Boras, po.	6@ 10	Lead, red	7@ 8
Picis Liq N N 1/2	2 00@2 00	Soda et Pot's Tart	25@ 28	Lead, white	7@ 8
Picis Liq qts	2 00@2 00	Soda, Carb	1 1/2@ 1 1/2	Ochre, yel Ber.	1 1/2@ 2
Pil Hydrarg po 80	50@ 50	Soda, Bl-Carb	3@ 5	Ochre, yel mars	1 1/2@ 2 1/4
Piper Alba po 35	50@ 50	Soda, Ash	3 1/2@ 4	Putty, commer'l	2 1/2@ 2 1/2
Piper Nigra po 22	50@ 50	Soda, Sulphas	3@ 4	Putty, strictly pr	2 1/2@ 2 1/2
Pix Burgum	18@ 18	Spts. Cologne	2 60@2 60	Red Venetian	1 1/2@ 2 1/2
Plumbi Acet	12@ 12	Spts. Ether Co.	50@ 55	Shaker Prep'd	1 25@1 35
Pulvis Ip'cet Opil	1 30@1 30	Spts. Myrcia	2 50@2 50	Vermillion, Eng.	75@ 80
Pyrethrum, bxs, H	75@ 75	Spts. Vini Rect bbl	1 10@1 30	Vermillion Prime	13@ 15
Pyrethrum, pv.	20@ 25	Spts. Vii Rect 1/2 b	1 10@1 30	Whiting Gilders	95@ 95
Quassia	8@ 10	Spts. Vii R't 10 gl	1 10@1 30	Whit'g Paris Am'r	1 25@1 25
Quina, N. Y.	17@ 17	Strychnia, Crys'l	1 10@1 30	Whit'g Paris Eng.	1 25@1 25
Quina, S Ger	17@ 17	Sulphur Subl	2 1/2@ 4	Whiting, white S'n	1 40@1 40
Quina, S P & W	17@ 17	Sulphur, Roll	2 1/2@ 3 1/2	Varnishes	
		Tamarinds	3@ 10	Extra Turp	1 60@1 70
		Terebenth Venice	28@ 30	No. 1 Turp Coachl	10@1 20
		Thebromae	50@ 55		

Peck-Johnson Co.

Mfg. Chemists

Grand Rapids, Mich.

Originators of

OVALACTOL

The Ideal
Tissue
Builder
and Reconstructant

Carried in Stock by Drug Jobbers Generally

"Freezables"

Please Preserve for Future Reference

Acid, Carbolic, Crude; Acids, Diluted; Acid Phosphates, Ales and Beers, Alkathymol, Allen's Hair Restorative, Almondine, Antiseptic Liquid.

Borol, Milk of Bismuth, Bush's Bovinine, Bromidia, Bromo-Chloralum, Burdock Blood Bitters, Burnham's Clam Bouillon, Liquid Butter Colors.

Carbon Bisulphide, Liquid Catarrh Remedies, Celerina, Champlin's Liquid Pearl, Clark Johnson's Indian Blood Syrup, Complexion Bleaches, etc.

Dialized Iron, Distilled Extract Witch Hazel, Donovan's Solution.

Emulsions of Cod Liver Oil, Petroleum, etc., Espey's Fragrant Cream, Euthymol, Eye Waters, Formaldehyde, Fowler's Solution.

Goulard's Extract, Gouraud's Oriental Cream.

Hagan's Magnolia Balm, Hair Dyes, Tonics and Renewers, Hayden's Viburnum Compound, Humphrey's Witch Hazel, Hydrogen Peroxide, Hydroleoline.

Injections of all kinds, Inks of all kinds.

Kennedy's Pinus Canadensis, Kitchell's Liniment.

Labarraque's Solution, Lime Juice, Liquid Glues, Liquocide.

Magnesia Citrate Solution, Phillips' Milk of Magnesia, Malt Extracts, Malt Nutrine, Mucilages of all kinds, Murine Eye Remedy, Nuclein Solution.

Parker's Hair Balsam, Pinkham's Compound, Pond's Extract, Pond's Toilet Cream, Pray's Ongoline, Pyrolygneous Acid, Pyrozone, Russell's Emulsion.

Seven Barks, Liquid Shoe Polishes, Aqueous Solutions in general.

Thompson's Eye Water, Tilden's Iodo Bromide of Calcium Compound.

Warner's Nervine, Rheumatic Cure and Safe Cure; Waters, Aromatic, Medicated and Mineral.

The following items are frequently unfavorably affected by exposure to low temperatures:

Elixir Iron, Quinine and Strychnine; Elixir Terpin Hydrate and Combinations, Extracts of Anise, Lemon, Orange, etc.

Fluidextract Goldenseal, Aqueous; Fluid Goldenseal, Colorless; Fluidextract Senega.

Soap Liniment, Spirit Ammonia, Aromatic; Syrups of Hypophosphites.

We solicit your orders either direct or through our travelers for whatever you may need of the foregoing items before winter overtakes us.

HAZELTINE & PERKINS DRUG CO.

Grand Rapids, Mich.

6	7	8	9	10	11
Spring Wheat Flour Roy Baker's Brand Golden Horn, family, 3 75 Golden Horn, bakers, 5 65 Duluth Imperial, 5 80 Wisconsin Rye, 4 35 Judson Grocer Co.'s Brand Ceresota, 1/2s, 5 50 Ceresota, 1/4s, 6 40 Ceresota, 1/8s, 6 30 Lemon & Wheeler's Brand Wingold, 1/2s, 5 90 Wingold, 1/4s, 5 80 Wingold, 1/8s, 5 70 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 & 1/4s cloth, 5 90 Laurel, 1/2s cloth, 5 90 Wykes & Co. Sleepy Eye, 1/2s cloth, 6 20 Sleepy Eye, 1/4s cloth, 6 00 Sleepy Eye, 1/8s cloth, 5 90 Sleepy Eye, 1/2s paper, 5 90 Sleepy Eye, 1/4s paper, 5 90 Meal Bolted, 4 00 Golden, 4 10 St. Car Feed screened, 30 00 No. 1 Corn and Oats, 30 00 Corn, cracked, 29 00 Corn Meal, coarse, 29 00 Winter Wheat Bran, 24 50 Middlings, 26 50 Buffalo Gluten Feed, 31 00 Dairy Feeds Wykes & Co. O P Linseed Meal, 32 50 Cottonseed Meal, 30 00 Gluten Feed, 30 00 Malt Sprouts, 25 00 Brewers' Grains, 28 00 Hammond Dairy Feed, 25 00 Oats Michigan carlots, 52 Less than carlots, 54 Corn New, 67 Hay No. 1 timothy carlots, 10 00 No. 1 timothy ton lots, 11 00 HERBS Sage, 15 Hops, 15 Laurel Leaves, 15 Senna Leaves, 25 HORSE RADISH Per doz., 90 JELLY 5 lb. pails, per doz., 2 25 15 lb. pails, per pail, 55 30 lb. pails, per pail, 98 LICORICE Pure, 30 Calabria, 25 Sicily, 14 Root, 11 MATCHES C. D. Crittenden Co. Noiseless Tip, 4 50 @ 75 MOLASSES New Orleans Fancy Open Kettle, 40 Choice, 35 Good, 22 Fair, 20 Half barrels 2c extra MINCE MEAT Per case, 2 90 MUSTARD 1/2 lb., 6 lb. box, 18 OLIVES Bulk, 1 gal. kegs 1 20 @ 1 40 Bulk, 2 gal. kegs 1 10 @ 1 30 Bulk, 5 gal. kegs 1 00 @ 1 20 Manzanilla, 3 oz., 75 Queen, pints, 2 50 Queen, 19 oz., 4 50 Queen, 28 oz., 7 00 Stuffed, 5 oz., 90 Stuffed, 10 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, enam'd, 1 50 No. 572, Special, 1 75 No. 98 Golf, satin fin., 2 00 No. 808 Bicycle, 2 00 No. 632 Tourist, 2 25 POTASH 48 cans in case Babbitt's, 4 00 PROVISIONS Barreled Pork Mess, 150 Clear Back, 23 00 Short Cut, 21 00 Short Cut Clear, 21 00 Bean, 18 00 Brisket, Clear, 22 00 Pig, 24 00 Clear Family, 18 00 Dry Salt Meats S. P. Bellies, 11 1/2 Bellies, 11 1/2 Extra Shorts Clear, 11 1/2 Lard Compound, 8 Pure in tierces, 11 1/2 80 lb. tubs, advance 1/2 60 lb. tubs, advance 1/2	50 lb. tins, advance 1/2 20 lb. pails, advance 1/2 Smoked Meats Hams, 12 lb. average, 13 Hams, 14 lb. average, 13 Hams, 16 lb. average, 13 Hams, 18 lb. average, 13 Skinned Hams, 13 Ham, dried beef sets, 21 California Hams, 8 1/2 Picnic Boiled Hams, 14 Boiled Hams, 22 Berlin Ham, pressed, 9 Minced Ham, 9 Bacon, 12 1/2 @ 15 10 lb. pails, advance 1/2 5 lb. pails, advance 1/2 8 lb. pails, advance 1/2 Sausages Bologna, 4 Liver, 7 Frankfurt, 9 Pork, 9 Veal, 7 Tongue, 7 Headcheese, 7 Beef Extra Mess, 15 00 Boneless, 15 00 Rump, new, 15 50 Pig's Feet 1/2 bbls., 1 00 1/4 bbls., 40 lbs., 1 80 1/2 bbls., 3 80 1 bbl., 8 00 Tripe Kits, 15 lbs., 80 bbls., 40 lbs., 1 60 1/2 bbls., 80 lbs., 3 00 Casings Hogs, per lb., 30 Beef, rounds, set, 25 Beef, middles, set, 70 Sheep, per bundle, 90 Uncolored Butterine Solid dairy, 10 @ 12 Country Rolls, 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb., 2 50 Corned beef, 1 lb., 1 50 Roast beef, 2 lb., 2 50 Roast beef, 1 lb., 1 50 Potted ham, 1/2s, 45 Potted ham, 1/4s, 45 Deviled ham, 1/2s, 45 Deviled ham, 1/4s, 45 Potted tongue, 1/2s, 45 Potted tongue, 1/4s, 45 RICE Fancy, 7 @ 7 1/2 Japan, 5 1/2 @ 6 1/2 Broken, 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 35 Snider's, small, 2 doz., 1 35 SALERATUS Packed 60 lbs. in box Arm and Hammer, 3 10 Deland's, 3 00 Dwight's Cow, 3 15 L. P., 3 00 Wyandotte, 100 1/2s, 3 00 SAL SODA Granulated, bbls., 85 Granulated, 100 lbs. cs., 1 00 Lump, bbls., 80 Lump, 145 lb. kegs, 95 SALT Common Grades 100 3 lb. sacks, 2 25 60 5 lb. sacks, 2 15 28 10 1/2 lb. sacks, 2 00 56 lb. sacks, 3 32 28 lb. sacks, 1 75 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. 1/2s, 4 50 @ 5 25 White Hoop mchs., 60 @ 75 Norwegian Round, 100 lbs., 3 75 Round, 40 lbs., 1 90 Scaled, 13 Trout No. 1, 100 lbs., 7 50 No. 1, 40 lbs., 3 25 No. 1, 10 lbs., 90 No. 1, 8 lbs., 75 Mackerel Mess, 100 lbs., 15 00 Mess, 40 lbs., 6 20 Mess, 10 lbs., 1 65 Mess, 8 lbs., 1 35 No. 1, 100 lbs., 14 00 No. 1, 40 lbs., 5 80 No. 1, 10 lbs., 1 65 No. 1, 8 lbs., 1 35 Whitefish No. 1, No. 2 Fam 100 lbs., 9 75 @ 3 50 50 lbs., 5 25 @ 1 90	10 lbs., 1 12 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 Lutz Bros. & Co. Acme, 70 bars, 4 00 Acme, 30 bars, 4 00 Acme, 25 bars, 4 00 Big Master, 70 bars, 2 80 Marcellines, 100 cakes, 5 80 Marcellines, 100 cakes, 5 40 Marcellines, 100 ck toll, 4 00 Marcellines, 1/2x toilet, 2 10 A. B. Wisley Good Cheer, 4 00 Old Country, 3 40 Soap Powders Lutz Bros. & Co. Snow Boy, 4 00 Gold Dust, 24 large, 4 50 Gold Dust, 100-5c, 4 00 Kirkoline, 24 4lb., 3 80 Pearlina, 3 75 Soapine, 4 10 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 Whole Spices Allspice, 10 Cassia, China in mats, 12 Cassia, Canton, 16 Cassia, Batavia, bund., 28 Cassia, Saigon, broken, 40 Cassia, Saigon, in rolls, 55 Cloves, Amboyana, 22 Cloves, Zanzibar, 16 Mace, 55 Nutmegs, 75-80, 35 Nutmegs, 105-110, 25 Nutmegs, 115-20, 20 Pepper, Singapore, blk., 15 Pepper, Singp. 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., 17 Pepper, Singp. white, 28 Pepper, Cayenne, 20 Sage, 20 STARCH Corn Kingsford, 40 lbs., 7 1/4 Muzzy, 20 lbs., 5 1/2 Muzzy, 40 lbs., 5 Gloss Kingsford Silver Gloss, 40 lbs., 7 1/4 Silver Gloss, 16 lbs., 6 1/4 Silver Gloss, 12 lbs., 8 1/4 Muzzy 48 lb. packages, 5 16 lb. packages, 4 1/2 6 lb. packages, 6 50 lb. boxes, 4 SYRUPS Corn Barrels, 33 20 lb. barrels, 33 20 lb. cans 1/2 dz. in cs., 2 10 10 lb. cans 1/2 dz. in cs., 1 95 5 lb. cans 2 dz. in cs., 2 10 1/2 lb. cans 2 dz. in cs., 2 15	Pure Cane Fair, 16 Good, 20 Choice, 25 TEA Japan Sundried, medium, 24 Sundried, choice, 32 Sundried, fancy, 36 Regular, medium, 24 Regular, choice, 32 Regular, fancy, 36 Basket-fired, medium, 31 Basket-fired, choice, 38 Basket-fired, fancy, 43 Nibs, 22 @ 24 Siftings, 9 @ 11 Fannings, 12 @ 14 Gunpowder Moyune, medium, 30 Moyune, choice, 32 Moyune, fancy, 40 Pingsuey, medium, 30 Pingsuey, choice, 30 Pingsuey, fancy, 40 Young Hyson Choice, 30 Fancy, 36 Oolong Formosa, fancy, 42 Amoy, medium, 25 Amoy, choice, 32 English Breakfast Medium, 20 Choice, 30 Fancy, 40 India Ceylon, choice, 32 Fancy, 42 TOBACCO Fine Cut Cadillac, 54 Sweet Loma, 34 Hiawatha, 5lb. pails, 55 Telegram, 30 Pay Car, 33 Prairie Rose, 49 Protection, 40 Sweet Burley, 44 Tiger, 40 Plug Red Cross, 31 Palo, 35 Hiawatha, 41 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, 38 Boot Jack, 36 Honey Dip Twist, 40 Black Standard, 40 Cadillac, 40 Forge, 34 Nickel Twist, 52 Mill, 32 Great Navy, 36 Smoking Sweet Core, 34 Flat Car, 32 Warpath, 26 Bamboo, 16 oz., 25 I X L, 5lb., 27 I X L, 16 oz. pails, 31 Honey Dew, 40 Flagman, 40 Chips, 40 Kiln Dried, 33 Duke's Mixture, 21 Duke's Cameo, 43 Myrtle Navy, 44 Yum Yum, 1 1/2 oz., 39 Yum, Yum, 1lb. pails, 40 Cream, 38 Corn Cake, 2 1/2 oz., 26 Corn Cake, 1lb., 22 Plow Boy, 1 1/2 oz., 39 Plow Boy, 3 1/2 oz., 39 Peerless, 3 1/2 oz., 35 Peerless, 1 1/2 oz., 38 Air Brake, 36 Cent 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 50gr 11 1/2 Pure Cider, B & B, 15 Pure Cider, Robinson 13 1/2 Pure Cider, Silver, 15 WICKING No. 0 per gross, 30 No. 1 per gross, 40 No. 2 per gross, 50 No. 3 per gross, 75 WOODENWARE Baskets Bushels, 1 10 Bushels, wide band, 1 25 Market, 40 Splint, large, 3 50 Splint, medium, 3 00 Splint, small, 2 75 Willow, Clothes, large 8 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25	Bradley Butter Boxes 2lb. size, 24 in case, 72 3lb. size, 16 in case, 68 5lb. size, 12 in case, 63 10lb. size, 6 in case, 60 Butter Plates No. 1 Oval, 250 in crate, 35 No. 2 Oval, 250 in crate, 40 No. 3 Oval, 250 in crate, 45 No. 5 Oval, 250 in crate, 60 Churns Barrel, 5 gal., each, 2 40 Barrel, 10 gal., each, 2 55 Clothes Pins Round head, 5 gross bx, 55 Round head, cartons, 70 Egg Crates and Fillers Humpty Dumpty, 12 dz, 20 No. 1 complete, 40 No. 2 complete, 28 Case No. 2 fillers 15 sets, 1 35 Case, mediums, 12 sets, 1 15 Faucets Cork, lined, 8 in., 70 Cork lined, 9 in., 80 Cork lined, 10 in., 90 Mop Sticks Trojan spring, 90 Eclipse patent spring, 85 No. 1 common, 80 No. 2 pat. brush holder, 85 12lb. cotton mop heads, 1 40 Ideal No. 7, 85 Pails 2-hoop Standard, 2 15 3-hoop Standard, 2 35 2-wire, Cable, 2 25 3-wire, Cable, 2 45 Cedar, all red, brass, 1 25 Paper, Eureka, 2 25 Fibre, 2 70 Toothpicks Hardwood, 2 50 Softwood, 2 75 Banquet, 1 50 Ideal, 1 50 Traps Mouse, wood, 2 holes, 22 Mouse, wood, 4 holes, 45 Mouse, wood, 6 holes, 70 Mouse, tin, 5 holes, 65 Rat, wood, 80 Rat, spring, 75 Tubs 20-in. Standard, No. 1, 8 75 18-in. Standard, No. 2, 7 75 16-in. Standard, No. 3, 6 75 20-in. Cable, No. 1, 9 25 18-in. Cable, No. 2, 8 25 16-in. Cable, No. 3, 7 25 No. 1 Fibre, 10 25 No. 2 Fibre, 9 25 No. 3 Fibre, 8 25 Washboards Bronze Globe, 2 50 Dewey, 1 75 Louie Acme, 2 75 Single Acme, 2 25 Double Peerless, 2 25 Single Peerless, 2 25 Northern Queen, 3 60 Double Duplex, 3 00 Good Luck, 3 00 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, 19 YEAST CAKE Magic, 3 doz., 1 15 Sunlight, 3 doz., 1 00 Sunlight, 1 1/2 doz., 50 Least 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, 10 Halibut, 10 Herring, 7 Bluefish, 16 Live Lobster, 28 Boiled Lobster, 28 Cod, 10 Haddock, 8 Pickerel, 13 Pike, 8 Perch, 8 Smoked, White, 13 Chinook, Salmon, 16 Mackerel, 22 Finnan Haddock, 12 1/2 Roe Shad, 12 Shad Roe, each, 12 Speckled Bass, 9 HIDES AND PELTS Hides Green No. 1, 9 Green No. 2, 8 Cured No. 1, 10 1/2 Cured No. 2, 9 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 Wool, @ 20 Lambs, 35 @ 65 Shearlings, 25 @ 60 Tallow No. 1 Oval, @ 5 No. 2, @ 4 Wool Unwashed, med., @ 17 Unwashed, fine, @ 13 CONFECTIONS Stick Candy Standard, 8 Standard H, 8 Standard Twist, 8 Cases Jumbo, 32 lb., 8 Extra H H, 10 Boston Cream, 12 Big stick, 30 lb. case, 8 1/2 Mixed Candy Grocers, 7 Competition, 7 1/2 Special, 8 1/2 Conserve, 8 Royal, 8 1/2 Ribbon, 10 Broken, 8 1/2 Cut Loaf, 9 1/2 Leader, 9 Kindergarten, 10 1/2 Bon Ton Cream, 9 French Cream, 10 Star, 11 Hand Made Cream, 17 Premio Cream mixed, 14 Paris Cream Bon Bons, 10 Fancy—in Pails Gypsy Hearts, 14 Coco Bon Bons, 14 Fudge Squares, 13 Peanut Squares, 11 Sugared Peanuts, 12 Salted Peanuts, 12 Starlight Kisses, 11 San Blas Goodies, 13 Lozenges, plain, 10 Lozenges, printed, 12 Champagne Chocolate, 12 1/2 Eclipse Chocolates, 15 Eureka Chocolates, 16 Quikette Chocolates, 16 Champion Gum Drops, 9 Moss Drops, 10 Lemon Sours, 10 Imperials, 11 Ital. Cream Opera, 12 Ital. Cream Bon Bons, 12 Golden Waffles, 13 Red Rose Gum Drops, 10 Auto Bubbles, 13 Fancy—in 5lb. Boxes Old Fashioned Molasses Kisses, 10lb. bx, 1 30 Orange Jellies, 50 Lemon Sours, 60 Old Fashioned Horehound drops, 60 Peppermint Drops, 60 Champion Choc. Drps, 70 H. M. Choc. Drops, 10 H. M. Choc. Lt. and Dark No. 12, 1 10 Bitter Sweets, as'd, 1 25 Brilliant Gums, Crys, 60 A. A. Licorice Drops, 30 Lozenges, plain, 60 Lozenges, printed, 65 Imperials, 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 Asst'm't, 3 75 Ten Strike No. 1, 6 50 Ten Strike No. 2, 6 00 Ten Strike, Summer assortment, 6 75 Scientific Ass't, 18 00 Pop Corn Cracker Jack, 3 25 Checkers, 5c pkg., 3 50 Pop Corn Balls, 200s, 3 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, @ 55 Almonds, California sft. shell, @ 27 Brazils, 12 @ 13 Filberts, @ 13 Cal. No. 1, 12 Walnuts, soft shell, 15 @ 16 Walnuts, Marbot, @ 14 Table nuts, fancy, 13 @ 13 1/2 Pecans, Med., @ 13 Pecans, ex. large, @ 14 Pecans, Jumbos, @ 16 Hickory Nuts per bu., Ohio new Cocoanuts, 12 Chestnuts, New York State, per bu. Shelled Spanish Peanuts 7 1/2 @ 8 Pecan Halves, @ 55 Walnut Halves, 32 @ 35 Filbert Meats, @ 27 Alcant Almonds, @ 42 Jordan Almonds, @ 47 Peanuts Fancy H. P. Suns 6 1/2 @ 7 1/2 Roasted, 7 1/2 @ 8 Choice, H. P. Jumbo, @ 7 1/2

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Doz.
Small size, 1 doz. box .40
Large size, 1 doz. box .75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots .31
El Portana .33
Evening Press .32
Exemplar .32

Worden Grocer Co. brand

Ben Hur

Perfection .35
Perfection Extras .35
Londres .35
Londres Grand .35
Standard .35
Puritinos .35
Panatellas, Finas .35
Panatellas, Bock .35
Jockey Club .35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/4 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass .5 @ 9 1/2
Hindquarters .6 @ 10
Loins .9 @ 14
Rounds .6 @ 8 1/2
Chucks .6 @ 7 1/2
Plates .6 @ 4 1/2
Livers .6 @ 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 @ 9
Lambs .10 @ 10
Spring Lambs .10 @ 10

Veal

Carcass .6 @ 9

CLOTHES LINES

Sisal

60ft. 3/4 thread, extra .1 00
72ft. 3/4 thread, extra .1 40
90ft. 3/4 thread, extra .1 70
60ft. 6 thread, extra .1 29
72ft. 6 thread, extra .1 29

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
50ft. .1 35
60ft. .1 65

Galvanized Wire

No. 20, each 100ft. long 1 96
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1 lb.
White House, 2 lb.
Excelsior, M & J, 1 lb.
Excelsior, M & J, 2 lb.
Tip Top, M & J, 1 lb.
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids,
Lee, Cady & Smart, Det-
roit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

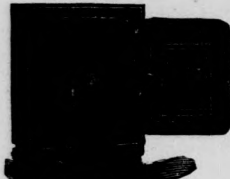
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large .1 80
Cox's, 1 doz. Small .1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's .1 50
Knox's Acidu'd. doz. 1 25
Oxford .75
Plymouth Rock .1 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, large .3 75
Halford, small .2 25

The lowest market in the
world is "Our Drummer"
—our catalogue.

It is the lowest market
because we are the largest
buyers of general mer-
chandise in America.

We sell to merchants
only.

Butler Brothers

New York

Chicago St. Louis



People Eat

Holland Rusk

(Prize Toast of the World)

365
Days in
Every
Year

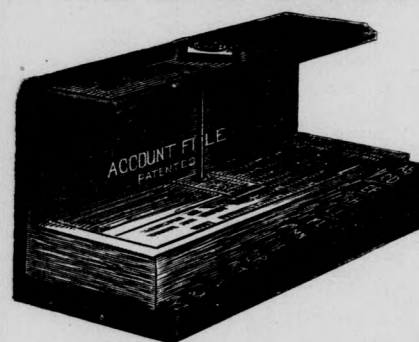
and the retail dealer
makes a substantial profit
on every package that's
sold.

No grocery stock com-
plete without it.

Holland Rusk Co.
Holland, Mich.

LARGE PACKAGE
RETAILS
10¢

Simple Account File



A quick and easy method
of keeping your accounts
Especially handy for keep-
ing account of goods let out
on approval, and for petty
accounts with which one
does not like to encumber
the regular ledger. By using
this file or ledger for charg-
ing accounts, it will save
one-half the time and cost
of keeping a set of books.

Charge goods, when purchased, directly on file, then your customer's
bill is always
ready for him,
and can be
found quickly,
on account of
the special in-
dex. This saves
you looking
over several
leaves of a day
book if not
posted, when a customer comes in to pay an account and you are busy
waiting on a prospective buyer. Write for quotations.



TRADESMAN COMPANY, Grand Rapids

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—A gold mine, in the shape of nice clean stock of general merchandise in one of the best small towns in state. Stock inventories about \$6,000, doing a business of \$100 a day now. Will do \$150 soon as sleighing begins. The owners are lumbermen whose timber has been killed to such an extent that all their time will be required to look after the woods. Come to Millersburg, Mich., and see it at once if interested. No trades, all cash. Millersburg Mercantile Co., Ltd., c-o R. P. Holihan, 158

For lease, cheap, woodworking plant, with boiler and engine, at Ironton, Mo. Apply W. D. Biggers, 1120 Penobscot Bldg., Detroit, Mich. 157

For Sale—Clean stock of boots and shoes, well located in the thriving city of Greenville. Good reasons for wanting to sell. Geo. Faber, Greenville, Mich. 156

To Exchange—120 acre farm, located in one of best farming sections in Southern Michigan. Three miles to Homer. Good soil, level, good fences, fair buildings, for stock hardware or general merchandise. Must be clean stock with established trade. Geo. E. Hartung, Homer, Mich. 155

People of moderate means who want to know how they can get large profits and an income from timber by monthly payments, write S. N. Purnell, Empire Bldg., Vancouver, B. C., Canada. 154

Snap If Taken Soon—\$6,500 stock of general merchandise in good town in Kansas on Union Pacific, in heart of wheat country; extra good established trade; sales last season \$16,000; could be increased; cash deal; other business, reason for selling. Address Correspondence, P. O. Box 97, Menlo, Kan. 153

For Sale Or Lease—Hotel, a rare opportunity to buy a paying up-to-date hotel, doing good business. Modern building, good hotel bar; hotel all furnished. Want to retire. Address R. H. Powell, Loraine, Ohio. 151

Wanted—By a shoemaker, an opening to do repair work in connection with retail shoe store. Address Abner Furtney, 306 Wight St., St. Johns, Mich. 150

Collect Your Bad Accounts—You can do it. My system gets the money. No difference what you've seen or tried, send me a dollar bill for eighty letters that compel payment of accounts seven to ten years old. References to prove it. M. A. Moreland, 16 Beard Bldg., New Castle, Ind. 149

For Sale—One of the best drug stores in Saginaw. Address No. 148, care Michigan Tradesman. 148

For Sale—A profitable business on the best corner in town, near Chicago. Address P. O. Box 143, Valparaiso, Ind. 147

First-class location for a newspaper. Enquire of J. H. D., care Michigan Tradesman. 146

To exchange for stock of dry goods or general merchandise, a good improved farm, well located. Address No. 145, care Tradesman. 145

For Sale—Stock of hardware, furniture, implements and undertaking, doing a good business; located in live railroad division town. At a bargain. No trade. Address Box 71, Chadron, Neb. 143

For Sale—Market and grocery, doing \$80 to \$100 a day. Rent \$20. Eight miles from Chicago, good town. Owner is in other business and has not the necessary time to look after this business. Address No. 144, care Michigan Tradesman. 144

For Exchange—A 17-room, three story house, in good repair, for stock of boots and shoes. House in Grand Rapids, value \$4,600. Geo. W. Cain, South Haven, Mich. 139

Profits up to \$500 monthly, placing premium vending machines. Investment of \$11 will start you. Any retail merchant or clerk can more than double or triple his income, working during portion of spare time only. Write to-day. Be first in your town. Full particulars from Premium Vending Co., 347 Sixth Ave., Pittsburg, Pa. 138

Merchants—Did you ever think of how to invest a little spare cash and increase your commercial rating several thousand dollars? Buy 160 to 1,000 acres of cheap land, always increasing in value. It serves a double purpose. Special bargains in cut over lands. Any size tract. Wisconsin and Michigan. Write to-day. Grimmer Land Co., Marinette, Wis. 133

I want a stock of general merchandise, clothing or shoes. Give full particulars as to size and lowest price. W. A. Bash, Macomb, Ill. 136

For Sale—Fine tract virgin longleaf yellow pine timber, 100,000,000 feet in Alabama, below Montgomery, on L. & N. R. R.; includes 11,271 acres land in fee. I will sell this tract at a great bargain. Address owner, John Allyn Campbell, Auditorium Annex, Chicago, Ill. 129

FOR SALE

General store and coal trade in small town in heart of the fruit belt. A steady and sure money maker, with no risk, good for at least \$1,600 clear money every year. It will take about \$4,500 cash for everything. Stock is strictly staple, all new. Can soon reduce. Don't write unless you mean business. Address No. 999, care Michigan Tradesman. 128

I have twenty good improved farms, small and large, for sale. Price, \$10 to \$20 per acre. Terms reasonable. F. McDonald, Montgomery, Tex. 141

For Sale—\$4,000 stock of hardware, new 11 years ago. Sales for the year, over \$15,000 and can readily be increased. Business not overdone. Located in the county seat within a rich farming and dairy country. If you wish a business of this kind, this is worthy of your investigation. Charles Freligh, Elkhorn, Wis. 140

For Sale—Grocery at No. 201 East Lake street, Minneapolis, fine double corner store, steel ceiling, fine fixtures and clean stock. Stock, fixtures, horses, sleighs, wagons, \$4,500. T. O. Dahl, Administrator. 142

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—Onyx Soda Fountain, which cost \$1,100, for \$300. C. S. Jandorf, Grand Rapids. 114

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—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

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—Carriage business; depository for 275 wagons; plant; cheap labor; established 28 years. Best trade. Great location. Harry J. German, Bank Bldg., Allentown, Pa. 85

WANT TO EXCHANGE

for SHOE, DRY GOODS, CLOTHING or any other store, choice Chicago income property. State size of stock.

Address No. 1000, care Michigan Tradesman

For Sale—Clean stock of general merchandise, doing a good strictly cash business in rapidly growing Michigan town of about 900 population. Inventories about \$9,000. Will take unincumbered farm or productive city property worth five to six thousand and balance in cash. Address Good Business, care Tradesman. 1

Wanted—Everybody having goitre (big neck) send stamp for free book. Dr. Swabey, Walkerville, Mich. 84

If you want a business, groceries and general merchandise in live town, 12,000 population, good location, write McCormick, 870 East 8th St., Traverse City, Mich., for proposition Nos. 1, 2, 3 or 4 on this stock, fixtures and real estate. 135

We offer for sale the controlling interest in several good country banks in Kansas, Missouri, Iowa, Texas, New Mexico, Oklahoma and Nebraska. It will pay you to investigate. If interested write to J. G. Streat Investment Company, 926 Baltimore Ave., Kansas City, Mo. 132

Timber For Sale—Eighty-four square miles of standing timber, consisting of spruce and tamarack, on Lake Winnipeg, Province of Manitoba. Would also sell in connection therewith, well-equipped mill steamer and two large barges. (No attention will be paid to letters from agents.) For further particulars address H. P. MacMahon, Traders' Bank Chambers, Winnipeg, Man., Canada. 131

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 \$9,000. Annual sales, \$25,000. Address No. 35, care Michigan Tradesman. 35

G. E. Breckenridge Auction Co.

Merchandise Auctioneers and Sales Managers
Edinburg, Ill.

Our system will close out stocks anywhere. Years of experience and references from several states. Booklets free. Second sale now running at Moeaqua, Ill., sale also running at Giard, Ill. Write us your wants.

For Sale—Furniture and china business, the only furniture business in busy town of 5,000 inhabitants. Good factories, good farming country. Good reasons for selling. Address P. O. Box 86, Greenville, Mich. 853

For Sale—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.

Salesman Wanted—With established trade in Northern Michigan preferred, to carry our line of canvas gloves and mittens on commission. The Hastings & Emerson Mfg. Co., South Boardman, Mich. 159

SITUATIONS WANTED.

Head window trimmer and first-class show card painter New York City, department store experience, is open for engagement with first-class store. Address Box 604, Altoona, Pa. 152

Experienced grocery clerk wants steady position, references, present employer. Address Box 580, Otsego, Mich. 134

Want Ads. continued on next page.

Here Is a Pointer



Your advertisement,

if placed on this page,

would be seen and read

by eight thousand of

the most progressive

merchants in Michigan,

Ohio and Indiana. We

have testimonial let-

ters from thousands of

people who have

bought, sold or ex-

changed properties as

the direct result of ad-

vertising in this paper.

FOREIGN CHEESE LABELS.

Importers of foreign cheese are dissatisfied with the rulings of the United States Department of Agriculture and are attempting to secure modifications of these rulings which will enable them to handle their cheese substantially as they have heretofore. There is little probability that they will get much relief from the complaints they have filed. On the other hand, it looks as though the Government would insist upon their adhering strictly to the letter of the regulations or be ruled out of this market.

The domestic producer is obliged to mark his cheese with the ingredients. That is, it is necessary to say whether it is of skimmed milk or otherwise, and the foreigner should not be given anything that the domestic producer can't have. In other words, if the domestic cheesemaker is compelled to mark his cheese according to how it is made, there is not the slightest reason, say the officials, why the foreigner should not do likewise. And they hold that sifted down to its basis that is all the Department asks.

For example, the foreigner, if permitted to put merely the name of his cheese upon the package, could deceive many purchasers with the name Parmesan. This is really a skimmilk cheese, but nothing in the name would indicate it to the average buyer in this country. The domestic producer would be compelled to mark his package with the name of skimmilk, but the foreigner could hide behind the name of the cheese and foist a skimmilk product upon the buyer. The only thing the officials desire to do is to make the ruling fair to all alike and they do not see why the foreigner should make such a vigorous protest against something which is required of domestic producers.

Perhaps there is rather too much strenuosity upon this question anyway. The matter of cheese is one which appeals to comparatively few outside of a limited circle of purchasers in the cities. Former residents of the countries which produce specific cheeses want their favorite goods, but the average American is satisfied with plain American cheese as he has seen it since childhood and he will have almost no sympathy with the fight now raging between the pure food officials and the foreign producers.

As a matter of fact, however, Americans could take up many varieties of foreign cheese with advantage to themselves. They are products of great dietetic value and the more one uses them the more they will want the goods. Many varieties of foreign cheese are exceedingly palatable and Americans will do well to become better acquainted with them. Possibly this very discussion will have the effect of attracting attention to them and their value as food.

THE DECAY OF DISCIPLINE.

It is announced that the coroner's jury impaneled in the recent railroad wreck case has fixed the responsibility

for the frightful slaughter upon the engineer and conductor of the Great Northern train which crashed into the Northeastern train, which was just a few minutes ahead of it, a fact known to the engineer and conductor in question.

As a coroner's jury makes merely a preliminary inquiry as to how the victims of the wreck came to their death, a verdict having been rendered, it remains for the judicial tribunals to take any further notice of the matter as may be called for.

Such investigation as has been made public, as judged by the reports printed in the local papers, shows that throughout the entire affair there was either a great lack of reliable system provided for the operation of trains, whose movements constantly exposed them to disaster, or if the system was complete and had been properly promulgated by the respective railroad authorities, then there was a woeful lack of discipline on the part of the employees whose business it was to watch the schedules, transmit orders and run the trains.

But this lack of discipline has long been remarked concerning the operation of railroads in all parts of the country. It is claimed that while the most carefully arranged systems for schedules and the operation of trains may be prepared and promulgated, such regulations can not be enforced, and they must be left to the conscience and sense of duty or to the neglect and recklessness of the subordinates.

It has been repeatedly declared that an employee who, by neglect or disobedience of orders, has brought loss, if not worse, upon the companies, can not be discharged without bringing on a general strike and stoppage of all business. In view of such a remarkable situation, it has been charged that in default of any other means of relief the railroad companies and their employees combine for mutual protection. If blame for a catastrophe can be fixed upon the employees of a particular company, that company can at least be made the subject of claims for damages, and thus arises the necessity for every such corporation to protect its employees.

Thus it is that, from the moment a railway accident is announced, the law officers of the company or companies concerned are on the spot to shield their clients from pecuniary liability. Thus it is that a great corporation and its employees come together for mutual protection, no matter how much lack of unity of sentiment there may be between them.

The decay of discipline has been remarked all over the civilized world, not only in civil organization, but in military, also. It may be regarded as one of the most striking evidences of political and social change. It portends developments that are not to be lightly considered.

A great deal of fun is poked at the self-made man, but just the same he can stand almost any climate.

School Ethics Unrecognized in Business.

Most young men of the present time who have come up through the modern system of schooling have been trained to detest tattling. No matter what the deliberate offense of a guilty one may be, boy logic has it that the boy who reports the infraction is the worse offender of the two. Let a hundred pupils suffer for the misdeed, rather than report that boy who, offending personally every one in the hundred, still chooses to sneak silently under cover of suspicion.

But when the young man trained academically to this idea finds himself a unit in organized business which insists upon business, rather than ethics, he is likely to find his school philosophy burdensome if he shall attempt to put it into practice upon a salary basis. In school he may be said to have been paying for the privilege of preserving his silence regarding knowledge of others' shortcomings. As a worker on a salary he may discover that his employer is paying him for just such information.

At this moment I am familiar with an unpleasant tangle in a great business organization where in the beginning just one man was to blame for a slight indiscretion. His intent was of the best in the matter, but his judgment was bad. He exceeded his authority in a certain circumstance and became responsible for involving a large portion of a department in a piece of unauthorized work. When the work was accomplished it was displeasing to the general management of the concern. Several departments in the organization began to ask for the authority of the action?

The result is that a dozen men in the establishment are under the fire of unpleasant questioning. Recognizing that the real heart of the mistake lies with a man who in doing his best merely failed in his best judgment this man has been shielded from his share in the muddle. But as the situation rests, hard feelings have developed, men are hurt and irritated, and the whole smooth running machinery of a perfected organization has been thrown out of balance and harmony. To-day the first questioned effect is as nothing compared to the evils that have resulted in the questioning.

To appreciate the impossibility of school ethics in business, it must be accepted as fact that business is seeking and expecting the capable, earnest, honest man for its needs. It must be taken for granted that these qualities are needed in all men from highest to lowest place.

At once, then, the capable, honest, earnest subordinate, drawing his salary on a basis of such service, is not drawing that salary honestly if, known to him and unknown to his employer, some fellow worker is crippling the effects of such efforts.

Practically he will find many things in the way of his doing anything. Even the employing head of the house may have been making a specialty of discipline and its maintenance in the establishment. This head

may be deaf to any effort at hearing a possible complaint out of the routine of his lieutenants. This must be taken as encouragement to his lieutenants against tattling, in which case, if the man in the ranks should report above the head of his superior, it would be tantamount to a dismissal.

But that distinctly practical thing which the young man may do is to forget the logic of his school days in subterfuge and covering up of his fellows' misdeeds. Let him refuse to have his own errors covered by any one. Let him prepare to take the consequences of his own acts without fear or favor. Let him determine to leave an open record behind him. Where he shall have proved to his fellows that he has no interest in having his own mistakes kept covered—that he is willing to assume all responsibility for all of his own acts, clearing him of any obligation as to sharing the mistakes of others—he can not be criticised if he takes the stand that his own shortcomings are quite numerous enough for him to carry on one pair of shoulders. Organization and results in business are synonymous. Organization is crippled in its purpose if that organization becomes a secondary machine bent to the covering up of its own organic inefficiency.

J. A. Howland.

Zion City, near Chicago, which attracted much attention on account of its rapid rise and the vagaries of its founder, is likely to become the center of a greater manufacturing and commercial activity than the late John Alexander Dowie ever dreamed of. Receiver Thomas has transferred the lace factories to a business corporation and hereafter property in Zion will be disposed of in fee simple, instead of under the lease plan originated by Dowie. Those who hold leases which expire in the year 3,000 may get deeds by paying a small fee. The receiver reports the total assets as \$1,709,647, which will net investors about 28 per cent. of their claims.

At Niagara Falls recently a runaway horse crossed the river on the steel arch bridge, an exclusive railroad structure, without the slightest injury to either horse, harness or wagon. Fortunately there was no train on the bridge at the time, but how the animal could travel over the ties at a rapid pace with no damage is a mystery. The distance across the bridge is 520 feet. Not so much as a strap was misplaced. The only other horse that ever attempted the trick broke its leg between the ties.

Heroship is the first station on the road to oblivion.

People who borrow trouble pay usury.

BUSINESS CHANCES.

For Sale—On account of poor health, the best complete house furnishing business in Michigan. Big, old-established business, good prices. It is a gold mine for a hustler. Address Bargain, care Michigan Tradesman. 160



YOU OUGHT TO KNOW that all Cocoa made by the Dutch method is treated with a strong alkali to make it darker in color, and more soluble (temporarily) in water and to give it a soapy character. But the free alkali is not good for the stomach. Lowney's Cocoa is simply ground to the fineness of flour without treatment and has the **natural** delicious flavor of the choicest cocoa beans unimpaired. It is wholesome and strengthening. The same is true of Lowney's Premium Chocolate for cooking.

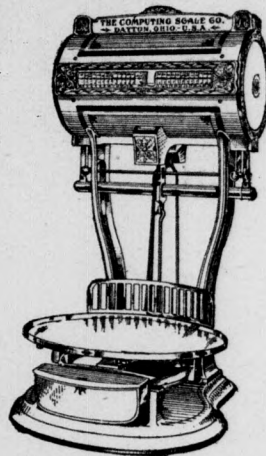
The WALTER M. LOWNEY COMPANY, 447 Commercial St., Boston, Mass.

What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

Tradesman Company
Grand Rapids

100 Dayton Moneyweight Scales



The new low platform
Dayton Scale

ordered and installed after a most careful investigation of the various kinds of scales now on the market. The purchasers are the promoters of one of the most colossal enterprises of the age.

Grand Central Market

where weighing is necessary, such as groceries, meats, teas and coffees, poultry and game, fish, butter, cheese, candy, etc.

This market is all on the ground floor and contains over 16,000 square feet of floor space, which is divided into 480 booths each 10x10 ft. Its appointments are as near perfect as modern ingenuity can devise.

The management decided to furnish all equipment used in the building so as to guarantee to the patrons of the institution absolute accuracy and protection.

Dayton Moneyweight Scales

were found to excel all others in their perfection of operation and in accuracy of weights and values. That is the verdict of all merchants who will take the time to investigate our scales.

Our purpose is to show you where and how these scales prevent all errors and loss in computations or weights.

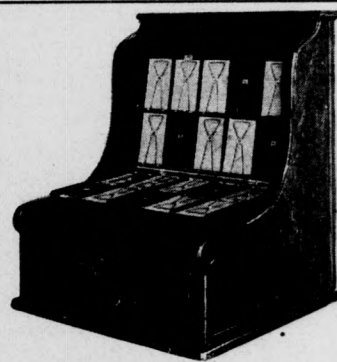
A demonstration will convince you. Give us the opportunity. Send for **catalogue** and mention Michigan Tradesman.

Moneyweight Scale Co., 58 State St., Chicago.
Next time one of your men is around this way I would be glad to have your No. 140 Scale explained to me.
This does not place me under obligation to purchase.

Name
Street and No. Town
Business State



MONEYWEIGHT SCALE CO., 58 State St., Chicago



Habits Are Changing

The old habit of POSTING ACCOUNTS FROM ONE BOOK TO ANOTHER (like Grandfather used to do) is CHANGING.

FIFTY THOUSAND UP-TO-DATE, WIDE-AWAKE MERCHANTS have discovered that POSTING ACCOUNTS FROM ONE BOOK TO ANOTHER was only a WASTE of VALUABLE TIME and an UNNECESSARY EXPENSE.

They were a long time making the change and they now wonder why they did not get out of the old rut LONG AGO.

WHAT'S THE USE? Day Book? Journal? Ledger? Pass Books? Bills? Statements? Collectors?

—WORK— —WORRY— —EXPENSE— * — * — * — * — *

The McCASKEY ACCOUNT REGISTER SYSTEM is in use in THOUSANDS of UP-TO-DATE STORES, handling CREDIT SALES as fast as CASH SALES.

The ACCOUNTS are kept with ONLY ONE WRITING, and the McCASKEY is bringing in the CASH faster than they could get it with statements and collectors.

The McCASKEY is SYSTEM without Red Tape.

It's A TRADE GETTER—A TRADE HOLDER—A MONEY EARNER—A MONEY SAVER.

If you do a CREDIT BUSINESS you should INVESTIGATE the McCASKEY CREDIT REGISTER SYSTEM.

Catalogue is FREE.

THE McCASKEY REGISTER CO.
27 Rush St., Alliance, Ohio

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

Grand Rapids Office, 41 No. Ionia St. Detroit Office, 500 Lincoln Ave.
Agencies in all Principal Cities



**If You Sell Most
All Kinds of Oats
Because People
Want Them**

don't forget there is one oats that most people want
the most, and that one is

H=O

The large yearly increase in the sales of Hornby's
Oatmeal comes so naturally as a result of quality
and satisfaction that it is easy for any grocer to
"get in line" and see his business increase along
with ours.

The H=O Company
Buffalo, N. Y.

BULLETIN

People are drinking more and yet
more of our superb "White House"
Coffee. Just where and how they
obtain the thousands upon thou-
sands of cans we send out is best
known to themselves; BUT that
they DO—somewhere, somehow—is
significant of the fact that hundreds
of grocers are "wise" to the FACT
that "White House" is a MIGHTY
GOOD COFFEE TO HANDLE, and
are reaping a little harvest and, in-
cidentally, taking away some of the
other "feller's" customers for other
goods.

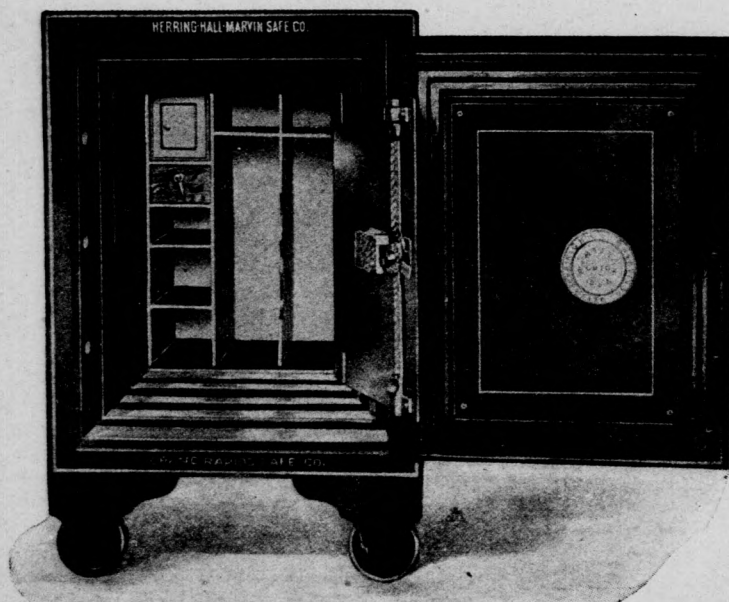
DWINELL-WRIGHT COMPANY
Principal Coffee Roasters, Boston and Chicago

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.