



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.

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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.

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

Pure Cider Vinegar

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

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.



You'll Wear A Thanksgiving Smile

From the day that you stock the Ben-Hur Cigar. It will mean that you have brought within the reach of your customers a mellow, rich, delightful smoke which never changes and of which they will never tire. They'll take new interest in the "Naked Beauty" of a cigar and this will mean much to your till, Mr. Dealer.

GUSTAV A. MOEBS & CO., Makers
Detroit, Mich.

WORDEN GROCER CO., Distributors, Grand Rapids, 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, DECEMBER 2, 1908

Number 1315

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

Capital \$500,000

Surplus and Profits \$150,000

Assets Six Million Dollars

You can make deposits with us easily by mail

HENRY IDEMA, Pres.

J. A. COVODE, Vice Pres.

J. A. S. VERDIER, Cashier

GRAND RAPIDS FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

Commercial Credit Co., Ltd.

Credit Advances and Collections

MICHIGAN OFFICES

Murray Building, Grand Rapids
Majestic Building, Detroit

**FIRE AND
BURGLAR
PROOF**

SAFES

**Grand Rapids
Safe Co.**

Tradesman Building

SPECIAL FEATURES.

2. Window Trimming.
4. News of the Business World.
5. Grocery and Produce Markets.
6. The Greatest Banker.
8. Editorial.
10. Slipshod Methods.
11. The Partners.
12. During the Dry Season.
14. Burwick's Past.
16. Clothing.
18. Hardware.
20. Building for the Future.
24. A Pirate of Trade.
26. Forty-eight Years Ago.
28. Woman's World.
30. The Bathroom.
32. Review of the Shoe Market.
34. Business Mistakes.
36. Butter, Eggs and Provisions.
37. New York Market.
38. Two Classes.
39. Power of Suggestions.
40. Commercial Travelers.
42. Drugs.
43. Drug Price Current.
44. Grocery Price Current.
46. Special Price Current.

THE INAUGURATION.

Every time that it becomes necessary to inaugurate a new President the question of raising the funds needed to carry out that function in a proper manner becomes a live issue with the people of Washington. There are probably many people throughout the country who imagine that the Government pays the cost of inaugurating Presidents, whereas, as a matter of fact, not a single penny is appropriated for that purpose. The entire expense is assumed by the residents of the District of Columbia, and, as a considerable sum is involved, the burden bears heavily on the people of a community that has little commerce. It is true that the city of Washington has a considerable population, but when the army of clerks and employes living on salaries paid by the Government is eliminated, the number of people engaged in business and in a position to contribute is relatively small.

The expense of the parades, inaugural ceremonies and inaugural ball, with the many collateral functions, is very heavy, and all the money has to be raised by subscription. A small part of the required funds is raised by the sale of seats on grand stands and the sale of tickets to the inaugural ball, but even these sources of revenue fail to provide anything like a good proportion of the total cost. The inaugural ball is in a measure a glittering fake, permitting but little chance for dancing and affording no fitting opportunity for a dignified presentation of the new President to the people who buy tickets for the function.

It has been suggested in many quarters that the cost of a proper inauguration should rightly be borne by the nation, as it is a national affair and not a mere local celebration, in which the people of the District are primarily concerned. If the ceremonies were managed by the Government itself, a much more dignified and appropriate ceremonial might be adopted to supplant the

present customs. The great parade which commonly follows the taking of the oath and the inaugural address of the new President at the Capitol has in late years become purely a military affair. This could be easily managed by the Government itself without cost to the people of Washington. The state troops that visit the Capital for such an occasion pay their own expenses or their respective states pay the cost. The inaugural ball could probably be profitably dispensed with, as it serves no useful purpose and exposes the new President and his family to a good deal of unnecessary risk and fatigue. It in no sense takes the place of a public reception, as the high price of tickets shuts out the masses, while the fact that tickets are sold puts the new Administration in the position of being placed on exhibition for the benefit of those able to pay for the privilege of being present.

While the cost to the people of Washington is excessive and represents a burden inevitably recurring at stated intervals, the cost to the Government itself would be trifling, while the control of the whole ceremonial, which would then be in suitable hands, would insure a much more dignified and impressive inauguration of a new Administration.

A FINE START.

The Supreme Court of the United States has settled for good and all the question as to whether states may exercise control of railroads or whether that authority is vested solely in the Federal courts; and the opinion rendered holds that such authority belongs to state courts.

On May 14, 1907—over a year and a half ago—a circuit court in Virginia granted to a railroad a restraining order against the enforcement of the two cent railway rate law by the State Corporation Commission. The case was taken up to the Supreme Court of the United States and last Monday that court gave a decision reversing the decision of the lower court and practically dismissing the case, so far as the Federal Courts are concerned.

This will be good news to everybody—even to many of the railroads which have complied with the two cent rate law—but there are a number of cases pending which, undoubtedly, will be affected by the decision and, in such instances, there will be dissatisfaction.

However, viewing the entire situation as to railway legislation, it is very reassuring, in that it shows that both shippers and carriers are getting more closely and more harmoniously together on a basis of fairness to all concerned. The settlement of the uniform bill of lading

problem, after a long and conscientiously thorough and fair consideration by all parties interested, was a tremendous triumph in genuine co-operative effort; the matter of the uniform classification of freight is gradually but surely tending, and by the same sincere sort of co-ordinate effort, toward a satisfactory termination, and there are in prospect most hopeful signs that an early readjustment of freight rate bases will be accomplished. With that end reached and with the further watering of railway stocks prohibited and publicity as to ownership and transfers of such stock required, President Roosevelt's administration may end satisfied with having accomplished tremendously valuable results.

RECKLESS HORSEPLAY.

Six months of good season for making improvements lost in peanut politics and the pump question of Grand Rapids is back just where it was last June with our city woefully short of pumping capacity at its water works, the property of our citizens in jeopardy in case of fire and the fire underwriters ranking Grand Rapids as one of the very worst risks in the country. Of course, insurance rates are affected by such criminal disregard of municipal rectitude.

And the situation can not in fairness be laid at the doors of our Board of Public Works. It belongs and by common consent is placed in the Council Chamber, with the Mayor's office as an annex. Busy men of affairs are too much engaged with their own matters to be acquainted with the details of the manipulations that have been going on and so can not give specifications.

And now Mayor Ellis, true to his sporting instinct, has made a bet and will stand by it. His offer is that if the Common Council would readvertise for bids on a pumping engine and does not receive bids for \$60,000 or under, he will make a gift to the city of his property at Lagrave and Island streets, which is wanted as a site for a new engine house. The Council, by a very close vote, decided to readvertise for ten days, thus giving the pumpmakers an opportunity to devise new combinations.

Should the Mayor win or lose his bet is of little importance. The city does not want his lot as a gift. What the city needs and must have is adequate protection against fire. And the city demands that the aldermen stop monkeying for their own individual ambitions and possible gain; moreover, it will be well for the Mayor to get in line as soon as possible.

He falls into Pride's pit who passes by on the other side whenever he sees one who has fallen.



Some Novel Ideas Suitable for Shoe Window.

Certainly in all the days of modernity the matter of ladies' shoes never received so much attention as just at the present.

Time was when the average girl considered herself pretty well shod if she possessed a pair of nice shoes and shiny rubbers "for Sunday," other shoes slightly worn for common use, a pair of rubbers for everyday that were not exactly so spick and span as those "for Sunday," a pair of slippers for the house and a soft-soled pair for running around in in her own room. Her wildest dreams included no more if she was a careful person as to expenditure for personal apparel in general.

But now! Ye gods and little fishes but the up-to-the-second young feminine is a corker on her shoes. She can vaporize a hundred dollar bill on them at but a single sitting—and then not half try or think anything of it.

The young lady of to-day selects her pedal coverings with as much care as if she were an actress or as if they came under the head of millinery. She may not be quite such a woeful spendthrift on footwear as her sister clicking her heels behind the footlights, but her lower extremities are a tender point with her and she tries her best to attain the good appearance which her desires do dictate.

Fired by these desires she enters a shoe "emporium," as certain merchants are given to designating their place of business. Likely as not the first thing that strikes her fancy obtrudes itself from the exclusiveness of a costly velvet-floored, mirror-backed, bevel-edged showcase, which displays fine merchandise to such excellent advantage that it quite sells itself. Usually only the ne plus ultras are placed within these sacred precincts. And they are enough to cause all the frugal resolutions that a girl might have on entering the portal to take to themselves wings and fly away to be entertained no more upon that special shopping expedition.

As I said at the beginning, there never was a time when so much time and thought were expended on ladies' shoes as in the now. With the return of prosperity manufacturers have been getting out especially attractive footery togs to gratify the vanity and tickle the fancy of the Fair Sex. Material is beautiful, cut and fit leave nothing to be desired. The young woman is, indeed, difficult to please who can find nothing to give her pleasure in even the ordi-

nary shoeman's stock. Details are more looked after than ever before and no pains nor expense is spared to get up dainty designs that shall render women's feet a delight to look upon. Some of the new styles are truly entrancing.

In the recent advertisement of a prominent Lynn, Mass., firm of shoe manufacturers one reads:

"The modern shoe for the modern woman is not a thing apart, but must be considered in connection with the character of the dress and the place it is to be worn.

"Blank shoes are not only made to perfectly fit the feet, but their designs are expertly devised and materials carefully chosen to harmonize exactly with the newest modes in dress and with the costume for every occasion.

"Blank shoes appeal to the women of rare discrimination in the selection of the accessories of a frock, which, after all, constitute half—if not more—of its acknowledged and, it might be added, envied success."

The advertisement of the firm in question occupies a full page, half of which is taken up with the illustration of an elegant restaurant interior. The floor is appropriately tiled, the walls show the very latest in the decorator's art. Big palms are in evidence in rich footed jardinières and draperies at the windows are heavy and costly. Marble pillars support the ceiling. The chandeliers are resplendent with hundreds of prisms and softly-shaded lights.

In a cozy corner, somewhat apart from the gay throng, there is a little table set for two. Under it and extending several feet beyond is a thick fringed Oriental rug. At the table, which has on it the most immaculate of immaculate lunch cloths and is decked out with tiny tea things, sit a couple of good-looking young ladies. They are very fashionably gowned and have just come from out of doors; the long fur coat of one of them has fallen partly off the chair.

The pretty duo are apparently so earnestly engaged in conversation that they have forgotten that they have crossed their knees and that, in consequence, they are displaying two braces of as pretty ankles as were ever accidentally(?) exhibited. One of the girls has on medium-high shoes. The tops are light gray cravenette, the lower part being patent leather and slipper-shaped; Cuban heels. This girl's friend has on low shoes—patent leathers with big Colonial buckles. Her heels are also Cuban. The young women's gowns trail on the floor at their side, but

they do not entirely hide the frilliness of their white petticoats.

As I looked at this advertisement, I thought to myself how effective such a scene would be in a large window, only, of course, on a small scale and with nothing near the elaboration in the picture; but the idea could be quite closely adhered to by a skillful trimmer. Handsome dummies could be posed as I have described the girls in the shoe advertisement. They would certainly make a hit with the public.

Or a dummy lady could be attired in fine clothes and posed on a shoe merchant's settee, her feet encased in stylish shoes, her right foot resting on a hassock, her skirts lifted a little by her right hand, her head gracefully bent to obtain a glimpse of her fascinating new footwear. A dummy man to represent a clerk could be seated in front of the lady on one of the low stools used by shoe salesmen. He should have a buttonhook in his hand and be contemplating—of course rapturously—the fit of the shoe he has just buttoned up. A number of stunning new shoes, both high and low, should be strewed on the floor; some should still be in the cartons. It should appear as if a choice had not yet been made. Naturally, the lady must be tastefully but strikingly gowned, so as to catch attention from afar. Dress the man in a proper business suit. He's of secondary consideration. The interest of pedestrians will all center in the "Girl of the Hour."

Character Main Factor in Success.

One of the most important lessons that experience teaches is that on the whole and in the great majority of cases, success in life depends more on character than on either intellect or fortune. Many brilliant exceptions, no doubt, tend to obscure the rule and some of the qualities of character that succeed the best may be united with grave vices or defects; but on the whole the law is one that can not be questioned, and it becomes more and more apparent as civilization advances.

Temperance, industry, integrity, frugality, self-reliance and self-restraint are the means by which the great masses of men rise from penury to comfort, and it is the nations in which these qualities are most diffused that in the long run are the most prosperous.

Chance and circumstance may do much. A happy climate, a fortunate annexation, a favorable vicissitude in the course of commerce, may vastly influence the prosperity of nations; anarchy, agitation, unjust laws, and fraudulent enterprises may offer many opportunities of individual or even of class gains, but ultimately it will be found that the nations in which the solid industrial virtues are most diffused and most respected pass all others in the race.

The moral basis of character was the true foundation of the greatness of ancient Rome, and when that foundation crumbled the period of her decadence began.

The solid, parsimonious, and industrious qualities of the French

peasantry have given their country the recuperative force which has enabled its greatness to survive the countless follies and extravagances of its rulers.

Character, it may be added, is especially pre-eminent in those kinds and degrees of success that affect the greatest number of men and influence most largely their real happiness in the success which secures a high level of material comfort; which makes domestic life stable and happy; which wins for a man the respect and confidence of his neighbors.

If we have melancholy examples that different qualities often gain splendid prizes, it is still true there are few walks in life in which a character that inspires complete confidence is not a leading element of success.

In the paths of ambition that can only be pursued by the few, intellectual qualities bear a larger part, and there are, of course, many works of genius that are in their own nature essentially intellectual. Yet even the most splendid successes of life will often be found to be due much less to extraordinary intellectual gifts than to an extraordinary strength and tenacity of will, to the abnormal courage, perseverance and work power that spring from it, or to the tact and judgment which make men skillful in seizing opportunities, and which, of all intellectual qualities, are most closely allied with character.

Cardinal Newman has painted the character of the perfect gentleman:

He is one who never inflicts pain. He carefully avoids whatever may cause a jar or a jolt in the minds of those with whom he is cast—all clashing of opinion or collision of feeling, all restraint or suspicion or gloom or resentment, his great concern being, make every one at ease and at home.

He has his eyes on all his company. He is tender toward the bashful, gentle toward the distant, and merciful toward the absurd; he can recollect to whom he is speaking; he guards against unreasonable allusion or topics that may irritate.

He makes light of favors while he does them, and seems to be receiving when he is conferring. He never speaks of himself except when compelled, never defends himself by a mere retort; he has no ears for slander or gossip, is scrupulous in imputing motives to those who interfere with him, and interprets everything for the best.

He has too much good sense to be affronted at insult; he is too busy to remember injuries, and too indolent to bear malice. He is too clear headed to be unjust.

He is as simple as he is forcible and as brief as he is decisive. Nowhere shall we find greater candor, consideration, indulgence. He knows the weaknesses of human nature as well as its strength, its province, and its limits. William E. H. Lecky.

Splitting Hairs.

Mrs. Chinnon—Tell Marie I want her to come up and take my hair down.

Rose (the new maid)—Can't I take it down to her, ma'am?

When the Short Route Man Wins Out.

In business there are two ways of reaching a desired end. In fact, these two methods of approach apply to all phases of human activity. But nowhere do they count for more or will they lose more than in business. One way is short and decisive; the other long and circuitous.

Out of every 100 men working for a definite end ninety-nine are taking the longest, hardest, and most involved route. That's a conservative estimate. The short route man is more likely to be one out of 500.

The difference in the degree of success of the short route man and the long route man is this: the former is capable—is able to do things when he gets face to face with his ambition; he's got energy, activity, and life reserved for the really big things of business.

But he who finally arrives at his destination after years of toil and wasted energy has so spent himself—the vital in himself—that he can not grapple with the problems that confront him. He is unable to make the most of his opportunity after fighting to get to it.

The long and the short routes represent the wasting and conserving of energy.

The Marathon runner who boldly and daringly starts out to outdistance the other runners at the first, but does not reserve his strength till the final spurt, and who does not cunningly plan his every maneuver, will never reach the tape. When he does cross it is long after the victor has received his laurels.

Most men pick out a long route of their own volition. They select it under the illusion it is the quickest and shortest way.

In business men are inclined to seek the line of least resistance, which is usually the long way. That may appear inconsistent at first glance; but it is true.

The road to success in business is simply a highway of obstacles. It is not a smooth macadam. There are no convenient automobiles or other means of conveyance. It is a rough footpath strewn with huge rocks, massive fallen trees, unexpected short turns and corners, and steep gulches and ravines; but you can walk it if you are careful, and if you plan and study your journey.

The average man confronted with this perspective immediately plans to reach the other end by avoiding all obstacles he sees before him and those which he knows lie in the path farther on. That looks to him as the shortest, easiest way to the journey's end, where success awaits him.

He starts out by going around the huge stones, hunting carefully for paths that lead past the fallen trees, seeking diligently where the roads are straight so as not to be bothered by the short turns and corners, and exploring for bridges and devising methods to span the rocky gulches and ravines.

If he is persistent and hardy he will finally reach the other end of the road—exhausted. He'll expect the hand of Midas to be extended to-

wards him lovingly. He won't have the energy, the strength, the ambition to pry open the fingers that hold what he wants. The gold he gets is only that which is peeping out from between the closely clutched fingers—a pitifully small portion compared with what he might have gotten were he able.

Meanwhile, another has entered the road and is about to make his way to its end. He also sees the obstacles before him, but he is a short route man. He resolves to face them and overcome them, not avoid them.

He climbs over the rocks and trees, using every ingenuity to do it the easiest and quickest way, the way that will consume the least energy and strength. He picks his way carefully down the gulches and ravines, and uses all the means possible to pull himself up—limbs of trees, weeds and grasses.

The smooth stretches of the path where his predecessor lingered in order to rest himself he can glide over quickly. He reaches the end of the road and also finds the hand of Midas tightly closed, but he has not mispent his energy, he can open it and find his reward in full.

Don't try to get away from the obstacles that confront you; meet them, fight them, overcome them. The success of the last conquest will help you with the next, will develop you, and strengthen you. That's the short route and that's the history of all the successful men of to-day. They did not lie down, and try to crawl by; they stood up, faced the enemy in whatsoever form it appeared, and downed it. Herbert F. Thrale.

Two Triumphs of Chemistry.

Two remarkable instances in which the chemist's laboratory has supplanted the farmer and the field are cited in a recent publication. There was a time when India produced large quantities of indigo every year, on plantations. The planters were warned that over in Germany chemists were at work making indigo, but they only laughed. Then the announcement came that synthetic indigo, made in the laboratory, was a commercial success. It was absolutely the same as the natural indigo, only, if anything, a little bit purer. Now India no longer supplies the world with indigo. A German laboratory makes the whole supply, and even India buys in Germany.

There was a time when large areas in France were devoted to the cultivation of madder root, from which the red dye alizarin was made. Again a German chemist improved upon nature, and made artificial alizarin at a cost of less than one-third that of the natural product. It wasn't an inferior imitation; it was the real thing. Now Germany supplies the world with alizarin. The only red cloth you will ever see to-day that is dyed with a natural dye is in the trousers of the French gendarme. And this is purely for sentimental reasons. The French government maintains a farm and grows a few acres of madder, that the French army need not be dependent upon its natural enemy, Germany, for anything it uses.

Movements of Michigan Gideons.

Detroit, Dec. 1.—The ladies of the Auxiliary conducted the Griswold House meeting last Sunday evening, led by Mrs. Aaron B. Gates. The subject was the "Garden of Eden," from Genesis, second chapter, with parts of the third chapter, then the last chapter of Revelations. The first picture she drew was that of the formation of man from the dust, when God breathed into this His formation, "the breath of life," and man became a living soul. God gave man his breath and is still giving it to him. God had already the fish, the fowls of the air, the beasts of the field, and all these for man, and all had been inspected by God and found perfect. Then God planted a garden where there were the finest gold and onyx stones, and He planted all kinds of fruit trees, all kinds of flowers, and it was the most beautiful spot man could conceive. This God made and gave to man for his home to till and care for. Nothing was left out for man's comfort and enjoyment, and all this as a free gift of love. God had placed the garden where there was a constant supply of water. In the midst of this beautiful garden, trimmed and bordered with onyx and gold, with everything heart could wish for, was the "Tree of Knowledge," and here Eve, the beautiful wife God had given man, was looking and longing for its beautiful fruit. God had given everything for man but the fruit of this one tree and the woman could not see the gold, the onyx, the fish, the fowls of the air, the beasts of the field and all the other trees filled with perfect fruit, nor could she see the beautiful flowers, but she did see the serpent listlessly winding its way up to the "Tree of Knowledge" and she could listen to the voice. She partook and gave to her husband, and then her husband heard another voice. We always hear another voice. Which will you obey?

The Bible begins with Paradise and ends in Paradise. It begins with natural creation and ends with spiritual creation; it begins with heaven and earth and ends with new heaven and earth. The whole Bible is the continued effort of God to bring the human race to Paradise regained, to new earth, the city of the loving God. The city is pictured to us as clearly as it is possible for the human mind here to conceive, and looking at that vision the invitation to come to it is given as a parting message of the Word of God. Man was placed in the most favorable circumstances for his development and growth in a beautiful garden, with all the influences of noble nature about him, in natural communion with God, with plenty of work in taking care of his home, with a perfect family life. The "Tree of Knowledge" of good and evil was in the midst of the garden. It was not the tree of knowledge, but only of the knowledge of good and evil. It was not to prevent them from knowing good and evil; its purpose was to teach them that knowledge; it was not there to make them fall into sin, but to train them in virtue by resisting tempta-

tion. There was no other way of opening the door to man's highest possibilities, his fullest development, his purest holiness, his greatest happiness, his largest usefulness. All who would become strong and useful must gain their power largely through their victory over temptation. Men cultivate courage through things which test courage. They grow in faith through things which try their faith. They learn business through taking the risk of business. People without trials and temptations are always failures. The best possible world is the best only to those who have learned to trust and obey God. Adam was driven from Paradise because it was not the best place for him. A world of discipline was best then. There are two ways of knowing good and evil. One is Satan's way of knowing evil through experience and good by contrast, and the other by experience and evil by contrast. Whatever view we take of this subject, it is a true picture of human life on earth, so marvelously accurate, so divinely religious, so true to human nature, so pure, simple, uplifting, hopeful of the future, abounding in religious feeling and spirit, so rich in religious teaching, without the shadow of a mythical idea, that it seems impossible for any early man to have invented it, and therefore it must be a true statement of the facts of early history.

After the opening address Mrs. Gordon Gage, Mrs. C. F. Louthain, Miss Evo, Chas. M. Smith, Gage Louthain, Soudin Holmes, Mr. McIntyre, Mr. Griffith, Mr. Gates and others—about twenty being present—commented on the theme, but the well of the Love of God was too deep to reach bottom. Never before has a subject been given out in advance and never before were all filled with so much interest in the subject. Aaron B. Gates.

Pay Well as a Business Investment.

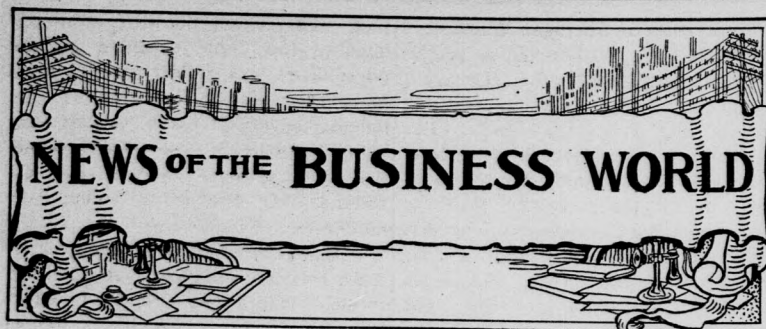
As to the value of good roads to an agricultural community there can be no difference of opinion. The difficulty met with in arousing public interest to such a degree as to result in a vigorous campaign for making and enforcing laws to provide good roads is that the average user of the highways does not figure his transportation expenses in the systematic manner in which the common carriers figure the expense of hauling freight. There is a tendency to suffer bad roads to continue to exist because there is not enough thinking in dollars and cents about the good roads problem.—Louisville Courier-Journal.

Wanted to Go the Same Way.

We were taking a little trip into the country. The only vacant seats in the train were turned so as to face each other. I told my little girl, 4 years of age, to take the seat in front of me, as riding backward would not make her sick. She hesitated, and said:

"I know it won't make me sick, but if I ride backward will I go to the same place you are going to?"

Frank Stowell.



Movements of Merchants.

Otsego—Joseph Smith has opened a bakery.

Fife Lake—T. Aldridge has opened a meat market.

Elmira—A grocery store has been opened by Mike Gypinski.

Honor—A meat market is to be opened soon by H. D. Ryon.

Lake Ann—A general store will soon be opened by L. T. Ball.

Newaygo—W. J. Pike & Son are remodeling their hardware store.

Mancelona—The cigar factory of W. D. McCarthy has been closed.

Allegan—A. Doten has succeeded H. A. Tiefenthal in the bakery business.

Durand—F. A. Curtis has sold his grocery stock to Harry Johnson, of Perry.

Mulliken—A. H. Cogswell has sold his general stock to Harrison Dravenstratt.

Negaunee—A grocery store will soon be opened by John Turri and Charles Hill.

Amasa—H. F. Christenson & Co. have changed their name to the Hematite Mercantile Co.

Hubbell—A plumbing and hardware store will soon be opened by Herbert and John Trevillion.

Falmouth—Homer Ingersoll, of Lake City, is engaging in the cigar and confectionery business.

Lansing—LeBaron & Williams, grocers, have dissolved partnership, Mr. Williams continuing the business.

Saranac—A copartnership has been formed by Compton & Norton, who will engage in the meat business.

Battle Creek—A meat market has been opened at the corner of Cognac street and Lake avenue by J. C. Watts.

Leslie—Homer C. Blair, druggist at Albion, has foreclosed his mortgage on the drug stock of H. B. Walker.

Clarksville—C. I. Taylor has sold his general stock to Chas. Allego, formerly engaged in the drug business at Wayland.

Sturgis—Walter Combs, general merchant at Eaton Rapids, will remove his stock to this place and engage in business.

Ionia—H. F. Hubbell & Son have sold their stock of implements to White & Brooks, who will remove to the Hubbell stand.

Lake Linden—A flour, feed and grain business will be started by August Joyal, of Sault Ste. Marie, sometime in January.

Lowell—Marsh Morse, manager of the Lowell Lumber Co. has resigned that position and contemplates engaging in business for himself.

Hancock—A copartnership has been formed by William Nickila and C. A. Silfven under the style of Nickila & Silfven to engage in the hardware business.

Muskegon—It has been announced that Ernest Hopperstead, of Chicago, but formerly of this place, will engage in the confectionery business at 16 Jefferson street about Dec. 12.

Kalamazoo—Harry C. Howard has been elected a director of the Edwards & Chamberlain Hardware Co., filling the vacancy caused by the death of the late W. D. Edwards.

Kalamazoo—F. N. Wadsworth and Charles W. Taylor have engaged in the manufacture of fabric gloves under the style of the Kalo Glove Co., the factory being at 1102 Eggleston avenue.

Kalkaska—The firm of Miller & Boyd, who have conducted a bakery here, has been dissolved, F. T. Boyd buying the interest of his partner, Wm. Miller, and will continue the business.

Fowlerville—The Horton & Knorhuizen Hardware Co. has purchased the hardware and implement stock of Grover & Finlan and will consolidate same with their own, joining the stores with arches.

Dewitt—Harry Rouse has purchased a half interest in the general stock of Floyd Williams & Co. and will assume full charge of the store, while Mr. and Mrs. Williams will attend to the telephone office.

Wexford—The store building formerly occupied here by C. S. East with a general stock has been purchased by Robert Pottler, who will engage in the same line of trade. Mr. Pottler also conducts stores at Sherman, Buckley and Harlan.

Battle Creek—The Clifford J. Thayer Co. has been incorporated to deal in wall paper, paints, books and stationery. The company has an authorized capital stock of \$7,500, all of which has been subscribed and paid in in property.

Chelsea—The business formerly conducted by the Chelsea Grain & Produce Co. has been merged into a stock company under the style of the Chelsea Elevator Co., which has an authorized capital stock of \$3,000, all of which has been subscribed and paid in in cash.

Stittsville—Edward Fagan has sold his general stock to John Heeteby, who has been managing the establishment for him, and Barney Stratton, traveling representative for the Judson Grocer Co. The new firm will be known as Heeteby & Stratton. Mr. Fagan will continue to conduct his general store at Moorestown.

Alpena—Louis R. Greenbaum, of the firm of Greenbaum Brothers, proprietors of Alpena's largest department store, died in Cleveland Monday. Mr. Greenbaum was born in Detroit, 33 years ago, and came to Alpena when 6 years of age. He was unmarried.

Constantine—Elliot T. Sevison has retired from the hardware firm of the Sevison Bros. Co., Wm. Hamilton taking his place. The business will be continued under the new style of the Sevison Hardware Co. B. H. Sevison and Fred Astling are also members of the firm.

Buckley—The Buckley Mercantile Co. has been incorporated to conduct a general merchandise and produce business. The company has a capital stock of \$20,000. C. S. East, who formerly conducted a general store at Wexford, will manage the business. Mr. East sold his stock at Wexford to the Buckley Mercantile Co.

Jackson—Richard Haase, driver of a delivery wagon of the Morton Baking Co., of Detroit, has been arrested charged with selling loaves of less weight than the city ordinance prescribes. A test case will be brought. The city ordinance provides bread loaves shall weigh one and two pounds. The Detroit bakers sell loaves of 14 and 28 ounces, upon which the weight is indicated by a ticket. Local bakers complained at the competition of short-weight loaves and appealed to the sealer of weights and measures to enforce the ordinance.

Boyer City—For some years there has been more or less friction between Wm. H. White and General Manager Hughart, of the G. R. & I. A meeting of these gentlemen was held in Grand Rapids last week and a definite understanding arrived at, so that from now on the White mills and the White railroad and the G. R. & I. will work in harmony. The sawmill recently destroyed by fire will be rebuilt and the timber on 23,000 acres of land lying east of the Michigan Central Railway will be brought to this city for manufacture. This will prolong the life of the sawmill interests of Boyer City at least twenty years, which insures the stability and prosperity of the town.

Manufacturing Matters.

Detroit—The Crescent Motor Car Co. has increased its capital stock from \$75,000 to \$125,000.

Burr Oak—A corporation has been formed under the style of the O. K. Creamery Co., which has an authorized capital stock of \$3,000, all of which has been subscribed and \$1,500 paid in in cash.

Gaylord—The Northern Development Co. has started its turpentine plant three miles north of this place. The capacity is twelve barrels of crude turpentine a day. It is distilled from Norway pine stumps.

Detroit—A corporation has been formed under the style of A. Baetz & Co. to manufacture clothing and other merchandise, with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,000 paid in in cash.

Battle Creek—The Wolverine Water Proof Casket Vault Co. has been incorporated to make reinforced concrete cement casket vaults, with an authorized capital stock of \$50,000, of which \$40,000 has been subscribed and paid in in property.

Detroit—A corporation has been formed under the style of the Stevic Manufacturing Co., which will make Stevic wrenches. The company has an authorized capital stock of \$15,000, of which \$7,510 has been subscribed and paid in in property.

Kalamazoo—A corporation has been formed under the style of the Easy Truss Co., which will manufacture trusses and physicians' specialties, with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed and paid in in property.

Menominee—The shingle mill of the A. Spies Lumber & Shingle Co. has closed down for the season and will not resume until next March. The sawmill is still running and will continue sawing for another week or ten days. The timber sawed is being brought down by rail.

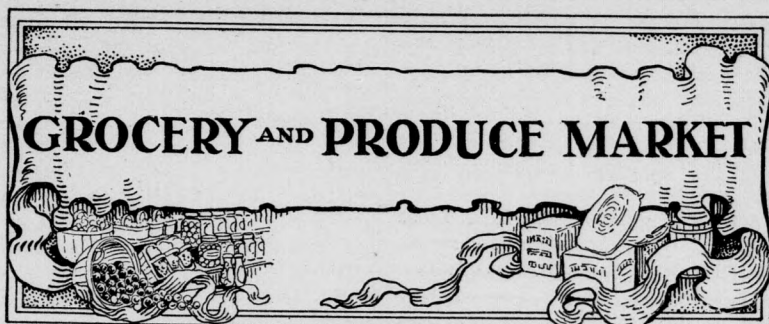
Houghton—A corporation has been formed under the style of the Twin City Motor Co., which has an authorized capital stock of \$30,000, of which \$20,000 has been subscribed and \$3,000 paid in in cash. The operations of the company are to be carried on at Hancock, Houghton and Lake Linden.

West Branch—The Batchelor Timber Co. has let the contract to Derk Scheuer to take the timber from 7,000 acres of land in the vicinity of Gaylord. Camps are being built and the timber will be cut and railed to the mill at this place. This mill recently resumed operations after having been extensively improved.

Crystal Falls—R. F. Gibbs & Son have nearly completed their mill near this place and expect to have the plant in operation by the first part of the year. The mill is capable of turning out about 10,000 feet of lumber a day and will give employment to fifteen or twenty men. A planer will be installed later and all kinds of rough material will be surfaced.

Saginaw—A. F. Burvitz and Alex. Porteous have purchased the interest of Thomas Brennan in the Saginaw Shirt Waist Co., which has been reorganized under the style of the Saginaw Garment Co. The officers of the company are President, Adam Sharp; Vice-President, A. F. Burvitz; Second Vice-President, Daniel Ruffier; Secretary and Treasurer, Alex. Porteous.

Menominee—Owing to the reduction made in the price of ties by the railroad companies the jobbers of the Upper Peninsula will reduce the output to a great extent. It is not believed that the reduction will affect the millmen to any degree, as it is thought that if the output falls short of the demand during the winter that the transportation companies will buy ties from the sawmills direct and at a better price than what is offered at the present time. The price quoted at present is lower than what was paid for ties during the last three years.



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. While values show no change for the week, the market displays a very strong tone, and advances on both barrel and box stock are expected soon.

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

Beets—\$1.50 per bbl.

Butter—The market is very firm at unchanged prices. The receipts of fancy fresh butter are very light and sell readily at once at top quotations. The market is still as healthy throughout as could be desired, and the trade look for continued activity for some time, with generally firm prices. 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—30c per bunch.

Chestnuts—17c per lb. for New York.

Citron—60c per doz.

Cocoanuts—\$5 per bag of 90.

Cranberries—\$12 per bbl. for Late Howes from Cape Cod. The advance is attributed to the heavier demand and the limited receipts.

Eggs—Fresh are firm and unchanged. The receipts of new-laid eggs are very light and stocks of refrigerator eggs are decreasing very fast. The situation is strong and healthy, with a good consumptive demand. Local dealers pay 28c on track, holding candled fresh at 30c and candled cold storage at 26c.

Grape Fruit—Florida commands \$3.75 for 70s and 80s and \$4 for 54s and 64s.

Grapes—Malagas command \$5@6 per keg, according to weight.

Honey—15c per lb. for white clover and 12c for dark.

Lemons—Messinas are in fair demand at \$4 and Californias are slow sale at \$4.25.

Lettuce—Leaf, 10c per lb.; head, \$1 per doz.

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

Oranges—Floridas, \$2.75; Navels, \$3.25. Both varieties are giving excellent satisfaction, navels being well matured for the time of year, sweet, and of good color.

Parsley—40c per doz. bunches.

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

Potatoes—The market is still weak. Outside buying points are paying 45

@50c. Local dealers are selling in small lots at 70c.

Poultry—Paying prices: Fowls, 7@7½c for live and 8@9c for dressed; broilers, 9@9½c for live and 10@11c for dressed; ducks, 8@9c for live and 10c for dressed; geese, 10c for live and 13c for dressed; turkeys, 13@14c for live and 15@16c for dressed.

Squash—1c per lb. for Hubbard.

Sweet Potatoes—\$3.75 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.

Provisions of the D. A. Blodgett Will.

The will of Delos A. Blodgett was filed for probate Wednesday. No estimate is made of the estate, but it is said that it will aggregate \$10,000,000 and—with heavy investments in timber lands this estate is bound to grow much larger before its final settlement.

The will was made Dec. 2, 1903. It gives his wife an annuity of \$10,000 for life, also a liberal allowance for the support of herself and children. By a codicil dated Oct. 3, 1908, within a month of Mr. Blodgett's death, the wife is given \$150,000 additional.

Nine nieces and nephews are given \$1,000 to \$2,000 each. Chas. Watt, the liberal speaker and writer, is remembered as a friend for \$500 and a few small bequests are made to faithful employees.

The residue of the estate is left share alike to the three young children, Delos A., Jr., Helen and Mona. At 21 the children are each to receive the net income from his or her share. At 25 one-half is to be paid and the remaining half is to be paid when the children reach 30. The youngest child, Mona, is now about 6 years old.

To the Children's Home is left \$25,000, but John W. Blodgett in his address at the dedication of the Home announced that the family would make a much more liberal provision.

In the original will John W. Blodgett and Willard Barnhart were made executors. The codicil relieves Mr. Barnhart, explaining that he has large interests of his own to look after and that it would be an imposition to burden him with the management of the estate, and names Mark Norris in his place. In the event of vacancies in the executorship the Michigan Trust Company shall take charge.

Coopersville—E. W. Howell has discontinued the undertaking business, having sold his stock to A. R. VanAllsburg & Son.

The Grocery Market.

Sugar—Refined has been so unsettled for the past few weeks that it is difficult to accurately define it. Most refiners are now on a basis of 4.80 cents for granulated, though the Federal will still sell for less. The demand for refined sugar is fair.

Tea—The Japan market continues shady, with no marked changes. Congous are still dull. Indias and Ceylons are firm. Supplies in the country are light and the outlook is good for better trade. There seems to be a steady growth in the demand for black Ceylons and the first of a monthly direct shipment from Colombo via Suez Canal to this market to one of our jobbing houses arrived this week.

Coffee—Options are now much lower than Rio and Santos coffee, and it seems reasonable to expect either an advance in options or a decline in actual coffee, so that the two values will more nearly approach a parity. Stocks of actual coffee in Rio and Santos are said to be the largest ever held there—2,800,000 bags—so that it seems more likely that actual Brazil coffee will decline rather than options will advance. The distribution of actual Rio and Santos coffee in this country is light, as the interior trade has been filled up from recent cargoes. Mild coffees are dull and unchanged; Java and Mocha also.

Canned Goods—Tomatoes are quiet, but a firm tone is in evidence. Some packers still decline to meet the present market, holding for much higher prices, which they are sure will prevail before many weeks. Corn shows more activity, and owing to the statistically strong position of this product advances are expected within a short time. Peas are without animation, and while the better grades are firmly held at good prices, there are a lot of cheap peas being sold. Pumpkin and squash continue steady. California peaches and apricots are showing some improvement in tone on the coast, due to a better demand, but the Twin City market shows weakness on account of large supplies and a comparatively light demand. Gallon apples continue to show strength, packers claiming they are unable to pack at present market prices, and some of them have withdrawn from the market. While no immediate advances on this commodity are looked for, it is predicted that material advances will be made by next spring, when the consuming demand is usually much heavier. Strawberries and raspberries continue firm. With the exception of pinks, all grades of salmon continue firm under light supplies on the coast and somewhat limited supplies in the hands of jobbers. Pinks are easy and in good supply. Domestic sardines are firmly held. Oysters show a firmer tone. Lobster remains dull and nominal in price.

Dried Fruits—Raisins are unchanged and quiet. Currants are active at ruling prices. Figs show an advance of ¼@½c, due chiefly to unusually fine quality. One peculiarity of this year's date receipts is also that they show an unusually fine quality. The demand is fair. Citron is in satis-

factory demand at unchanged prices. The prune market is firmer on the coast, and the proper quotation is now 3½c basis for Santa Claras. The demand is only fair. Peaches are generally firm, but in light demand. Apricots are unchanged at the last advance, but firm. The demand is moderate.

Farinaceous Goods—Some manufacturers of rolled oats are inclined to shade quotations in order to effect sales, but normal conditions and a strong tone prevail. Tapioca and pearl barley continue to show weakness.

Rice—Instead of the weak position which has prevailed for some time, a firm tone is now in evidence. The better grades are scarce and are being held at good prices.

Cheese—Stocks all over the country are very light and the market is firm on the basis of present quotations. There will likely be a better consumptive demand in the near future, but probably without any radical change in prices.

Syrups and Molasses—The manufacturers of glucose are predicting higher prices on glucose, compound syrup and other corn products next year owing to the tremendous demand for corn and the possibility that it will push the supply hard. Sugar syrup is in fair demand at unchanged prices. Fancy molasses has advanced 2@3c per gallon owing to the heavy demand from large producers. The consumptive demand is moderate.

Fish—There is a firmer tone to the mackerel market. Norways have reached a low level and holders seem inclined not to let them drop farther, and Irish mackerel have developed some strength by reason of the stopping of fishing. Cod, hake and haddock are unchanged in price and in fair demand. Salmon is moderately active at ruling prices. Sardines of all grades are unchanged and dull, French brands being firmly maintained in face of the now certain knowledge that the catch is very light.

Provisions—There has been no further change in prices, although the consumptive demand is very slow. Both pure and compound lard have declined ¼c per pound and only a fair trade is reported. Barrel pork, dried beef and canned meats are dull and unchanged.

Ionia—John C. O'Brien, for ten years with Pardridge & Blackwell, five years in Detroit and five years as manager of the Port Huron store, is a new acquisition to the Carten store. He will be the merchandise man, having general charge of the purchase and sale of goods. Mr. Cutler retains charge of the office and accounts. The combined work was entirely too much for one man, and Mr. Cutler showed signs of breaking physically under the strain and long hours.

The Hardware Supply Co., which conducts its business at the corner of Canal and Mason streets, has increased its capital stock from \$10,000 to \$40,000.

THE GREATEST BANKER.

Also the Greatest Expressman in the Country.

Washington, D. C., Dec. 1.—The announcement that Frank H. Hitchcock had been offered the position of Postmaster General under the Taft administration and had accepted the place is hardly in the nature of a surprise to any one.

Mr. Hitchcock was promised nothing at all when he enlisted under the Taft banner last winter. Inasmuch as he had been in the Postoffice Department and liked the work, and had developed a positive genius for it, it was naturally assumed that he would be selected for the head of that division of the Government in case he was successful in securing first the nomination and then the election of Taft.

It was no more than his due that Mr. Hitchcock should be the first cabinet officer appointed by the President-elect, because there never was a man who gave himself up more completely to the welfare of his chief and there never was a political leader who devoted more hours out of the twenty-four to his work than did the silent, bashful man who is one of the few ever to have emerged from the wet blanket of a Washington clerical position.

Into his new work Mr. Hitchcock will bring the same painstaking care, the same minute systematic method, for which he was at first reviled, but which have since made him famous for the completeness of his personal victory.

Political success is not always a good index of success in public office. Many a man develops genius for getting out the vote and is a brave general in conducting a political battle, and yet he proves a lamentable failure when he is intrusted with the cares of high office. As a rule, the best administrators in the Government have not always been taken from private business and professional life. They generally come from the ranks of those who have had experience in office, either legislative or executive. It is seldom that a man who is known exclusively for his command of a political party makes good as an administrator of public office, because he is generally wedded to peculiar methods of a kind which are adopted in politics and nowhere else.

In the case of Mr. Hitchcock, his success as a political manager is due to the fact that he applied the executive methods he had learned in the Government service to the political necessities he found about him. Curiously enough, the new Postmaster General, who was reviled by some of the old barnacles in the Republican party because of his card index system, really owes his executive success to his scientific training. His early career in the Government was as a biologist in the Department of Agriculture.

In this humble scientific occupation he laid the foundation of studying each question in minute detail. He fell into the habit of building up the completed structure from a small beginning, and he acquired a scientific

fondness for not neglecting a single item. Afterwards when he became chief of the foreign bureau in the same department he began his card index system and applied it so successfully that his particular bureau soon became the admiration of all those who have been studying the science of government as it is developed in Washington.

Since that time, as chief clerk of the Department of Commerce and Labor, assistant to the chairman of the Republican National Committee, Secretary of the Inaugural Committee, Assistant Postmaster General and chairman of the Republican National Committee, Mr. Hitchcock, so far as I know, never has varied the mainsprings of his official life, which have been first, attention to detail, and second, an application to work which meant keeping at a particular duty in hand until late at night and beginning it early in the morning.

During the greater part of the campaign just closed he kept at his work until 2 o'clock in the morning and was always up about 8. He ate when he could, wasted no time in social duties and slept not a minute more than was absolutely necessary to carry him through another day's work with his eyes wide open. Here is a man who says almost nothing, who watches everything which comes within his personal horizon, and who has a mind which assimilates every thought presented to him, and never forgets a suggestion.

Mr. Hitchcock has learned the great art of listening. He can receive advice and store it away more successfully than any public man I ever have known. Apparently he forgets it as soon as the suggestion is made, but later on, just in the nick of time, he draws out from one of those minute pigeon holes in his purely executive mind the suggestion or advice received long before, which had been stored away ready for instant use when the proper time came.

As Postmaster General, Frank H. Hitchcock, who has but just entered his 40s, is certain to make a wonderful record. This is the great working department of the Government. It is a card index institution from beginning to end and it must always remain so, because it covers the country with an army of tens of thousands of technically trained employees. Without a carefully constructed system the Department would go to smash in a night. The more system there is the better the work, and the more closely the Postoffice Department follows along scientific lines the more surely and more promptly does the business man or farmer receive his morning mail.

Subordinate officials of the Postoffice Department always have complained at the idea of putting a politician or business man, or even a good lawyer, at the head of this important branch of the Government, keeping him there a few months, and then twisting him out of his job about the time he began to understand its necessities. During the Taft administration, the rank and file, the working postmasters, the railway mail

clerks and the whole army of trained subordinates will be assured that there is at the head of the Department one man who is fully cognizant with all details of the great work and who will be able to put a finger upon any sore spot almost as soon as it develops.

There is likely to be need of an executive with rare ability for the work of the Postoffice Department during the next four years. In the first place it is proposed to put into operation a general system of postal savings banks in this country. This will involve the creation of an immense amount of new machinery. Methods must be devised to provide for the reception and safe transmission of enormous sums of money, the total of which probably will run into billions of dollars.

If the system is successfully applied it will be so arranged that this money will be invested as nearly as possible in the vicinity of where it is taken in, so that one section of the country will not be depleted of currency to supply the demands of another section. The Postoffice Department will be compelled to establish a new system of accounting, with hundreds of thousands or millions of depositors. It will be the greatest bank in the country and Frank H. Hitchcock will be at the head of it. His genius for systematic detail will be taxed to its utmost to provide means by which the local postmaster will be bonded to protect the Government, while the depositor will be certain to receive his money on demand with the usual safeguards.

There is involved in the whole idea the theory of a great central bank with tens of thousands of active branches, all of which will be engaged in the business of receiving and paying out money. Individual deposits will be carefully limited, but the total will be enormous and this quiet, reserved, silent and shy young man will have at his disposal in one way or another more actual cash funds than the greatest financial potentate in the world. When one considers the extent of the money order system and adds to it the enormous deposit of postal banks, and then figures up the vast expenditure of the Department for its legitimate work, it will be seen that the Postmaster General will be responsible, day by day, for more actual cash money than the Secretary of the Treasury himself.

Mr. Taft knew what he was about when he chose Frank Hitchcock for such work, as the future will show. He may be inclined to tie too many knots in the red tape, but all of his mistakes will be on the side of absolute safety, and when the postal savings bank system is finally created it will be found that the biological genius of this card index man, as he is now proud to be called since the success of his system has been demonstrated, has grafted on to the United States Government a complex, delicate but absolutely safe piece of machinery, which will put the far away farmer and thrifty artisan into personal touch with the finances of the country.

Nor is this all. Unless all signs fail, the four years of the Taft administration will see the creation of still another complicated bureau of the Postoffice Department. We already have a parcels post system in running order in dealing with foreign countries. It costs less to-day to send a parcel from Chicago to London than from Chicago to Evanston, relatively speaking. In all probability the domestic parcels post system will be grafted on to the Postoffice Department within a few years.

This means that Mr. Hitchcock will be called upon to become not only the greatest banker but the greatest expressman in the country, and when the parcels post system is put into operation he will be expected to provide the machinery to enable the Postoffice Department to handle small packages as expeditiously, as faithfully and as cheaply as it now does the letters and newspapers of the United States.

Men Who Have Failed.

Statistics of business in the United States prove that 95 per cent. of the men who embark in trade turn out failures. Not all of these unsuccessful men are bankrupts in the literal sense, but they are in effect. Their establishments go to pieces or pass into other hands. Men who do not make both ends meet are failures.

The following questions were put to eight of this country's foremost business men—merchants, manufacturers, bankers: Why do 95 per cent. of American business men fall short of success? Do the causes lie in outside conditions or in themselves? Are the markets available to United States merchants capable of supporting only 5 per cent. of these merchants? Is competition too strong to be overcome?

Without exception, the answers indicate that business failure does not come from lack of markets. There is business enough. Success is possible. Business is a science. Men who trifle with it fail.

There is a world of practical wisdom in the answers these eminent merchants have given. It is reassuring to be told that success is not luck, but logic. The man who reasons and adapts his business to reason wins.

Business failure in most instances comes from wanton disregard of principles that are only common sense. Men fail because they do things in the wrong way. To know the right way requires no university education. The laws of success are so simple that they are almost trite.—System.

What Troubled Pat.

An old Irish laborer walked into the luxurious studio of an artist and asked for money to obtain a meal, as he was too weak to work.

The artist gave him a shilling, and then, seeing possibilities for a sketch in the queer old fellow, said:

"I'll give you half a dollar if you'll let me paint you."

"Sure," said the man, "it's an easy way to make money, but—but I'm wonderin' how I'd get it off."

A Typical Industrial City Shown Up.

Written for the Tradesman.

No city in America has ever had such an ordeal as that through which Pittsburg has just passed, and few, it is safe to say, could have passed through the ordeal with better grace, with a firmer determination to accept facts as facts and to better them. For more than a year the Sage Foundation has employed from ten to thirty experts to study Pittsburg from every social point of view. Pittsburg knew all about itself from the usual commercial point of view. It hands out to visitors a little pamphlet entitled, "Facts About Pittsburg," which tells of the blast furnaces, the glass works, the plumbing and pickling industries and even describes at length the churches and the parks of the city.

So it was not with these things that the Pittsburg Survey concerned itself. Instead it investigated the make-up of the population, new dwellings, housing conditions, water and typhoid fever, women in the stogie industry, hospitals, the juvenile court, schools and industrial accidents; and by so doing it opened Pittsburg's eyes to the fact that in Pittsburg life in not very well worth the living for the great majority of the inhabitants.

What makes this Survey of value is that the Sage Foundation chose Pittsburg not because it is the worst city in America, but because it is typical of our industrial cities that develop without the guidance of a strong and intelligent public spirit to demand consideration for the community as well as for leading individuals. Pittsburg claims to be the richest city of its size in the world. The Survey showed that its workers live packed in miserable shacks where physical and moral degeneracy are inevitable; that its public school system is so devised that the rich support their schools while the poor support theirs, in consequence of which the wealthier wards have model buildings while in the poorer wards there are old, inadequate structures that are even without sewer connection; that the hospitals are grouped in parts of town where they can do the least service, and that the death rate from typhoid and industrial accidents is the highest of any city of its class.

To the smaller cities of the country that have not known Pittsburg's recent phenomenal development the fearful showing made by the Survey may seem without local application. But if so, it is because they lack foresight. Delegates from Cleveland and Chicago who attended the conference, which was made the occasion of exhibiting the results of the Survey's work, are already trying to have a similar work done in their cities, not that they relish having the ugly spots made conspicuous, but because they realize that ugly spots exist and that only by making them conspicuous can they hope to arouse a popular interest which will demand that they be wiped out.

During the conference it was said again and again that Pittsburg is not an exception, but that it is typical. And it is typical not merely

of the class that includes Cleveland and Cincinnati, possibly even Detroit—for Detroit has its tin can alleys—but of what the smaller cities will grow to, are growing to, if they do not awake in time to the need of a public spirit which will demand efficiency in government and co-operation on the part of all citizens for community well-being.

Fortunately for these smaller cities there is a new spirit abroad in the land that promises to lead them in better ways than their predecessors have chosen. The mistakes that Pittsburg has made the smaller cities have no excuse for making. The moral has been made plain, and the basis of it is strictly commercial. Pittsburg has grown at a tremendous rate during the past ten years because the mountains among which it lies have produced the raw material of products for which the world is clamoring. But Pittsburg would have grown faster had its citizens taken a little time from their feverish private activity to see to it that their government and their semi-public organizations kept the pace that was being set.

Last year's President of the Chamber of Commerce estimated that Pittsburg suffered an economic loss annually through preventable deaths from typhoid equal to the loss of three steel plants capitalized at a million dollars each and paying 10 per cent. dividends. This year's President said that the managers of two large industries had made all arrangements for moving to Pittsburg but reconsidered on being told that their employees would not follow them because of the living conditions there.

These are some of the "facts about Pittsburg" that Pittsburgers have just begun to realize. And now Pittsburg is going to change those facts. On the last evening of the conference Mayor Guthrie announced the appointment of a Civic Improvement Commission, which will begin at once to wipe out the worst of the evils brought to light by the Survey. The next afternoon the Chamber of Commerce took the first steps toward securing a city plan, which is an economic problem since city planning is, in the words of one of the speakers, mainly the scientific distribution of population.

In this work that Pittsburg has begun at a late date, which makes necessary a great amount of destruction before much constructive work can be done, a number of Michigan towns have already taken the lead. Grand Rapids was frequently mentioned during the conference because of the public spirit of its people and the efforts they have made for civic betterment. Flint, in the Lower Peninsula, and Munising and Gwinn, in the Upper Peninsula, were represented at the exhibit by the town plans to which they will grow in the future. Kalamazoo even had a place on the programme and its City Council was officially represented by Alderman Chidester. There is small danger that any of these towns will ever be called upon to suffer Pittsburg's humiliation, for Pittsburg became

what it is through the blindness and the ignorance of its people, and the people of these Michigan towns have had their eyes opened.

John Ihlder.

Doings in Other Cities.

Written for the Tradesman.

Benton Harbor will sink test wells in the section known as "the flats" in search of an adequate pure water supply.

Grand Haven is investigating the water supply systems of other cities and the Council will take up the matter of a pure water supply soon.

Saginaw still has the problem of a suitable water supply on its hands and an inspection of water purification plants in other cities will be made. The citizens' water committee has eliminated from consideration all distant sources of supply, such as Saginaw Bay and northern lakes, also the deep well supply, and indications now point to the Tittabawassee River, with filtration plant.

J. S. Dunham, who is operating a general delivery system at Portland, is trying to interest the grocers and meat dealers of Hastings in the plan.

Calumet has a central charities bureau, which is successful in its workings and will be incorporated.

The Woman's Civic Improvement League will open a free reading room for the public at Alma.

Washington, D. C., has a new downtown automatic weather station, established under direction of Prof. Moore, Chief of the U. S. Weather Bureau, and if it proves successful these stations will be established in other cities. Officially, the little cast-iron building is known as a "meteorological kiosk" and is equipped with tested instruments, recording the street temperature, the maximum and minimum temperatures in any given period of time, a hygrometer showing the amount of humidity in the air and an automatic rain gauge showing the amount of rainfall in a certain period. The public is not admitted to the kiosk, but may read the instruments through the four windows.

The Municipal Art Association of Indianapolis is considering taking steps to prevent the city from proceeding with the construction of a city hall under present plans. The present objections are confined to the site selected as being inappropriate for a civic center and to the manner in which the competition was conducted. The city has issued bonds for \$600,000 for its construction.

Kansas City, Mo., has passed a cocaine ordinance in its fight against the sale of the drug. The new ordinance fixes a fine of not less than \$5 nor more than \$500 for every violation.

Almond Griffen.

True To Life.

Photographer (to young man)—It will make a much better picture if you put your hand on your father's shoulder.

The Father—Huh! It would be much more natural if he had his hand in my pocket!

It is not the wrongs we do him that worry the great Father of us all; it is the ill we do to others.

Throwing Business To the Mail Order House.

One of the greatest factors in up-building the big retail mail order houses has been the petty jealousies among the retail merchants in the smaller towns throughout this country. They have persisted in holding each other back while the big competitor kept on moving forward. There is entirely too much jealousy in business circles, from the manufacturer and wholesaler down through the ranks, but it is the retailer of the small town who suffers most from its pangs. Country people are generally of a very jealous disposition, and as a large percentage of the smaller merchants come from the farm, it is to be expected that they will inherit a good deal of jealousy, and it will be hard for them to get rid of it.

Another thing which makes it hard to get rid of a jealous feeling towards a competitor in a small town is the fact that the customers of all stores in such places generally use every effort to create such a feeling, as that is one of their methods of "working the store." They do not think they can get fair treatment from the merchants unless they have a fight of some kind in progress all the time between them. Most country people look upon the merchant in the village as a natural enemy, to be taken advantage of upon every possible occasion. They feel that he is growing wealthy off of them, and if they can get local merchants to engage in a cut price war they are happy. Merchants are generally good fellows. A very few are not, but most of the retailers of to-day are good, honest men and who should be much better acquainted with each other. It is only of late years that the retailers of the large cities have formed associations and become better acquainted with each other, and if any country retailer doubts the good effect of this movement, and the advantage of the acquaintance which naturally becomes a part of the movement, he should ask the city retailer and he will find that absolutely nothing but good has come from it.

It is the formation of a little commercial club which generally brings the retailers of the small towns together and puts them in condition to make a rational fight for all the business of their trade territory. They soon begin to figure for larger things than trying to get the customers of a competitor through underhand methods. They learn that there is no need to get each other's customers, as there is plenty of business being transacted in their territory which none of them are getting, and by united efforts that trade can be brought to their market. Merchants must learn the value of getting together and making their town a better market.—Stoves and Hardware.

Located.

Seaver—What's become of the fool who rocks the boat?

Weaver—Oh, he's smoking cigarettes around a gasoline engine.



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E. A. STOWE, Editor.

Wednesday, December 2, 1908

AN AMERICAN LANGUAGE.

Many citizens of our great Republic resent the common statement that the language which they speak is "English," demanding, as they do, that it should be known as the "American" language.

There is no American language, since the tongue which our people habitually use was brought from England and inherited from our English ancestors. But you will tell us in reply that we have an American race, made up of European peoples of various nationalities, with their various racial and other peculiarities, and, therefore, we should have a language made up of all the elements of speech derived from these various but constantly mingling peoples.

The reply to such a statement is that we have no American race in any strict sense of the word. The strongest racial characteristics always overpower and dominate the weaker. Just in the same way the language which has the most enduring and striking elements will control and rule in any jargon which results from the mingling of varieties of speech.

The English language as the English race is the result of the mingling of Celtic, Roman, Norwegian, Danish, Anglo-Germanic and Norman French which is a mixture of French and Norwegian elements. The English language is the result of the mingling of the tongues—or spoken speech—of the various persons who made up the race, and some two thousand years of time were required to mix and mold the several ingredients.

While the English language, as we know it, has many Latin and French words and forms in it, the Germanic elements known as the kindred tongues of the Angles and the Saxons dominate it. In like manner, while the nations that are known today as of the Latin races are made up of the various peoples that invaded and overran and conquered the Roman Empire and imposed their several languages upon the conquered Romans, the forms and sounds of the original Latin tongue still prevail and dominate the Italian and Spanish

tongues and in no small degree the French.

More than a thousand years have been required to make the English and the Romanish—or Romance—languages what they now are, and, therefore, it follows that if we are to have an American language distinct, peculiar and different from the English of to-day, a great lapse of centuries will be required to accomplish such a result. By that time it may be possible that there will be also a distinct and peculiar American race. But it is easily seen from what has happened in the forming of peoples and languages that vast lapses of time are required.

In this connection, we may look forward to the time when all the peoples in the American Hemisphere will be of a kindred race, all united, not in one nationality but in one grand object of dominating the Western World and holding it intact from aggression and invasion by the nations of the Old World. That such a time will come is not to be seriously questioned. A writer in Van Norden's for December says in this connection:

"We have now arrived at the point where it may be asked if it is worth the while for this country or any country to start upon a campaign which will inevitably lead to the Great Republic. There can be but one answer: We must join in closer union for our own protection, for there can be no lasting guarantee of peace if there is a possibility of foreign encroachment, and it needs something besides the Monroe Doctrine to make that impossible. The United States must have room to grow and so must other countries. Some day we are going to be crowded in the North. There is no reason why the Western Hemisphere shall not dominate the world in the years to come, but it can never do this divided nationally as it is now. We must do our own business and reap the benefit of it. We must be the world's source of supply, and we can only attain that distinction working along one line. We need not regard race or language or custom. A few generations and they will disappear."

At any rate, such a time must be looked for, and when it comes we will have an American race and an American language.

RADICAL CHANGES NEEDED.

Every city has as one of its permanent fixtures the ubiquitous and monotonously voiced huckster. He is a legally licensed person, authorized to buy as cheaply as he may and sell as voluminously and well as possible. In some cities he is restricted as to when and how he shall call his wares, and in all cities he is prohibited from in any way whatsoever making a nuisance of himself or his business.

With very few exceptions all large cities have one or more public or municipal market places, located wisely as to suiting the convenience of a majority of the citizens and conducted primarily, it is assumed, to serve best those citizens who pay taxes to help support such markets.

Grand Rapids is a pronounced exception to the rule in this latter re-

spect. Her public market is located in a most out-of-the-way and inconvenient place; impossible to reach very early in the morning unless one owns a motor car, a horse and buggy or good stout legs and a disposition to walk, no matter how far their homes are located away from the market. And take, even, the householder, who waits until "after breakfast" to go to market; there is even then a half mile walk after leaving the street cars, and half a mile back carrying the laden basket to reach the car for home.

What are the consequences?

The garden farmer, the fruit grower and the grower of vegetables reach the market at any time after midnight and by 3 o'clock in the morning they begin dickering with the hucksters who begin to swarm. By 5 o'clock the market is practically in the possession of the hucksters. Indeed, it is a literal fact that retail merchants who reach the market say at 5 o'clock in the morning are required to fairly fight their way into the market and to the wares offered by the producers. The hucksters—who, as a rule, pay no taxes, hire no help, pay no rent, nothing but a nominal license fee—own and rule the Grand Rapids public market during the early morning hours and to the inconvenience and direct loss of merchants who pay taxes and rent, who employ labor and in other ways contribute to the support of our city.

This condition should be abolished. The city of Cincinnati prohibits, by city ordinance, the presence of hucksters upon any of the city's markets before 12 o'clock on any day.

The location of the market should be changed; should be brought close to the tracks of the City Railway Co. and should be so located as to be, as nearly as possible, equally available from all parts of the city.

Such a change could be made readily at little expense by selling the present market site and by using the proceeds of the sale, and as much more money as may be necessary, in the construction of a viaduct market place, 300x600 feet in area, extending from the foot of Lyon street to the opposite side of the river. And the change and the investment would be good and of the best.

This proposition of a viaduct market at the foot of Lyon street is an old one, of course; but that does not injure its value. And, moreover, the facts that our present market place is not only away out of reach, but that it is being made smaller, that much of its pavement is being covered with earth and rock excavated in making the flood walls, are strong arguments in favor of a change.

Indeed, the proposition is a good one for consideration by the Municipal Affairs Committee of the Board of Trade and by the Comprehensive Municipal Plan Commission.

Men are to be judged by where they are going rather than by whence they came.

Self-satisfaction is a good thing not to parade in public.

A SPLENDID EFFORT.

The Board of Trade Transportation Committee, Mr. Amos S. Musselman, Chairman, have performed a most valuable service for the business interests of Grand Rapids—and all Michigan, in fact—in placing before the State Railway Commission a complete as well as a convincing exhibit as to the unjust freight rate bases under which all producers of freight in Western Michigan have been operating for a long time.

For years there has been an existence in the railway offices a map showing in colors and by well defined boundaries the distribution of districts and their respective freight rate bases; and a more mixed, incomprehensible—to all but railway freight managers—array of areas is inconceivable. In very few cases are actual distances considered, the only essentials that have been accepted, seemingly, being as to whether or not a certain district has railway competition within its borders. And even in many cases where there is no competition, arbitrary mileage has been used to emphasize the fact.

In the presentation made before the State Railway Commission last Monday the Transportation Committee offered the following tabulated statement as to reductions that should be made in order to place districts in Michigan on a fair rate basis, using Chicago as the 100 per cent. basis on freight rates to tidewater from points north of the Ohio River:

| | From | To |
|---------------|----------|-----|
| Grand Rapids |96 | 89 |
| Manistee |112 | 96 |
| Ludington |100 | 94 |
| Traverse City |115 | 100 |
| Cadillac |110 | 102 |
| Reed City |110 | 90 |
| Lansing |95 | 83 |
| Kalamazoo |96 | 90 |
| Jackson |92 | 83 |
| Detroit |78 | 75 |

It is interesting to note that the railways admit that the Grand Rapids rate works to the disadvantage of Grand Rapids in competition with Detroit, but say that if they make corrections for Grand Rapids they must readjust the rates for every town in Western Michigan.

The report of the Transportation Committee was received by the State Railway Commission with the understanding that that body has no authority as to inter-state rates; but with assurances that they would put the matter up to the Inter-state Commerce Commission and do all in their power to secure favorable consideration of the matter. Further, the State Commission's rate expert, R. R. Darwin, very gladly promised to meet with the Committee and give all the suggestions and advice at his command in the effort to assist the Committee in making a complete and effective showing before the Inter-state Commission.

As an additional item of interest showing the value of the work of the Board of Trade Committee, it is asserted that in case of from 6 per cent. to 20 per cent. reduction of rates for nine central points in Western Michigan—an average of 11 per cent.—there will be saved to the manufacturers and other shippers in that territory upward of \$200,000 annually.

It is a pity fat people can't moult once in awhile, like birds.

THE PEOPLE WHO GET RICH.

It is a most interesting fact that France, which has no gold mines, either at home or in its colonies, and is by no means richly endowed either with coal or iron, is one of the wealthiest countries in the world in the matter of accumulated capital.

This fact is being so generally recognized that Chancellor Von Buelow, in the German Reichstag, lately stated that France had become the banker for the rest of the world.

"The Economic Progress of France," a volume on the subject recently issued by Edmond Thierry, a French writer on statistics and practical economics, shows that France is constantly receiving from abroad more gold than it gives out, and yet it lends money in large amounts to other nations, and has not unfrequently gone to the aid of the Bank of England when that famous institution was pressed for gold.

Among the facts brought out in M. Thierry's book is one to the effect that France's tremendous national debt of more than \$5,000,000,000 is held almost entirely by the French people themselves, on which they receive 3 per cent. interest.

The disastrous war with Germany in 1870 not only cost France enormous losses, but the defeated country, in addition to having to give up the two provinces of Alsace and Lorraine, was forced to pay an immense indemnity sum. Nevertheless, the country has recovered its prosperity to such a degree that it is able to play a great role in the world's finances.

To what is this wonderful prosperity attributed? First, it is due to the extraordinary economy displayed in the lives and habits of the population. They are far from being miserly, for they live in comfort, but there is no waste in their excellent management. Moreover, the people are very industrious. Everybody works, and as the increase of population is extremely slow, there is no excess of labor in any department. But this is not all, France is at all times sure of a great number of foreign visitors, and it is the Mecca to which thousands of Americans flock to spend their money. The result is, according to Thierry, that in addition to the five billions invested in their own national debt, the people have five billions more placed in the national debt of other countries, such as Turkey, Greece, Spain, Italy, Brazil, Belgium and Russia. The total wealth of that country is estimated at \$90,000,000,000, divided with more equality among the inhabitants than is the case in any other country.

The steady increase in the accumulated wealth of France is given in these figures: The stock of gold in France increased in the period 1884-1891, \$18,800,000; in 1892-1900, \$205,000,000; in 1900-1907, \$582,000,000. Therefore, from January 1, 1892, to December 31, 1907, the stock of gold in France increased \$787,000,000, although over three billions of dollars have been invested by French capitalists in foreign negotiable securities and government bonds. Between 1892 and 1899 French gold coin was

struck to the value of \$147,305,200, and between 1900 and 1907, \$264,078,100 or \$411,383,300 for the two periods. Between 1884 and 1891, the whole amount of French gold coins struck at the Paris Mint had hardly reached \$20,920,200. Besides \$411,383,300 converted into French gold coin, about \$224,000,000 was absorbed by the industrial arts, in gold ornaments, jewelry and watches. This represents about \$14,000,000 annually. The remainder is either bullion or foreign gold coin, in the vaults of the Bank of France, or in those of the credit institutions and houses making a special business of exchange and foreign coin.

"How can this mass of gold," asks M. Thierry, "almost equal to one-fifth of the total world's production, during the same period, have reached France?" His answer is: In settlement of international balances. It means that after France had paid all its foreign expenditure; commercial deficit and deficit on maritime transportation; the wages of foreign workmen in France sending or carrying their earnings out of the country; expenses of Frenchmen traveling abroad; diplomatic securities, on the debit side, and had received from abroad all that was due, as interest or payment in redemption of principal, on foreign securities held in France; expenditures of strangers traveling in France; of foreign ships in French ports, and similar credits that offer all these, there remained on the balance struck a sum of \$787,000,000, which the foreign debtors were obliged to pay in gold.

The French people, without rich mines of gold and silver, and by no means well supplied with iron and coal, are able to maintain themselves since they produce their own food and are forced to import comparatively little of it.

The great defect in the American character is the failure of the masses of the people to make the most of their opportunities and extraordinarily rich natural endowments. As a rule, they do not know how to save. Those who are stingy do not know how to prevent the waste that goes on around them, while the majority spend what they get waiting for some happy chance to make them suddenly wealthy. This is the reason why foreigners of all nations and races come to our country and get rich under our very noses upon what we throw away. And when an American by some happy chance in business, or in getting possession of oil or mineral treasures, does get enormously rich, too often his first desire is to go abroad and spend it in foreign countries.

From the first discovery of the natural wealth of the Western Hemisphere, its treasures have been constantly exploited and sent across the ocean to enrich the countries of Europe. This process has continued without interruption and still goes on. If our country were not naturally the richest in the world and practically inexhaustible, it would have been worked out in the four centuries during which it has had its treasures drained into foreign coun-

tries. But we still have something left with which to enrich the foreigners who come to seek their fortunes among us.

RUMBLINGS OF REVOLT.

For some time past there have been more or less ominous rumors of discontent and sedition in the vast Indian empire which Great Britain has so long ruled in peace and seeming security, and to the vast benefit, it must be admitted, of the natives themselves. Although there have been no recent uprisings of sufficient moment to be called revolts, the frequent anti-foreign disturbances, the attacks upon British officials and the seditious utterances of the native press indicate that there exists a serious undercurrent of popular dissatisfaction that is widespread in that portion of the empire governed directly by British officials.

The discontent with the existing order dates from shortly after the easy victory of Japan over Russia. This triumph of an Oriental people over what had been considered as the most powerful of the Western empires has undoubtedly fired the imagination of the natives, and the educated Hindoos have taken advantage of this state of feeling among their countrymen to foment demands for self-government, and even independence, which they naturally believe would further their own fortunes.

Probably the most serious reports that have come from India are the dispatches intimating that the native agitators are seeking to undermine the loyalty of the native Indian troops. It will be remembered that it was similar undermining of the loyalty of the Sepoy troops that led to the celebrated mutiny of fifty years ago. At that time the native troops were more numerous than they are now, while the number of European troops in India was smaller.

One of the strongest safeguards the British government has to rely upon is the fact that there can never be unity of action among all the natives of India, owing to the strong racial antagonisms which exist between the various peoples. The hatred one bears towards the other is stronger than the dislike each of them may have for the British rulers. The Mohammedans, who are distinctly friendly to the British, form the main fighting strength of India, although numerically outnumbered by the Hindoos. This loyalty of the Mohammedan natives and the good will of the rulers of the feudatory states would insure the prompt suppression of an outbreak like the last mutiny.

Lord Kitchener, who for some years past has been the British Commander-in-Chief of the forces in India, has been long well aware of the feeling of discontent, and has made the necessary military preparations. He has sent the native troops to maintain order in the interior, and has concentrated the 70,000 European troops in large garrisons at strategic points, so as to be able to send an overwhelming force of white soldiers to any threatened point should occasion arise. With railroads connecting all important cities and with tele-

graph lines extending all over India, the existence of trouble would be known instantly, and the forwarding of relief would be prompt. Moreover, there has been built up in India an elaborate secret service which keeps the authorities thoroughly posted as to everything that is going on. It is, therefore, not likely that any such threatening situation could unexpectedly develop as characterized the inception of the great Sepoy mutiny.

Despite the precautions that have been taken and the unlikelihood that British dominion in India can be seriously shaken, the symptoms of unrest in that vast empire are causing British statesmen anxiety. There has been so far a disinclination to resort to drastic remedies, but the patience of the government is rapidly becoming exhausted, and prudence may ultimately demand that firm and radical measures be taken to suppress sedition at any cost and punish outspoken agitators with severity.

A fireless locomotive is the latest stage in the evolution of James Watt's invention and something that might astonish that gentleman were he here to witness the progress made in engineering. There is a locomotive, the fireless, which is especially adapted for use in industrial works where safety against fire and absence of smoke and soot are of importance. The underlying principle is the property of water to absorb and store heat and energy readily and expand it in the form of steam when required. This type of locomotive must keep near the base of supply, which is the boiler of some local station. At this local power station the tank of the locomotive is filled with steam, and on this supply the machine will run for from four to five hours, doing ordinary switching work. These locomotives are built for narrow gauge traction and standard gauge traction service for use in inclosed spaces and as crane locomotives of standard gauge. The James Watt Memorial building, which was formally opened June 1, has been erected on the site of the house in which Watt was born in 1736. The building is of two stories in the Scottish domestic style of architecture of the eighteenth century, and is to be used as a nautical school for the teaching of navigation and marine engineering. Watt's grandfather, Thomas, was a teacher of mathematics, surveying and navigation, and his father, James, was carpenter, builder, contractor and mathematical instrument maker. Watt's own son, James, who died in 1849, fitted with engines the Caledonia, the first steamship to leave an English port.

When a man gets to arguing with his conscience you may be sure his appetites are busy.

Some men think the only way to preserve the landmarks is to sit on the fence.

Too many men lay to a gentle heart the faults of a soft head.

The ability to learn marks the limits of actual living.

SLIPSHOD METHODS.

Careless Policemen Injure Men's Reputations.

It used to be remarked that if a man wished to ascertain how mean he was he could be accommodated by running for office; that his political opponents would rake over the events of his life with a fine tooth comb and not only discover every weak spot in his career, but also create and exploit a lot of mean things he never did or ever thought of doing.

I am not denying that this condition does not still exist, but an experience of three years has taught me that there is still another way to accomplish the same result; and that is to buy an automobile and undertake to operate it with due regard to the rights and comfort of others. I purchased my machine in the spring of 1906 and my main thought in connection with the purchase was that it would enable me to take out many people who would otherwise have no opportunity of riding in an automobile. I have succeeded in carrying this undertaking into execution and believe I have given a thousand people genuine pleasure in so doing. Where I made my mistake, however, was in trying to be kind to strangers in distress. I soon found that I got the hot end of the poker every time I undertook to play the part of Good Samaritan.

My first experience was on East Fulton street. As I passed up the south side of the street one day I noticed an old lady on the opposite side of the street with her back toward me. She was, perhaps, 150 feet away from me. She was gazing intently at the Gilbert bust, totally oblivious of me and my machine. All of a sudden she dropped down as though in a faint. I turned around at the next corner and drove down the north side of the street for the purpose of offering assistance, thinking perhaps I might be able to convey her to her home. I was immediately besieged by a number of excited women, who insisted on being told where I struck her with the machine and how I came to do it. One angry woman threateningly informed me that she would see that I was properly punished for injuring an old lady. Observing that my mission of mercy was misunderstood and misinterpreted, I passed on. A policeman who appeared on the scene soon after reported to headquarters that I had run over an old lady, that she was not fatally injured and would probably recover. The daily papers all reproduced the item from the police blotter and for several days I was kept busy explaining the situation to my friends.

A few months later I took a party of ladies to a fire. A fireman was carried out of a burning building overcome with heat and smoke. I hastily dumped my passengers and had the man placed in the back seat of my machine. I started for the hospital, picking up a physician on the way. The doctor revived the man so that he requested that he be taken to his home instead, which I did. One of the policemen at the

fire reported to headquarters that I had run over a fireman with my machine, but I learned of it in time to induce the daily papers to suppress it. That evening I was informed by the automobile spotters that I had exceeded the speed limit while taking the fireman home. The charge was probably correct, but I was so angry over being held up under such circumstances that I went into police court the next morning and paid my fine without a murmur. If the city of Grand Rapids can afford to take my money under such circumstances it is welcome to it; but it leaves a bitter feeling in my heart all the same.

My next experience was with a man who had sprained his ankle getting off a street car. He had a little child in his arms which he dropped in front of my machine, which was dead by reason of the battery having given out. The mother was beside herself for a moment and insisted that her child was killed. I soon convinced her that the child was uninjured and offered to borrow a machine to take the husband home. He thankfully declined, stating that he could get home on a street car. A policeman appeared on the scene later and reported to headquarters that I had run over and seriously injured the man's son. As a matter of fact, the man never had a son and the machine could not run over anything in the condition it was in. I called at police headquarters and requested that the report be suppressed, pending investigation, but my request was disregarded and the daily papers again chronicled that I had run over a person, which, by the way, caused me and my friends much annoyance. I even took the trouble to hunt up the policeman on his beat and explain the situation to him, but he insisted that he had reported the facts as they were given him by bystanders and he saw no reason why he should revise his report.

I have driven my machine almost continuously for three years, winter and summer, and have not hit a person or animal, yet I am advertised in this community—through the kindly officers of the police department—as a human monster, eagerly seeking the destruction of my fellow men. I have been hounded day and night by the unfortunate officers who have been detailed to catch offenders against the speed law. I was once accused of exceeding the limit when I was in Cleveland, Ohio. Within a month I have been accused of exceeding the limit while I was with a party of gentlemen at an office in the Trust building. I asked the officers to verify this statement and let me alone, but they refused to comply with this request, compelling me to present my proof to the prosecuting attorney, who investigated the matter thoroughly and dismissed the case. I was once apprehended for fast driving when I was pounding along behind a lumber wagon. The automobile spotters both swore that there was no wagon on the street. I proved by witnesses that the street was full of vehicles and the judge dismissed the case. I have been asked

to appear in court six times. Four times I have been acquitted and twice I have paid the fine exacted—once when I was taking the fireman home from the fire and another time when I was hurrying a doctor and a nurse to a sick child whose mother had solicited my assistance. I do not complain particularly over being arrested for fast driving, because everyone knows that the enforcement of the law is a farce—that the men who drive the fastest are never hailed into court and that most of these cases are persecution and not prosecution—but I do most strenuously object to being accused of running over people when I have never hit anything bigger than a mosquito; and if there is any statute covering such an offense, I propose to invoke the assistance of the law the next time I am erroneously reported as having injured my fellow man by a policeman who is actuated either by carelessness or malice.

Two conclusions can be deduced from this recital, as follows:

1. In case of accident the automobile driver stands no show with the public. Whether he is to blame or not he is immediately condemned without a hearing. If he is merely an eye witness he is immediately accused of being the cause of the trouble and his name is written in big letters on the police blotter, to be reproduced later in the police news of the daily newspapers. In no other walk of life—outside of Russia—is a man condemned without a hearing and treated with scant courtesy when he undertakes to explain matters.
2. The absolute unreliability of the reports turned into headquarters by the patrolmen. They make no effort to interview the principals. They apparently pick up whatever public clamor may hand out to them and, without taking the trouble to investigate, telephone it in to headquarters, whence it is furnished the daily newspapers, which too frequently publish the statements in garbled shape, thus doing great injustice to worthy people who may have spent a lifetime in building up a reputation in the community.

As a citizen and taxpayer I protest against being treated in this manner. It is not in keeping with the character of our city and the traditions of the town. More than one good citizen has been lost to us by these methods and many more worthy citizens will shake the dust of Grand Rapids from their feet, transferring their investments as well as their residence, unless the police department is handled with more intelligence and less brutality.

Waiter Was Equal To the Occasion.

An old gentleman and his wife from up state were visiting in New York City for the first time, and decided that it would be quite in line for them to stop at the Waldorf. On going into the dining room in the evening, they were seated at a table toward one side of the room and handed a menu card by a colored waiter. The old gentleman picked the card up and looked at it closely,

then handed it to his wife, remarking that he had left his glasses at home and couldn't read it.

His good wife carefully examined the card for a moment, then handed it to the colored man who stood immediately back of her, saying that she too had left her glasses at home and couldn't read the list, and asked the waiter if he would be kind enough to read it for them.

There was a moment of embarrassment on the part of the colored man and then turning confidentially to the old lady, he said, "Ah'm awfully sorry, ma'am, but ah ain't got no education neither."

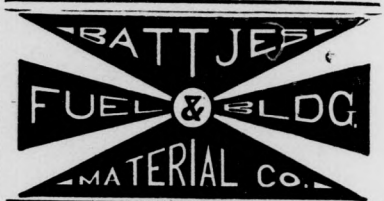
Establishing the Plural.

Fred, who was 4 years old, visited his uncle on the farm. When he came home his father asked him what had pleased him the most.

"Oh, I liked the geese. I had such fun chasing them, and we had a great big goose for dinner one day!"

"Well," said his father, "how can you tell the difference between a goose and geese?"

"Aw, that's easy," said Fred. "One geese is a goose, and two geoses is geese."




FLOWERS

Dealers in surrounding towns will profit by dealing with

Wealthy Avenue Floral Co.

891 Wealthy Ave. Grand Rapids, Mich.



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.

MODERN LIGHT

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

SWEM GAS MACHINE CO. Waterloo, Ia.

Grand Rapids Stationery Co.

Toys, Fancy Goods, Books, Etc.

134-136 E. Fulton St.

Leonard Bldg.

Grand Rapids, Mich.

THE PARTNERS.

Which Was the Better Way To Do Business?

A straightforward course is best in every kind of business deal. The copy-book line, "Honesty is the best policy," has been so often demonstrated to be correct as to need no defense at this late day.

When Isaac Dover and Henry Volney went into business together in the village of Grandon nobody expected them to succeed. They had been warned against coming to Grandon. Half the merchants in the place had said to Dover: "You will only be out what you invest. All sorts of business is overdone in Grandon. You can see this for yourself if you have a mind to look around. Besides, that old Barnes building is not the proper location. More than a dozen concerns have tried that stand and failed."

Not very encouraging truly. Dover went to his partner with a doleful countenance and advised an abandonment of their plans.

"Now see here," said Volney, "these fellows are talking for a purpose. There's not a live merchant in town and they don't mean there shall be one. I know that the Barnes building is not the best place in the world in which to do business, but it is the only vacant place and I mean to occupy it."

"I am afraid we'll miss it, Hank."

"That's not the way to talk, Ike. This town needs an awakening and we are the ones to stir 'em up," declared the junior member of the firm.

Despite the half-hearted interest manifested by Dover the two young men occupied the Barnes store and put in a small stock of goods—dry-goods, groceries and shoes. There were enough to discourage the undertaking. Everybody said the boys would soon have wisdom minus cash, and that was the way it seemed for the time. Volney was the hustler of the firm, although Dover did the buying and insisted on having the principal say as to how the business should be managed.

"I have been in the store business ever since I was a kid," said Isaac, "and I ought to know more about it than you who never stood behind a counter in your life, Henry."

"That looks all right on the face, Ike," returned the younger man, "but some men never learn anything even though they stay in business all their lives."

"Me for instance," broke in Dover, half inclined to be angry.

"Don't fly off the handle, Ike. I mean lots of men, and you need not take it to yourself so quickly. People who are not dunces can learn some things on the outside of the counter. I have wanted to be a merchant ever since I was in knickerbockers and ran a play store, selling pins and cull peaches to the boys of the neighborhood. I worked five years to get money to start and now here I am, ready to make a beginning."

"Yes, I see," returned Dover, flushing, since he knew that his partner had the larger half of ready cash to

invest in their business deal. "It's all right, I suppose."

The firm of Dover and Volney started in a small way. Wise heads were shaken, however, and an early failure predicted. Dover worked behind the counter and seemed as anxious to succeed as the other.

There was a difference in the young men, however. Customers seemed to like to have Volney wait on them—the women especially.

Both were equally pleasant spoken, and the set smile on the face of Dover seemed destined never to come off. Despite this fact, however, the younger man had the "pull" with the public.

"Oh, that's all right; two cents doesn't count."

Volney was not as exact as his partner. While Dover would break a peanut in two to make exact weight his partner would more often toss in an extra one or two. Henry was liberal and broad-minded by nature, while Isaac had been reared in a school that made mountains out of molehills, and demanded everything to a hair's breadth.

People notice such things. Even the children always looked about for Henry when entering the store. Although Isaac smiled upon them they yet preferred the broad light of Henry Volney's sunshiny face to the narrow grin ever on that of the senior partner.

"You'll bankrupt us, Hank," said the senior member one day.

"How is that, Ike?"

"You're not particular enough in dealing with customers. You let them have the big end of the bargain every time. That won't do."

"The people like it, don't they?"

"I suppose they do, but—"

"And we are here to please the people, aren't we?"

"Not exactly. We are here to make money for ourselves, which can't be done by giving things away."

"Don't worry," smilingly retorted the junior partner. "I am careful not to go too far. A sack of candy now and then for the children, a cigar to a good customer, or even at times a new dress for the housewife of the man who steadily trades with us, keeps the folks good-humored and holds trade, besides giving us a friendly hold on the hearts of the people. A merchant can be too close, Hank, that's my belief and I act upon it."

"I see you do," drily.

The two natures did not blend harmoniously.

For nearly two years the two worked in double harness, at the end of which time they took stock and compared notes. Although they had not gone behind, the firm had not made satisfactory progress. A new block was in course of construction on a desirable street and Volney had had his eye on it for some time. When he suggested that they lease one of the stores his partner objected with uplifted hands.

"And why not?" queried Volney. "As you see, we are not making anything where we are."

"But think of the extra expense," cried Dover. "I guess you don't

know how much they ask for one of those stores."

"Oh, yes, I do. I talked with Hamilton about it only yesterday. In fact I the same as told him we would take the corner store when his building was completed."

"You did?"

"Yes, I did."

"You must be crazy. Of course what you said will not bind the firm. Of course there'll be enough who want the store so that Hamilton will not object to our not taking it."

"But I mean to stand by my bargain."

"Well, I guess not," said Dover. "It would ruin us to pay such enormous rent; that is simply out of the question."

"That's what you say about advertising."

"And it is a fact, too."

"You kicked when I sent in that New Year's advertisement which netted us the best trade we've had in all the time we have been in business together. I have spoken to the Times about keeping two columns engaged for next year."

"What? Two columns of advertising!" almost screamed Ike. "You'll ruin us entirely!"

"Ruin it is then," determinedly remarked the junior partner. "We have done business in a peck measure long enough. I mean to branch out and go after trade."

"Hank Volney, you're a fool!"

That was the beginning of trouble for the firm. Two months later, when the Hamilton block was ready for occupancy, Henry Volney moved in, the sign over the broad entrance reading, "Henry Volney & Co."

The company was the wife whom he had lately married. Dover had withdrawn indignantly from the firm, not caring to stand for the wildcat schemes of his young partner. Note the result:

It is now three years since the dissolution of the firm of Dover & Volney. The big store on the corner is in a flourishing condition. Henry Volney & Co. are cutting a wide swath in the business world of Grandon. It is whispered that the young merchant is getting rich while his former partner still delves behind the counter in the old Barnes building, doing a barely living business; content to trail along the old rut, penny wise and pound foolish. He is comparatively unknown outside of his little circle while his quondam partner is a man of note in a widening circle which has long since gone beyond the narrow boundaries of the village of Grandon.

Henry Volney has proven to his satisfaction that business is never overdone while there is a man with brain and push to back up his ideas. This tale is in the main true and no doubt has a moral if one cares to seek it out.

J. M. Merrill.

The Way of the Day.

"Sir, when you make such a statement as that you know that you are speaking false!"

"I know nothing of the kind, and I warn you not to call me a liar."

"I'll call any man a liar that lies!" "Look out, sir!"

"Oh, I can take care of myself. It's a shame, sir, for a man like you to repeat such things. No wonder that our children are losing respect for our public men."

"They ought to, at least for the most of them. Yes, sir, he's let his mother go to the poorhouse. I have it from the best of authority."

"And, on the other hand," said the other, "your old man stole a horse and came mighty near going to State's prison."

"Humph! You believe that silly yarn, do you?"

"Of course I believe it, and I can get the records."

"You can do nothing of the kind. Say, you had better dry up until you can find something to talk about."

"Don't bluster at me!"

"And don't you try to bulldoze me!"

"You never had any sense anyway."

"And you can't see through a barrel with both heads out."

"Humph!"

"Go on!"

"Get out!"

And all because, although they are neighbors of ten years' standing and belong to the same church, one is going to vote for Taft and the other for Bryan.

Exalted Position.

During one of his hunting trips the President requested the colored guide to run ahead and see if there were any signs of game on the other side of the swamp. Sam rushed away with a grin on his face like the cut of a Georgia melon.

"Dat yo', Sam?" queried an old man in a roadside cottage.

"Dat's me, dad," responded Sam.

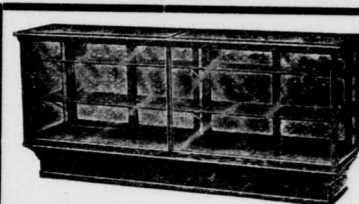
"Huh! Why, man, ye looks as pleased as a b'ar in a honey tree."

"Reckon Ah am, dad. You'd be pleased, too, if yo' was doing what Ah'm doing."

"And what are yo' doing?"

"Why, Ah'm running foh president."

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



The Case With a Conscience

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

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

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

GRAND RAPIDS FIXTURES CO.

Grand Rapids, Mich.

Jefferson and Cottage Grove Avenues

DURING A DRY SEASON.

Old Uncle Ezra Recalls Some Remarkable Events.

Written for the Tradesman.

The farmer sat down on the dust-covered counter. He was dust-covered himself, and seemed to fit into the scene appropriately enough. His bushy hair was so dried out that it crackled like bleached grass when he touched it in removing his hat.

"Pretty hot," said the grocer.

"Hot!" grumbled the farmer. "Hot doesn't express it. If a man should jump right out of that street, there, into hades he'd freeze to death."

"What say?" asked old Uncle Ezra, making an ear-trumpet of his hand and leaning over the cracker barrel.

"He said it was hot!" roared the grocer.

"Yes, indeedy," replied Uncle Ezra, "the creek down to my place is all dried up, and the wells is just hot holes in the ground. Sary Ann says she's goin' to bakin' in our well pretty soon."

"Uncle Ezra always did have a clear mind for taking notes," suggested the grocer. "He can remember lots of things that never took place. Wouldn't think he had such a powerful intellect to look at him, now, would you?"

"He's got Ananias backed out of the pasture," said the farmer.

"What say?" asked the subject of these remarks.

"He says you're pretty chirk this morning," replied the grocer, with a hidden wink at the farmer.

"When I milked this mornin'," said Uncle Ezra, "I couldn't hear nothin' strippin' into the pail, an' I looked down an' saw I had just a couple of gallons of hot air."

"I notice you brought some of it to town with you," observed the farmer.

"What say?" demanded the old man. "Bring milk to town with me, say you? We hain't got no milk to bring to town. When cows don't get no water they can't give no milk. Anyhow, my cows can't."

Uncle Ezra sat for a moment with his chin on his cane and then brightened up again to the extent of this:

"Seems to me this summer's gettin' to be most like the one when me'n Sary Ann got to keepin' house over to the Forks. I remember we'd just got nicely to livin' there when the streams all dried up. Sary Ann used to water the fish in the river every night. They suffered terrible."

"I should say so," said the grocer.

The farmer left the counter and took a chair by the open doorway, through which a light breeze was sifting the dust of the roadway.

"That was a bad summer for fish," continued Uncle Ezra. "The bass used to roost in the trees surroundin' the house. Water got so hot it took the scales off their backs. When we went fishin' we took a cistern pole. He, he!"

"Does he often have these spells?" asked the farmer.

"Oh," replied the grocer, "Uncle Ezra remembers most of the things that never occurred around here."

"What say?" asked the old man.

"He says you probably got your large intellect that season, eating so many fish," said the grocer.

"Oh, yes, indeedy. We used to sell a great many fish that summer. Picked 'em off the trees an' sold 'em by the peck. Some of 'em turned green, eatin' so many green leaves. One of 'em got into the strawberry patch at night an' laid aigs."

"I think," said the farmer, "that I'll be going home."

"Stick to the big show," said the grocer. "Uncle Ezra is just getting in trim for a real lively time."

"What say?"

This from Uncle Ezra, who was feeling around on the counter for the big cheese knife. He had already secured about half a pound of crackers from the barrel which stood by his side. No one made answer, and he went on:

"That summer was pretty tough on cattle. When I went over to the pasture it made me sick to my stomach. The sun shone down so hot on the cattle that it smelled like a cowhide boot in the fire—the pasture did."

"I remember that summer," said the farmer. "That was the time we used to hoe the pond lilies. I should think it was dry and hot."

"I lost a fine Jersey cow that summer," said Uncle Ezra. "I built a new barn of unseasoned pine that spring, an' when it got so hot I brought the Jersey out of the lot and put her in the barn. Thought she might cool off in there so we could get a little milk that was not scalded. I allers felt sorry about that."

"What happened to her?" asked the farmer. "She didn't evaporate, did she, and go up in the blue sky?"

"What say? Oh, yes, we used evaporated milk after that."

"What — happened — to — the — cow?" yelled the grocer.

"What say? Oh, yes, what happened to the cow? The boards in the barn shrunk, the green boards did. That's what happened to her. I've allers been sorry I put her in that barn."

"He wants to be coaxed," said the grocer, as Uncle Ezra stopped and again rested his chin on the top of the cane he held in both hands.

"What say?"

"He says you're the biggest liar in seventeen counties!" roared the grocer, drawing the wire cover over the cheese box.

"Wire? Oh, yes, that's quite a nice wire box. I remember I'd been down town that day. When I got home I couldn't find no barn. I goes to the house and says to Sary Ann:

"'You hain't been a lendin' of the barn, have you?'"

"There was a heap o' borryin' around there that summer."

"'No,' says Sary Ann, 'I hain't been a lendin' of your old barn. If you couldn't find the barn,' says she, 'I guess you found the jug all right. You ought to be ashamed o' yourself,'" says she.

"I took a lantern out to find the barn. It was there, but shrunk awfully. It was about as big as a berry crate. Heat had drawn the wet out of the boards an' the whole concern had shrunk up. They say there's a heap of water in most everything around, 'ceptin' wells an' creeks in dry summers. I've allers felt sorry for that cow."

"Dead, was she?" asked the farmer.

"What say? Oh, yes. She was dead, an' she was evaporated. We used her for a rug for quite a long time. That was a good cow."

"Must have been quite a dry summer," observed the farmer. "How were the crops that fall?"

"Cow got caught between the shrinkin' boards and was killed," continued Uncle Ezra. "The barn never

got as big as it was before. Catch me buildin' of green lumber again!"

"What about the crops?" shouted the farmer.

"What say? Oh, yes, the crops wasn't much. Cornstalk wouldn't grow, an' we had to sit down to pull off the ears. I don't think there ever was such a summer as that. The taters grew in links, like sausages. Guess it must have been the heat."

"Didn't it rain at all?" shouted the grocer.

Uncle Ezra shook his head sadly.

"Abe Rimes an' me went up to the top of Mount Delton an' clim a tree an' cut open a big, fat cloud that'd been lingerin' over the landscape for a long time. We thought we'd find out where the rain was."

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Grand Rapids, Mich.

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Popular Price

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People like to drink

MO-KA Coffee

because of its good quality.

Dealers like to sell MO-KA because it's a "repeater" and pays a profit.

Pretty good combination.

Valley City Coffee & Spice Mills
Saginaw, Mich.

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

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

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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

"Did you get wet?" roared the grocer.

"What say?"

"Did you let the water out?" shrieked the farmer.

"Let the meter out? Oh, yes, water. There wasn't any water there to let out. The cloud was just a bluff, an' was filled with hot air."

"You must have soaked up a lot of it," commented the farmer.

"What say? We had some water-melons that summer, growin' in the garden, an' they got so hot that they went up in the air like balloons. I don't think this summer is anything like the last hot one that I remember."

"I think it's about time for me to be jogging along toward home," observed the farmer. "I'm counting on getting quite a bit of money off my melon field, and I guess I'll go on home and tie 'em down."

"Might be a good idea," said the grocer.

"What say?" asked Uncle Ezra. "It kept on bein' dry until late in the fall, an' every county that voted on prohibition went dry. Everybody said it must 'a' been the weather."

"Of course it was the weather," said the grocer, putting the cover on the cracker barrel. "It is too hot now to eat crackers and cheese without drinking anything with them. Shall I go out and buy you a pint of coffee, or a pot of tea?"

"Oh, never mind," replied Uncle Ezra. "I'll be ploddin' along."

The old man chuckled as he drew down the rim of his hat and went out into the sunshine. The farmer and the grocer sat back and laughed.

Alfred B. Tozer.

Your Destiny Lies Within Yourself.

Written for the Tradesman.

Thousands of men and women in the United States are applying for positions. Many are seeking the employment agency and other means to positions, only to be refused. There are many persons making their own destiny; why not you? Get a move on yourself that will show the business man that you are a hustler. Go after your position with a determination to succeed and the battle is half won.

The applicant who approaches the merchant in an awkward, half-way manner is not the clerk the tradesman is looking for. The next time you fail stop and take an inventory of yourself and see in what you are deficient. When you have discovered the necessity proceed at once to correct it; do not wait, the other fellow may get ahead of you.

Do not allow yourself to consider that luck is against you; the man who succeeds has the will power to reach the goal. If you would reach the limit you must constantly believe in yourself. Consider every thought as a reminder of your ability to succeed. The men who have made a success are those who had faith in their own ability. They dared to face the business man and say, "I can do the work of such an office," and made good.

Take a firm hand, go ahead and the world will make room for you. No matter what your condition in life

may be, if you prove yourself worthy there will be no limit to your success. Dig into your work and you will not be out of a job long; keep busy during working hours; find something to do.

People usually stamp us with the value we put upon ourselves; the world is not long in finding out the value of a man. The merchant trusts in the man who believes in himself and is willing to give him a chance. No man can expect the tradesman to assist him if he has no confidence in his own powers, but must have the assistance or advice of others before he can put his thoughts into execution. Not being master of his own mind has been the failure of many a man.

General Wheeler had sixteen horses killed under him, but yet he did not leave his post. He was determined, he had reliance in himself and stood firm.

William the Conqueror gained his reputation through his persistency.

Samuel F. B. Morse waited eight years for his patent on telegraphy.

"I began life with a sixpence," said Girard, "and believe that a man's best capital is his industry."

Thomas A. Edison says: "I never did anything worth doing by accident."

"Know thy work and do it," said Carlyle.

Bulwer's first writings were entire failures; his speeches were made ridiculous, but he fought his battles and gained eminence.

Ulysses S. Grant, a young man without money or fame, became one of the greatest of men because he was determined and stuck to his trust. Lincoln said: "Grant is great because he is so persistent."

These men made their own fortunes. They did not say luck was against them, but when it became necessary to wait eight years for a patent, S. F. B. Morse was the man. Such men as the above named were men of destiny, they did not wait but pushed on to the front.

J. M. Baldwin.

The Wily Physician.

The brilliant Chinese Ambassador, Mr. Wu Ting Fang, was recounting to a group of correspondents—but not for publication—his view of a certain selfish politician.

"In short," said Mr. Wu, "the man reminds me of a doctor of Shanghai."

"A mandarin came to this doctor for advice. He could not sleep, had no appetite, suffered a good deal from depression, and nevertheless was taking on fat at an alarming rate."

"We'll soon put you in condition again," said the physician. "What you need is exercise, good hard exercise. Four times a week you can come here and put in the morning polishing my floors."

"But why not my own floors?" the mandarin enquired.

"Mine," said the physician, "are larger."

You will never be able to get up in the world by throwing stones at men who have reached the top.

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New Figs New Nuts

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For Holiday Business

Judson Grocer Co.
Grand Rapids, Mich.



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for
Fifty Cents
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Dollar

Merchants, as a rule, carry insurance enough to protect them in case of fire.

They think their policy is as good as a mortgage, but they overlook one very important item and that is KEEPING THEIR ACCOUNTS IN SUCH SHAPE THAT THEY CAN PROVE THEIR LOSS IN CASE OF FIRE.

The mere statement that you had \$2,000 or \$5,000 worth of goods on hand at the time of fire does not go with Insurance Adjusters. You must SHOW your books giving a COMPLETE RECORD of your business or THE INSURANCE COMPANY WILL TAKE THE BENEFIT OF THE DOUBT.

Merchants often settle with their customers allowing deductions owing to disputes.

The McCaskey Register System

Handles accounts with but ONE WRITING.
Furnishes COMPLETE RECORDS of every DETAIL.
Shows your PURCHASES for cash or credit.
Shows your SALES both cash and credit.
Shows cash on hand and in bank.
Shows your BILLS RECEIVABLE and BILLS PAYABLE.
Shows the AMOUNT OF GOODS ON HAND.

NO DISPUTES with the McCaskey—it furnishes the PROOF.

If you want to SAVE FIFTY CENTS ON THE DOLLAR investigate the McCASKEY ACCOUNT REGISTER SYSTEM.

Catalog and information 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

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Agencies in all Principal Cities

BURWICK'S PAST.

Why He Was Afraid of Being Found Out.

Once, long ago, in a past that he counted as dead and gone as the days that held it, Burwick had contrived to put into his life a spot black and ugly. He had set himself to work to forget, and in one way and another he had succeeded fairly well. He thought of it but seldom, and then as something that "had been," never as anything that "was." For he calculated that the spot was gone, and all that went with it gone, too.

But black, ugly spots do not erase easily. "Living them down" often means nothing more than making other people forget them.

Burwick came out from the East. That was about all the office knew of him at the time of his advent as an employe of Goings'. He applied for a position, a clerical position, he specified, which showed that he knew little or nothing about offices, and he named no "salary expected" in his application blank. This means that he really wanted and needed a job.

Days, weeks and months of the process of breaking in followed as a matter of course. In no way was Burwick exceptional from the average clerk undergoing a similar process, for your average clerk being broken in is a particularly mild and unoriginal specimen of the genus homo, and this was Burwick to a T.

He placed himself at once in the condition proper to a young man of his circumstances and position, a condition of milklike humility approaching servility and properly acknowledged that every one in the department from the next newest clerk, who was his senior on the pay roll by but three weeks, was infinitely and admittedly his complete superior.

He listened to the directions and admonitions of the head clerk with the bowed head and subdued air of the neophyte who is listening to the golden words of the master; he hesitated before entering upon any action, even of the slightest, invariably stopping to ask the advice of an older man; he failed to display even the faintest indication of believing that he himself knew anything at all about how the work of the department should be done in general—but we have said that he was the average new clerk submitting to the average process of being broken in.

The head clerk, seeing that Burwick had all the earmarks of the type which makes good machines to place on top of a stool where mechanical duties requiring semi-human intelligence are required, nodded and said to himself that the new man would make good. There was nothing to fear from a man like Burwick.

At the end of the second month the head clerk went to the head of the department and said:

"I guess you might as well take Burwick off the probation list. He's all right."

"Anything worth noting about him?"

"Not a thing."

And that was all that Burwick

might be said to be remarkable for in his first year of service under the Goings banner; he was not remarkable for one single thing. Most men are, even clerks. Some faint streak of individuality forces itself into notice, and note is made of the fact by the powers above. Sometimes it is a hint of hidden ability. Sometimes it is of something less desirable. But in Burwick there was nothing, not a thing, for one year.

At the end of that time, perhaps, he began to attract a tinge of attention for the absolute efficiency with which he performed his absolutely mechanical duties, and for the absolute dependence which might be placed upon the man. Burwick didn't make any serious errors. Burwick didn't lose his temper. Burwick didn't get sick, or lay off to bury a mother-in-law, or fail to report after a holiday. He didn't do any of the things that tangle up a department and bring gray hairs to the "head's" head. He didn't do anything but his work. As the head clerk had seen, the man Burwick was not to be considered in the matter; the clerk Burwick was the whole thing. And still it was well.

Two years—the same. It might be fancied that by this time Burwick had begun to be regarded as lead timber. Ordinarily this would have been so. But by this time the powers above were not regarding Burwick ordinarily. They were considering him as a remarkable and desirable young man. Not a young man who might be looked upon to set the office afire by some great business bringing idea or who might develop into a big two fisted, aggressive sales manager. Far from such.

They looked upon Burwick as that remarkable type of young man who has ability enough concealed within him to handle some nice little semi-important post with complete satisfaction to all concerned and yet who hasn't got pushiness enough about him to force himself into a \$2 raise without the aid and abettance of adventitious circumstances.

Such men are not overplentiful, for in this day and age the young man with ability usually has information regarding the same previous to any one else in the world, and he is not in the least backward about letting the others, especially his employers, know what he knows. And as there always are a few nice little semi-important positions where the requirements do not call for a young man of aggressive consciousness of his ability, men like Burwick always are a little in demand, market slow, price fair to good.

So they made him a payroll clerk. Don't confuse this with the paymaster. The paymaster was a man of importance: Burwick's significance at the time was this divided by two. But it was a step, a step out of the unnoticed crowd of the mediocre ones who labored for so much a week and no hope, and to the meek, mechanical Burwick it was a leap to the first rung of the ladder. And with the first leap made the rest was possible. There would be many such leaps. They would follow in inevitable if

not quick succession and they would mean—well, wait until nearer the end of the yarn before hearing what they would mean to Burwick.

Burwick was under the eyes of the powers now. They saw him every week, at least; they could observe, they must observe what the man was made of. And now, for the first time, Burwick's jaw set a little and he vowed that what they saw would make an end to Burwick as a payroll clerk.

No man makes a resolution of this sort but it shows in the man, his work, and even his personal appearance. Probably Burwick did not grow an inch in stature after his inner resolve, but he looked it. Probably his shoulders didn't grow broader, his jaw bigger, his eyes firmer, and his neck stiffer, but that is the impression he made on those who were watching. He was a man full of determination and confidence now, and the difference showed from the set of his hat to the way he walked. The change is neither an unusual nor a remarkable one.

"He looks," said the auditor, a facetious sort of man, "he looks like a convict who'd been made a warden."

Then he and the listening subordinates laughed at the fancifulness of the picture. It is doubtful, however, that they would have laughed had they known what was securely rooted in Burwick's mind at that moment. For Burwick was now in the department of which the auditor was the head.

A year later Old Going noticed him. Burwick had charge of the payroll by this time, and had it been possible to stand the Burwick who came into the office three years before beside the Burwick of the present day the contrast would have been striking.

"That ain't the white faced little whiffet who was fighting discounts a year or so ago, is it?" growled the old man to the auditor, looking at Burwick.

"That's the same man, Mr. Goings," chirped the auditor. "He came to us about three years ago. Seems we've made some change in him, doesn't it?"

Old Going snorted and fixed the auditor with a gaze that read plainly: "Well! I never suspected you of being such a — fool before."

What he said aloud was: "Yes, you have." But the emphasis was on the wrong word to bring comfort to the heart of the auditor.

Thus Old Going began to watch Burwick.

"Might be something in him," mused the old man. "Never saw a few dollars' raise in salary make such a difference in a man. May be only the swell head, too."

It wasn't though; it was the real thing. Burwick developed elsewhere than where one's hatband fits. He grew, and his work grew with him, and it was not long before the inevitable comparison between himself and his immediate superior, the auditor, was being made by those concerned. There were no two opinions on the matter; Burwick was the better man.

But the auditor was a man fixed in his position. He had been with the house since a boy. He was now a middle aged man. He was one of the family, and it is no fool's task to oust such a man from his fixed position.

"Burwick's the comer, but Johns is there," is how the old man summed it up, and that was the situation.

In Burwick's mind, however, was the thought: "I am getting there. I'll have that job."

Certainly he deserved it, if industry, sacrifice and persistence merit any reward. Burwick was the best man in the department. His work in the office was all that it should be; his private life after business hours was a model one. Old Going had him looked up to find out; the old man wasn't making any mistakes in picking a possible auditor. He had a confidential man conduct minute investigation into the private existence of Mr. Burwick, had him find out where and how Burwick lived, where he spent his evenings and money, what manner of people were his friends, and—about women. In fact, he looked up all about Burwick, except his past. And the past, we know, is a thing dead and buried.

The confidential man found out that Burwick lived alone, that he kept to himself a lot, and put his money in the bank, and that he was exemplary in every way.

"Good," growled the old man, and that day began the undermining of the old auditor.

The crash came during the spring rush. Business was heavy and accounts were bad. Money was hard to get, as hard to get as new customers were easy, and the demand for it from the operating department as insistent as the salesmen's calls for credit allowances to new and unheard of men. The audit department was up to its ears in work and worry, and all the office knew that it was Burwick and Johnson racing neck and neck for the auditor's place. If Johnson could get through the rush sea-

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son without going to pieces he might hold on; if Burwick came to the front with another of his new and valuable suggestions the job would be his. The office, nightworking and sweating under the busy season strain, paused occasionally to look on and grin.

On the two contestants the strain was heaviest of all. But Burwick did not regard Johnson in the light of a contestant. Johnson simply was a man who had got in the way—an obstacle in the path that he, Burwick, had set himself to climb. This was unfortunate for Johnson, for Burwick was going on, up, up, up, until he got to where he would be satisfied. He grew lean and streaked around the mouth, worrying about his chances. So did Johnson. And the tangle in the audit department became worse and worse and needed more than ever a star man to save it.

Then came the crash. It had been all along a mere question of who had the better nerve, and Burwick was returned winner. Johnson went to pieces one afternoon, raved and tore his hair, and ended by resigning to escape the strain.

So Burwick won, and the place that he coveted was his.

"Remember this," said Old Going, after notifying him of his promotion, "you are now one of the officers of this establishment. You are no longer a mere employee. You are one of the pillars. The load on your back is a whole lot heavier than what's on the backs of lots of others. You'll be up against a new proposition, for Responsibility is the heaviest load a man ever staggered under. It takes a real man to carry it; remember that."

Burwick as he listened began to feel cold along the spine. Why was the old man talking to him like that? Was he trying to break his nerve? Why did he talk about Responsibility? And of all things, why did he say that about "a real man?" Did he know—like a flash Burwick's memory answered the suggestion and leaped back through the years to the East—and the past. A real man!

"Yes, sir," said Burwick, and arose. "What's the matter? Don't you feel good?"

"A little tired," said Burwick.

"Humph!" said the old man, and Burwick made his escape.

Out in the street he took off his hat and let the cool air bathe his forehead. A real man, said the old man. Well, he was a real man, wasn't he? Hadn't he showed what stuff he was made of in the last four years? Hadn't he made good? Then why—Responsibility! Real man! The words stung him like the crack of whips. Why should he worry about what he had forgotten? He was a new man; the past had nothing to do with it. He was a real man. Sure. Burwick went home and ate and went to bed.

He didn't sleep. A big load labeled "Responsibility" was upon his shoulders. It bowed him down. He tried to straighten up under it, but he couldn't. It took a real man to do that, and he—

"—it!" cried Burwick, springing out of bed. "I can't stand it. I can't

stand it. I can't hold it up. Get off." He threw the load from his shoulders, dressed, packed his clothes and went out and got on a train.

Going & Co. never saw him again. They searched for him, going to the length of sending a man back East where he had come from. The man came back and reported:

"Funny thing about that fellow. His name isn't Burwick at all. It is Davis. He ducked out of his home town about eight years ago. Was cashier in his father-in-law's department store, and embezzled. Then he ducked out, leaving a wife and two small kids behind him."

Going rubbed his gray head as it puzzled.

"Funny he gave himself away like he did here," he said. "He had us fooled. He might have gone on here forever. Must have been some reason why he was afraid of being found out."

And probably that's what was the matter. Allan Wilson.

Lake Bottoms Reveal Ancients.

The long ago lake dwellers of pre-history have left the most remarkable specimens of ancient human industry, particularly in the lake bottoms of Switzerland, where no one would have dreamed of looking for them had they not been revealed by chance.

In 1853, the waters of the lake of Zurich being low because of a severe winter which lessened the usual flow from the glaciers, the villagers of Ober Meilen discovered in the mud the ends of wooden piles and utensils of stone, horn, and bronze, the result of human labor. The piles were judged to have served as supports for a platform on which had been built houses that had been destroyed by fire.

After this sensational discovery investigations were made throughout the whole Alpine region, and there were exhumed a considerable quantity of pre-historic utensils from over 335 stations scattered over 45 lakes and bogs.

The lake dwellers have been thought to be immigrants who entered Europe by way of the Black sea and the Mediterranean coast, and thence followed up the Danube and its tributaries. Their habitations show an advanced degree of civilization.

Besides the discoveries of the piles and platforms on which their houses were built the ruins of one of the houses were discovered. They showed a fireplace and two rooms.

The lake villages sometimes covered a square mile or more. They were joined to the shore 300 to 600 feet distant by a passageway 4 to 10 feet wide. The discoveries go to show that even in the Stone Age the inhabitants understood how to weave linen, make bread, utilize domestic animals in agriculture, use all sorts of tools, such as stone axes and saws, rope, bone needles, pestles, picks, etc. Pottery was made on a vast scale and was sometimes decorated.

The Age of Bronze added a great number of new arms and instruments,

also jewelry, such as bracelets, pins, pendants, and mirrors.

These people seemed to have worshipped the bull as a symbol of physical force. In the Bronze Age they are thought to have mingled with and been absorbed by a new immigrant race.

Good Nuts Increase Demand.

Nuts as nutrition is the simple slogan of Prof. M. E. Jaffa of the United States Department of Agriculture. The increasing demand for nuts he traces to two causes, a better appreciation of their appetizing qualities and the numerous ways in which they form a palatable addition to the diet of the average family, and, secondly, to their use by vegetarians and persons of similar belief who use nuts, and especially the peanut, where others use meat.

The edible part of nuts is a highly concentrated food, with little water and no fat. The quantity of starch is small, and mineral matter relatively large.

Nuts have a reputation for indigestibility, but Prof. Jaffa attributes this to insufficient mastication and to the fact that they usually are taken when not needed, after a hearty meal or late at night.

In response to the demand there are now nut butters, nut pastes, nut preserves, nut flavors and meals, especially almond meal, and chestnut flour, which is consumed in Italy, nut candies, and nut coffees.

Nut foods are more concentrated even than cheese, and are classed by

the professor among the staples rather than among the food accessories. At ordinary prices they are reasonable sources of protein and energy.

Peanuts supply protein and energy more cheaply even than beans and bread. In the nut foods the diet is given a pleasant variety and relish for those who do not fancy unprepared nuts.

Why He Didn't Play.

"Speaking of one-night stands reminds me of how I tried to break a long jump in Northern Michigan," said Andrew Mack. "There was a little village midway in the jump that Kahn's Guide gave as having an opera house, with Joshua Perkins manager, rent \$10 a night."

"It suited my purpose admirably to lie over there one night, and, as I knew there was no other theatrical company in that section, I went confidently to Perkins to hire the theater. He kept a store and was in his shirt sleeves. I made my request."

"Well, you can't have it," he replied.

"Nonsense," said I, thinking some local entertainment or meeting was to be held; 'postpone it; buy them off. I will give you \$25 bonus.'

"Nope, it—I'll—ye—ye can't have it."

"But why not? Why can't I play in the opera house?"

"Because the opry house's full of hay."

The young widow begins to talk about her late husband early in life.



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
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Herold-Bertsch Shoe Co.

Makers of the Original
H B Hard Pans

Grand Rapids, Mich.



Green Alpine Straws for Next Summer.

If the purchase of numbers of small sample lots of green straw hats is at all indicative, American masculinity may next summer find itself adorned with a style of head dress dangerously approaching the feminine. And as the up-to-date man now seems to stop at nothing, or at least is well on the road in that direction, having traveled a goodly portion of it already, it is exceedingly doubtful where the decorative line is eventually to be drawn.

That green straw hats will be worn by a few men at least is now a certainty, because some bold buyers have ordered them—and they are of the ilk who have a reputation for selling what they put in stock. The movement is looked upon as highly freakish and inclined to be dangerous by most of the trade as yet, although some buyers who have not placed their straw orders are seriously considering buying a few dozens of the new style.

The most extreme model is an alpine in a deep green with a band of the same color, the bow placed at the back, both double-looped and free-end. The brim is bold, has a big roll and a plain edge.

This and other shades of green are also being bought in the same very cautious and limited way in sennit and split yacht shapes with self bands and back bow.

A style that is not so sudden in its departure from recent fashion is an alpine made of Milan or Mackinaw braid. This hat has a plain green band with back bow, the same brim and plain edge.

There seems to be some difference of opinion between buyers and sellers just now regarding the possibility of a shortage of desirable straw goods when the time comes to put them in the cabinets. Some sellers contend that buyers, especially jobbers, have held back orders until now it is a question whether, if all the factories were to run full capacity from now on, complete deliveries could be made in time, basing the argument on the fact that men's straw hat-making is a comparatively slow process. On the other hand there are buyers who have not yet placed their orders, being in doubt as to the styles, and will not, they say, place all their business until well after the first of the year. More than one big hat buyer has stated he will put in a late order well along toward spring. These buyers say they understand the straw hat factories are not sold up and will have the work now in hand already shipped when they get ready to place their late business. The fact that a lot of jobbers turned in orders right after election, which they had been holding back, will help some to make deliveries prompt, and as more orders are coming in every

day the situation should improve steadily.

More reports from the road seem to indicate a further leaning toward the big shapes in sennits, although, of course, the usual percentage of strictly staple goods are being ordered. The staples have been ordered the more freely up to date, the delays being more on those styles concerning which the buyers are at all doubtful.

The excellent business which retail hatters have enjoyed this fall has done much to help the sale of spring felt goods.

More greens are being bought for next spring, in the soft felts. There is also a demand being felt for the gray-smoke-slate range of colors. In fact, there are many buyers who look upon smokes as excellent for next season, ordering them in soft felts and also in fancy bands for spring and summer. It would seem as though confidence in this range of colors were going to develop into a pronounced demand.

The hat business has been rather slow since election. Following upon excellent business through September and October and upon a very satisfactory summer, it is quite puzzling why trade should sag at this time. The reason ascribed to the change is that the public has paid attention to hats during September and October and neglected other articles of apparel and, therefore, having bought hats, is now turning attention to those things which were neglected, causing a temporary lull in hats. That a good winter is ahead, however, is felt all through the trade.

The recent lifting of the embargo on hats does not amount to so much as in other lines where business was duller with stocks more depleted. Hat stocks have been kept in very good condition right along. Post-election confidence and consequent uplifting caused many heads of houses to partially at least raise the severe ban on buying and anticipating. An opposing influence just now is stock reduction for inventory.

The demand for silk and opera hats appears to be a trifle late in developing this season. Last season was late also. With some hatters the call for silk hats is proportionately better than for operas as compared with other seasons, although others say both are keeping their relative status. The flat set D'Orsay curl is selling better than ever with the younger smart set.

Recent cold weather has brought out a demand for fur automobile headwear. With some the Detroit shape is selling best for touring use. Better values prevail over a year ago, with retail prices about the same.

Caps are selling in good volume, with the calling still favoring the large bodies and prominent visors in rough fabrics, greens and the new clothing grays leading. Spring cap lines are getting a good reception from the retailers, both the green and smoke color ranges finding favor, with a strong leaning toward the latter, although the former are still taking very well.

Soft felts are still selling, although the call is drifting toward derbies. Soft cloth alpines are meeting with some fair business for outing wear. As the season progresses and the public demand weans from softs to derbies, colors seem to be dropping proportionately, blacks rising sharply to first place. Browns are very dull and greens do not show much life in the derbies, while pearls and slates are only locally strong in a few sections.—Apparel Gazette.

Tobacco Habits of Clerks.

Written for the Tradesman.

In a book gotten out for the delectation of those whose lot is to stand all day behind a counter I recently read these two sentences:

"The use of liquor or tobacco was never known to be of assistance in making a man a business success. Some men may have won in spite of such habits, but never on account of them."

A tenderly nurtured lady told me not long ago that she always tried to pick out a clerk who did not use tobacco at all, or not offensively so.

"Of course," said she, "a man has a perfect right to smoke outside of business hours if he chooses; has a perfect right to have his teeth, the corners of his mouth, even the entire lines of his lips and his fingers give continued evidence of the use of tobacco in one form or another; has a right to exhale breath that is fairly reeking with the nasty smell of chewing tobacco; but, on the other hand, I have a perfect right to fight shy of having such a walking advertisement for the weed wait on me and nauseate me with the sickening odor emanating from himself and his clothing."

"I think that every clerk should have a just appreciation of the delicate sensibilities of the public upon which he waits, for a woman will go elsewhere rather than encounter a man who offends her in this manner. I wonder how the men clerks addicted to the smoking and chewing habits would like it if every woman or man who came up to their counter should complain of their dereliction to the proprietor. That would seem a mean thing to do, and the ones reporting might be referred to as 'too squeamish;' but that there are many customers driven to trade elsewhere by these failings of clerks is without a doubt. Many have a strong stomach and can stand disagreeable odors, but there are a large proportion who are so constituted that the least little thing upsets their physical equilibrium. It would appear that if fellows are bound to chew and smoke they might at least take a breath-perfumer and wear other clothes to chew and smoke in than they do in the store."

Those are one woman's views on this subject. They sound rather extreme, and yet there may be a legion who are sickened just as she is.

J. R. Woodworth.

Whether earth shall be like heaven depends on whether heaven is in our hearts.

Dummies in Paper Clothes for Pattern Window.

Written for the Tradesman.

I wonder how many people who deal in paper patterns ever stop to think how effective is a window devoted to their exploitation when several lady and children dummies are decked out with dresses or cloaks made of colored tissue paper in simulation of the real thing. These dummies, thus clad, are every whit as eye-taking as if arrayed in garments of real cloth.

Always at a mask ball the people triggered out in paper clothes are much more observed than those wearing the togs usually considered adapted for a masquerade.

And it is just like this with a window containing paper-wearing wax figures.

When these are put in a window for decorative purposes and to sell patterns there should be a plenty of the latter neatly arranged in the space. In front of each dummy should stand, with an easel back attached, the folded pattern to make that particular dress or coat. The patterns themselves thus get their full quota of recognition.

When an exhibit of this sort is gotten up all the stuff in the background should be of paper. A deep crinkly fringe of this can be placed along the upper edge of the partition dividing the window from the store proper. Any fabric would be entirely out of place.

W. W. W.

Window Displays Even More Important Than Advertising.

Written for the Tradesman.

I have always advocated the superior efficacy of a window over any statement in a newspaper as an advertising medium, and I can think of no line of argument that could change my opinion.

In the first place, and if for no other reason, there is the element of color to be considered. No mere printed words can adequately convey the delight to be derived from the actual sight of color—the contemplation of beautiful shades and combinations of shades that are to be found in the fabrics and garments displayed in windows to tempt people to unloose their hearts and purse-strings simultaneously. The type descriptions of these may be couched in language containing the most graphic of graphic periods, the most glowing of glowing terms, and yet they can not come anywhere near expressing what the windows do. Advertising is an admirable publicity-promoter and a business should never do without it. Advertising and window trimming should go hand in hand, but the latter is, to my mind, the more important of the two.

B. E. P.

Wholesome View of Life.

Justice is the only worship. Ignorance is the only slavery. Happiness is the only good. The time to be happy is now. The place to be happy is here. The way to be happy is to make other people happy.

Robert G. Ingersoll.

Three Links That Cannot
Be Broken



Strong as the Rocks of
Gibraltar

Strong—On Styles and Patterns Strong—On Make

Strong—The guarantee that goes with every garment
which the labels indicate.

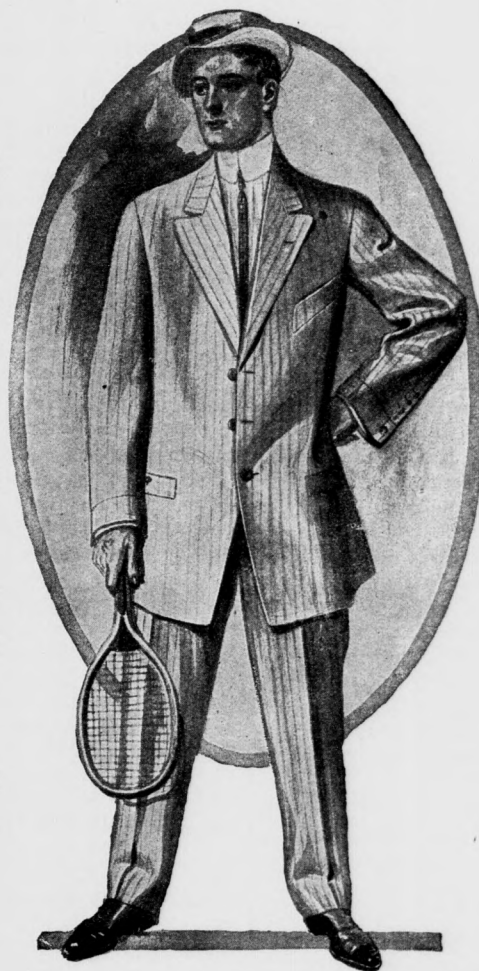


Strong—The clever ideas
—new features—varied de-
partures.

Strong—The magnitude of
the line—its completeness.

Strong—The forcible ad-
vertising that tells of all the
good points.

Strong—Because point for
point they excel and will
easily win on comparison.



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

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



How To Conduct a Successful Retail Hardware Store.

A business man wants to know as often as once in twelve months, and sometimes oftener, how much he has gained or lost in his business. In order to ascertain this it becomes necessary, first to take an inventory, and then to "close the books." Taking an annual inventory in the retail hardware business is a very important matter, as it brings into open view all your stock, both good and bad. The work of taking an inventory, as we all know, is by no means a pleasant task, but it is a necessary and gainful one. The clerks usually look forward to it with dread, but the proprietors look forward with anxiety, for what man can tell beforehand what the year's harvest has been?

On certain articles, particularly shelf goods and builders' hardware, such as drawer pulls, hinges, butts, etc., it is often essential to know the quantity of the different articles in stock at all times. For this purpose I found it a good rule to keep a sort of perpetual inventory on card indexes. Such a card index of stock may be kept in each department where it is found necessary and convenient to have. One object in keeping such a card index is to know when new stock should be ordered; another reason is to know the value of stock destroyed in case of fire.

When an invoice is received the following particulars are copied therefrom upon the face side of the card, namely, the date of the invoice and the quantity. On the reverse side of the card may be noted from whom the goods were bought; the cost of same and the retail selling price, this latter information to be noted in your private cost and selling marks. Whenever goods are sold from this indexed stock the quantity is taken from the sales book and posted on the cards on the first and fifteenth of each month. The difference between the sold and the on-hand account shows the stock on hand.

In taking an inventory for the purpose of closing the books at the end of the year it should never be taken from the card index, for the reason that these cards show what the stock should be, but not what it is. For instance: should any of the stock have been stolen, or otherwise have mysteriously disappeared since the books were last closed, an inventory taken from the card index would not represent the actual quantity of goods on hand. The only way to ascertain the true value of the stock on hand is to proceed in the good, old-fash-

ioned way: take an inventory from the stock itself.

Immediately after Christmas all the spare time of clerks and porters is spent in arranging, cleaning and assorting all dead or slow-selling stock preparatory to a pre-inventory sale to be held on the last two days of the year. By dead or slow-moving stock is meant any class of merchandise that does not move in one year's time. Having found out what your dead stock consists of, the live, up-to-date hardware man will at once take active measures to move this merchandise. It is better, much better, to close out all old and shopworn and slow-selling goods at cost or below than to continue to carry them year after year, and in my own experience this method has been so successful that our customers look forward with a great deal of interest to my annual pre-inventory sale of hardware bargains and odds and ends.

Right after Christmas seems to be the best season to go over your stock and make a general clean up of all odds and ends, goods that have proven slow sellers, or which have been carried over from last year for any reason. There is always more or less quieting down of business following the holiday rush, but in most cases it is much duller than it really need be. There are lots of people who don't spend all their money for Christmas gifts and many of your customers have needs for winter goods which can be sold right then with the proper selling price on them. One reason for stock taking is to separate the salable goods from the unsalable, and it has been said there is a market for everything if only one can find it.

Many of your customers with money to spend will buy them, even for next winter's needs, if you hold out the right qualities and give them exceptional prices, and this does not mean that you must necessarily slaughter everything in your stock in order to stimulate business during this slow and quiet season. But it does mean that attractive offerings, real worth-while bargains, will at this season, when trade is dull, bring in many a dollar that you might not otherwise get, and sell goods which might otherwise be carried over to another season only to become shopworn or out of style, and finally sell, if at all, for only a fraction of the price they might bring at pre-inventory sale.

This is pre-eminently the season of the year when special, clearance and inventory sales are most in vogue, most opportune. Pre-inventory sales are useful in a number of different

ways. Their greatest usefulness, however, is getting wide and quick attention to your goods and your store—in helping you cut down your dead stock before taking your annual inventory. When to have inventory sales, how to have them and how to advertise them are important thoughts in the progressive dealer's mind at this time of the year. In the first place never have a special sale unless you have a good reason for it. If you have a good reason—if you have too many goods—if you can make low prices—then go ahead. If you have these three things, then you are in a position to act, i. e., talk inventory sales for increased trade and profits.

Right now is the time to use the papers and make them your salesmen and store bulletins. If your pre-inventory sale is to reduce certain stock step right out to the front in your advertisement and say so. Your own good judgment will, of course, tell you which lines to cut and which to cut most. You know which goods you are most anxious to get rid of just now and you also know which lines you will not buy again, as well as what goods will be unsalable another season. Go over your stock and make a clean-up of all goods that are out of date, or seasonable goods of which you have an overstock.

Take all the newspaper space you can afford and advertise to the people, telling them plainly what you aim to accomplish. Do it in forceful terms and by methods that have never been dreamed of by your com-

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.

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Best Equipped
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**Steam and Water Heating
Iron Pipe
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Electrical and Gas Fixtures
Galvanized Iron Work**

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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.

A HOME INVESTMENT

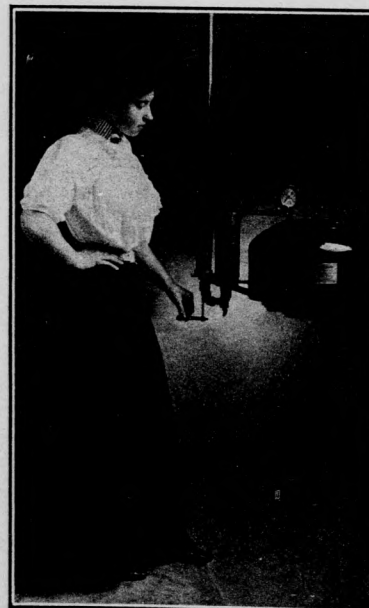
Where you know all about the business, the management, the officers

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.



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
¼c per hour
for 500 candle power

Ideal Light & Fuel Co.
Reed City, Mich.

petitors. Be no partisan; blaze a new path, let the others follow.

I personally know of some hardware dealers who on several occasions advertised, "Slaughter sales—a great reduction in prices at close of season," and who maintain that special sales will demoralize the trade of other dealers as well as their own. The only way I can imagine a special sale damaging regular trade is by offering some shoddy, cheap stuff at an apparently low sale price when the value is not there.

I do not believe that regular trade is ever harmed by a properly conducted sale. I will go so far as to say that ordinarily trade is stimulated by such sales. Based on my own experience I find sales are a distinct boom to trade and if properly conducted never do any harm. On the other hand they eventually strengthen trade, for they get people acquainted with the store, they bring in new customers and give the impression of close prices.

One of the easiest methods of taking an inventory is to plan in advance and make preparations to get stock in order and arranged so that each department can work independently of the other. As many of the goods as possible should be counted beforehand. A great many items can be estimated very accurately by weight, instead of counting every piece separately and at a great saving of time. However, this does not mean that quantities should be guessed at; on the contrary, everything should be properly weighed or counted.

Loose sheets are unquestionably the best and simplest methods of stock taking. It is a good idea to mark the sheets so that the location of the goods can be easily found, and by numbering them consecutively there is no danger of any of them becoming lost. By the loose-leaf system the office force can begin at once to extend and foot up the inventory as rapidly as the sheets are filled up and turned in, and in this way no time is lost. The loose sheets after being footed up can be bound together and filed away for future reference. The actual time of taking our stock is two days and two nights, beginning on the night of Dec. 31, so as to complete the work on the evening of Jan. 2. New Year's being a holiday we close the store and devote the day to taking down our stock of builders' shelf hardware. Goods in each department or floor are taken in regular order, beginning in the basement on one side of the room and working around to the other. After the sheets are all turned in and figured up carefully the inventory is copied in permanent form in the regular inventory book.

I take an inventory of store and office fixtures at the end of the year the same as of merchandise, valuing them also at the present worth, and not at what they cost us. After having estimated the present value, we close the account in the regular way. If our fixtures are apparently in as good order at the end of the year as they were at the beginning, we call them worth the whole amount for

which the account is charged and allow it to stand untouched, calling it a resource. We call the account "Store Fixtures," carrying all the store and office fixtures into the same account.

To know whether you made a profit during the year or not it is absolutely necessary to take an inventory, as by no other way can a merchant know to a certainty whether he is making profitable headway or losing money in his business.

We debit merchandise at commencement of business for the value of the merchandise then on hand, and we debit it during the year for all the merchandise we buy; at the end of the year we ascertain how much of this merchandise we have on hand, valuing it at its present worth, or what it would cost to lay it in the store at the present time. We then find the difference between the value of the merchandise we now have on hand and the total amount of the debit side of the merchandise account, which will show the present cost value of goods sold; and by referring to the credit side of the merchandise account we find how much we have realized for the goods we have sold. We now find the difference between the value of the goods sold and the amount for which we sold them, and this difference will be the gain on merchandise. We then transfer that gain to the "Loss and Gain" account," close the merchandise account "By Balance," and bring down to the debit side again the balance of merchandise now on hand.

After the inventory is figured up and the books have been closed you ought to know how much you made in 1908 and how it compares with previous years. You ought to know just which of your stocks are paying best, and that will show you which ones need to be dropped or braced up. If some goods need toning up the toning-up process ought to begin right away. Perhaps you need different and better goods, maybe a cheaper line; special advertising and special attention of various kinds. If some goods are to be dropped, not on this year's showing alone, but because comparisons for several years show unsatisfactory results, in spite of special efforts to make them better, what are you going to put in their places? Let me urge you to make it something that goes naturally with your other lines, so they will help sell each other.—S. M. S. in Hardware.

No Politics There.

I was on my way to Kalamazoo by train, when a farmer entered the crowded car and took a seat beside me. As a free-born American, of course, I asked about the potato bugs and blasted the weather, and then got around to ask:

"Well, I suppose politics are booming in your neighborhood?"

"I hadn't heard that they were," he dryly replied.

"But you people out in the country must be interested in this campaign?"

"Oh, I dunno."

"You don't mean to tell me that you don't care which party is in power during the next four years?"

"Wall, I guess we ain't worrying much. I haven't even heard anyone speak about it. When 'lection day comes mebbe we'll go and vote and mebbe we won't."

"My dear sir, you surprise me!" I exclaimed. "I supposed that every voter in this country was interested in the issues before us. If you don't talk politics out in the country, what in the old Harry do you talk about?"

"Oh, there's enough," he somewhat tartly replied.

"But mention something."

"Well, Jim Northrop has sold out and is going to Dakota."

"Yes?"

"And Tom Dowling has bought another cow."

"Yes?"

"And Henry Trobasco has got the durndest biggest bile on his leg you ever saw."

"Yes, again?"

"And two of John Shiner's children ate skunk's cabbage and ain't expected to live. Things to talk about! Why, there's a hundred different things, and if a feller should begin to shoot off his mouth about politics when we was talking he'd be invited to hide himself in a thistle patch until the meeting adjourned."

Joe Kerr.

Fur Coats Blankets Robes, Etc.

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We Make Prompt
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Ask for Catalog.

Brown & Sehler Co.
Grand Rapids, Mich.

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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.

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

**American Gas
Machine Co.**
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Wholesalers and Manufacturers' Agents
Crockery, Glassware, China
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Fancy Goods and Toys
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Fine Cold Day Sellers

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

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

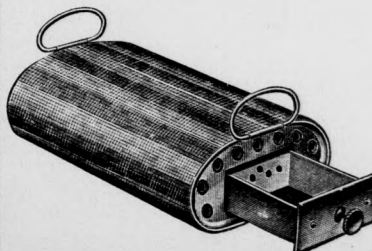
Drop us a card for new catalogue. Your jobber has this line.

Clark Coal Is Best

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

It is the one fuel that always pleases. The ideal fuel for foot warmers or self-heating sad irons.

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BUILDING FOR THE FUTURE.

Some Things the Craftmasters Hope To Accomplish.*

It has been my pleasure and good fortune to have taken an active part in the work which is responsible for our presence here to-day, and which has resulted in a tentative organization styling itself the Furniture Craftmasters. The name itself is an inspiration and it shall be my endeavor to assist in making this organization worthy of its name, not only in this city of furniture fame, but in every place and home where good furniture belongs. The principles of co-operation, by which an added force may be given to human purposes in every department of society, are so well and generally understood in our time, and their advantages so definitely proven and widely appreciated, that extended argument in support of the general proposition seems to me unnecessary before this body of manufacturers. I shall, therefore, try to confine my remarks to the particular phases of co-operation which seem to bear more directly on the present condition and the future possibilities of our own industry.

It will not be seriously disputed that investors who care to risk their capital in enterprises which are dependent upon one or two individuals for their permanent success are becoming fewer and fewer, and that evidence accumulates rapidly to emphasize the old adage, "In union there is strength." Society grows in knowledge and wealth at an amazing pace; old forms of doing things prove inadequate to the new wants that are being continually created; modern industrial conditions are constantly becoming more complex, and the tendency to new demands in things will increase the burden of making them. Slight reflection will show that a higher degree of skill and ability is required to meet these new conditions, and the necessity for organized effort, consistent with the time in which we live, is becoming more apparent to all concerned in the welfare of large enterprises; but while these evolutionary processes are making themselves everywhere felt, the depth of their meaning is not always understood or appreciated by those most intimately concerned.

There is abundant evidence on every hand that co-operation is the principle through which all have sought, or are seeking, relief from the effects of the increasing complexities which beset our industries, but it is represented by two distinct economic schools, agreeing as to the principles of co-operation, but differing widely—almost oppositely—as to the manner in which they should be made use of. One is monopolistic, the other scientific, and we are indeed blind if we have not already seen that the former contains the seeds of economic sophistry and is riding for a fall towards the rocks of public opinion. I do not wish to convey the idea that success is improbable, or even very doubtful, unless co-operation is its guiding principle

and ruling force; on the contrary, the spirit of individual initiative, and of achievement, gives ample proof that such is not the case. Above and superior to the idea of making money to provide him with his necessities and to supply his other wants, man finds a source of joy and a spirit of delight in playing the game of business for the game's sake. Men who do things often find that they have progressed in their chosen vocation until by almost imperceptible degrees it has become their avocation as well, and therein lies the germ of progress. No co-operative plan which ignores, or operates to suppress, the individuality of its adherent units, or fails to provide the widest possible scope for their exercise and development, need occasion surprise if the result aimed at shall be found a disappointment.

Thus far we have attempted to accomplish nothing as an organized body, but we are bound down by no laws, rules or stated objects to which all of us have not willingly subscribed and pledged our moral support. A thoughtless reading of the form of our organization might impress some that it is rather spineless or lacking in definite purpose, but when we reflect that it has actually brought together some of the leading furniture interests of this city, several of which have had an independent existence for more than a generation, and that we have actually met here possessed with the hope and belief that we may accomplish something for ourselves, our city and our industry greater and better than has ever been done before by anybody, anywhere, at any time, the great but simple force of our articles of association becomes manifest. They have at least served the purpose of bringing us together in a broad minded spirit which foresees the possibilities of the greater success open to all and which admits the proposition that by helping others much we inevitably help ourselves more. The problems which may be considered by this body are indeed many and important, yet I admonish you that those with which we may safely undertake to deal, until we have, so to speak, found ourselves and have had opportunity to determine the potentialities of our organization, should be few in number, logical in theory and easily accomplished.

Before we undertake any ambitious schemes, let us be sure that we understand each other and our respective qualifications for the task in mind, as well as the temperamental equations which will come into play and will leave their impress on the progress of our work. Nor is it wise to override even prejudice or unfounded fear in the adoption of plans which must for their successful working depend upon the good will and co-operation of all concerned. The working out of many problems will in their last analysis be found not matters for paper elucidation, but for research, experiment and thoughtful study in the presence of actual conditions. Organizations are not so much in danger from without as from within—from doing too little as from attempting to

do too much—nor from either as from distrust of one another's motives. I have been influenced to make the foregoing observations at the risk of becoming tiresome and being charged with preaching commonplace generalities, because I feel convinced that the principles involved and the lessons which they teach must be kept constantly in mind as the guiding star of our organization. In every struggle for survival, or for supremacy, those units of action, which are best equipped scientifically and most capable of concerted action—other things being equal—will always prevail.

The making of furniture is an ancient craft, which is lost only where history begins. In all ages in all countries the degree of civilization achieved may be read in the silent records of its furniture and its architecture. The Furniture Craftsman of each generation has been confronted with problems which his predecessors never dreamed of, and so in our day we find, for example, that the supply of cabinet wood in this country has been so reduced, its destruction and utilization going on at such a rate, that the oldest and youngest among us can not fail to realize the fact that upon a correct solution of this problem by this generation the future welfare of the industry may largely depend, and it is one with which, in my opinion, we may safely undertake to deal.

In their physical aspects, as well as in their general scheme for the development of designs and the sale of

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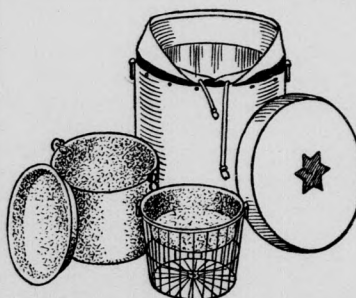
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Put up in self sealing earthenware jars so it will keep. Sells at sight. Packed in corrugated paper boxes, 1 dozen to the case, and sells to the trade at \$1.40 per case. Retailers at 15 cents per jar.

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PUTNAM FACTORY, National Candy Co., Grand Rapids, Mich.

*Address by O. H. L. Wernicke before the Furniture Craftmasters at their first meeting, held in Grand Rapids, Nov. 26.

their various productions, the furniture factories represented in this organization are all conducted on the same general plan. Their differences are of degree and not of kind and involve no trade secrets for the loss of which the larger purposes of our organization may not be ample compensation. These facts of themselves speak encouragingly for harmony and progress. The various steps through which the production of furniture is carried on, the facilities employed and the order governing their use are all so well understood that they may be summarized under clearly defined heads. The time has come when the members of this organization will derive advantages from closer contact on the part of certain employees who are charged with duties of a similar nature, to receive information and exchange views regarding matters which come under their control. The purchase of certain staple materials, both as to quality and cost, may afford early opportunities to test out this idea.

There is probably no phase of the furniture business in which our several interests can not be advanced by taking advantage of the opportunities which this co-operative movement affords, and in due time it may become apparent that experts in certain departments of science may be employed with advantage, but until the good that can be derived from the forces and the knowledge we already have is realized, it would seem to be a doubtful expedient to go farther. The furniture industry in this country has developed out of simpler surroundings than we now enjoy, and in the nature of things the men who are identified with it had not received and did not need to have a very high degree of scientific education as a basis for their technical training, and it is but natural that we should find ourselves confronted with some problems which may require higher qualifications for their best solution.

It is not long ago that a suggestion that the iron and steel industry would be revolutionized by chemistry would have been taken cum grano salis, but we can all now see that it is the life of the business. We can also remember when the land was dotted with little flour mills equipped with a single burr driven by an overshot water wheel, and where the miller was looked up to by all the countryside as a craftsman whose art was to be envied, but all of a sudden, as if it were done in a night, chemistry and hydro-electric engineering spiced with a touch of co-operation took unto itself the milling business of the country. Look where we will, the sciences are rapidly replacing the older and simpler order of things. The live stock industry, now dependent for success on scientific methods, is another example. In the good old days almost anyone could raise stock, all that was needed was some kind of an animal, a range and a brand, but now it must be graded stock, plus capital and brains. The meat industry also has been changed from a multitude of small butchers into great packing industries which employ the highest possible scientific knowledge and tech-

nical training in every branch and department. The same law has re-made other industries which were once successfully carried on by persons who had "learned a trade," and who shall say that the furniture industry is immune from its operation?

The making of good furniture is a complicated process combining skill, science, art and commercial wisdom. All these requirements are rarely met with in one establishment and seldom in one person. Each respective unit of this body has in its own way built up a business national in scope and successful in character, and there is within each concern a degree of skill, talent and order up to the average found in similar lines elsewhere, when measured by existing standards of efficiency. It may therefore be taken for granted that no reflection is meant, and that no credit or honor is taken away from any person or concern, if we now set about to examine the standards themselves to see if they are sufficient for our present needs, as well as for those more complex problems which will soon be pressing for solution.

If any furniture man in Grand Rapids were asked whether he understands all about wood or lumber, his answer would be: "Why, certainly!" But is it true? I will grant that there are many who possess a large fund of information gathered from long years of intimate contact with wood in all its various relations to furniture, but I doubt if any person connected with any of our furniture factories is qualified scientifically to answer five out of any ten simple questions pertaining to wood geography, physics or chemistry. There are a multitude of these and other important questions which bear directly on the results in the production of good furniture with which by experience and training we are not prepared to deal in a thoroughly comprehensive way; and while it is true in general practice that many of these questions fall within the province and control of the saw-mill operator, or other outside agency, and are therefore not easy controllable by the furniture maker, the fact remains that unless we understand these problems ourselves we can expect little help from the man who has no direct interest in the outcome of our business. Thus we may go through the technical properties of glue, varnish and other materials used in furniture construction, and their susceptibilities to varying conditions. It is not a sufficient answer to say that we have been in the business a long time and have had little or no trouble. Such an answer might be true according to existing standards, but would not prove whether the standards are high or low, or to what extent they could be raised to advantage.

It is my purpose to bring forcibly to your minds the fact that where progress in the art is possible it will sooner or later be made by some one, and that there are always important advantages to be gained by getting there first. I will grant that most of us have within our respective establishments those who, if taken

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.

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collectively, understand almost every problem connected with the furniture making art according to existing standards and by taking them separately that each understands many of them. Certain facts are the common knowledge of all, certain other facts are scattered, some being known to one person and others to another, but there are yet other facts which are known to neither. It is obvious that if "A" knows one thing and "B" another, an exchange of information results in both knowing two things, a loss to neither but a gain for both, and each is thereby better equipped to determine additional facts for himself than he was before. Co-operation on the part of persons pursuing like or similar vocations, when conducted in the right spirit, can be made helpful to all without injury to any. The questions of natural aptitude and intensive application will of course enable some to profit more than others; but that is equally true without co-operation, and we can not fail to see that all may achieve higher aims and accomplish greater things when the spirit of mutual helpfulness finds expression in acts.

There is one thought which appeals to me with impressive force, and seems to find confirmation in the experiences of some manufacturers. It is this: Since the development, production and use of furniture appeal to the sentimental and artistic considerations of people with about the same force as they do to their practical notions, extreme economies in its production, sale and distribution, while deserving of careful thought and attention, are not of such importance as to overshadow the former, and herein lies the need of educational work, which takes account of the wants, thoughts and sympathies of the people of our time, and will be expressed in the quality, character and designs of our furniture. While it may be true that little can be added to furniture designs as received from earlier periods, it is also true that each epoch in the history of every progressive nation has left its distinct impress upon its furniture, and we have the same opportunity to express the dominant forces of our time in our furniture and thereby discharge our debts to the past by legacies to posterity. This need not take the form of designs alone, but may find expression in many other ways, such as quality, practical ideas and a greater harmony in all these.

I should like to see this organization equipped with a library containing all of the current furniture literature of to-day, together with the best text books pertaining to the various branches of furniture, science and art. I believe it is quite possible for this organization to make itself the center of thought which shall guide and direct, if it does not originate, the dominant note in all that will be said or written about good furniture, at least in Grand Rapids.

There is to me something inconsistent in the semi-annual revolution of styles and designs as against the further refinement of the good, strong and popular designs and the artful

improvement of their details and conveniences. The practice which prevails seems to me to cheapen the designer's art, and prostitute the glorious opportunities which our time and circumstances have placed upon his altar. A creation in furniture in which there breathes the soul of genius, and which radiates the skill and talents of the craftsman, even though its lines be plain and its cost a modest amount, can no more be successfully copied than the creation upon canvas of a Raphael. We have an opportunity to set up standards of our own and to educate the buying public up to them; in other words, to choose our own vantage ground where the public will be with us and will accept our views if we only set about it in the right way and with

which would draw hundreds of thousands to our city and acquaint them with the excellence of our wares. All of the wit and wealth which annually seek its resorts, or come to hunt and fish in Michigan, and many others would come here to view that, and it is as certain as fate that what the great American people see and enjoy they will have, and what they wish to possess the merchant is quick to supply. I venture the opinion that the more you think of this suggestion the less chimerical or Quixotic it will appear. That the cost of space in such a building would not be prohibitive is evidenced by existing exhibition buildings, and in most cases it would add to the manufacturing capacity of each plant the area now occupied for sample room. Even our

good in every particular. They do not expect that he is going to misrepresent. They expect that if a merchant advertises that on a certain day he will sell silver dollars at 90 cents each, he will have the dollars there and pass them out at the prices advertised.

There are certain merchants in every community who will advertise that on a certain day they will sell a certain number of pounds of sugar for a dollar; that they will sell certain grades of tea and coffee at so much per pound. You take these fellows and get to the store before the door opens on the morning of the day advertised and be the first customer in the store and they will swear upon a stack of bibles as high as your head that they have just sold the last of the article advertised, but they have something "just as good," but a little higher priced.

There are other merchants who advertise to sell at less than cost. Of course most of their customers know that they will do nothing of the kind. The business men are not in business for their health, at least not in Nebraska, where most people enjoy good health. People know that an advertisement that mentions the sale of articles at cost is a lie upon its face. They smile when they read any such statement.

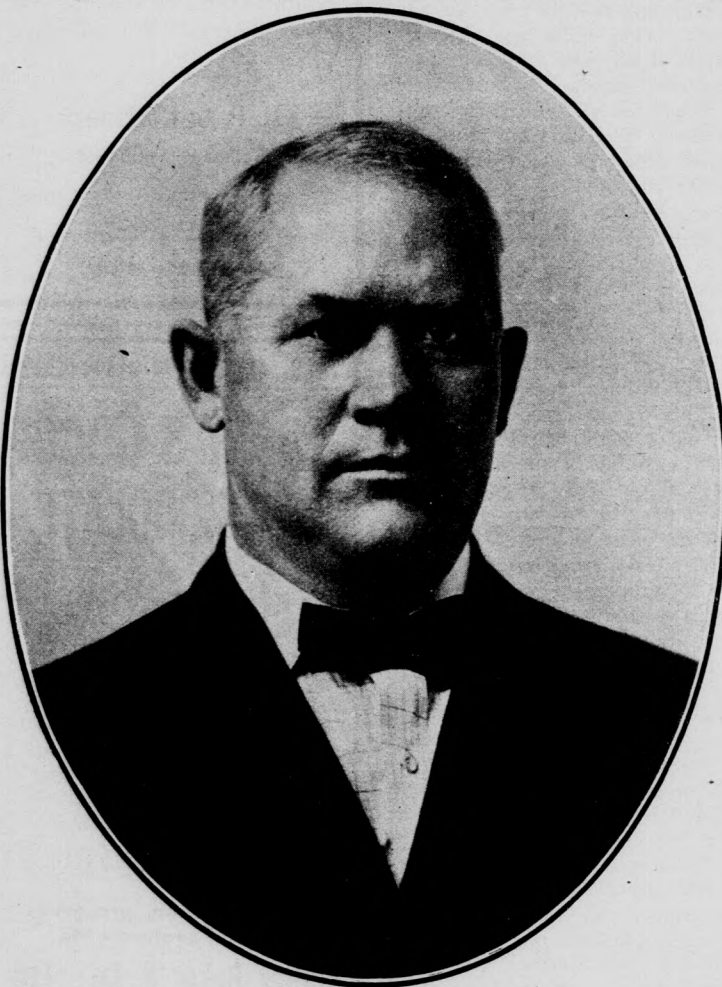
The merchant who succeeds and who has the respect of the community is the merchant who is on the square and who advertises what he has got and sells at the price advertised.—Omaha Trade Exhibit.

Making the Other Fellow Work.

The ability to get work out of the other fellow is one of the most valuable qualifications of any manager.

Some men are thoroughly acquainted with every detail of the business they have in charge, and are still unable to make it show a profit. In many cases their trouble is in getting the right amount of work out of those in their employ. It does not take long for a few idle men to cut all the profit out of a good business. The trick is to get the right amount of work out of each and every one, and it is a trick. Some managers are able to do this right along and without any effort, while others never master it.

One man who has made a success as a manager of others never hires a man without first telling him that every man on the job must make more money for the house than he draws in pay; or the house can not continue to pay him. He also tells the applicant, "If you always try to earn more than you get you can look for advancement, and if you try to draw more pay than you earn you will get discharged, because even if I was willing to allow such a thing to happen it would show bad management, and possibly both of us would get put out together. I must do the same as any man under my charge, show that I am making more for the house than I am costing it. You see, we must help each other to produce results if we expect to succeed."—Grocery World.



O. H. L. Wernicke

the right spirit. Upon this plan the industry in this city will prevail and expand, whether we have semi-annual, annual or perpetual exhibitions, or none at all. But I like the exposition idea. It is a force that should not be lightly regarded, and if it is good for two months each year to educate the buyer its usefulness as an educational force with the general public could be many times greater by making it perpetual. Imagine, if you can, the choicest productions of our leading factories displayed under one roof in a mammoth furniture temple, open to the world, each piece bearing the mark of its maker, its own little story in print with the retail price in plain figures. It would be an advertisement for Grand Rapids and for our industries

members may at some time find sufficient advantages in the idea to warrant them in showing their goods under one roof all the year round.

Truth Is Needed.

If any man succeeds in the mercantile business it is necessary to advertise, but it is just as necessary that he should be on the square and see that he tells the truth. He must not only tell the truth about his goods, but he must tell the truth in his advertisement.

An advertisement is looked upon as a communication to the public and if a merchant states in the columns of a newspaper that he has certain goods and is selling them at certain prices, people who read that advertisement expect that he will make

The Cost of NOT HAVING a National Cash Register

is what you must think over. To handle your business *without one* is expensive. You forget Charge Sales, Money Paid Out and similar items, which soon amount to the price of a **National Cash Register**. In fact, **YOU ARE PAYING FOR IT** without **HAVING IT**.



1908 Model Money Maker

This is a new model, and is the most complete register ever manufactured. Prints itemized record under lock and issues check. This register is equipped with time printer to print the time of day a sale is made. It also has an autographic attachment for making records of goods wanted.

On the other hand, **HAVING a National Cash Register** is **NOT** an **EXPENSE**. The money it saves soon pays for it, and continues to come to you afterward as **ADDITIONAL CLEAR PROFIT**.

**It Stops Mistakes
and
Saves You
More Money**


It Will Pay You to Investigate

We can show you a **National Cash Register** that will suit your business and prove to your entire satisfaction that it will save money and make your work easier. You are **LOSING MONEY EVERY DAY** that could be turned into **PROFITS**. Give us an opportunity to put the facts before you. This places you under no obligation whatever. Just mail the coupon for further information.

The National Cash Register Co.

16 No. 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.....

A PIRATE OF TRADE.

Showing How the Truth Drove Him From Town.

Written for the Tradesman.

Collins, the clothier, stood at the front of his store watching the unloading of a freight wagon in front of a building across the street. He wasn't in pleasant mood. A stranger was coming to town with a stock of ready-to-wear clothing. It had been a dull season, and Collins hadn't made living wages all summer. And now, just as the fall trade was coming on, this competitor was butting in with a stock and filling the one daily newspaper of the town with his advertising. It was disgusting, and Collins was saying as much to one of his clerks when Cole, the shoe man, came along and stopped for a chat.

"Opposition, eh?" he said, with a smile.

"Another fake fly-by-night concern," observed the clothier, adding words which would exclude this issue of the Tradesman from the United States mails.

"Well, he will gather in the money," suggested the shoe man.

"He'll fool part of the people," replied Collins.

"What are you going to do about it?"

The clothier looked fierce.

"What can I do?" he demanded.

"Fight him. This sort of thing is becoming too common."

"But how?" asked the clothier.

The shoe man took a copy of the local daily from his pocket.

"Look here," he said, "this advertisement shows insincerity on its face. I don't know what the profit on clothing is, but I do know that a dealer can't sell a \$25 suit for \$8.99. Can he, now?"

"Not if he wants to keep in trade," was the reply.

"Well, can he make the people believe that he can?"

"He can make enough believe it to ruin my fall and winter trade. Then he'll go to some other fool town. He will never catch the same customer twice."

"Well, then, if he lies in his advertising, he'll misrepresent his goods. How can a merchant sell an all-wool, new-style, \$20 suit of clothes for \$7?"

"He can't, unless he steals the goods."

"Then fight him. Tell the people about it. You are an old dealer here, and they will listen to you. No use to sit still and whine."

"I'll think it over," replied Collins.

Collins was ordinarily a man of peace. One had to tread on his toes a long time before he would strike back. He had been in trouble before with cheap concerns, and had never put up his hands in self-defense. Now he was too angry to remain silent. The next day an advertisement something like this appeared in the local daily, occupying half of the first page:

HERE'S EASY MONEY.

We Will Pay Eight Dollars for Every All-Wool, New-Style Men's Suit Brought Us.

If you know where you can buy them

for Seven Dollars you can make a Dollar on Every Suit You Bring Us. See?

Collins and his clerks laughed over the advertisement and waited for some one to bring in one of the new rival's suits. Late in the afternoon a long, lean man fresh from the plow entered the store with a bundle under his arm.

"Here's your all-wool, new-style men's suit," he said, chucking the package down on the counter. "Give me my eight dollars."

Collins began untying the bundle. "You don't seem inclined to take my word," said the farmer.

"You might have a load of squash or a white elephant in here, for all I know," replied Collins. "Of course I want to see the goods before I pay my money."

"You'll find them all right," said the other.

Collins drew the suit from the wrapping and held it up. It was a cheap, shoddy suit which had cost at wholesale about four dollars. It was all cotton, and slop-shop made. Collins broke one of the threads in a coat sleeve and the whole seam unraveled. It was a thing made for just such sales as his rival was conducting. There wasn't an ounce of wool in it. In style it was back about ten years. It had evidently been lying on the shelf in some auction sale shop for a long time.

"Can you tell wool when you see it?" asked Collins.

The farmer rubbed his chin.

"Mother can," he said. "She's out there in the wagon. I didn't tell her I was going to make this easy money."

"Will you call her in here, please?" asked the merchant, as the clerk gathered about.

"Sure I will," and in about a minute "Mother" stood in the store, looking about suspiciously.

Collins motioned to the others to remain silent and held the coat out toward her.

"Would you advise your son to buy this all-wool suit?" he asked.

The old lady put on her spectacles and took the coat into her worn hands. In a moment she put it down with a gesture of disgust.

"Land sakes!" she said. "There ain't a bit of wool in it. What are you trying to sell him that thing for?"

The young farmer turned a lobster color and began gathering the paper about the suit.

"Wait a minute," said Collins, drawing him back to a plate. "Here are the fall styles, all of them worth mentioning. Now, honest, would you call that a new-style suit?"

"I guess I'm stung," he said angrily.

"Go back and make him return your money," advised Collins. "If he doesn't, come back here and I'll introduce you to the county attorney. He's getting money by means of false pretenses."

The farmer went away and did not return. It was quite certain that the fake merchant had refunded his money. The next day the rival wail-

ed about "unfair competition" to the extent of a column in the local daily and got out a few thousand handbills.

"Underhand methods do not injure an honest dealer," he said. "We have about closed out our stock and therefore announce a further cut in prices to close out."

That evening Collins employed a man to go in and inspect the rival's stock, and also to watch about the place during the night. The following day he gave out this advertisement:

FINE PICTURE FREE.

Busy Midnight Scene at a Circleville Store.

Collins

Will Give Them Away.

"I guess you've got something new up your sleeve," laughed the shoe man, stopping at Collins' soon after the advertisement appeared. "What is it?"

"Come in to-morrow and you will see," was the reply.

When the shoe man called at the clothing store the next day he found the display windows, the showcases, the counters, the walls, full of large reproductions of a photograph of the rear of the rival store. It had been taken by flash-light, and showed very clearly a big freight wagon unloading goods. Below the picture was printed:

"This is the manner in which the Quick Money Clothing Company reduces its stock. They appear to be so anxious to clear their shelves and get out of town to spend the money they got here that they are shipping goods in during the night time. This picture was taken on the spot last night. Most of the boxes these men shipped in here at first were empty. They wanted to see how easy the people were before they put in many goods. Now, what do you think of a firm that will do this kind of business? If they will lie about cleaning up their stock they will lie about their goods. Isn't it better to go to an established house when you need clothing? Collins has been here a good many years. He is here to make it right if the clothing he sells is not up to representations. These fellows will not be here, or anywhere within reach, when the stuff they are trying to sell shrinks and rips and rolls up into wads. Try Collins."

"That appears to be about right," observed the shoe man. "You might have put it stronger about misrepresentations, and you don't say enough about their goods."

"I'll give 'em another dose about their all-wool, late-style \$20 suits for \$7," said the clothier, "just as soon as I get the attention of the public. These pictures will trim them up, I guess. If they don't, I'll send a man in to buy one of their bum suits and hang it in my window."

"Wet it first, and let it shrink in the sun," suggested the shoe man.

But it wasn't necessary to resort to any more vigorous means to close out the fake clothing store. The pictures, together with the knowledge that they were trying to get trade under false pretenses, did the business. There were few custom-

ers in the store after the pictures got well circulated, and these were mostly there to kick about something they had bought. The whole stock was sneaked out of town one night. The next day the owner of the building where the store had been came to see the clothier, hot and angry—mad enough to fight.

"You're helping the town," he said, "driving paying tenants out!"

"That old building of yours," said the clothier, "has done more damage to the town than anything else in it. You've had so many rotten fakes in there that no reliable merchant will rent it, and there it stands, ready for any rascal, any pirate, who wants to open up, get a lot of money, and take it out of town to spend it. You'll be renting it to a saloon next."

The landlord growled, but what could he say? He knew that his building was a damage to the town, and always would be so long as he rented it to pirates. He knew, too, that there would be a fight on every time a fake concern came to town, Collins having won.

And there was, and the merchants won. Others can win, too, if they will fight. Alfred B. Tozer.

New Fangled Notion Bewildered the Matron.

She was a very much bewildered, thoroughly vexed old lady as she stood at the top of the ascending escalator in the department store and industriously tried to make her way to the bottom of the staircase. She had carefully stepped down and then, before she could get to the next step, found herself back where she started from. "Nul!" she grumbled, and, hitching her big bundle more firmly under her arm, she grasped her short petticoat firmly in the other hand and started down again. A second return to her starting place raised her ire, and with a "bound-to-get-the-best-of-this" expression, she eyed the platform venomously, and for the third time plunged into the perplexing problem.

"Donnerwetternocheinmahl!" she said as she was firmly and smoothly brought back. "Vat ist it mit dem stairs? Dey go up und up! How goes it down?"

And then she was taken by the arm and guided to the descending staircase.—Philadelphia Public Ledger.

Clerks Run Store For a Week.

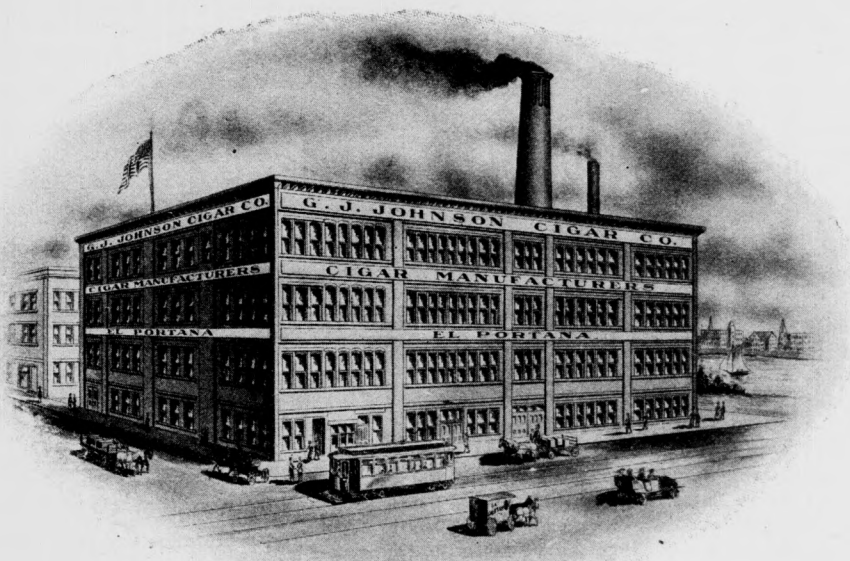
A merchant in Massachusetts has evolved a unique method for keeping things lively during the dull months. He employs three clerks. For one week during August he lets each clerk run the business absolutely. That clerk advertises, buys, devises ways of selling, in fact, treats the store as his own private business. The proprietor takes his turn for the fourth week.

At the end of the month the owner donates a suit of clothes to the clerk who has made the most money for the store. He declares it is the best plan for stimulating business and putting ginger into his store and his help that he has ever found.

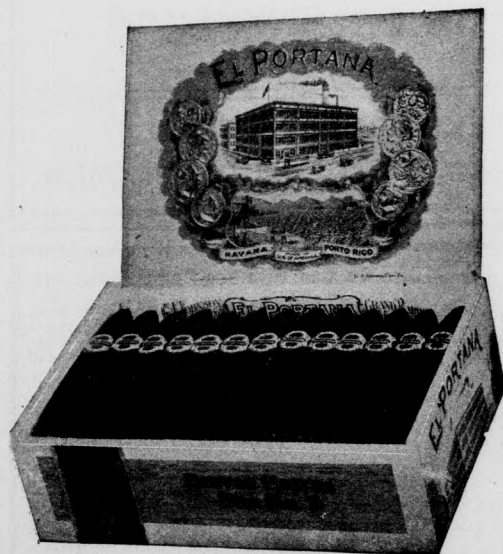
EL PORTANA 5c CIGAR



"In a
Class by
Itself"



Manufactured
Under
Sanitary
Conditions



Made in
Five Sizes

**G. J. Johnson
Cigar Co.**

Makers

Grand Rapids, Mich.



FORTY-EIGHT YEARS AGO.

Features of the Political Campaign of 1860.

Written for the Tradesman.

Forty-eight years ago in Grand Rapids the community—then numbering about 8,000—and the 23,000 additional residents of Kent county, enjoyed their first really great presidential campaign with "Old Abe" and "The Little Giant" as the leaders, respectively, of the Republican party and the Democratic party. It had been but four years since John C. Fremont had made the first campaign of the Republican party, to be defeated by James Buchanan, the Democratic candidate for President, and the relative idiosyncrasies of "The Pathfinder" and "Old Buck," together with "Uncle Tom's Cabin" and the persistently successful achievements of the "Underground Railway," had wrought the voters up to a tremendous pitch of excitement.

Instantly, all over the land, public interest in the campaign gained fourfold intensity, and with it all came factional bitterness, so that "nigger drivers" and "nigger lovers" were most common exchanges of identification among voters. The late Thomas W. Ferry, of Grand Haven, and the late Francis W. Kellogg, of Kelloggsville—a lumber town a few miles south of our city on the Kalamazoo plank road and not now on the map—were the local lions, Mr. Kellogg being known as the "Warhorse of the Pine Woods" and enjoying the nickname. The late Senators Zachariah Chandler and Jacob M. Howard, of Detroit, and Charles E. Stewart, of Kalamazoo, were the spellbinders from other portions of the State.

Abraham Lincoln spoke at Kalamazoo and scores of citizens of Grand Rapids—among them W. N. Cook, of this city, and still living—drove over the old plank road to hear and see him. Grand Rapids was too far away from a trunk line of railway, even in those days, to draw the really greatest feature of the campaign, but she was the center of Western Michigan, then as now, and had an abundance of enthusiasm and resources to serve the purpose. "The Wide Awakes" was the name taken by all Republican marching clubs and there was, seemingly, a Wide Awake Club at every four corners. The uniform consisted of a shoulder cape with a wide collar, the edges and collar being trimmed with red, white and blue tape, as was the cap; and both cape and cap were made of yellow Nankeen cloth so that it is easy to fancy the unavoidable and unhappy defacement of those garments from the coal oil and lamp black drippings from the torches they carried.

Bonfires in a dozen places each night for two months previous to voting day were commonplaces in themselves; but the tearing away of fences and sheds, the ripping up of sections of sidewalk, the fisticuff fights in the efforts to break up this or that meeting, the sanguinary episodes among the transient groups of lumber-jacks and river-men—the lat-

ter, by the way, being almost a unit in favor of "Old Abe the Flat Boatman"—all contributed to the activities and sometimes disagreeable picturesqueness of the times.

In October there was a grand Republican mass meeting at Detroit with Abraham Lincoln, Wm. H. Seward and Zach Chandler as the forensic features, and the Grand Rapids Wide Awakes attended the function under the command of Capt. Sam Judd, who, later as Captain of Company A, of the Third Michigan Volunteer Infantry, advanced to his death at the battle of Fair Oaks. In the same fight his brother, George Judd, late Commandant at the Michigan Soldiers' Home, lost his left arm, while the younger brother, Elliott E. Judd, was taken prisoner.

The Grand Rapids Wide Awakes, with the late Edward Judd, brother of Charles B. Judd, and Chas. S. Hathaway as the boys holding the guy cords of the banner carried by the late Capt. B. B. Church—who was Captain of a company in the Eighth Michigan Volunteer Infantry, at the assault upon the fortifications of James Island on the Carolina coast—left Grand Rapids at 11 o'clock in the evening of the day before the mass meeting at Detroit and arrived at that metropolis—population less than 50,000—the next morning at 6:30 o'clock, a remarkably quick and comfortable journey for those days. The company had an even hundred men and made a very creditable showing during the afternoon parade along Fort street west, Lafayette street, Woodward avenue and Jefferson avenue. There were log cabin floats, flat boat floats, rail splitting floats, and all that, in the parade and the speeches were delivered from the balcony of the Railroad Hotel, which stood where now is the Detroit Opera House, and in Young Men's Hall in the old Biddle House building.

But Grand Rapids did not have to go to Detroit to see great parades. During the campaign of 1860 there was a Republican parade—with log cabin floats, rail splitting floats, flat boat floats, which extended from the public square, now known as Fulton Street Park, down Monroe and Canal streets to Bronson street—now Crescent avenue—thence to Division street and so toward Monroe street. And when Barnhart's Valley City Band reached Pearl street the left or rear end of the column was seen at the corner of Monroe and Division streets. More than that, the men who were splitting rails on the float were experts; the men handling the sweeps on the flat boat float were wholly at home, being river-men of long experience.

The crowd? It was estimated that fully 25,000 people from neighboring towns, Muskegon, Grand Haven, Lowell, Ionia, Newaygo, Allegan, Hastings and all the intermediate country, were present. It was held at a time near to election day; at a time when it was a foregone conclusion that if Mr. Lincoln was elected the South would not accept the result peacefully and that if Mr. Doug-

las was elected a similar turmoil would develop in the North. No such tense condition of the public mind had ever before been experienced and, fortunately, no like condition has been developed since.

The presidential campaign just closed furnishes a striking and most inspiring contrast to the wild and weird fury and disorder of the "Times of Sixty," and may the time never come when the present rational, well informed and sincere proceedings, without hullabaloes or vindictiveness, shall be abandoned.

Aunt Mandy's Husbands.

Aunt Mandy is an old colored woman who for years has done washing for several West Side families. She has had several matrimonial experiences, and when her last husband died one of her customers attempted to condole with her.

"I was very sorry to hear of your husband's death, Aunt Mandy," she said.

"Ya'as, ma'am," said Aunt Mandy. "He was a pow'ful good man."

"What did he die of?"

"Ah really don't know, ma'am."

"You don't know! Gracious! Couldn't the Doctor tell you?"

"Ah didn't have no doctah, ma'am," said Aunt Mandy. "He jes done died a natch'ral death."

It wasn't long, however, before Aunt Mandy had another husband.

"I hear you are married again," remarked her patron one day.

"Ya'as, ma'am," giggled Aunt Mandy. "Ah was done married las' Sunday."

"And is your new husband equal to the last?"

"Ya'as, indeedy, ma'am," said Aunt Mandy. "He's jes' as equal, if not equaler."

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

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



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.

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. WALSTON & CO.

Suite 407-409 Exchange Place Bldg.
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Grocers and General Store Merchants

Can increase their profits

10 to 25 Per Cent.

On Notions, Stationery and Staple Sundries

Large Variety Everyday Sellers

Send for our large catalogue—free

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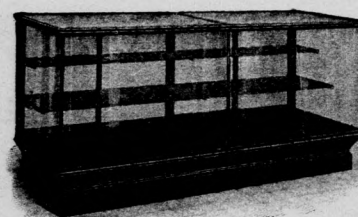
Christmas Goods

How is your stock of Neckwear, Mufflers, Suspenders, Handkerchiefs, Perfumes, Umbrellas, Kid Gloves, Xmas Bells, Hat Pin Holders, Work Boxes, Ink Wells, and many other useful as well as ornamental Xmas goods to be found in our stock. Let us supply your wants.

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.



No. 600
Display Case

We Can Give You Prompt Shipments

We carry at all times 1,000 cases in stock, all styles, all sizes. Our fixtures excel in style, construction and finish. No other factory sells as many or can quote you as low prices, quality considered.

Send for our catalog G.

GRAND RAPIDS SHOW CASE CO.

GRAND RAPIDS, MICH.

Branch Factory, Lutke Mfg. Co., Portland, Ore.
New York Office and Showroom, 724 Broadway
St. Louis Office and Showroom, 1331 Washing'n Ave.
San Francisco Office and Showroom, 576 Mission St.

Under our own management

The Largest Show Case Plant in the World

Secured Promotion By Not Soldering.

It is strange how trifles will sometimes boost a man up the ladder of success, while often the most patient toil fails to do so.

Some years ago I worked in a department of the Government in a Western city. The office force consisted of about twenty clerks, among whom was a young man named Billy Barry. He was not noted for his exceptional clerical ability, but he was industrious in a way, and he always managed to keep his work up to date, although he was not one of those who looked for work around the office when his particular kind of work was completed. But when there was anything assigned to his desk he simply did not seem to be able to rest until it was all disposed of.

Owing to certain exigencies it was necessary for one or two clerks to remain on duty Saturday afternoons. If any work was left over it was laid aside until the following Monday morning. Of course, if the clerks on duty Saturday afternoons felt disposed to work they could do so, but they rarely ever did, and this afforded Bill Barry an opportunity to raise himself above his fellows.

It was during a busy season and the office force was worked to its full capacity. It so happened that one Saturday afternoon, being Barry's day on, he found his desk loaded with work when he returned from luncheon. He did not shove it aside, like the other men would have done, but he hung his coat on a peg and worked steadily until 8 o'clock that evening, cleaning up everything on his desk.

The chief clerk upon calling at the office the following morning was much surprised and gratified to note that Barry had made a "cleanup," as there had been several important papers in the batch which needed prompt attention.

This little "stunt" of Barry's also saved the chief clerk considerable embarrassment, as several wires were received from Washington Monday morning asking if certain papers had been forwarded, some of which happened to be among those that Barry had attended to.

Shortly after this incident the chief clerk was called upon to nominate a clerk for promotion, and although Barry was not exactly in line for it, the chief clerk made such a determined stand for him the plum was given to him. Shortly after this Barry was promoted again, and he is to-day one of the best paid clerks in the Government service. All for one afternoon's good work, and an ability to stick to a task until it was completed.

William S. Corcoran.

The Hardness of Diamonds.

A word as to the hardness of diamonds. They vary much in this respect; even different parts of the same crystal vary in their resistance to cutting and grinding. So hard is diamond in comparison with glass that a suitable splinter of diamond will plane curls off a glass plate as a carpenter's tool will plane shavings off a deal board. Another ex-

periment that will illustrate its hardness is to place a diamond on the flattened end of a conical block of steel, and upon it bring another cone of steel. If I force them together with hydraulic power I will force the stone into the steel blocks without injuring the diamond in the least. The pressure which I have brought to bear in this experiment has been equal to 170 tons a square inch of diamond.

The only serious rival of the diamond in hardness is the metal tantalum. In an attempt to bore a hole through a plate of this metal a diamond drill was used, revolving at the rate of 5,000 revolutions per minute. This whirling force was continued ceaselessly for three days and nights, when it was found that only a small point, one-fourth of a millimeter deep, had been drilled, and it was a mooted point which had suffered the more damage—the diamond or the tantalum.

After exposure for some time to the sun, many diamonds glow in a dark room. One beautiful queen diamond in my collection, when phosphorescing in a vacuum gives almost as much light as a candle, and you could easily read by its rays. But the time has hardly come when we can use diamonds for domestic illuminants. Mrs. Kunz, wife of a well-known New York mineralogist, possesses perhaps the most remarkable of all phosphorescing diamonds. This prodigy diamond will phosphoresce in the dark for some minutes after being exposed to a small pocket electric light, and if rubbed on a piece of cloth a long streak of phosphorescence appears.—Sir William Crookes in North American Review.

Truth Versus Politeness.

Ethel was going to take supper with a little friend.

"Now, dear," said her mother, "when you are leaving you must bid Marian's mamma goodnight, and tell her you have had a very pleasant time."

When the little girl returned her mother asked if she had done as she told her.

"Not 'zactly, mamma," was the reply. "Marian took the biggest piece of the apple and spilled lemonade on my new dress, so I couldn't say what you told me; but I told her mother goodnight, and said I guessed Marian had had a very pleasant time."

Cooking Cattle Whole.

One of the popular forms of entertaining guests in the South is to hold a barbecue, as it is called. The host generally employs a skilled white or colored barbecue cook. A trench is dug in the ground and the bottom filled in with kindling and hard wood which will burn to coal. After the fire has been made, carcasses of sheep, fowls, sometimes steers are fastened above the bed of coals and thus roasted to be cut up and served on long tables with vegetables and other viands. One of the features of the barbecue is the roasting of the carcasses in the presence of the guests.

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

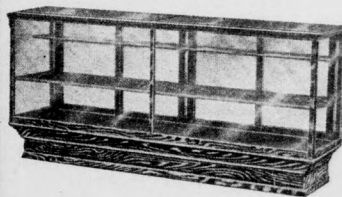
To make them in such a way that the man who has once worn our garments will not wear "something just as good," but will insist upon having **The Ideal Brand**.

Write us for samples.

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

—OUR— MANUFACTURER to MERCHANT PLAN

**Saves You Money
on Show Cases**



And even at that we build a better case in every particular. Best material used, durable in construction, original in design, beautiful finish. We pay freight both ways if goods are not as represented.

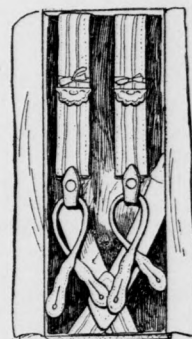
Get catalogue and prices.

Geo. S. Smith Store Fixture Co.

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

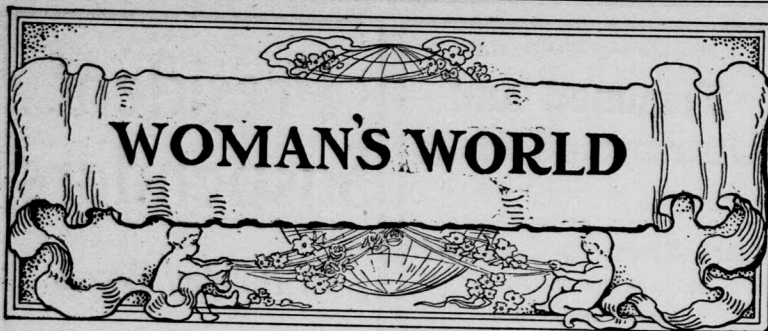
attention to other items of our Men's Furnishing Department such as Collars, Neckwear, Shirts, Underwear, Gloves, Mittens, Socks, Lumbermen's Socks, Mackinaw Coats, Sheep Lined Coats, Duck, Covert and Kersey Coats, Trousers, Overalls, Etc.

GIVE US A TRIAL

Grand Rapids Dry Goods Co.

Wholesale Dry Goods

Grand Rapids, Mich.



Entitled To a Reserved Seat in Front Row.

Entitled to a reserved seat in the front row of those Who Make Us Weary is the man who spent his youth at hard labor making himself, and who is devoting the balance of his life to worshipping his creator.

Why he should have gone to so much trouble to manufacture a thing that the world could so easily and cheerfully have done without passes comprehension, but there he is, a swelled up little toad, so puffed up with vanity that he seems likely to burst at any moment, and we wish he would. But he never does. The reseristing quality of the hides of some animals is beyond belief.

Without doubt, self-conceit is the most enjoyable of all the vices, but it is also the most relentlessly cruel and unfeeling. The man who drinks or gambles to excess sits up with old Colonel R. E. Morse when he is not engaged in a debauch. Even the burglar has qualms of conscience about taking the pennies off a dead man's eyes, or robbing a child of its candy money, and murderers have been known to express regret for their conduct, but the egotist knows no pity.

He swoops down upon his victims with inward chortles of unholy joy and no writhing of the unhappy creatures within his clutches moves him to mercy. No sympathy with their suffering touches his adamant heart and bids him desist. On the contrary, he expects those who are enduring the most refined tortures of the inquisition at his hands to look pleasant and ask for more.

This is true of all the self-complacent, but it is particularly true of the Self Made Man, who is to other egotistical bores what the screw of the Mauretania is to the propeller of a motor boat. He is the great and unapproachable wearer whom none may escape and few survive.

The Self Made Man's habitat is the Land of the Newly Arrived, and you will find him widely diffused throughout it. He is to be met in the library, the artistic, and the professional fields, but he is most common and most aggressive in the business world. Sometimes by walking very boldly and pretending you are not afraid and that you have no suspicion but what the literary or artistic or professional lion was always a lion, you may escape having him tell you how he did it, but the rich Self Made Man does not wait for you to make an opening for him to attack. He rushes on you unprovoked and devours you at one sit-

ting. You are his meat from the moment he sets eyes upon you.

Most man-eating animals—even cannibals—prefer to prey upon the fat and well fed, but the Self Made Man finds a peculiar relish in the poor and unfortunate of his species, and when he comes upon one of these unfortunates who is a real down-and-outer, he rolls him as a sweet morsel under his tongue. It is in vain for the victim to implore the mountains to fall down upon him and cover him, or the earth to open up and swallow him, or to cry out that his misfortunes are already as great as he can bear. He is doomed. Nothing but a direct intervention of Heaven can save him. And Heaven that has the chastening and perfecting of the human soul through suffering in view never intervenes between us and bores. It is the way we are permitted to work out part of our sentence in purgatory in this life.

Nevertheless, when we see a large, portly man who was once poor, but is now rich, and who has three chins, a bald head, a swell front and a condescending air, bearing down upon us those of us born impecunious and who have held our own begin to tremble exceedingly, and to look about for a mousehole into which to crawl. For well do we know that the Great I Am is upon us, and that we have got to listen to his trumpeting and be trampled under the hoofs of his egotism.

"Look at Me," he cries, rushing to the attack like a bull with his head down; "look at Me. I was once as poor as you are. I had no such advantages of education as you had. No, sir, I was born in a hovel, and I went to work when I was 5 years old. But did I stay poor like you have? No, sir. I worked, I saved, I lived on three grains of breakfast food. I wore patched clothes and did my washing, and put every penny in the savings bank, and see where I am to-day! Can draw my check with the best of 'em, sir!"

"I wasn't fool enough to fall in love and marry and have a houseful of children to support. No, sir, I didn't load myself down with a horde of old relatives to take care of. No, sir. They'd never done anything for me and I never did anything for them. I wasn't a softy to give to every beggar that came whining by—how do you know that that blind man can't see, anyway, I'd like to know, and if he can't it ain't my business to support him? I didn't put his eyes out.

"No, sir; I stand on my own feet. I am a self-made man, and I don't

owe nothing to nobody, and nobody don't owe nothing to me—you bet they don't, for I would collect it with compound interest. That's my rule of life, and it's by following it that I am where I am to-day. Of course, I ain't denying but when I started out in life with a good headpiece, and a talent for seeing which way the cat was going to jump in business, and fingers that money just naturally stuck to; but, Lord, that ain't anything if a man doesn't know how to turn it to account. That's the reason I always say that I take the credit of making myself to myself."

Or, perhaps, the Self Made Man does his victim to death by means of telling the oft-repeated story of his early struggles. This mode of torture, which is peculiarly ingenious, is the one generally employed by the newly-made literary or artistic lion. He fixes you with a glittering eye, and while you pray for sudden death to come and relieve your agony, he recounts every detail of his existence from the time his mother bore him—and you wish to heaven she hadn't—to the day when he circumvented his enemies, disarmed the critics, founded a new school, and became the scintillant World's Wonder he believes himself to be at present.

Although the Self Made Man is an ever present danger and terror in our midst, he is not nearly so much of a menace to society as he used to be. Most of us have gotten wise to him and his ways, so that we can scent him from afar and take to cov-

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.

KINGSFORD'S OSWEGO Silver Gloss Starch



For anything starchable—dainty lace, fine linen, plain fabric.

Absolutely pure; contains no harmful elements whatever.

For HOT or COLD Starching

Most economical; goes further, does better work. Popular with discriminating women. Wide publicity; steady demand. A profitable line for you.

SIXTY-SIX YEARS OF SUPERIORITY

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

er at his approach. This has made it necessary for the Self Made Man to tole in his prey by feeding them on terrapin and champagne—after partaking of which and riding in the S. M. M.'s automobile it is considered a square standoff to listen to him tell "How I Done It." Also the story of his life, if the feed has been extra good.

We are, however, constantly called upon to note the beneficent provisions of Providence that creates nothing, not even bores, in vain, and afflicting as the Self Made Man is to the general individual, he fulfills his appointed mission in the world by supplying rich husbands for young women who desire to marry fine establishments. No sucker is so easily caught as a Self Made Man of about 65 who is angled for by a pretty debutante. Much pity has been expended upon these young women by compassionate people who have pictured them as perpetually listening to Hubby tooting his own horn and reminiscing about How I Made Myself Great and Famous, but as no known wife was ever seen listening to her husband it seems likely that this sympathy is misplaced. Also it has been observed that the Self Made Man always sings rather small at home.

Further Facts.

A Self Made Man can make himself anything he likes except a gentleman.

There are no self made women. No woman will ever admit that there was a time when she was poor and humble.

Nobody who is a failure in life boasts that he is self made. He lays the blame on the way Fate created him.

If the Self Made Man could see himself as others see him he would know that he had nothing to brag about.

Let us envy the Self Made Man not for his riches or his fame, but for his conceit. If we think well enough of ourselves, it matters little what other people think of us.

Dorothy Dix.

The Doctor and the Nurse.

"Ah, nurse," said the flippant young doctor to the old, grim-appearing nurse at the patient's door, "has the patient's fever dropped since I was here yesterday?"

"Yes, decidedly."

"H'm, that's encouraging! How's the pain?"

"She hasn't any."

"Come! that's great! And the cough?"

"She doesn't cough at all now."

"Well, you and I are to be congratulated, nurse. My medicine has taken effect, then?"

"No doubt, sir."

"Well," concluded the young doctor, inwardly calling down maledictions on the heads of all grim old nurses such as she, "there's hardly any need of my calling here again, then?"

"None whatever. The patient's dead!"

It is no use paying for plush in the pews if you have putty in the pulpit.

Why the Seller Must Be a Diplomat.

Many a good order is lost through the failure of a salesman to correctly solve the personal equation. It is the aim of every salesman to approach his buyer on the personal side; this is often mistaken for familiarity. An intelligent buyer instantly resents any undue liberties of speech a salesman may take, nor does he think better of the proposition presented by its being accompanied by a vulgar story. Most business men have no time to listen to stories of this type, and furthermore regard it more or less of a slight upon their intelligence that a salesman should presume that a vulgar tale should appeal to them more strongly than any other.

The personal equation means the establishment of relations between the buyer and seller based on other than commercial grounds. A clever salesman will make his customer feel that he has some other interest in him than the mere money he can get out of him. We all dislike the feeling that people only come to see us because we mean so many dollars and cents commission. It well repays a salesman to drop in and see his customer even when he knows there is no immediate demand to be supplied.

"Just thought I'd run in and have a little chat with you between trains. How are you getting along?" Such introductions to an occasional little chat without an attempt to sell goods invariably make a buyer better disposed towards a salesman who does not annoy him insisting upon his signing an order. Approach the buyer by the medium of a subject in which he is vitally interested; make him feel that you also are interested even if he bought not a penny's worth.

If the buyer is particularly interested in any one subject gather for him all the information you can on that subject. Salesmen often make a habit of sending newspaper clippings that will interest customers.

The firm of B— Bros. operated a large gravel pit, and as their consumption of coal was enormous and their credit gilt edged their business was much sought after, and as a result of competition was divided among half a dozen firms. One of the brothers was stricken with approaching blindness, and, being an uneducated man, fell an easy prey to one of the eye quacks who ply their trade among this class of people. The unfortunate brother was paying this quack ridiculous sums of money on promises of cure, when one day the other brother happened to mention the circumstances to Mr. A—, a salesman.

A— remembered reading the expose of this particular quack in a magazine, and said so. The result was the salesman made a special trip to see B— Bros., taking with him a copy of the article exposing as a rank fake the eye quack who was bleeding the stricken brother. B— Bros. expressed their gratification by confining their business to the firm represented by A—, and the result

was a substantial advance in salary.

In another instance this same salesman assisted one of his customers who raised blooded cattle in disposing of a large portion of his herd by bringing him in contact with a cattleman of his acquaintance in another part of the State. This meant another solid customer who would wait for this particular salesman to come again.

The personal equation, therefore, means the establishing of a relation between buyer and seller based on other than the business at hand, and in making the buyer feel genuinely that a salesman has some other interest in him than the dollars and cents he can make out of him.

D. M. Compton.

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

823 MICHIGAN TRUST BUILDING, GRAND RAPIDS

THE NATIONAL CITY BANK GRAND RAPIDS

Forty-Eight Years of Business Success

Security for Deposits \$1,400,000

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

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

Successful Progressive Strong



No. 1 Canal St.

Capital and Surplus
\$1,200,000.00

Assets
\$7,000,000.00

Commercial and Savings
Departments

We Make a Specialty of Accounts of Banks and Bankers

The Grand Rapids National Bank

Corner Monroe and Ottawa Sts.

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

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We Solicit Accounts of Banks and Individuals

THE BATHROOM.

Don't Be Niggardly in Its Size and Appointments.

Written for the Tradesman.

In building a new home that shall be a home in every sense of the word—not just a structure with walls and windows and doors—when you are drawing up, or having drawn up, the plans for it don't stick the bathroom off in any old dark corner that isn't good for anything, that's just a dark hole, but give to it a nice location where the sun can stream in all the day long. A south exposure is none too good for the bathroom. Have it large. Make it as nearly square as possible, so as to have adequate wall spaces for all the fixtures. If, in arranging as to the money to be spent on different features of your new home, you feel that economy must be well looked after, don't begin on the bathroom, although this is the place where people, as a rule, display the least good judgment in expenditure. The first thing they usually consider is the parlor. Oh, that bugbear of a place, the parlor! I hate the very word, having been reared in a family where the parlor was an awesome, a sacred spot, only to be opened up for company, a funeral and at the stated housecleaning times. It seemed to me a spooky place; I was sure it was haunted. The curtains were always down, or so nearly so that the light only came in in ghostly streaks. The carpet was dark and of a most gloomy pattern, ditto the wall paper, and the two screamed at each other as to colors, the floor covering being peacock blue and magenta and the wall paper navy blue and scarlet, with a spattering of pink and billiard-cloth green. There was one of those awful "sets" of furniture dedicated to parlors, and parlors only. It was a very dark brown, almost black, with a yellowish vine sprawling all over it. Then there were malevolent little plush footstools setting themselves up in unexpected locations for me to fall over—although I couldn't call them unexpected locations, for I knew they would be at points anywhere, everywhere I should step my foot! A tiny old-fashioned melodion stood across the farthest corner from the door and if I fell over the footstools to get to it I also hit the center table and several small stands in my progress thereto. That parlor was an immense room, to start with, but the people I lived with filled it so full of truck that it was just like "movin' time" all the while.

And the bathroom?

Oh, that was another proposition, dear reader.

The parlor was in one end of the house and the alleged bathroom in the other, tucked up in a miserable corner that they couldn't put to any other use. It was scarcely bigger than a pocket handkerchief, to start with, and in it they kept the step-ladder and the carpet sweeper, several brooms and a dustpan and the soiled clothes hamper! There was a half a window on the north side of the room, with no means of opening

it. It gave but little, if any, light. It was possible to have had a window on the east so that the morning sun would have illuminated it nicely during the fore part of the day. It was too bad it was not thought of.

I lighted out for better diggings the very first chance that came my way; but memories of that parlor and that bathroom will stay by me so long as I have breath in my body.

The bathroom and eke the kitchen should be made the very pleasantest rooms in all the house, as they are the foundation of the wellbeing of the home. Don't clutter them up with obstructing corners that must always be got around at the expense of elbows and shoulders. Twelve feet square is not a bit too large for a bathroom and sixteen feet square for a kitchen. This gives plenty of room in the former for a good-sized tub, the marble or enameled basin and all the other necessities of such a room. Don't forget the stationary sitzbath and footbath, and provide a hardwood massage table of a suitable height. If there are babies in the house have a small raised tub such as comes on purpose for them. Build the medicine and other cupboards sunken, so that their doors are even with the wall. All ivory-white or pearl-white enameled fixtures make the prettiest kind of a bathroom. With the former use brass for all the metal showing and nickel with the latter. Don't be stingy with the hooks for clothing. Select those of generous size and handy shape. A shelf here and there may be found helpful, but be careful to dispose of these where they won't be in the way. The mirror over the wash basin may be set in the door of a cupboard, with a wall recess beneath for combs and brushes and other toilet essentials that you would not

want to open the door for every time you needed them. Buy a special glass-top manicure table if you can afford it; if not get an enameled table such as doctors have in an ideal operating room; or, failing in that, have a white enameled wooden table. Then there are the manicure chair, which should match everything else; a chiffonier for linen, slipper chair and all the hair-combing arrangements. If one includes a couch for rest after the bath really a bathroom of fifteen feet or more square is not a particle too large.

All this may—will—sound perfectly preposterous to the "cheap skate" who has never given a thought to the contemplated bathroom other than to assign for the renovation of his family a tiny room of 5x8! But the person who should carry out some—or all—of my seemingly-extravagant suggestions would never be sorry for the first cost, which, of course, is the greatest, as first-class fixtures last almost a lifetime.

The very best of care of everything in the perfect bathroom is none too good for its furnishings. Never allow burnt matches, rags, newspaper, flowers, etc., to be thrown in drains and expect to escape a stiff plumbing bill. You are laying up trouble for your pocketbook if you do not make inexorable rules for the government of the depositing of all description of waste. The floor should be tiled in all-white, or a handsome colored border in soft tones can be added. Tile the sides up eight feet in white, with tiled moulding at the top and curved tiling where the sides meet the floor and in the corners. This round tiling makes the cleaning of the bathroom no work at all. Supply the manicure table with the best that is going in the way of tools.



Rolling stones gather no moss.

Live goods gather no dust. That's why

Holland Rusk

(Prize Toast of the World)

packages always look inviting—they're the kind that keep moving off the grocers' shelves, and every time a package moves some grocer makes a substantial profit.

Large Package Retailers
10 Cents.

HOLLAND RUSK CO.
HOLLAND, MICH.

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.

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

HAND SAPOLIO

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

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

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

polishes and all other nail necessities. Find out by enquiry and experience what are the very best, as it does not pay to lay in a stock of trash for this finicky work. Any one wishing my advice on the subject of the best manicure goods can address me, with stamp, care of the Tradesman, and I will answer to the best of my ability. An abundance of all sorts of common medicines and the finest of powders and "beauty dopes" should be kept in the cupboards, and when they are gone should be restocked.

I reiterate: The same thought—and lots of it—should be put upon the arrangement and supplying of the kitchen as upon those relating to the bathroom. Don't have any parlor at all. Have a big living room. Put the space into one large family room that you would under ordinary circumstances devote to a parlor and sitting room. Then have a tiny den that shall answer the purpose of the ordinary sitting room. Even the ugliest dark little "hole in the wall" may be transformed, with proper "denny stuff," into the dearest little lounging place imaginable.

I know a jolly bachelor who has made a very tiny spot a perfect dream. The one (southern) window, of beautiful stained glass of "conventional" design, is way up high, so as to give room below for a cute Mission bookcase. A red-leather seat runs along the west and north sides of the room—which is only 9x10—and the wall above the seat is thickly padded with the same red leather, at the top of which are brass furniture nails—about two inches in diameter. Alternate red and white electric lights—little bits of globes, they are—run along the ceiling beneath the heavy Mission moulding that juts three or four inches into the room, and these lights are let into spaces between brackets that support the moulding. Artistic tapestry with a lot of red and green and yellow in it covers the walls. A cunning grate speaks for friendly confidences on winter nights. The softest of red velvet carpets invites to deep footfalls, and a remembrance of the jungle—an unlined tiger skin with the glaring-eyed head—gives the needful finishing touch of Orientalism. Three or four appropriate pictures and a magnificent Turkish pipe I nearly forgot to mention.

As this handsome eligible bachelor is a shining light in the Fountain street Baptist church of Grand Rapids, I failed to observe the symbols of conviviality often on exhibition in such cozy quarters, but the bon hommie of its charming owner makes their absence unnoticed and unregrettable even by any friends who might be sworn devotees at the shrine of Bacchus.

Kate Wallingford.

Appreciation.

"Some people," said the Rev. Mr. Goodman, "can never be made to appreciate the value of religion."

"That's right," replied Mainchantz, the merchant; "they don't know how to catch the church trade at all."

Facts About Fireless Cookery.

There are few kitchens that do not boast some kind of a fireless cooker, home made or manufactured. Although the knowledge of fireless cookery only reached American housekeepers recently, it is by no means a modern method.

It is generally conceded that Norway was the birthplace of this wonderful and easy way of cooking. Many Norwegians, peasants principally, cooked (even in our great-grandmothers' day) almost all their foods by starting them over the fire, then packing them in a hay box or even in the family feather bed. The women then were free to go to the fields, sure of finding a hot dinner on their return. Danish women, so fond of an all day's jaunt in the country, remember the fireless box of their childhood days. On starting for a picnic it was filled with good things and supplied hot palatable dishes at the end of the drive.

The official entry of fireless cooking in America dates back some six years ago. An army report came to Washington from Germany, stating that food for the soldiers had been cooked with great success without fire. Orders were sent from headquarters to Fort Riley, Kansas, where there is an army training school for bakers, that experiments be tried at once along these lines.

The fireless cooker saves money, time and fuel. It does away with odors in the kitchen and increases the digestibility and palatableness of many foods.

The fireless cooker is a friend of all housekeepers, of the invalid, the camper-out, the summer cottager, the working woman and the woman living in rooms. The odd, cumbersome hay boxes have been replaced by neat, compact cookers. There are several kinds now to be had of different sizes, materials and shapes. There are fireless cookers of polished wood, tightly packed with non-conducting material and furnished with aluminum covers. There are fireless cookers of shining metal, well packed between the walls and furnished with heavy covers that clamp closely. There is also a cooker that boasts a heated plate, that adds considerably to the high temperature of the foods.—Housekeeper.

Put Your Heart Into Your Work.

The man who succeeds in any line of endeavor is he who has worked whole - heartedly, whole - souledly, whole-selfedly for success.

For this thing called success is simply the realization of ideals we have formed, and striven to materialize.

Don't have a "grouch" against the firm that supplies your bread and butter. Better work for ten dollars a week and work than be employed at twenty-five dollars a week and shirk. Coming down to the office in the morning with a desire to make the day pass as quickly as possible, and with as little real work performed as is absolutely necessary, is a dead sure way to oblivion.

There's no exhilaration that can equal the feeling a man senses after a particularly hard job has been

got out of the way, and got out of the way by being done right.

The difference between enthusiasm and half-heartedness is the difference between a big, fat envelope on pay-day and a salary that gets smaller in the eyes of the man who is always looking for, but never working for, a raise.

Enthusiasm! That's the thing that builds bridges and tunnels through mountains. One enthusiastic employe in an organization is worth an army of wishers for 6 o'clock and Saturday afternoon.

And there can be no enthusiasm unless you are heart, head and hand in league with your work.

The man who views his daily work as part of his daily self is the man who accomplishes things. The man who performs his duties in a spirit of let's-get-rid-of-these-pesky-matters is the man you never hear of as making progress.

Put your heart into your work.—Jerome P. Fleishman in Profitable Advertising.

Rules For the Guidance of Motorists.

It is a long lane that has no break-down.

Every owner is a hero to the girl he takes out.

The rules of the country road are past finding out.

The watched chauffeur never takes his friends out.

A girl in your car is worth two in the other fellow's.

Men who ride in slow cars shouldn't challenge the cop.

VOIGT'S CRESCENT

The Choosing

Do you realize that when your customers become better buyers than you they cease to be your customers?

When they are able to select at a different store better flour than you bought it means you've been taking too much for granted.

Have the satisfaction of knowing that your flour is best, know why it is best, then teach your customers what you know.

You'll find this knowledge just as necessary and just as convenient as knowing that there are 16 ounces to the pound.

Would you like to know about Voigt's Crescent Flour?

Write us.

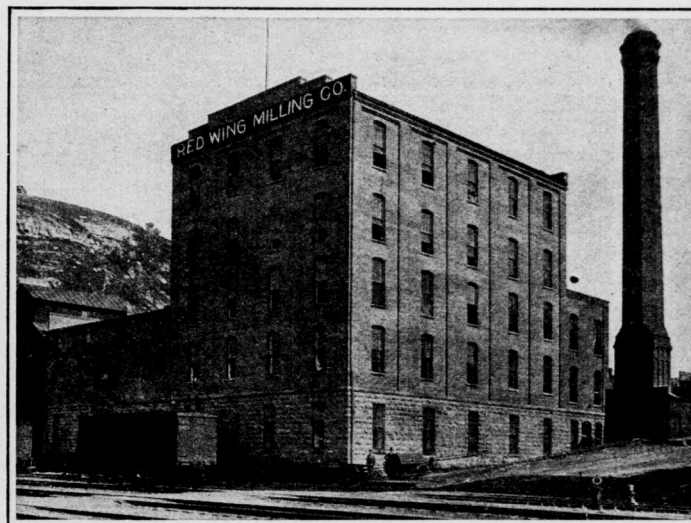
Voigt Milling Co.
Grand Rapids, Mich.

VOIGT'S CRESCENT

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.

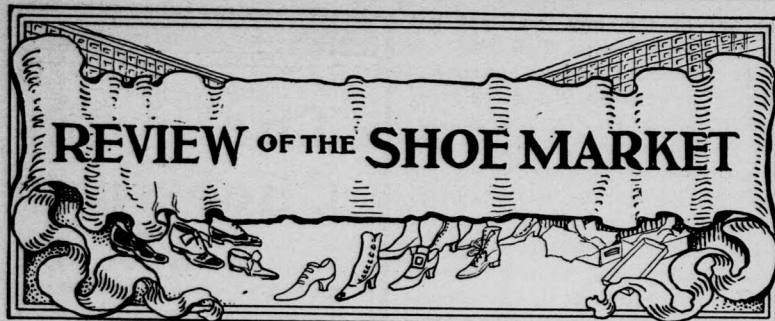
Grocers handling the line know this—and the result is that all recommend Bixota.

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.



How To Conduct a Retail Shoe Store.

I would give special attention to buying. It is sometimes said that goods well bought are half sold, and there is a good deal of truth in it. The merchant who buys to better advantage than his competitors can sell to better advantage and still make his legitimate profit. He is not a "cut throat," he is reaping, as he sowed, the reward of his enterprise.

The secret of success in salesmanship is the ability to make friends. One method of buying successfully is to play the sellers at their own game, and build up a firm constituency among makers and sellers, just as a capable salesman does among merchants and buyers. The merchant who regards everybody with goods to sell as corrupt and who depends altogether upon shrewdness in making bargains generally gets the worst of it in the long run. When buying upon a price basis, the lowest bidder is usually a house of questionable standing in the trade.

Quality is sacrificed to meet the price you have forced upon them. Service is poor and deliveries are delayed; claims are not promptly or fairly adjusted. Good salesmen of good houses soon become disgusted with the buyer who makes himself a nuisance by constantly haggling over one thing and another, and they refrain from entering his bidding contests or pass him by in favor of more desirable customers. The merchant is quite likely to find himself with only second rate lines at his disposal. As a matter of fact if a buyer resorts to sharp practices, is it almost certain that the seller will be as sharp if not sharper than he is. The doctrine of Give and Take is as true now as the day Emerson wrote it:

"Everything, always, this law is sublime—the absolute balance of Give and Take. The doctrine that everything has its price, and if that price is not paid, not that thing but something else is obtained, and that it is impossible to get anything without its price, * * * this doctrine is not less sublime in the columns of a ledger than in the budget of states, in the laws of light and darkness, and in all the action and reaction of Nature."

On the other hand, the buyer who is always frank and open and honest with salesmen soon gets a reputation for square dealing, and secures for himself everything there is going in the way of special values, unusual discounts, good service, favorable rates of delivery and other ad-

vantages which a salesman is frequently able to effect for those he likes. This means that he can put in a good word for you with the management, the shipping clerk and everybody else. From this it should not be inferred that the buyer need simply be a "good fellow" and trust to Fate to take care of him. He should use brains, common sense and good judgment, know the goods and be always keen to take advantage of a good opportunity.

Two of the most important principles in buying are, first, not to overstock; second, not to understock. This is easier said than done, but the merchant must keep posted on trade and local conditions, and use good judgment as to what lines will sell well to his particular trade, and how much of the goods his trade will absorb. There is no denying the fact that many dealers overbuy. They buy more goods than they really need, and at the end of the year merely show an increase of stock in place of being able to figure a cash profit. At the same time one must not be niggardly, and a large enough stock should be carried to take care of your trade without always being "just out." It is a matter calling for fine judgment. I would try to strike a happy medium.

The value of knowing where and at what prices any particular kind of goods can be bought is of great importance. This is not only valuable when considering quotations from salesmen, but is also useful when a customer wants some particular piece of goods that must be especially ordered from the manufacturers. I would use a card index system for keeping track of this information. An inexpensive outfit, such as can be bought at from 50 cents to \$1 at any stationery store, will generally prove satisfactory. Ordinary horizontal ruled cards will answer the purpose; two alphabetical indexes, however, should be secured with the outfit. Whenever quotations are made you, with price quoted on a card, they should be filed alphabetically by brand name of goods in one index. Also make out a card for each manufacturer and enter his various quotations on different brands of goods on the same card. This gives a cross index, so that whether you know only the name of goods or only the name of the manufacturer, you can readily locate the information desired. Catalogues should also be well taken care of and filed so as to be always quickly accessible. Sales of goods not kept in stock can be made by the merchant who is familiar with the cata-

logues of the different lines and who knows where to put his hand on the right book at the right time. I would have a rack constructed especially for catalogues, divided into several compartments, in each of which a half dozen or so of average catalogues could be stood upon end. Whenever I received a catalogue I would assign it a number and attach to the front cover a gummed sticker bearing this number, and also the number of the compartment in which filed. In a little memo book I would keep a record of the numbers assigned all catalogues and the compartment in which they could be found.

To buy successfully one should also keep track of stock successfully. This is a matter which can best be arranged to suit each particular case. I would offer prizes to my clerks for all adopted suggestions for improvement in keeping track of stock, as well as for plans for the best way to have goods when called for and still keep stock down to the minimum.

It pays to always treat traveling men courteously. The buyer who is grouchy and surly and begrudges salesmen a civil interview does so at his own expense. The drummer is a valuable source of market information. The successful merchant must know not only his own line, but he must also know whatever might come in competition with it. There is no better and quicker way to get posted on the various goods on the market than through traveling men. They are the news gatherers of the merchandising world and often the information they hand out while chatting with you is worth much more than your time could possibly be worth spent in any other way. The "boys on the road" are sure to know all the latest wrinkles about the new things on the market, and those which are going to come out a little later on. Then there is another side to this matter. They will talk to other merchants and their associates on the road, and to their house about you. The way you treat traveling men, in a large measure, makes your reputation and standing with the wholesale trade in general. When you get surly with salesmen they are likely to spread the news: "Brown is getting awfully grouchy; he acts as if his business was worrying him." And the essence of this is likely to reach the credit men and managers at the home office, where it will not do you a bit of good.

I would make notes regarding the selling points I secured from traveling men on the goods I handled and the weak points in competitive lines. Once a month I would incorporate these in a bulletin, a copy of which I would give each of my clerks so that he would have the information to make practical use of while waiting on trade.

I would get the buying on a systematic basis. Instead of scrawling orders on a letterhead or any scrap of paper that happened to be handy, I would have a printed order form, made out in duplicate, so that the original order could be sent the man-

ufacturer or wholesaler, and the duplicate retained on file for future reference. When shipments arrived they would be checked up with the duplicate order to see that the order was correctly filled. I would also check up all invoices against the duplicate order. In cases of dispute this method gives you an exact duplicate of the order just as you placed it.—Berton Elliot in Boot and Shoe Recorder.

War on the Mosquito.

A national campaign against the house fly and mosquito has been planned and is about to be begun by the Government Bureau of Insects. It will cover the entire country, and in its prosecution measures are to be urged by which not only communities but whole states will be enabled to rid themselves of these deadly enemies of mankind.

In order to attain this end it is necessary merely to adopt a few simple and well-understood methods, the application of which may be intrusted to local boards of health. Where the mosquito is concerned, however, it is deemed advisable that there should be a general control of the state, because of the fact that certain species of these tuneless marauders are migratory and liable to appear suddenly in multitudinous swarms in places far from their breeding areas, giving profound discouragement to local efforts toward extermination.

The house fly is strictly local; it never goes far from the place where it was hatched. Furthermore, practically all house flies are bred in stables. Hence it is a simple matter to exterminate them absolutely.

There is no doubt that house flies and mosquitoes transmit germs and that some of them find their way into food and drink, causing sickness. The extent of infection from this source can not be exactly known, but the safest way is to keep them out by the use of screen doors and window screens.

She Had Had Enough Clams.

Senator Dolliver, of Iowa, recently made a speech in Philadelphia to bankers. He had been warned to let politics alone, and began his speech with a reference to that fact. "I've been warned," he said, "not to talk politics, but I assure you that the warning was superfluous. I've had all the politics that I want—for a while. I'm saturated with it. In fact, I never knew but one person who had so much of anything as I've had of politics. That was a Des Moines girl who came East for the summer and went to Atlantic City for the months of July and August. Brought up so far inland, she naturally started out with a hankering for sea-food, but she had completely satisfied that when she stopped in New York on her way home. She was there taken out to dinner by her fiancé, who suggested, as if by inspiration: 'Shall we begin with some clams?' 'Clams?' cried the Summer Girl, 'don't say clams to me. I have eaten so many lately I rise and fall with the tide.'"

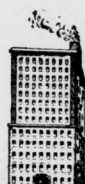
Ahead of 1907

The Year of Prosperity

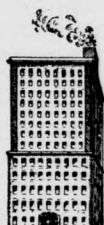
1905



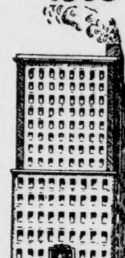
1906



1907



1908



Where
Quality
Counts

The Sale of Mayer Shoes Increased During 1908,
Although It Was a Year of Business Depression



"Leading Lady"

The snappiest of all ladies' fine shoes. Put in a line and watch your business grow. Send for samples.

More Mayer Shoes Were Sold During 1908, the Panic Year, than in 1907, The Year of Universal Prosperity

This record stands as the strongest kind of an endorsement for Mayer Shoes. It is another striking proof that "Quality Counts."

The merchant who builds his shoe business with the Mayer line as the foundation is building wisely and safely. No other line of shoes offers the same advantages or opens up the same opportunities.

With a representative stock of Mayer Shoes you can feel satisfied that you have a good lead over your competitor in "Quality Goods"—Style, Fit, Comfort and Wear—and it won't take your customers long (nor the other dealers' customers) to find out that the biggest shoe values of the town are obtainable at your store. There are other benefits in handling



"Honorbilt"

The line of men's shoes that stimulates the trade on fine shoes. Samples on request.

Mayer

Shoes. They are well known among the people. Not another line of shoes in the country is so persistently advertised in so many newspapers, magazines or periodicals, or in so many languages. Then there is the direct help we give our customers, which makes them prominent in their localities as sellers of Mayer Shoes. Where can you get a better proposition? If you are interested in making a bigger showing next year, write at once for particulars.

F. MAYER BOOT & SHOE CO.

MILWAUKEE, WISCONSIN

LARGEST MANUFACTURERS OF FULL VAMP SHOES IN THE WORLD

BUSINESS MISTAKES.**Value of Errors Which Teach Good Lessons.**

The man, young or old, who does not make mistakes is not worth much. He can't be progressive; he's not wanted in the business world. And likewise he who makes too many mistakes.

The former can not profit and strengthen himself by his experiences because he has no experiences that are worth anything to him. The latter has valuable experiences, but does not benefit by them; they don't mean anything to him.

Between these two extremes is the man who makes mistakes, but he makes them only once. The second time he knows how and what to do. The first mistake, however costly to himself and his employer, becomes a valuable asset because it has taught him something; it will never occur again.

"That man has cost me over \$50,000," remarked the president of a large corporation, in speaking to one of the managers of a branch house.

"I'm surprised you have kept him then," answered his hearer.

"Kept him? Why, I wouldn't let him go for twice that amount! When I practically spent or lost \$50,000 to make him what he is, I certainly will keep him. Why, he's the most valuable man we've got. His branch is earning more than any two others."

"If he is such a good man, how did he cost you so much?" was the next query.

"He made \$50,000 worth of mistakes; but these mistakes have been ten times that value to us. That's a queer paradox, isn't it? The secret of the value of his mistakes is that he never makes them twice. No man with initiative, with energy, with ambition, can avoid mistakes because none of us is perfect and omniscient. But the man with initiative, energy, and ambition will never be fooled twice on the same thing. He'll err once, but the second time he'll do it right. He'll know what to do and what not to do in order to accomplish the thing in view. That's the beauty of mistakes; they give you your equilibrium.

"Our advertising manager spent an appropriation of \$70,000 in one season for advertising that was practically a total loss. The only good we got out of it was a little general publicity—our name before the public. There were hardly any returns. Our sales showed no decided increase. Did we fire him? Well, I guess not. After letting him spend \$70,000 of our money to find out how not to advertise our goods, do you think we would let him go? No, sir.

"Strange as it may sound to you, we raised his salary because we knew from previous mistakes he had made that he had derived \$70,000 worth of valuable experience. The next season he asked for a \$30,000 advertising appropriation. We voted it unhesitatingly. Now he knew what to do and what to avoid, the kind of copy, the proper mediums, illustrations, etc. Result, a 20 per cent. increase in business that season."

"When your employes make mistakes over and over again what do you do?" was asked.

"Here's my policy: First mistake, caution him; second mistake, warn him; third mistake, fire him.

"That looks simple and decisive; but there's a lot of work to do with your man after his first mistake to prevent the possibility of the second and the disaster of the third. It's constructive work. When an employe has made a mistake he naturally expects the man over him to raise Cain with him or discharge him. It's a delicate matter to let your employe know that you disapprove of his action and yet approve of it after he has made a mistake. But that's just exactly what you have to do.

"You have to caution him to be careful, and at the same time encourage him to better efforts. That's the secret of making good, faithful employes. If you jump on them negatively you simply make them feel like the small boy who has just been spanked—resentful, waiting for a chance to get even, careless of your interests.

"But the employer must differentiate between mistakes and blunders. The former are the natural result of sane efforts; the latter the product of short sightedness, carelessness, hastiness, and recklessness.

"You can avoid blunders; not so mistakes.

"My troubles have been to get the managers and heads of departments to work with the men under them as I do. Business is a school; the employer the teacher; the employes the scholars. Teaching can only be accomplished by constructive methods. Hence, the employer must work with and for his employes if he wishes them to develop to his interest and advantage.

"The nonsuccess of at least two-thirds of modern business is due to the inability in various ways of the employes and this defect is the fault nine times out of ten of the employer.

"Don't make your employes afraid of you. Fear breeds resentment and distrust; it's highly disadvantageous. The love of your employes means that they are working body and soul for you and your interests.

"The psychological time to win over your men is when they make mistakes. If you compliment them or flatter them when they have done something credible, they take it as a matter of course—a just reward for their work; but, if you encourage them when they need encouragement and when they don't expect it, that is when they make mistakes, then you arouse gratitude.

"Those in power are prone to show authority, to domineer over the less fortunate. This attitude is detrimental to every interest of a business; it makes enemies instead of friends. A kind word, a friendly look, an extended hand in time of need is the most inexpensive and yet the most priceless of gifts."

George L. Louis.

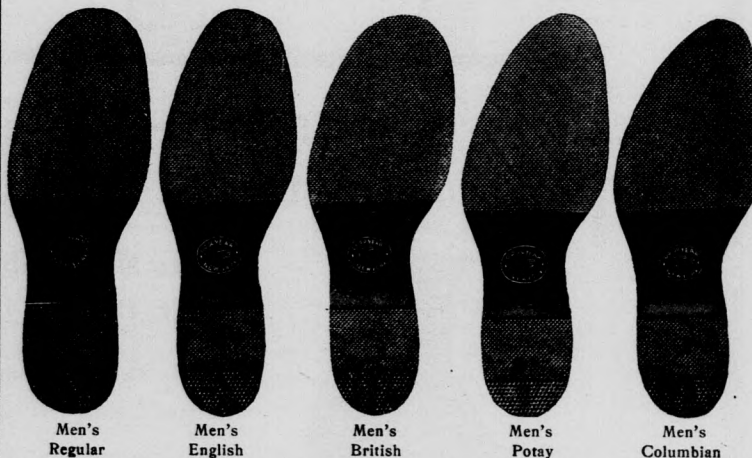
It is easy for the man in the upholstered rocker to stand pat.

Cold Wave and Snow

A Fact, Not a Theory

Hence you will want more rubbers. Why not

Try your Hand At the "Glove" Brand

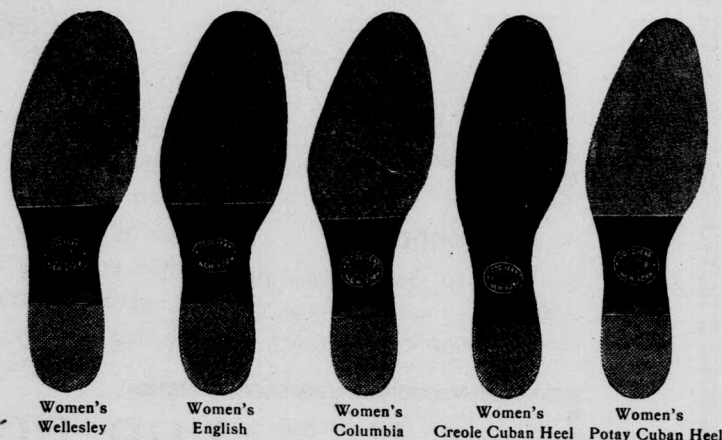


We can give you a larger variety of styles in the "Glove" brand than in any other rubber made.

Quality? Well, it stands at the top; you can't get above it.

In the women's the Wellesley, English and Columbia lasts have the regular heel; the Creole and Potay lasts have a high heel, and the Loco last has a semi-high heel.

Our new Giant line of men's, boys' and youths' rubbers (put up in cartons), with rolled edge, made from heavy material for hard wear, is particularly worthy of your consideration.



Send us a trial order for comparison.

HIRTH-KRAUSE CO.

Shoe Manufacturers

Grand Rapids, Mich.

Danger Lurks in Frequent Changes.

Nothing in the life of the young man of average temperament appeals to him more strongly than the impulse for change. Few young men are fortunate enough in the beginning to fix upon the one line of effort for themselves, choose wisely a field of opportunity that is promising enough, and then hold fast.

Thousands of capable young men are unable to understand why it is that men of riper judgment and experience are inclined always to frown upon this impulse for change which is so universal in youth. Some of this conservatism belongs to age without further reason, but it remains that much of it is based in a sane, sound observation of men and things.

The one trouble with the young man is that his impulse for change is too often based on something else than his judgment. He may be dissatisfied with his slow progress where he is. His imagination may prompt him that somewhere else he will have a better opportunity. Mere desire to see the world may be the incentive which stirs him.

But whatever the single or cumulative promptings which move the young man to new fields, that change can not be made in wisdom without taking into consideration the present and potential worth of the position which he holds. Not all such positions have been chosen wisely. It is quite possible that many of them could be improved to his future advantage. But the choice must be made in wisdom and not because of restlessness in one place or because of a desire to see a little more of the world than is possible to him where he is.

To the average employer of men the mere fact of an applicant's having been an employe in an unusual number of places is in no sense regarded as an indication of that young man's efficiency. Rather it is likely to establish prejudice. The average applicant for a position ordinarily finds that he has to enter into explanation as to when and why and how he left even the one place of his former employment. Not to have this sufficient reason invariably is regarded as a blemish upon the character of the candidate.

Few young men appreciate how much meaning the conservative, level headed business man of experience reads into his applicant's answers regarding his places of former employment. If the position which he left appears to have been a good one the young man may be weighed as foolish for having left it. If the place were especially unsuited this prospective employer may discount the young man's judgment for having taken it in the first place. Always, however, if the applicant shows a logical reason for leaving any such place, it can not fail to impress the man questioning him. Does not this one fact bring home to the young man the desirability of considering well his reasons for change?

At the same time, however, in an age when vast business enterprises are multiplying and when fitness for

positions in such organizations often offers the widest fields for accomplishment, that young man who stakes his future not only upon the good will and appreciation of one man but who further assumes that one man's chances of life and death as a necessity for his advancement must feel that he leans upon uncertain support.

In this respect the great corporation has worked a change in the prospects of thousands of men. With its dozen or score of heads it has become in the main an almost impersonal institution, exacting only efficient service of its men as the measure of their preferment. Death of one or two or half a dozen officers in the organization does not threaten its existence, while the status of the individual deserving worker may remain unchanged through half a dozen administrations of the company.

One of the wealthiest, most active men of business in my acquaintance complains that the trouble with most young men, he finds, is that they are not ambitious enough. They do not aim high enough; they are too easily satisfied with mere "jobs."

The point I would emphasize is that a proper consideration of a position in all its bearings of present and future must serve to impress the young man with the full opportunity which the place offers him. When he has shown himself good cause for accepting it he will be the slower to leave it at a whim.

John A. Howland.

Girl Billposters.

"One by one women are reaching out and grasping our occupations," said the business man, sorrowfully. "A little while ago the papers announced that a woman, a college graduate, had taken up window washing for a profession. Now comes news from Paris of a feminine billposter. What next?"

"Feminine billposters—that is a good idea," said the artist. "Women have more taste than men, and a natural sense of color. Maybe, when women take billposting into their hands, the public won't have what little artistic perception it has outraged by seeing purple-frocked, pink-hatted chorus girls sandwiched between a flaming scarlet soup advertisement and a sage-green picture of suburban lots. Hail the girl poster! Long may she paste!"

Respectfully Declined.

Uncle Zebulon was on a visit to his nephew in the big city, and the two had gone to a restaurant for dinner. They had given their order and were waiting for it to be filled when the younger man, who had been glancing at a paper that lay on the table, said:

"By the way, uncle, did you ever have cerebrospinal meningitis?"

"No," replied Uncle Zebulon, after a few moments' mental struggle with the question, "and I don't want any. I'd rather have fried liver and bacon any day."

One can not always get inside information from a middleman.



The Standard Quality Line

Every shoe we make and every shoe we sell possess the merit of being the best in their kind and class. We have been over four decades in the business and know both shoe-construction and the shoe market. We offer for your inspection a line of footwear that's complete from baby shoes to boots, every item of which is **standard quality** in its grade and price.

Coming from us, this is what we would be expected to say. But proof can easily be had. Look our line over. Try out a few numbers. That will show you more than mere words what we can do to make your business better in the way of the right kind of good shoes at right prices.

Rindge, Kalmbach, Logie & Co., Ltd.

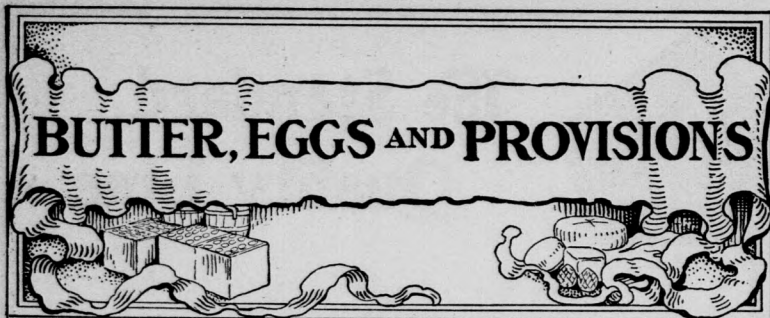
Grand Rapids, Mich.



WHEN you see these brands on rubbers you can be sure you are getting the very best for your money. The Rubber Season will soon be at its height. Do not miss sales by not having the goods. Send us your orders now. ❀ ❀ ❀ ❀ ❀ ❀ ❀ ❀

Grand Rapids Shoe & Rubber Co.

Grand Rapids, Mich.



Official Determination of Water Content in Butter.

Attention has been called quite forcibly of late to the water content in butter. About three weeks ago Inspector Moore and two assistants of the Internal Revenue Department of this district started out to investigate the character of the butter on this market, not only the fresh goods, but the stock held in cold storage. They have taken close to 500 samples, and it is gratifying to know that most of the tests made thus far have shown the amount of moisture to be well within the legal limit of 16 per cent. There have been exceptions to this, however, and a dozen or more lots are now tied up in the warehouses awaiting fuller reports. The chances are that most of these will be released.

The method pursued by the revenue inspectors is to go through the stock either in cold storage or private stores and sample about everything that they come across. Where there is a suspicion that the butter contains too much water instruction is given not to move it until a satisfactory test is made. Inspector Moore has an apparatus for testing the butter and if he finds that it runs much over the legal limit samples are sent to headquarters at Washington, and the case is then handled from there. The attitude of the Government is a determination to locate the manufacturer of the goods and to hold him to a strict accountability for breaking the law. Sometimes it becomes difficult to identify specific lots after they have changed hands several times and the original marks been removed; in most cases the owner falls back on the seller and he, in turn, upon the shipper.

A recent ruling of the department is that the penalty of 10c a pound can be charged only on such tubs as show the excess amount of water. This means that a separate test must be made of every tub. Formerly samples were taken of different lots and if these showed too much moisture the entire lot was condemned. The way the work is now being done is much more satisfactory and is fair to the manufacturers as well as the handlers in the markets. Sometimes a single churning may go wrong and show too much water, while the remainder of the lot is all right.

One feature of this inspection is, however, very aggravating and there ought to be some way of remedying it. Samples are often taken, and the butter tied up for two or three weeks. I have learned of instances where the inspectors have given instruction not to dispose of the butter until the test

was made and the receiver or owner never heard a word about the matter after that. It leaves a seller in doubt as to what to do, and sometimes it interferes with a good sale of the stock. I also find considerable difference in the results as shown by chemists' analyses, which often leaves in doubt the question as to whether the butter is adulterated or not. This doubtless results in the manner in which the samples are taken. A short time ago the revenue officers held up a lot of creamery that was in storage and which they said contained too much water. The owner at once asked the warehouse people to have the butter analyzed. Prof. Love, the official chemist of the New York Mercantile Exchange, made a thorough test and returned a certificate showing less than 15 per cent. water. The question naturally arises, Which of these tests will stand in court?

The whole question is an exceedingly important one, especially during the period of highest production when a large amount of the surplus must be stored. If there is liability of trouble with the revenue officers, some positive assurance that the butter is legally all right will of necessity be required by the owner, the warehouse people and the banks who make loans on the stock. It would involve a tremendous amount of labor if every lot of butter that went into storage had to be tested for water, so the pressure should be brought upon the concerns that make the butter. Almost everybody agrees that the 16 per cent. standard is quite high enough. Let us, therefore, have only honest butter—N. Y. Produce Review.

Pumpkins Instead of Politics.

After doing some business with a countryman in connection with real estate, and having something to say about the weather, I remarked:

"You people out here have had all the candidates before you for a month or so and you ought to know how you are going to vote?"

"Yes, I guess most of us do," he replied.

"Is there much excitement?"

"Well, I have heard of one case of excitement. Bill Regan and Henry Smith got to talking politics about a week ago, and Bill lost his temper and called Henry a liar."

"And then what did Henry do?"

"He knocked Bill down and it took five men to separate 'em. That's all the excitement I've heard of."

I bade him good-by and walked down to the depot, half a mile away, but before the train came along the man followed me down to say:

"Say, Mister, I was mistaken about what I told you up town."

"About the political excitement, you mean?"

"Yes, Bill and Henry didn't get into a scrap over politics at all. It was about whether pumpkins grew faster at night than by day, and we all think Bill was in the wrong of it."

"I see."

"And so, as I didn't want you to carry away a false impression of the town I've come down to explain. It wasn't politics, but pumpkins. Please correct."

Sally's Question.

The worthy Sunday school superintendent of a certain Maryland town is also the village dry goods merchant. He is as energetic and efficient in his religious as in his secular capacity. An amusing incident is told of his attempts to enlarge the scriptural knowledge of a class of little girls.

He had told most eloquently the lesson of the day, and at the conclusion he looked about the room and enquired encouragingly:

"Now, has any one a question to ask?"

Slowly and timidly one little girl raised her hand.

"What is the question, Sally. Do not be afraid. Speak out."

The little girl fidgeted in her seat, twisted her fingers nervously, cast her eyes down; finally, in a desperate outburst, she put the question:

"Mr. Ward, how much are those gloves for girls in your window?"

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

M. O. BAKER & CO.

Toledo, - - - Ohio

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.

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

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.

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

BAGS

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

ROY BAKER

Wm. Alden Smith Building

Grand Rapids, Michigan

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Nov. 28—Speculative coffee has been in the very depths and not for many months was so low a level for futures touched as during this week. At the close there seemed to be some recovery, but, as a rule, there was not very much Thanksgiving cheer among importers. Spot stock has been neglected and the holiday time will make this a very light business week. Stocks are reported as running lighter at primary points and eventually there may be a good degree of interest shown. In store and afloat there are 3,776,170 bags, against 3,872,078 bags at the same time last year. At the close Rio No. 7 is quoted at $6\frac{1}{2}$ @ $6\frac{3}{4}$ c in an invoice way. Mild grades seem to be in sympathy with Brazilian grades and no one has seemed to be interested. Quotations are, apparently, pretty well sustained and no changes are to be noted.

Dullness still characterizes the whole tea trade. Cheap Pingsueys and Japans are most in demand and Congous are sadly neglected. Buyers take only the smallest possible quantities and probably the prevailing conditions will remain until after the turn of the year.

The apparent uncertainty of sugar quotations has led to a demoralized market for refined and the week has been one of but very light trading, the only business apparently being small withdrawals. Granulated is quoted at 4.60 @ 4.80 c as to refiner.

Rice is well held. The demand is improving and supplies are not overabundant, although there seem enough to meet requirements. Prime to choice domestic, $5\frac{1}{2}$ @ $6\frac{1}{4}$ c. Rough rice is still high and firmly held in the South.

Spices have had a pretty good week and some fair transactions have taken place. Quotations show no change and are steady.

Molasses is doing well, considering the warm weather, and holders are very firm in their views. Good to prime centrifugal, 22 @ 30 c. Syrups are dull.

The week in canned goods has been quiet and neither buyer nor seller seems to be greatly interested. Few changes are made in quotations and matters will probably move in about the same channel for the next four weeks. Tomatoes which are really desirable are worth 70c for standard 3s and, while goods have sold for less, it is very doubtful if the quality would bear close inspection. Buyers are certainly not tumbling over each other to obtain supplies and there will be no tomato famine this year, even though the pack should be greatly reduced. Of course, there are brands of tomatoes in the market which fetch more than 70c—more than 75c f. o. b. factory—but these are old reliables. Corn is in limited offering. There is not much activity in the trade and quotations are unchanged, although well held. Southern, Maine style, is quoted at 60 @ $62\frac{1}{2}$ c. Peas are quiet.

Butter tends upward and this is true of all grades. Creamery specials, $31\frac{1}{2}$ @ $31\frac{1}{2}$ c; extras, $30\frac{1}{2}$ @ 31 c; held specials, $28\frac{1}{2}$ @ 29 c; extras, $27\frac{1}{2}$ @ 28 c; Western imported creamery, firsts, 21 @ 22 c; Western factory firsts, 20 @ $20\frac{1}{2}$ c; seconds, 19 @ $19\frac{1}{2}$ c; process is well held at 24 @ 25 c.

The cheese market is getting into good shape. The demand has been satisfactory and stocks are well taken care of and quotations are well maintained. Supplies are moderate and the general situation is in favor of the seller. Full cream specials, 14 @ $15\frac{1}{2}$ c.

Fresh gathered eggs, firsts, 33 @ 34 c; seconds, 29 @ 32 c; April packed refrigerator stock, 24 @ 26 c; May, $23\frac{1}{2}$ @ $25\frac{1}{2}$ c.

The Oleander Not Such a Home Plant As Formerly.

Written for the Tradesman.

Thirty years ago or so the home that did not number among its household gods an oleander was looked upon much as is the one nowadays that does not boast a palm or a Boston or asparagus fern among the objects for effective decorative purposes.

The oleander was considered a great treasure. There were creamy white ones and pink ones—a beautiful shell-like shade. They were single and half-double and double. The flowers had a fragrance fleeting and spicy. The long slender thick leaves were great dust-collectors, but careful washing with a piece of soft old cotton dipped in milk restored their gloss and freshness. The leaves of the oleander are declared by some cautious persons to be poisonous. Whether this is so or not, children were always told to let the leaves and flowers alone.

Ladies used to take great pride in raising a thrifty oleander. The plant was allowed to grow eighteen inches or two feet when the top was pinched out, in order to make branches, which in turn were set back by the pinching-out process, so that a thick tree would gladden the heart of its possessor.

Usually a pink oleander was preferred, but it was considered much nicer to have two—a pink one and a white one—single or double as best suited the chooser.

In those days the greenhouse was not resorted to as now to supply plants of every description, and the ladies "exchanged slips," or gave outright, the oleander "slips" being rooted in a bottle of water.

The oleander is a plant of rather slow growth, requiring quantities of water. When a few years have passed over its pretty head it is, indeed, a thing of beauty, with its long shiny leaves and large clusters of blossoms. At its best it attains a height of five feet—sometimes six or seven—when grown in a home free from coal gas. Of course it does even better in a greenhouse where the temperature is kept at an even notch. It is mostly grown in stout boxes or tubs.

The oleander is such an all-around satisfactory house plant that it really seems a pity that it went out of fashion. Once in a while, when one is driving in the blessed summertime, he

will see an oleander—perhaps both pink and white variety—in some flower-loving German's yard, and the unusual delight will add greatly to his pleasure in the open; that is to say, if he is a devotee of things horticultural, otherwise he is like him of whom it was said:

"A primrose by the river's brim
A yellow primrose was to him
And it was nothing more."

Hear what a noted authority has to say:

"The oleander is a genus of shrub (Nerium) of the order Apocynaceae. The two or three species have narrow leathery evergreen leaves and terminal cymes of flowers, usually pink, followed by pods containing twisted seeds. The common oleander (N. oleander) is a native of subtropical and tropical Asia and of the Mediterranean region, whence it has been introduced into other warm countries as an ornamental shrub and hedge plant and into greenhouses for growing in tubs. In the Bermudas it is so abundant that the landscape is perceptibly tinted by its bloom at some seasons. Otherwise the shrub seems to have few uses, although charcoal from its soft light wood is used in Algeria for making gunpowder. The plants are easily grown from cuttings placed in water or wet sand. They thrive best in rather moist soil, but will also do well upon high land if they obtain a good roothold. The sweet-scented oleander (N. odoratum), a native of Japan, India and Persia, is less sturdy than the common species and is less cultivated." Jno. Howard Knox.

Grand Rapids Floral Co.

Wholesale and Retail

FLOWERS

149 Monroe Street, Grand Rapids, Mich.

Ground
Feeds
None Better
WYKES & CO.
GRAND RAPIDS

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.

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color, and one that complies with the pure food laws of every State, and of the United States.
Manufactured by Wells & Richardson Co.
Burlington, Vt.

HEKMAN'S DUTCH COOKIES

Made by

VALLEY CITY BISCUIT CO.

Not in the Trust

Grand Rapids, Mich. Denver, Colorado

We Do Printing for
Produce Dealers

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

Thanksgiving weather warm and rainy. Tons of poultry received. Every pound sold at good prices by Wednesday night and a check to every shipper by Friday, netting 2c to 4c more than Eastern markets. Several lots of poultry refused by local receivers and sold at slaughter prices by express companies.

Now do you see the advantage of cooling rooms where poultry and meats can be kept in good condition? I want a few more good shippers of Butter, Eggs, Veal, Hogs, Rabbits, Live and Dressed Poultry.

F. E. STROUP 7 North Ionia St.
Grand Rapids, Mich.

References: Tradesman Company, Grand Rapids National Bank, 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.

TWO CLASSES.

Men Who Push and Men Who Are Pushed.

Many fail in life through lack of the power to persevere in their purpose. They give up before they determine they can accomplish; their natures are weak, flaccid and can be drawn this way and that at the whim of those who are stronger.

Men with splendid natural equipments, brilliant intellects, skillful hands, and agreeable personality go down and under, and are drawn by the waves of adversity into the gulf of forgetfulness, who, had they possessed the will and determination to reach the goal, might have benefited the world by their accomplishments.

Many a hewer of wood and drawer of water has the stuff within him to make a great statesman, soldier, merchant prince, lawyer, or preacher, but lets it lie dormant; is unable to bring it out to lead him from the bondage of his own slavery to the pinnacle of success because he has not that formative power which exerts its force to bring out of a man the best that is in him.

The great men of earth, the men whose names are on signposts to guide other feet on the pathway of life, would never have risen above the crowd had they not willed to do so, had they not called to their aid the qualities they knew they possessed and made them subservient to their ambitions.

It was the iron will of Wilberforce and Garrison, Lincoln and Grant, Bismarck and Gladstone that enabled them to pass their fellows in the race, that gave to them that indomitable courage which no obstacles could deter, no difficulties frustrate. It left them unconquered and made them unconquerable. They had but to plan in order to do; every scheme was carried out, its inception being the incentive to work. Their minds took in the universe and their hearts embraced all mankind. Once they put their hands to the plow, every sod was turned over to the last furrow and completeness crowned their work.

Such men live not to eat, not to enjoy the transient vanities and silly pleasures of a purposeless existence, but they live to do and accomplish, to better their species and enrich the world. They give their best, their all, to the sacred cause of humanity, and this they never could do without ceaseless effort and unflinching perseverance, without putting forth their will resolutely and fearlessly to consummate their purpose.

In their grim determination these men can no more be stopped than can the sun from revolving in its course. On, ever onward they go and the grave only puts an end to their mission, but their works do not die; they leave behind them a light to guide others down the paths they have so successfully trodden themselves.

But the pity is that large numbers shut their eyes to such a light and prefer to grope around in the darkness of their own folly, letting every wind of adversity blow them hither

and thither until they are swept altogether out of the right path and left to flop and flounder in obscure corners, until they pass beyond the knowledge of their fellows.

Men wither and die from their own inanition on the arid soil of vacillation and hesitancy, when they might have bourgeoned and blossomed into fruitful usefulness in the fertile earth of endeavor and determination. For these life is but a brief existence passing away in the obscurity of nothingness.

Emerson says: "The education of the will is the object of our existence," and there is sufficient ground for such an emphatic statement. On the will depends accomplishment and accomplishment is truly the object of life.

Will can be strengthened or weakened, all depending on the cultivation or absence of cultivation. If we would have a forceful will power we must cultivate it, put it into training as the athlete does his muscles. The mind must go into the training for the winning of life's race as the runner trains for the winning of a foot-race.

The obtaining of self-mastery comes only through complete command of the mental powers, and such command can only be gained by persistent effort, but the acquisition more than repays for the trouble involved.

If you will observe the actions of successful men you will observe that they have the faculty of concentrating all the powers of their minds on one subject and perform a given task easily, while others who have not trained themselves along definite lines, or know not how to bring their will to bear upon the subject under consideration, hesitate, stop, try again and yet again and in the end fail. What the trained mind does easily the untrained can not do at all; what is possible to the one is impossible to the other.

The man of mental equipoise who has his will power rightly balanced so that it shall not tip to either side does his work at once, and it is over for the time being, but the one who will wobble from side to side attempts the task several times, and his work is never finished, he never can make a complete job of it. As Beecher said, some people do their work, "once in anticipation, once in actuality, once in rumination."

It is the holding of energies on one point, the focusing of all the rays of the mind on one place, that enables the workers to accomplish so much. They centralize their forces and by the lever of their will lift themselves to high places of power and influence.

The mill wheel gets its power from the water that runs over it and not from that which flows through the holes into the dam. That is wasted as far as giving impetus to the wheel is concerned.

Some men let their energies slip through the holes of a vacillating, hesitating mind, instead of concentrating them by will power to turn the mill wheel of success. They have

plenty of force, but they allow it to go to waste. Hence it is that we find men of medium talent and mediocre ability passing those with mighty advantages, climbing up the heights while the others remain at the bottom.

What strength, solidity, decision, determination, confidence, and power there are in the round, ringing tones of the man who says: "I will." You feel attracted towards him and you know instinctively that he will redeem his promise and make good. The world does not want men of straw and sawdust, it wants men of blood and iron, men with a determination that will never surrender until it plants the flag of victory on the ramparts of success.

There are two classes in the world, the pushers and the pushed. Keep pushing. Don't sigh for the waiting tide. Swim off—and don't wait for anybody to put a cork under you!

Madison C. Peters.

Example of an Erosive Glacier.

Eight thousand and four feet high of ice is the Yoho Glacier of Canada. Since the first discovery of this largest of Canada's glaciers it has maintained a grand archway of ice at its lower extremity. The span of this arch is no less than 250 feet, and its height is estimated at 70 feet, while from beneath the arch the drainage escapes.

The formation of the arch seems to be an annual phenomenon. Towards the close of the summer it becomes weakened by melting and the whole structure collapses. The ice gradually is broken up and finally removed, and the formation of a new archway is commenced.

From the archway issues the Yoho river. It is calculated that an avalanche must have occurred in 1850 or 1860. Since then the retreat of the glacier has been at the average rate of 5 to 6 feet a year. From August 1901 to August 1904 it was found that the retreat had been 111 feet or 37 feet a year. Between August, 1904, and August, 1905, the glacier receded but 9 feet, and is now thought to be checked.

About the nose of the glacier there is evidence of bodily disruption of the rock strata to which the term "plucking" is applied. Rock layers are ripped off where the layers are thin bedded and pointed, and the fragments are pressed into the ice to assist in further work.

The Yoho Glacier is an almost if not entirely isolated example of a glacier as a great engine of erosion. Other glaciers move forward and are engines of transportation.

Willing To Die Together.

"Sir," began the tramp, as he entered the lawyer's office on the fifth floor, "have you any coal to carry up?"

"No, sir. This building is steam-heated in the winter."

"Do you want to send out after any gum?"

"I never use it."

"Want me to take out a ten-dollar bill and get change?"

"I haven't had a ten-dollar bill in three months."

"I am willing to scrub the floor."

"The janitor sees to that."

"I write a pretty good hand."

"I have nothing to write."

"See here," said the caller, "there must be something around your house I can do."

"I have sold my house and am boarding."

"Can't you use me as a witness in a lawsuit?"

"I have none on hand."

"Want anybody licked?"

"No. The only man I wanted licked died last week."

"Can't I take your mail to the post-office?"

"I haven't written a letter in a week."

"But don't tell me you can not give me ten cents."

"But I'll have to. My laundry just went back because I couldn't pay for it."

"And right here in this paper," said the tramp, as he struck his breast, "is an article saying that times have improved 50 per cent. since last fall, and all we've got to do to get out of the woods is to have faith! Say, hold me in your arms and let me starve to death!"

When you take the rats of business worry to the church it is not strange they leave you nothing but chaff.

All Kinds of Cut Flowers in Season

Wholesale and Retail

ELI CROSS

25 Monroe Street Grand Rapids

POST TOASTIES

The "Supreme Hit" of the Corn Flake Foods—
"The Taste Lingers."

Postum Cereal Co., Ltd. Battle Creek, Mich

We Want You if You are a Real Living Salesman

We don't want any "Near" salesmen, nor men who "Used to be Corkers," but men who are in the top-notch class to-day, right now. We know that it is better to be a "Has-Been" than never to have been at all, just as it is better to have loved and lost than never to have loved at all, but—

The man we are after is the man who has good red blood in his veins, who is full of vim and vigor and who doesn't know what a "Turn-Down" means.

If you belong to that class write us, and you may find we have a proposition that means progress for you. Straight commissions, new and profitable, for both the salesman and retailer. (Mention this paper.)

BOSTON PIANO & MUSIC CO.

Willard F. Main, Proprietor

Iowa City, Iowa, U. S. A.

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.

POWER OF SUGGESTION.

Grocery Clerk May Employ It To Advantage.

Written for the Tradesman

That's no sort of a grocery clerk—or any other kind for the matter of that—who does not offer the suggestion, at the evident end of purchases, in a wheedling tone of voice:

"Anything else to-day, Madam?"

(I say "Madam" instead of "Sir," as a majority of the shopping all over the land is done by the gender feminine.)

To make a success in clerking, as in many other sorts of occupation, the ones performing the work must possess a special aptitude therefor; in other words, they must "be born, not made."

How often have we run up against frozen propositions that fairly make our flesh creep. They seem, by their actions, never to have even heard of the "milk of human kindness;" or if they have they give no evidence of having profited by the hearing.

To "get along" at his work a clerk must exhibit a friendly, but ever respectful, interest in the customer. He must not appear a "dead un."

The clerk in a grocery store will deem it feasible to offer suggestions long before the customer gets to the end of her list. Of course, he must not interrupt while the lady is speaking, but, the moment where he sees it is possible for him to "chip in" without being rude, why, let him "chip." There are a dozen ways to perform this small duty acceptably.

And yet I should not put the customers' claims low in the scale. I know that quite a few of them are rather sensitive on this point. They have exactly as many rights as the clerks and they have the prerogative of asserting these—not strenuously but with a dignity that is unassailable.

Supposing the lady has a big dinner on for Thanksgiving and is laying in eatables for the feast. In her haste in preparing her list of good things she may have omitted some of the most needful of all—for instance, cranberries or nuts or bonbons, or it may be that sweet potatoes and squash have been left out. Of course, the clerk must have at his tongue's end the names of everything lacking on the lady's memorandum, as well as those of all the other proper concomitants. When he suggests the articles she has forgotten let him not bring them to her mind in an arrogant tone and with a haughty manner, but rather in a way to infer that very possibly she might like to include them in her already abundant order.

A Thanksgiving dinner may call for the following—"and then some:"

Soup.
Crackers.
Celery.
Fish (Oriental style).
Olives.
Turkey, duck or roast pig or all three.
Baked Irish and sweet potatoes.
Squash.
Corn and beans or succotash.
Stuffed tomatoes.
Crusty bread.

Cranberries.

Jelly.

Pickles of several varieties.

Sherbet.

Pagoda salad and cheese wafers.

Pie (mince and pumpkin).

Cake.

Nabiscos or Filipinos.

Lady fingers or macaroons.

Ice cream.

Coffee.

Foreign cheeses and Dent water wafers.

Nuts and raisins.

Cider, of course.

Now if that doesn't make your mouth water I don't know what will. And the grocery clerk must bear all these comestibles in mind—and more, too—when he is waiting on milady for her dinner to be given in commemoration of the first harvest in America that gladdened the Pilgrim Fathers, in 1621. H. E. R. S.

Air Employed to Cut Steel.

"Diamond cut diamond," but steel is cut with air. The new and ingenious method of rapidly cutting through iron or steel plate is based upon the fact that when iron at a high temperature is acted upon by a fine jet of oxygen the resulting iron oxide is more fusible than the iron itself, and passing away exposes a fresh surface of the metal to the attack of the gas so that a cut is produced along the line of action.

In the early attempts to utilize this method in practice the metal was first heated to the required temperature in an oxyhydrogen flame, and then subjected to the action of the oxygen jet.

Now, however, the heating and oxidation are done at the same time, and the resulting cut is much sharper.

In one form of apparatus used for this process the metal is heated by means of an oxy-acetylene flame from the center of which issues a jet of oxygen. In illustration of the speed of the new process Mr. L. Guillet in ten minutes cut in two an armor plate $6\frac{1}{4}$ inches thick and $3\frac{1}{4}$ feet in length. Manholes were cut in plates $\frac{3}{4}$ to $1\frac{1}{8}$ inches thick in four to five minutes.

In parallel experiments upon the same piece of metal a groove $\frac{1}{2}$ to $2\frac{1}{2}$ inches deep was cut by the oxygen process in seven minutes, whereas with a pneumatic chisel a groove of about the same length but only a quarter as deep took an hour to cut. The new method has also given satisfactory results in the rapid removal of the heads of rivets where plating has to be separated, only a few seconds' treatment being needed for fusing off the head of a rivet $\frac{7}{8}$ inch thick.

With regard to the effect of the oxygen upon the metal adjoining the cut experiments have shown that the depreciation is but slight.

A Question of Relative Merit.

A little boy of eight years, attending school away from home, wrote a letter to his sister, from which the following extract is taken:

"We had a spelling-match in school to-day, and I spelled all the boys down and won the Meddle."

FINE
CALENDARS

NOTHING can ever be so popular with your customers for the reason that nothing else is so useful. No housekeeper ever has too many. They are a constant reminder of the generosity and thoughtfulness of the giver.

We manufacture everything in the calendar line at prices consistent with first-class quality and workmanship. Tell us what kind you want and we will send you samples and prices.

**TRADESMAN
COMPANY**

GRAND RAPIDS, MICH.



How To Make Quality Justify Price.

There are a great many salesmen, in all lines of business no doubt, who are so accustomed to hearing their prices complained of by customers that they have almost involuntarily come to take the customer's point of view in this matter of price.

A certain percentage of prospective sales must be lost in any line through the fact that the salesman is not at liberty to reduce the price which the house has given him. A house can better afford to lose such sales than compromise on the matter of an equitable price. But when an order is lost in this way it is natural for some salesmen to wish that the price had not been so high; and this wish begets the idea that the price demanded by the company is not justifiable.

There are salesmen who, not having the ability to get trade in spite of a high price, are more willing to consider the house exorbitant than to consider themselves unequal to the work entrusted to them—which is that of not only selling goods but upholding the price while doing so.

These salesmen have not the mettle that is particularly necessary in their business. It is the duty as well as the interest of every salesman to side with his house on this question, the same as he sides with it on the question of quality. He should maintain that its prices are right and that they are significant merely of his firm's importance and the excellence of its service to the trade.

So far from pulling against the house on this subject of price the salesman should, whenever the opportunity presents itself, do a little missionary work with a view to making it practicable for his firm to ask still higher prices for these goods in the future.

If the firm is to prosper—and by prospering, to help its salesmen to prosper—it must exercise its legitimate right to get as high a price as it can for the goods it sells. It can exercise this right only with the support and co-operation of its salesmen. But there are a great many salesmen who fail to see this; who think only of how much less exertion it would take to get orders if goods were given away instead of sold at right prices, and who do not look so far ahead as to calculate what the effect would be upon their house and upon themselves if right prices were not maintained.

Instead of thinking of the price objection as a difficulty a salesman would do better to welcome such an objection from his customer—simply because it offers him an opportunity.

first, to prove to the customer the special merit and desirableness of the goods; second, to prove to himself and to his house his own special capability as a salesman.

By gaining the first point—that is, by proving to the customer that the price is right—he paves the way for a future campaign when he shall offer still greater values at still higher prices, and make for his company and for himself a still larger margin of profit.

One of the best salesmen in our employ formerly traveled for a lamp factory. While he was on the road with that line his house sent him a sample of a new specialty—one which was particularly attractive and quite different from other items in the line—but in sending it the house omitted to inform the salesman as to the price he was to ask for this item. The salesman wrote to his manager asking the price, but he did not wait for his manager's reply before starting out to get orders for this new specialty. From appearance he judged the article to be worth about \$6.50 a dozen, and this therefore was the price which he quoted to the trade. He heard no murmurs against the price and a good many of his customers bought from one to twenty-five gross at that figure—the salesman stipulating in each case that the order would have to be passed upon by his home office before it should be considered valid. He had an idea that perhaps he was asking too little, and this stipulation was meant as a safeguard in the event that the article proved to be worth more than he had calculated. Judge of this salesman's surprise when he received an answer to the letter of enquiry which he had sent his manager; in this answer the manager requested him to sell the article at \$2.75 a dozen. There was even a postscript to the manager's letter warning him against cutting that price of \$2.75 per dozen!

There was considerable enthusiasm at the home office when it was learned that this salesman had been booking orders right along for this article at \$6.50.

We know that some salesmen will never run beyond a certain amount per month or per annum, and this is their own fault exclusively. There is practically no limit to the amount of goods a man can sell. What he requires is ambition, push and energy, and to be wide awake.

The self-satisfied salesman never gets great results. He stays at the same old 6's and 7's year in and year out, and naturally at the same rate of salary or commission.

How much better it would be if

that kind of salesman would check himself up short and stop to think about as follows: "Last year I sold \$30,000 worth of goods and received so much for my work. With a little extra exertion, with harder work, I can sell perhaps \$45,000 to \$60,000 worth, and when I do that, the house must pay me a great deal more or I will go where my services are better appreciated." That is the sort of talk that wins.

If twenty salesmen all started out at one time, it would be found (in the course of twelve months' time or less) that three to five out of the twenty men had push and ambition to lift themselves out of the rut. These will not only sell twice as much goods as the other fifteen, but will also make greater profits. They see the opportunities and know how to grasp them.

One never pleases a merchant by selling him cheap goods; he simply loses confidence in you and if he finds you are easy he will never be satisfied with the prices you give him. He will always think you have something else up your sleeve, and by a little extra bluffing he will force you down a little lower still in prices.

Having worked you, he shows your sales ticket to the next salesman, in the same line, and makes him come down in his prices, also, since the next man has perhaps not nerve enough (in the face of what he has seen you do) to uphold his own prices. The result is a general demoralization of trade and prices and the ultimate letting out of the salesmen guilty of that sort of practice.

Much moral courage and skill are required to be a successful salesman. Have a price and stick to it. Make your talk about Quality your main argument. Show them that that particular article you are discussing at the moment is worth fully the price you ask, and you are not permitted to cut.

When the merchant sees you are firm and can not be imposed upon, he may refuse to do business with you for the time being, or may possibly cut down his order, but there is one thing certain—he appreciates the fact that you can not be trifled with, and that you will not stand for any cutting of prices. This leads him to the conviction that your qualities are right.

Firmness, together with sound, wholesome, intelligent argument, will give him confidence in you, and he will give you credit for being honest and sincere. Exercise a little judgment and he will understand that you have only one price, and that that price is the lowest that could be asked consistently with the superiority of your product.

Selling goods is entirely a matter of meriting, winning and retaining confidence. Be pleasant with the merchant—don't brag, don't boast, don't run down competitors; speak well of everybody, be a careful listener and treat with respect and consideration the opinions of the merchant. Figuratively speaking, if he says black is white, don't argue with

him more than may be absolutely necessary in order to correct some mistaken impression about the goods themselves.

We don't mean by this that a salesman should not have ideas of his own. We simply mean that it does not pay to get into arguments on subjects foreign to the salesman's line of business. Religion, politics and local squabbles should be left severely alone. Any country town has enough local quarrels to disrupt a firm's business if noticed.

H. C. Grote.

The Talkative Salesman.

There are salesmen who never seem to realize that salesmen can talk too much. Many a customer has been talked into a sale and out of it again. I have known salesmen who have talked clear up to the mountain top, and, instead of closing up the sale when they got to the crest, they talked over the peak and down the other side and then could not figure out why they didn't sell their goods.

A big buyer in a certain line of goods once told me that on one occasion he was ready to sign a contract, and actually had a pen in his fingers, but was prevented by the endless argument of the salesman, who did not perceive that his point was won and that action, not talk, was his duty.

There is such a thing as having one's appetite spoiled by a trifle, with the food untouched before us. The salesman had talked too long.—The Traveling Man.

No one was ever left sad by giving happiness away.

It may be a little out of your way to

Hotel Livingston Grand Rapids, Mich.

but we went a little out of our way to make our Sunday dinners the meals "par excellence."

There Is

no such thing as "Telephone Competition." The proper phrase is "Telephone Duplication."

Avoid it.

"Use the Bell"

IT PAYS

CALL MAIN 330



The Question Answered.

One of the first questions put by the average citizen when asked to become a member of the Grand-Saginaw Valleys Deep Waterway Association is as to the possibility of constructing and operating such a slack water channel.

"Is it feasible?" "Can it be operated after it is built?" are samples.

The accompanying sketch profile map of the proposed route answers these questions. It shows lake level channels from Lake Michigan to Grand Rapids and from Saginaw Bay to St. Charles. The western lake-level stretch is thirty-nine miles long and the eastern lake-level channel is thirty-two miles long.

Thus the distance from Grand Rapids to St. Charles is ninety-seven miles. The crest of the summit elevation between those two points is 72 feet above lake levels—the levels at Lake Michigan and at Saginaw Bay being identical. This crest is located between the Maple River, at a point a few miles east of Maple Rapids, and the Bad River—a branch of the Shiawassee River—at Brant.

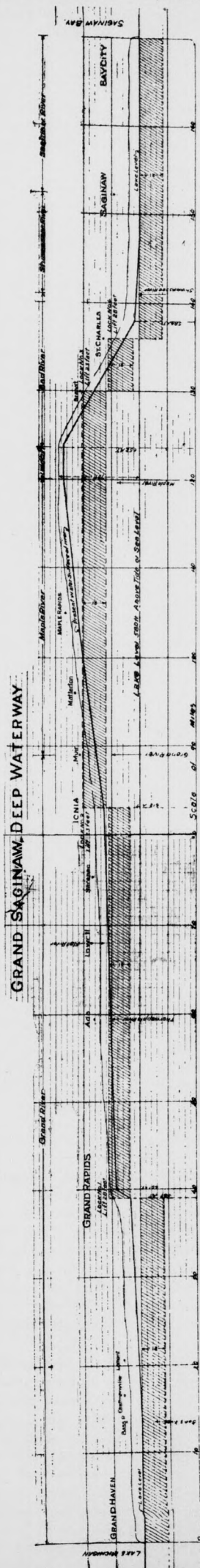
To surmount this crest a dam with a 28 foot lock-lift will be located at Grand Rapids; a second dam with a 23 foot lock-lift will be located just east of the Ionia city limits; at the village of Brant will be the third dam with a 23 foot lock-drop and at St. Charles the fourth dam with a lock-drop of 28 feet will be located.

This plan produces a slack water channel from Grand Rapids to Ionia forty-four miles long; another like channel from Ionia to Brant forty-seven miles in length; a third channel six miles long from Brant to St. Charles. And all of these channels will be 21 feet deep and approximately 160 feet wide.

By this plan also the present hydro-electric horse power at Grand Rapids will be increased over 100 per cent.; the city of Ionia will be provided with a water power resource—not now available—which is certain to make of that city and of the villages of Saranac, Lyons, Muir, Hubbardston and Matherton important industrial centers. An exactly similar power resource will be developed at Brant, while a replica of the power developed at Grand Rapids will be created at St. Charles.

The only problem raised as to the feasibility of this plan relates to the water supply and its constancy for taking care of the upper slack-water level between Ionia and Brant. It has been ascertained beyond peradventure that such a supply will be afforded by the upper stretches, south of the canal route, of the Grand and the Maple Rivers and of all their tributaries, as well as by lake-fed creeks from the north. The total watershed area thus drained embodies an excess of 3,000 square miles.

Better and more important, perhaps, than the foregoing facts is the unimpeachable fact that with the proposed canal completed, every dollar's worth of property, every agricultural and industrial interest, every municipality, along this route, will be forever freed from all danger of damage by spring floods or other freshets.



What the Local Bank Statements Show.

The bank statements published Monday, showing conditions at the close of business Nov. 27, are not as flattering as some that have been put out. They can not be regarded as indications of great activity in business and industrial circles. The loans and discounts are at a lower figure than at any time during the year. For comparison here is the score for the year:

Loans and Discounts.

| | | | |
|-------------|-------|--------------|----|
| Nov. 27 | | \$16,514,448 | 04 |
| Sept. 23 | | 16,739,415 | 07 |
| July 15 | | 16,764,534 | 82 |
| May 14 | | 17,283,968 | 80 |
| Feb. 14 | | 17,373,739 | 67 |
| Dec. 3, '07 | | 18,028,824 | 52 |

It will be seen there has been a gradual and steady curtailment until the loans now are at their lowest ebb in many months. Whether the bottom has been reached is for the future to reveal, but it does not require any great degree of optimism to look for a better showing in the spring. The year has been one of depression and the general disposition is to wait until the books are balanced at its close before undertaking new enterprises. After the inventories have been made and the business men find out where they are at there is quite likely to be many fresh starts. In the meantime the shrinkage has not been without its compensation. When business does start up again it will be on a sounder and safer basis.

With money in their vaults and little demand for it in business circles, the banks have been investing in bonds, mortgages and other securities. A year ago the investments of this character aggregated \$5,497,361.97; now they are at the highest point in local history, \$6,633,560.54. The Nationals and States have each taken on about \$600,000.

The due from banks at \$3,630,664.42 compares with \$3,076,966.71, a year ago and the cash and cash items is \$2,185,935.45 compared with \$1,884,833.84. On a percentage basis, the due from banks and cash and cash items represent 22½ per cent. of the total deposits at this time, compared with 25 per cent. Sept. 23, 23.4 per cent. July 15, 24 per cent. May 14 and 20.4 per cent. a year ago.

The surplus and undivided profits account stands at \$1,699,379.84, compared with \$1,660,799.85 in the last statement, Sept. 23. Comparison with earlier statements is hardly just because of the bank consolidations making changes in the figures.

The deposits subject to check aggregate \$9,590,176.24. These deposits have been higher than this during the year, and also lower. In May they were at \$9,661,966.09 and a year ago they were \$9,397,670.67.

The certificates and savings aggregate \$12,718,452.20, and this is a bright spot as this total is the highest of the year. How the savings have accumulated since the panic slump is interesting. Here are the figures:

Certificates and Savings.

| | | | |
|----------|-------|--------------|----|
| Nov. 27 | | \$12,718,452 | 20 |
| Sept. 23 | | 12,685,308 | 09 |

| | | | |
|--------------|-------|------------|----|
| July 15 | | 12,477,778 | 98 |
| May 14 | | 12,391,662 | 06 |
| Feb. 14 | | 12,154,939 | 09 |
| Dec. 3, '07 | | 12,551,757 | 72 |
| Aug. 22, '07 | | 13,144,267 | 30 |

The total reached Aug. 22, 1907, was the local high water mark. The figures given show the effects of the panic and the gradual recovery.

The due to banks total \$2,448,831.52, which is not far from normal. The total deposits, not including the United States deposits, are \$24,820,079.28, which is \$620,000 less than Sept. 23, \$140,000 less than six months ago and \$604,000 greater than a year ago.

In all former statements the National banks have bunched their checking accounts and their saving book accounts under the single heading of deposits subject to check. In the foregoing the totals have been taken according to the old style. The bank statements under a new regulation now separate the savings and the strictly business deposits. The showing is exceedingly interesting as it may be seen how the National banks have built up their savings accounts. The Grand Rapids National neglected to observe the new order in its present statement, for which reason the returns are not complete. How the three other banks fare is as follows:

| | Commercial | Saving |
|-----------------|----------------|----------------|
| Old National | \$1,136,208.33 | \$1,533,112.70 |
| National City | 682,393.98 | 378,648.14 |
| Fourth National | 487,316.56 | 842,216.10 |
| | \$2,305,918.87 | \$2,753,976.94 |

On top of these savings accounts these three banks carry \$2,554,556.54 in interest bearing certificates. Their total deposits are \$9,312,814.64, and of this total \$5,308,333.48 is in savings or certificates.

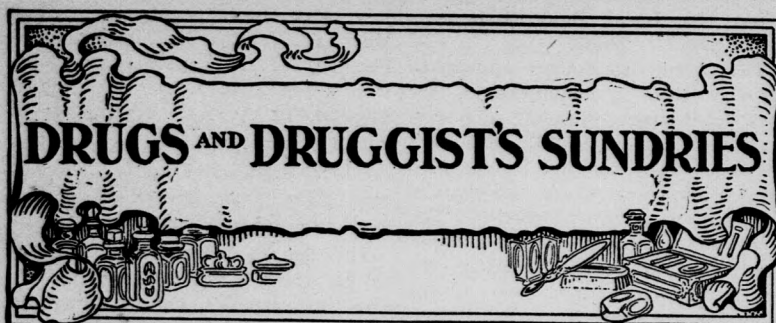
In view of the showing it is apparent the National banks have found the persistent advertising of their savings bank advantages and facilities highly satisfactory in results.

Under the law the State banks are required to make but four statements a year, while five statements are required of the Nationals. The statements just issued are the fifth for both banks, the State banks apparently waiving their exemption.

Gripsack Brigade.

Luther Observer: A traveling man for a wholesale shoe house, while in town the other day, stated that since Cadillac had local option he had been able to sell three times the number of shoes in that town than ever before. The people seem to have more money for things like that, he says, than in the olden time.

Traverse City Eagle: Frank W. Wilson, who has been Register of Deeds for the past six years and who has made many friends while in that office, has accepted a position with the J. I. Case Threshing Machine Company, of Racine, Wis., and will have the northwestern district of Michigan as his territory. He can begin his new work as soon as he desires, but does not expect to start before January 15, 1909. His successor in office will not assume the work until the first of the year and this will in a measure delay his start.



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 Sld. 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.

Inferior Brands of Beef, Wine and Iron.

Attention has recently been called by J. P. Street to the fact that intelligent physicians have long known that the nutritive value of meat extractives was practically nil. Mr. Street made analyses of a large number of samples of the beef, wine and iron preparation as sold by druggists, either branded with their own name or with that of some wholesale manufacturer. Of 92 samples only 22 satisfied the National Formulary requirement of 0.007 gm. of nitrogen per fluidram. In the 92 samples the iron varied from 0.025 to 0.355 per cent. with an average of 0.114 per cent., which is considerably less than the required amount.

He details experiments from which he concludes that the process of the National Formulary is unsatisfactory; when the procedure directed was closely adhered to the finished preparation contained only about one-tenth as much iron as the formula indicates. He demonstrated that nine-tenths of the iron used is precipitated during the manufacture and is removed by filtration. Mr. Street makes the following very pertinent comment on the preparation:

It is rather difficult to understand the reasons for the admission of a preparation of such doubtful efficacy into the formulary. For all practical purposes, in most cases it is nothing more than sherry wine of more or less questionable quality, to which have been added small quantities of meat extract and either tincture or citrate of iron. Meat extract is recognized as possessing but slight nutritive value, and the amount used in the preparation of beef, wine and iron would have but little value even as a tonic or stimulant. On the other hand, the iron in these preparations might be of value as a tonic during convalescence and in certain blood disorders, but it could be obtained much more cheaply and could be used much more intelligently in other forms and under a physician's direction. The use of such materials by an invalid on his own responsibility

likewise exposes him to the danger of acquiring, unconsciously, the habit of alcoholism.

Making Cascara Aromatic From the Fluid Extract.

Aromatic fluid extract of cascara sagrada is a National Formulary product, and is best made from the drug as directed in that semi-official work. The ordinary fluid extract may be converted into a bitterless one by warming with a small amount of solution of potash or soda. The resulting compound can then be aromatized. The process is objectionable, however, as much of the activity of the extract is destroyed. J. Morley.

Killing the Nerve in Decayed Teeth.

Dr. Herman Prinz states that arsenical paste is the most common. While formulae are numerous he has found the following one of the best: Arsenous acid 20 grs. Cocain hydrochlorate 20 grs. Eugenol, q. s. to make a paste.

Eugenol is the active constituent of oil of cloves, a colorless, oily liquid, non-irritant and a most valuable antiseptic and obtundant.

R. E. Johnson, M. D.

The Drug Market.

Gum Opium—Continues weak and has declined.

Morphine—Is unchanged.

Quinine—Is steady.

Glycerine—Is very firm and tending higher.

Quick Silver—Is very firm and advancing.

Mercurials—Are all tending higher.

Soap Bark—Has advanced and is tending higher.

Cubeb Berries—Are in very firm position.

Oil Cloves—Is higher on account of higher price for spice.

Oil Cubebs—Has advanced on account of higher price for berries.

Oil Peppermint—Is firm.

Quince Seed—Is in small supply and has advanced.

Cloves—Have advanced.

Petrified Fish Eyes.

H. D. Morgan has succeeded in preserving the lenses of fish eyes most successfully by immersing them in a 2 per cent. solution of formaldehyde for twelve days, pouring off the solution, covering with alcohol for five days, and then drying in a cool, shady place for five days. The result is a hard, durable, clear substance. If any color is desired this can be introduced into the formaldehyde solution in the form of a soluble aniline dye. The results are said to be very brilliant and interesting as curios and souvenirs.

Mange, Scratches, Ringworm and Flea Formulas.

Mange in dogs is commonly treated by the application of a sulphurated tarry oil, compounded of ingredients represented in the following formula, which is that used by the Westminster Kennel Club, of New York:

Whale oil 16 ozs.
 Flowers of sulphur 1 oz.
 Tar oil 2 ozs.
 Crude petroleum 1 oz.

Shake well and rub in thoroughly once a day.

One of the chief difficulties encountered in the treatment of dogs affected with mange is to prevent the dog licking off the medicament. If the genuine whale oil, crude petroleum and tar oil are used the animal will not be likely to take a second lick.

The following lotions have been recommended:

1.

Boric acid 30 grs.
 Glycerin 2 drs.
 Water to make 4 ozs.

Mix. The lotion to be used once or twice a day.

2.

Glycerin 2 drs.
 Zinc oxide 2 drs.
 Precipitated sulphur 1 dr.
 Rose water 4 ozs.

Shake the bottle and use once a day.

3.

Benzine 7 ozs.
 Oil of cade 2 ozs.
 Coal tar 2 ozs.
 Green soap 2 ozs.
 Oil of turpentine 2 ozs.

Rub the soap and tar together, add the oil of cade and then incorporate the other ingredients. Rub this in once daily.

4.

Sulphurated potassa 50 grs.
 Creosote 3/4 dr.
 Pine tar 90 grs.
 Coconut oil 2 ozs.

Cleanse the parts with soft or green soap, wash off well, dry and apply.

5.

Sperm oil 7 ozs.
 Kerosene 7 ozs.
 Carbolic acid 3 drs.
 Pine tar 1 oz.
 Sulphur 1 oz.

Apply once daily. Martin Neuss.

Formula for Angostura Bitters' or Something Similar.

1. Angostura bark av., 5 ozs.; chamomile flowers, av., 1 oz.; cardamon seed, 2 drs.; cinnamon bark, 2 ozs.; orange peel av., 1 oz.; raisins 1 lb.; proof spirits, cong. ijss. Macerate in stone crock for one month, press and filter. Color, cochineal, 44 grs.

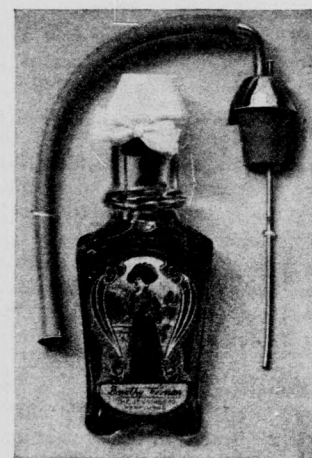
2. This formula it is claimed is the original but for ordinary use No. 1 will be found to answer the purpose: Angostura bark av., 1 oz.; calisaya av., 1/2 oz.; red sanders av., 1/2 oz.; orange peel fresh, grs. 160; alkanet, grs. 160; licorice root, grs. 100; dandelion, grs. 100; pimento, grs. 100; turmeric grs. 80; cardamon, grs. 60; Canada snake root, grs. 50; serpentaria, grs. 50; gentian, 40; orange berries, grs. 40; tolu balsam,

grs. 40; rhubarb, grs. 20; galangal, grs. 20; nutmeg, grs. 20; coriander, grs. 20; catechu, grs. 20; caraway, grs. 15; cinnamon bark grs. 15; mace, grs. 10; cloves, grs. 8; alcohol, gal. 1; honey, 10 ozs. Reduce the solids to a coarse powder, macerate with the alcohol for fifteen days, agitating once or twice daily, draw off one-half of the liquor, and add the honey to the residue. Macerate a few more days, strain, mix the two liquors and filter. J. Morley.

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 | Lupulin | 40 | Rubia Tincturum | 12@ 14 | Vanilla | 9 00@ |
| Aceticum | | Cubebae | 2 15@2 25 | Scilla Co. | 50 | Lycopodium | 70@ 75 | Saccharum La's | 18@ 20 | Zinci Sulph | 7@ 8 |
| Benzoinum, Ger. | | Erigeron | 2 85@2 50 | Tolutan | 50 | Magnesia, Sulph. | 65@ 70 | Salacin | 4 50@4 75 | Oils | |
| Boracic | | Evechthitis | 1 00@1 10 | Prunus virg | 50 | Mannia S. F. | 45@ 50 | Sanguis Drac's | 40@ 50 | bbl. gal. | |
| Carbolicum | | Gaultheria | 2 50@4 00 | Zingiber | 50 | Menthol | 2 65@2 85 | Sapo, G | 15 | Lard, extra | 85@ 90 |
| Chloric | | Geranium | 50@ 55 | Tinctures | | Morphia, SP&W | 2 90@3 15 | Sapo, M | 10@ 12 | Lard, No. 1 | 60@ 65 |
| Hydrochlor | | Gossypii Sem gal | 70@ 75 | Aloes | 60 | Morphia, SNYQ | 2 90@3 15 | Sapo, W | 13@ 16 | Linseed, pure raw | 42@ 45 |
| Nitroceum | | Hedeoma | 3 00@3 50 | Aloes & Myrrh | 60 | Morphia, Mal. | 2 90@3 15 | Seidlitz Mixture | 20@ 22 | Linseed, boiled | 43@ 46 |
| Oxalicum | | Junipera | 40@ 45 | Anconitum Nap's F | 50 | Moschus Canton | 40 | Sinapis | 18 | Neat's-foot, w str | 65@ 70 |
| Phosphoricum, dil. | | Lavendula | 30@ 35 | Anconitum Nap's R | 50 | Myristica, No. 1 | 25@ 30 | Sinapis, opt. | 30 | Spts. Turpentine | Market |
| Salicylicum | | Limons | 30@ 40 | Arnica | 50 | Nux Vomica po 15 | 10 | Snuff, Maccaboy, | 51 | Whale, winter | 70@ 70 |
| Sulphuricum | | Mentha Piper | 1 75@1 90 | Asafoetida | 60 | Os Sepia | 35@ 40 | DeVos | 51 | Paints | |
| Tannic | | Menta Verid | 3 00@3 50 | Atropo Belladonna | 60 | P D Co | 10 | Snuff, S'h DeVos | 51 | Green, Paris | 29@ 33 1/2 |
| Tartaric | | Morrhuae, gal. | 1 60@1 85 | Aurant Cortex | 50 | Pepsin Saac, H & | 1 00 | Soda, Boras | 60 | Green, Peninsular | 13@ 16 |
| Ammonia | | Myrcia | 3 00@3 50 | Barosma | 50 | Picis Liq N N 1/2 | 2 00 | Soda, Boras, po. | 60 | Lead, red | 7 1/2@ 8 |
| Aqua, 18 deg. | | Olive | 1 00@3 00 | Benzoin | 50 | Picis Liq qts | 2 00 | Soda et Pot's Tart | 25@ 28 | Lead, white | 7 1/2@ 8 |
| Aqua, 20 deg. | | Picis Liquida | 10@ 12 | Benzoin Co. | 50 | Pil Hydrarg po 80 | 2 00 | Soda, Carb | 1 1/2@ 2 | Ochre, yel Ber. | 1 1/2@ 2 |
| Carbonas | | Picis Liquida gal. | 40 | Cantharides | 50 | Pil Nigra po 35 | 2 00 | Soda, Bl-Carb | 3@ 5 | Ochre, yel Mars 1 1/2 | 2@ 4 |
| Chloridum | | Rosae oz. | 6 50@7 00 | Capsicum | 50 | Pix Burgum | 8 | Soda, Sulphas | 2 | Putty, comm'r'l 2 1/2 | 2 1/2@ 3 |
| Aniline | | Sabina | 1 00@1 00 | Cardamon | 50 | Pulvis Ip'cet Opil 1 30@1 50 | 1 00 | Spts. Cologne | 2 60 | Putty, strictly pr 2 1/2 | 2@ 3 |
| Black | | Santal | 74 50 | Cardamon Co. | 50 | Pyrethrum, bxs. H | 1 00 | Spts. Ether Co. | 50@ 55 | Red Venetian | 1 1/2@ 2 |
| Brown | | Sassafras | 85@ 90 | Cassia Acutifol | 50 | Pyrethrum, doz. | 75 | Spts. Myrcia | 2 50 | Shaker Prep'd | 1 25@1 35 |
| Red | | Sinapis, ess. oz. | 65 | Cassia Acutifol Co | 50 | Pyrethrum, pv. | 20@ 25 | Spts. Vini Rect bbl | 4 | Vermillon, Eng. | 75@ 80 |
| Yellow | | Succini | 40@ 45 | Castor | 50 | Quina, N. Y. | 8@ 10 | Spts. Vini Rect 1/2 b | 4 | Vermillon Prime | 13@ 15 |
| Baccae | | Thyme | 40@ 50 | Catechu | 50 | Quina, S Ger | 17@ 27 | Spts. Vini R't 10 gl | 10 | American | 13@ 15 |
| Cubebae | | Thyme, opt. | 61 00 | Cinchona | 50 | Quina, S P & W. | 17@ 27 | Spts. Vini R't 5 gl | 10 | Whiting Gliders' | 9@ 95 |
| Juniperus | | Theobromas | 15@ 20 | Cinchona Co. | 50 | Miscellaneous | | Strychnia, Cryst 1 10@1 30 | 1 30 | Whit'g Paris Am'r | 1 25 |
| Xanthoxylum | | Tigill | 10@1 20 | Columbia | 50 | Aether, Spts Nit 3f 30@ 35 | 35 | Sulphur Subl | 2 1/2@ 3 1/2 | Whit'g Paris Eng. | 1 40 |
| Balsamum | | Potassum | | Cubebae | 50 | Aether, Spts Nit 4f 34@ 38 | 38 | Tamariads | 8@ 10 | Whiting, white S'n | 90 |
| Copaiba | | Bi-Carb | 15@ 18 | Digitalis | 50 | Alumen, gr'd po 7 3@ 4 | 4 | Thebromae | 50@ 55 | Extra Turp | 1 60@1 70 |
| Peru | | Bichromate | 13@ 15 | Ergot | 50 | Annatto | 40@ 50 | Druggists' Sundries | | No. 1 Turp Coach 1 10@1 20 | |
| Terabin, Canada | | Bromide | 18@ 20 | Ferri Chloridum | 35 | Antimoni, po | 40@ 50 | Toilet Articles, Books | | | |
| Tolutan | | Carb | 12@ 15 | Gentian Co. | 50 | Antimoni et po T | 40@ 50 | Stationery, China, Sporting | | | |
| Cortex | | Chlorate | 12@ 14 | Guaiaca | 50 | Antifibrin | 20 | Goods, Hammocks, Etc. | | | |
| Abies, Canadian | | Cyanide | 30@ 40 | Guaiaca ammon. | 50 | Argenti Nitras oz | 53 | | | | |
| Cassia | | Iodide | 50@ 60 | Hyoscyamus | 50 | Arsenicum | 10@ 12 | | | | |
| Cinchona Flava | | Iodine | 75 | Iodine, colorless | 50 | Balm Gilead buds | 60@ 65 | | | | |
| Buonymus atro. | | Iodine, colorless | 50 | Kino | 50 | Bismuth S N | 1 65@1 85 | | | | |
| Myrica Cerifera | | Potassa, Bitart pr | 30@ 32 | Lobelia | 50 | Calcium Chlor, 1s | 10 | | | | |
| Prunus Virginl. | | Potass Nitras opt | 7@ 10 | Myrrh | 50 | Calcium Chlor, 1/2s | 12 | | | | |
| Quillala, gr'd. | | Potass Nitras | 6@ 8 | Nux Vomica | 50 | Calcium Chlor, 1/4s | 90 | | | | |
| Sassafras | | Prussiate | 23@ 26 | Opil | 1 25 | Cantharides, Rus. | 20 | | | | |
| Sassafras, po 25 | | Sulphate po | 15@ 18 | Opil, camphorated | 1 00 | Capsici Fruc's af | 20 | | | | |
| Ulmus | | Radix | | Opil, deodorized | 2 00 | Capsici Fruc's po | 15 | | | | |
| Glycyrrhiza, Gla. | | Aconitum | 20@ 25 | Opil, deodorized | 2 00 | Cap'i Fruc's B po | 40 | | | | |
| Glycyrrhiza, po. | | Althae | 30@ 35 | Quassia | 50 | Carmine, No. 40 | 25 | | | | |
| Haematox | | Anchusa | 10@ 12 | Rhatany | 50 | Carphyllus | 20@ 22 | | | | |
| Haematox, 1s | | Arum po | 25 | Rhei | 50 | Cassia fructus | 35 | | | | |
| Haematox, 1/2s | | Calamus | 20@ 40 | Sanguinaria | 50 | Cateacum | 35 | | | | |
| Haematox, 1/4s | | Gentiana po 15 | 12@ 15 | Serpentaria | 50 | Centraria | 10 | | | | |
| Haematox, 1/8s | | Glycyrrhiza, pv 15 | 16@ 18 | Stromonium | 50 | Cera Alba | 50@ 55 | | | | |
| Ferru | | Hellebore, Alba | 12@ 15 | Tolutan | 50 | Cera Flava | 40@ 42 | | | | |
| Carbonate Precip. | | Hydrastis, Canada | 2 50 | Valerian | 50 | Crocus | 30@ 35 | | | | |
| Citrate and Quina | | Hydrastis, Can. po | 2 60 | Veratrum Veride | 50 | Chloroform | 34@ 54 | | | | |
| Citrate Soluble | | Inula, po | 18@ 22 | Zingiber | 60 | Chloral Hyd Crss 1 | 35@1 60 | | | | |
| Ferrocyanidum S | | Inocac, po | 2 00@2 10 | Miscellaneous | | Chloro'm Squibbs | 90 | | | | |
| Solut. Chloride | | Iris plox | 35@ 40 | Aether, Spts Nit 3f 30@ 35 | 35 | Chondrus | 20@ 25 | | | | |
| Sulphate, com'l | | Jalapa, pr. | 25@ 30 | Aether, Spts Nit 4f 34@ 38 | 38 | Cinchonide Germ | 38@ 48 | | | | |
| Sulphate, com'l, by | | Maranta, 1/4s | 35 | Alumen, gr'd po 7 3@ 4 | 4 | Cinchonidine P-W | 38@ 48 | | | | |
| Sulphate, pure | | Podophyllum po | 15@ 18 | Annatto | 40@ 50 | Cocaine | 2 80@3 00 | | | | |
| Flora | | Rhei | 75@1 00 | Antimoni, po | 40@ 50 | Corks list, less 75% | 45 | | | | |
| Arnica | | Rhei, cut | 1 00@1 25 | Antimoni et po T | 40@ 50 | Creosotum | 45 | | | | |
| Anthemis | | Rhei, pv. | 75@1 00 | Antifibrin | 20 | Creta | 2 | | | | |
| Matricaria | | Sanguinaria | 18 | Argenti Nitras oz | 53 | Creta, prep. | 5 | | | | |
| Folia | | Scilla, po 45 | 20@ 25 | Arsenicum | 10@ 12 | Creta, precip | 9@ 11 | | | | |
| Barosma | | Senega | 85@ 90 | Balm Gilead buds | 60@ 65 | Creta, Rubra | 8 | | | | |
| Cassia Acutifol | | Serpentaria | 50@ 55 | Bismuth S N | 1 65@1 85 | Cudbear | 24 | | | | |
| Cassia, Tinnevely | | Smilax, M | 48 | Calcium Chlor, 1s | 10 | Cupri Sulph | 8@ 10 | | | | |
| Cassia, Acutifol | | Smilax, off's H. | 48 | Calcium Chlor, 1/2s | 12 | Dextrine | 7@ 10 | | | | |
| Salvia officinalis, | | Spigella | 1 45@1 50 | Calcium Chlor, 1/4s | 90 | Emery, all Nos. | 8 | | | | |
| 1/4s and 1/2s | | Symplocarpus | 25 | Cantharides, Rus. | 20 | Emery, po | 6 | | | | |
| Uva Ursi | | Valeriana Eng. | 15@ 20 | Capsici Fruc's af | 20 | Ergota | 60@ 65 | | | | |
| Gummi | | Valeriana, Ger. | 15@ 20 | Cap'i Fruc's B po | 40 | Ether Sulph | 35@ 40 | | | | |
| Acacia, 1st pkd. | | Zingiber a | 12@ 16 | Carmine, No. 40 | 25 | Flake White | 12@ 15 | | | | |
| Acacia, 2nd pkd. | | Zingiber j | 25@ 28 | Carphyllus | 20@ 22 | Gala | 30 | | | | |
| Acacia, 3rd pkd. | | Semen | | Cassia fructus | 35 | Gambler | 8@ 9 | | | | |
| Acacia, sifted sts. | | Anisum po 20 | 18 | Cateacum | 35 | Gelatin, Cooper. | 60 | | | | |
| Acacia, po | | Apium (gravel's) | 13@ 15 | Centraria | 10 | Gelatin, French. | 35@ 60 | | | | |
| Aloe, Barb | | Bird, 1s | 4@ 6 | Cera Alba | 50@ 55 | Glassware, fit boo 75% | 75 | | | | |
| Aloe, Cape | | Cannabis Sativa | 7@ 8 | Cera Flava | 40@ 42 | Glue, brown | 11@ 13 | | | | |
| Aloe, Socotri | | Cardamon | 70@ 90 | Crocus | 30@ 35 | Glue, white | 15@ 25 | | | | |
| Ammoniac | | Carul po 15 | 15@ 18 | Chloroform | 34@ 54 | Glycerina | 18@ 24 | | | | |
| Asafoetida | | Chenopodium | 25@ 30 | Chloral Hyd Crss 1 | 35@1 60 | Grana Paradisi | 25 | | | | |
| Benzoinum | | Coriandrum | 12@ 14 | Chloro'm Squibbs | 90 | Humulus | 35@ 60 | | | | |
| Catechu, 1s | | Cydonium | 75@1 00 | Chondrus | 20@ 25 | Hydrarg Amm'o1 | 12 | | | | |
| Catechu, 1/2s | | Dipterix Odorate 2 | 00@2 25 | Cinchonide Germ | 38@ 48 | Hydrarg Ch. Mt | 37 | | | | |
| Catechu, 1/4s | | Foeniculum | 7@ 9 | Cinchonidine P-W | 38@ 48 | Hydrarg Ch Cor. | 37 | | | | |
| Comphorae | | Foenugreek, po. | 4@ 6 | Cocaine | 2 80@3 00 | Hydrarg Ox Ru'm | 37 | | | | |
| Euphorbium | | Lini | 3@ 6 | Corks list, less 75% | 45 | Hydrarg Ungue'm | 60 | | | | |
| Galbanum | | Lini, gr'd. bbl. 2 1/2 | 75@ 80 | Creosotum | 45 | Hydrargyrum | 75 | | | | |
| Gamboge | | Lobelia | 75@ 80 | Creta | 2 | Ichthyobolla, Am. | 90@1 00 | | | | |
| Gaulacum po 35 | | Pharlaris Cana'n | 5@ 6 | Creta, prep. | 5 | Indigo | 75@1 00 | | | | |
| Kino | | Rapa | 8@ 10 | Creta, precip | 9@ 11 | Iodine, Resubi | 3 85@3 90 | | | | |
| Mastic | | Sinapis Al. | 9@ 10 | Creta, Rubra | 8 | Iodoform | 3 90@4 00 | | | | |
| Myrrh | | Sinapis Nigra | 9@ 10 | Cudbear | 24 | Liquor Arsen et | 25 | | | | |
| Opium | | Spiritus | | Cupri Sulph | 8@ 10 | Hydrarg Iod. | 25 | | | | |
| Shellac | | Frumentum W. D. 2 | 00@2 50 | Dextrine | 7@ 10 | Liq Potass Arsenit 100 | 12 | | | | |
| Shellac, bleached | | Frumentum | 1 25@1 50 | Emery, all Nos. | 8 | | | | | | |
| Tragacanth | | Juniperis Co. | 1 75@3 50 | Emery, po | 6 | | | | | | |
| Herba | | Juniperis Co O T 1 | 65@2 00 | Ergota | 60@ 65 | | | | | | |
| Absinthium | | Saccharum N E 1 | 90@2 10 | Ether Sulph | 35@ 40 | | | | | | |
| Eupatorium oz pk | | Snt Vini Galli | 1 75@6 50 | Flake White | 12@ 15 | | | | | | |

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

Spring Wheat Flour

DECLINED

Provisions

Index to Markets

By Columns

| Col | 1 | 2 |
|--------------------|---|---|
| Ammonia | 1 | 1 |
| Axle Grease | 1 | 1 |
| Baked Beans | 1 | 1 |
| Bath Brick | 1 | 1 |
| Bluing | 1 | 1 |
| Brooms | 1 | 1 |
| Brushes | 1 | 1 |
| Butter Color | 1 | 1 |
| Candles | 1 | 1 |
| Canned Goods | 1 | 1 |
| Carbon Oils | 1 | 1 |
| Catsup | 1 | 1 |
| Cereals | 1 | 1 |
| Cheese | 1 | 1 |
| Chewing Gum | 1 | 1 |
| Chicory | 1 | 1 |
| Chocolate | 1 | 1 |
| Clothes Lines | 1 | 1 |
| Cocoa | 1 | 1 |
| Cocoanut | 1 | 1 |
| Cocoa Shells | 1 | 1 |
| Coffee | 1 | 1 |
| Confections | 1 | 1 |
| Crackers | 1 | 1 |
| Cream Tartar | 1 | 1 |
| Dried Fruits | 1 | 1 |
| Farinaceous Goods | 1 | 1 |
| Fish and Oysters | 1 | 1 |
| Fishing Tackle | 1 | 1 |
| Flavoring Extracts | 1 | 1 |
| Fresh Meats | 1 | 1 |
| Gelatine | 1 | 1 |
| Grain Bags | 1 | 1 |
| Grains and Flour | 1 | 1 |
| Herbs | 1 | 1 |
| Hides and Pelts | 1 | 1 |
| Jelly | 1 | 1 |
| Licorice | 1 | 1 |
| Matches | 1 | 1 |
| Meat Extracts | 1 | 1 |
| Mince Meat | 1 | 1 |
| Molasses | 1 | 1 |
| Mustard | 1 | 1 |
| Nuts | 1 | 1 |
| Olives | 1 | 1 |
| Pipes | 1 | 1 |
| Pickles | 1 | 1 |
| Playing Cards | 1 | 1 |
| Potash | 1 | 1 |
| Provisions | 1 | 1 |
| Rice | 1 | 1 |
| Salad Dressing | 1 | 1 |
| Saleratus | 1 | 1 |
| Sal Soda | 1 | 1 |
| Salt | 1 | 1 |
| Salt Fish | 1 | 1 |
| Seeds | 1 | 1 |
| Shoe Blacking | 1 | 1 |
| Snuff | 1 | 1 |
| Soap | 1 | 1 |
| Soda | 1 | 1 |
| Soups | 1 | 1 |
| Spices | 1 | 1 |
| Starch | 1 | 1 |
| Syrups | 1 | 1 |
| Tea | 1 | 1 |
| Tobacco | 1 | 1 |
| Twine | 1 | 1 |
| Vinegar | 1 | 1 |
| Wicking | 1 | 1 |
| Woodenware | 1 | 1 |
| Wrapping Paper | 1 | 1 |
| Yeast Cake | 1 | 1 |

1

ARCTIC AMMONIA

| | |
|-----------------------------|-------|
| 12 oz. ovals 2 doz. box | 75 |
| 1 lb. tin boxes, 3 doz. | 2 35 |
| 3 1/2 lb. tin boxes, 2 doz. | 4 25 |
| 10 lb. pails, per doz. | 6 00 |
| 15 lb. pails, per doz. | 7 20 |
| 25 lb. pails, per doz. | 12 00 |
| BAKED BEANS | |
| 1 lb. can, per doz. | 90 |
| 2 lb. can, per doz. | 1 40 |
| 3 lb. can, per doz. | 1 80 |
| BATH BRICK | |
| American | 75 |
| English | 85 |
| BLUING | |
| Arctic | 40 |
| 16 oz. round 2 doz. box | 75 |
| Sawyer's Pepper Box | |
| Per Gross | |
| No. 3, 3 doz. wood bxs | 4 00 |
| No. 5, 3 doz. wood bxs | 7 00 |
| BROOMS | |
| No. 1 Carpet, 4 sew | 2 75 |
| No. 2 Carpet, 4 sew | 2 40 |
| No. 3 Carpet, 3 sew | 2 25 |
| No. 4 Carpet, 3 sew | 2 10 |
| Parlor Gem | 2 40 |
| Common Whisk | 90 |
| Fancy Whisk | 1 25 |
| Warehouse | 3 00 |
| BRUSHES | |
| Scrub | |
| Solid Back 8 in. | 75 |
| Solid Back, 11 in. | 95 |
| Pointed Ends | 85 |
| Stove | |
| No. 3 | 90 |
| No. 2 | 1 25 |
| No. 1 | 1 75 |
| Shoe | |
| No. 8 | 1 00 |
| No. 7 | 1 30 |
| No. 4 | 1 70 |
| No. 3 | 1 90 |
| BUTTER COLOR | |
| W. R. & Co.'s 25c size | 2 00 |
| W. R. & Co.'s 50c size | 4 00 |
| CANDLES | |
| Paraffine, 6s | 10 |
| Paraffine, 12s | 10 |
| Wickling | 20 |
| CANNED GOODS | |
| Apples | |
| 3 lb. Standards | 1 00 |
| Gallon | 2 25 |
| Blackberries | |
| 2 lb. cans | 1 25 |
| Standards gallons | 5 50 |
| Beans | |
| Baked | 85 |
| Red Kidney | 85 |
| String | 70 |
| Wax | 75 |
| Blueberries | |
| Standard | 1 35 |
| Gallon | 6 25 |
| Brook Trout | |
| 2 lb. cans, spiced | 1 90 |
| Clams | |
| Little Neck, 1 lb. 1 00 | 1 25 |
| Little Neck, 2 lb. | 1 50 |
| Clam Bouillon | |
| Burnham's 1/2 pt. | 1 90 |
| Burnham's pts. | 3 60 |
| Burnham's qts. | 7 20 |
| Cherries | |
| Red Standards | 1 40 |
| White | 1 40 |
| Corn | |
| Fair | 75 |
| Good | 1 00 |
| Fancy | 1 45 |
| French Peas | |
| Sur Extra Fine | 22 |
| Extra Fine | 19 |
| Fine | 15 |
| Moyen | 11 |
| Gooseberries | |
| Standard | 1 75 |
| Hominy | |
| Standard | 85 |
| Lobster | |
| 1/2 lb. | 2 25 |
| 1 lb. | 2 25 |
| Picnic Tails | 2 75 |
| Mackerel | |
| Mustard, 1 lb. | 1 80 |
| Mustard, 2 lb. | 2 80 |
| Soused, 1 1/2 lb. | 1 80 |
| Soused, 2 lb. | 2 75 |
| Tomato, 1 lb. | 1 50 |
| Tomato, 2 lb. | 2 80 |
| Mushrooms | |
| Hotels | 24 |
| Buttons | 28 |

2

OYSTERS

| | |
|--------------------------|----------|
| Cove, 1 lb. | 85 |
| Cove, 2 lb. | 1 60 |
| Cove, 1 lb. Oval | 1 20 |
| Plums | |
| Plums | 1 00 |
| Peas | |
| Marrowfat | 95 |
| Early June | 1 00 |
| Early June Sifted | 1 50 |
| Peaches | |
| Pie | 90 |
| No. 10 size can pie | 3 00 |
| Pineapple | |
| Grated | 85 |
| Sliced | 95 |
| Pumpkin | |
| Good | 85 |
| Fancy | 90 |
| Gallon | 2 50 |
| Raspberries | |
| Standard | @ |
| Salmon | |
| Col'a River, talls | 1 95 |
| Col'a River, flats | 2 25 |
| Red Alaska | 1 35 |
| Pink Alaska | 90 |
| Sardines | |
| Domestic, 1/4s | 3 1/2 |
| Domestic, 1/2s | @ 5 |
| Domestic, Must'd | 6 1/4 |
| California, 1/4s | 11 |
| California, 1/2s | 17 |
| French, 1/4s | 14 |
| French, 1/2s | 18 |
| Shrimps | |
| Standard | 1 20 |
| Succotash | |
| Fair | 85 |
| Good | 1 00 |
| Fancy | 1 25 |
| Strawberries | |
| Standard | 1 25 |
| Fancy | 1 40 |
| Tomatoes | |
| Good | @ 1 10 |
| Fair | 95 |
| Fancy | @ 1 40 |
| Gallons | @ 2 75 |
| CARBON OILS | |
| Barrels | |
| Perfection | @ 10 1/2 |
| Water White | @ 10 |
| D. S. Gasoline | @ 13 1/2 |
| Gas Machine | @ 24 |
| Deodor'd Nap'a | @ 12 1/2 |
| Cylinder | @ 34 1/2 |
| Engine | @ 16 |
| Black, winter | @ 8 1/2 |
| CERIALS | |
| Breakfast Foods | |
| Bordeau Flakes, 36 lb. | 2 50 |
| Cream of Wheat 36 lb. | 2 50 |
| Egg-O-Se, 36 pkgs. | 2 85 |
| Excella Flakes, 36 lb. | 4 50 |
| Excella, large pkgs. | 4 50 |
| Force, 36 2lb. | 4 50 |
| Grape Nuts, 2 doz. | 2 70 |
| Malta Ceres, 24 lb. | 2 40 |
| Malta Vita, 36 lb. | 2 85 |
| Maple-Flake, 36 lb. | 4 45 |
| Pillsbury's Vitos, 3 dz. | 4 25 |
| Ralston Health Food | |
| 36 2lb. | 4 50 |
| Sunlight Flakes, 36 lb. | 2 85 |
| Sunlight Flakes, 20 lb. | 4 00 |
| Vigor, 36 pkgs. | 2 75 |
| Voigt Cream Flakes | 4 50 |
| Zest, 20 2lb. | 4 10 |
| Zest, 36 small pkgs. | 2 75 |
| Rolled Oats | |
| Rollad Avena, bbls. | 6 35 |
| Steel Cut, 100 lb. sks. | 6 25 |
| Monarch, bbl. | 6 10 |
| Monarch, 90 lb. sacks | 2 95 |
| Quaker, 18 Regular | 1 50 |
| Quaker, 20 Family | 4 65 |
| Cracked Wheat | |
| Bulk | 3 1/2 |
| 24 2 lb. packages | 3 50 |
| CATSUP | |
| Columbia, 25 pts. | 4 15 |
| Snider's pints | 2 25 |
| Snider's 1/2 pints | 1 35 |
| CHEESE | |
| Acme | @ 15 |
| Elsie | @ 12 |
| Gem | @ 15 1/2 |
| Jersey | @ 15 1/2 |
| Warner's | @ 16 |
| Riverside | @ 15 |
| Springdale | @ 14 1/2 |
| Brick | @ 16 |
| Leiden | @ 15 |
| Limburger | @ 16 |
| Pineapple | @ 40 |
| Sap Sago | @ 22 |
| Swiss, domestic | @ 16 |

3

| | |
|------------------------------------------------------------------------------------------------------|-------------|
| CHEWING GUM | |
| American Flag Spruce | 55 |
| Beeman's Pepsin | 55 |
| Adams Pepsin | 55 |
| Best Pepsin | 45 |
| Best Pepsin, 5 boxes | 2 00 |
| Black Jack | 55 |
| Largest Gum Made | 55 |
| Sen Sen | 55 |
| Sen Sen Breath Perf | 1 00 |
| Long Tom | 55 |
| Yucatan | 55 |
| Hop to it | 55 |
| Spearmint | 55 |
| CHICORY | |
| Bulk | 5 |
| Red | 7 |
| Eagle | 5 |
| Frank's | 7 |
| Schener's | 6 |
| CHOCOLATE | |
| Waiter Baker & Co.'s | 24 |
| German Sweet | 35 |
| Premium | 31 |
| Caracas | 31 |
| Waiter M. Lowney Co. | 32 |
| Premium | 32 |
| COCOA | |
| Baker's | 39 |
| Cleveland | 41 |
| Colonial, 1/4s | 35 |
| Colonial, 1/2s | 33 |
| Epps | 42 |
| Huyler | 42 |
| Lowney, 1/4s | 36 |
| Lowney, 1/2s | 36 |
| Lowney, 1s | 36 |
| Lowney, 1 1/2s | 40 |
| Van Houten, 1/4s | 12 |
| Van Houten, 1/2s | 20 |
| Van Houten, 1s | 40 |
| Van Houten, 1 1/2s | 72 |
| Webb | 35 |
| Wilbur, 1/4s | 39 |
| Wilbur, 1/2s | 40 |
| COCOANUT | |
| Dunham's 1/4s & 1/2s | 26 1/2 |
| Dunham's 1/4s | 27 |
| Dunham's 1/2s | 28 |
| Bulk | 12 |
| COFFEE | |
| Rio | |
| Common | 10 @ 13 1/2 |
| Fair | 14 1/2 |
| Choice | 16 1/2 |
| Fancy | 20 |
| Santos | |
| Common | 12 @ 13 1/2 |
| Fair | 14 1/2 |
| Choice | 16 1/2 |
| Fancy | 19 |
| Peaberry | 19 |
| Maracibo | |
| Fair | 16 |
| Choice | 19 |
| Mexican | |
| Choice | 16 1/2 |
| Fancy | 19 |
| Guatemala | |
| Choice | 15 |
| Java | |
| African | 12 |
| Fancy African | 17 |
| O. G. | 25 |
| P. G. | 31 |
| Mocha | |
| Arabian | 21 |
| Package | |
| New York Basis | |
| Arbuckle | 16 00 |
| Dilworth | 14 75 |
| Jersey | 15 00 |
| Lion | 14 50 |
| McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago. | |
| Extract | |
| Holland, 1/2 gro boxes | 95 |
| Felix, 1/2 gross | 1 15 |
| Hummel's foil, 1/2 gro. | 85 |
| Hummel's tin, 1/2 gro. | 1 43 |
| CRACKERS | |
| National Biscuit Company | |
| Brand | |
| Butter | |
| Seymour, Round | 6 |
| N. B. C. Square | 6 |
| Soda | |
| N. B. C. Soda | 6 |
| Select Soda | 8 |
| Saratoga Flakes | 13 |
| Zephyrette | 13 |
| Oyster | |
| N. B. C. Round | 6 |
| Gem | 6 |
| Faust, Shell | 7 1/2 |
| Sweet Goods | |
| Animals | 10 |
| Atlantic, Assorted | 10 |
| Brittle | 11 |
| Caet | 8 |
| Campagna Cake | 10 |
| Cartwheels | 8 |
| Cassia Cookie | 14 |
| Cavalier Cake | 14 |
| Cracknels | 16 |
| Coffee Cake, pl. or iced | 10 |
| Cocoanut Taffy Bar | 12 |
| Cocoanut Bar | 10 |
| Cocoanut Drops | 12 |
| Cocoanut Honey Cake | 12 |
| Cocoanut Hon. Fingers | 12 |
| Cocoanut Hon. Jumbles | 12 |
| Cocoanut Macaroons | 18 |
| Dandelion | 10 |
| Dinner Biscuit | 20 |
| Dinner Pail Cake | 10 |
| Dixie Sugar Cookie | 9 |
| Family Snaps | 8 |

4

| | |
|-------------------------------|--------|
| Family Cookie | 8 |
| Fancy Ginger Wafer | 12 |
| Fig Cake Assorted | 12 |
| Fruit Nut Mixed | 16 |
| Frosted Cream | 8 |
| Frosted Honey Cake | 12 |
| Fluted Cocoanut Bar | 10 |
| Ginger Gems | 8 |
| Ginger Gems, Iced | 9 |
| Graham Crackers | 8 |
| Ginger Nuts | 10 |
| Ginger Snaps N. B. C. | 7 |
| Hippodrome Square | 8 |
| Honey Cake, N. B. C. | 10 |
| Honey Fingers, As. Ice | 12 |
| Honey Jumbles | 12 |
| Honey Jumbles, Iced | 12 |
| Honey Flake | 12 1/2 |
| Household Cookies | 8 |
| Iced Honey Crumpets | 10 |
| Imperial | 8 |
| Jersey Lunch | 8 |
| Kream Klips | 20 |
| Lem Yem | 11 |
| Lemon Gems | 10 |
| Lemon Biscuit Square | 8 |
| Lemon Wafer | 16 |
| Lemona | 8 |
| Log Cabin Cake | 10 |
| Lusitania Mixed | 11 |
| Mary Ann | 11 |
| Marshallmallow Walnuts | 16 |
| Mariner | 11 |
| Molasses Cakes | 8 |
| Molasses Cakes, Iced | 9 |
| Mohican | 11 |
| Nabob Jumble | 14 |
| Newton | 12 |
| Oatmeal Crackers | 8 |
| Orange Gems | 8 |
| Oval Sugar Cakes | 8 |
| Oval Sugar Cakes Ast. | 8 |
| Penny Cakes, Assorted | 8 |
| Picnic Mixed | 11 1/2 |
| Pretzels, Hand Md. | 8 |
| Pretzeltes, Hand Md. | 8 |
| Pretzeltes, Mac. Md. | 7 1/2 |
| Raisin Cookies | 8 |
| Ravena Jumbles | 12 |
| Revere, Assorted | 12 |
| Rube | 8 |
| Scalloped Gems | 10 |
| Scotch Cookies | 10 |
| Snow Creams | 16 |
| Spiced Honey Nuts | 12 |
| Sugar Fingers | 12 |
| Sugar Gems | 12 |
| Sultana Fruit Biscuit | 16 |
| Sunside Jumbles | 10 |
| Spiced Gingers | 9 |
| Spiced Gingers Iced | 10 |
| Sugar Cakes | 9 |
| Sugar Cakes, Iced | 9 |
| Sugar Squares, large or small | 8 |
| Superba | 8 |
| Sponge Lady Fingers | 25 |
| Sugar Crimp | 12 |
| Sylvan Cookie | 12 |
| Vanilla Wafers | 16 |
| Victors | 12 |
| Waverly | 8 |
| Zanzibar | 10 |
| In-er Seal Goods | |
| Per doz. | |
| Albert Biscuit | 1 00 |
| Animals | 1 00 |
| Arrowroot Biscuit | 1 00 |
| Butter Thin Biscuit | 1 00 |
| Butter Wafers | 1 00 |
| Cheese Sandwich | 1 00 |
| Cocoanut Dainties | 1 00 |
| Faust Oyster | 1 00 |
| Fig Newton | 1 00 |
| Five O'clock Tea | 1 00 |
| Frotana | 1 00 |
| Ginger Snaps, N. B. C. | 1 00 |
| Graham Crackers | 1 00 |
| Lemon Snap | 50 |
| London Cream Biscuit | 1 00 |
| Marshmallow Dainties | 1 00 |
| Oatmeal Crackers | 1 00 |
| Oysterettes | 50 |
| Old Time Sugar Cook. | 1 00 |
| Pretzeltes, Hd. Md. | 1 00 |
| Royal Toast | 1 00 |
| Saltine | 1 00 |
| Saratoga Flakes | 1 50 |
| Social Tea Biscuit | 1 00 |

| 6 | 7 | 8 | 9 | 10 | 11 |
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| Spring Wheat Flour Roy Baker's Brand Golden Horn, family, 3 75 Golden Horn, bakers, 5 55 Duluth Imperial, 5 50 Wisconsin Rye, 4 35 Judson Grocer Co.'s Brand Ceresota, 1/4s, 6 50 Ceresota, 1/2s, 6 40 Ceresota, 3/4s, 6 30 Lemon & Wheeler's Brand Wingold, 1/4s, 6 10 Wingold, 1/2s, 6 00 Wingold, 3/4s, 5 90 Worden Grocer Co.'s Brand Laurel, 1/4s cloth, 6 10 Laurel, 1/2s cloth, 6 00 Laurel, 3/4s cloth, 5 90 Laurel, 1/4s cloth, 5 90 Wykes & Co. Sleepy Eye, 1/4s cloth, 6 20 Sleepy Eye, 1/2s cloth, 6 00 Sleepy Eye, 3/4s cloth, 5 90 Sleepy Eye, 1/4s paper, 5 90 Sleepy Eye, 1/2s paper, 5 90 Meal Bolted, 4 00 Golden Granulated, 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, 23 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 @ 4 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 1/4 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 Manzilla, 3 oz., 75 Queen, pints, 2 50 Queen, 19 oz., 4 50 Queen, 28 oz., 7 00 Stuffed, 5 oz., 90 Stuffed, 3 oz., 1 45 Stuffed, 10 oz., 2 40 PIPES Clay, No. 216 per box, 1 25 Clay, T. D., full count, 60 Cob, 90 PICKLES Medium Barrels, 1,200 count, 6 50 Half bbls., 600 count, 3 75 Small Half bbls., 1,200 count, 4 75 PLAYING CARDS No. 90 Steamboat, 85 No. 15, Rival assorted, 1 25 No. 20 Rival, 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, 16 50 Clear Back, 23 00 Short Cut, 19 00 Short Cut Clear, 19 00 Bean, 18 00 Brisket, Clear, 22 00 Pig, 24 00 Clear Family, 18 00 Dry Salt Meats S. P. Bellies, 11 Bellies, 11 Extra Short's Clear, 11 1/2 Lard Compound, 7 1/2 Pure in tiers, 11 1/2 80 lb. tubs, advance 1/2 60 lb. tubs, advance 1/2 | 50 lb. tins, advance 1/4 20 lb. pails, advance 1/4 Smoked Meats Hams, 12 lb. average, 12 Hams, 14 lb. average, 12 Hams, 16 lb. average, 12 Hams, 18 lb. average, 12 Skinned Hams, 12 Ham, dried beef sets, 21 California Hams, 7 1/2 Picnic Boiled Hams, 14 Boiled Hams, 14 Berlin Ham, pressed, 9 Minced Ham, 9 Bacon, 12 1/2 @ 15 10 lb. pails, advance 7/8 5 lb. pails, advance 1 8 lb. pails, advance 1 Sausages Bologna, 4 Liver, 7 Frankfort, 9 Pork, 9 Veal, 7 Tongue, 7 Headcheese, 7 Beef Extra Mess, 15 00 Boneless, 15 00 Rump, new, 15 50 Pig's Feet 1/4 bbls., 1 00 1/2 bbls., 40 lbs., 1 80 3/4 bbls., 3 30 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, 1/4s, 45 Potted ham, 1/2s, 85 Deviled ham, 1/4s, 35 Deviled ham, 1/2s, 35 Potted tongue, 1/4s, 45 Potted tongue, 1/2s, 85 RICE Fancy, 7 @ 7 1/2 Japan, 5 1/2 @ 6 1/2 Broken, 5 SALAD DRESSING Columbia, 1/2 pint, 2 25 Columbia, 1 pint, 4 00 Durkee's, large, 1 doz., 4 50 Durkee's, small, 2 doz., 5 25 Snider's large, 1 doz., 2 35 Snider's small, 2 doz., 1 35 SALERATUS Packed 60 lbs. in box Arm and Hammer, 3 10 Deland's, 3 00 Dwight's Cow, 3 15 L. P., 3 00 Wyandotte, 100 3/4s, 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, 32 28 lb. sacks, 17 Warsaw 56 lb. dairy in drill bags, 40 28 lb. dairy in drill bags, 20 Solar Rock 56 lb. sacks, 24 Common Granulated, fine, 80 Medium, fine, 85 SALT FISH Cod Large whole, @ 7 Small whole, @ 6 1/2 Strips or bricks, 7 1/2 @ 10 1/2 Pollock, @ 5 Halibut Strips, 13 Chunks, 13 Holland Herring Pollock, @ 4 White Hp. bbls., 8 50 @ 9 50 White Hp. 1/2 bbls., 4 50 @ 5 25 White Hoop mchs., 60 @ 75 Norwegian Round, 100 lbs., 3 75 Round, 40 lbs., 1 90 Scaled, 13 Trout No. 1, 100 lbs., 7 50 No. 1, 40 lbs., 3 25 No. 1, 10 lbs., 90 No. 1, 8 lbs., 75 Mackerel Mess, 100 lbs., 15 00 mess, 40 lbs., 6 20 Mess, 10 lbs., 1 65 Mess, 8 lbs., 1 35 No. 1, 100 lbs., 14 00 No. 1, 40 lbs., 5 80 No. 1, 10 lbs., 1 65 No. 1, 8 lbs., 1 35 Whitefish No. 1, No. 2 Fam 100 lbs., 9 75 @ 3 50 50 lbs., 5 25 @ 1 90 | 10 lbs., 1 12 55 8 lbs., 92 48 SEEDS Anise, 10 Canary, Smyrna, 4 1/2 Caraway, 10 Cardamom, Malabar, 1 00 Celery, 15 Hemp, Russian, 4 1/2 Mixed Bird, 4 Mustard, white, 10 Poppy, 9 Rape, 6 SHOE BLACKING Handy Box, large 3 dz, 2 50 Handy Box, small, 1 25 Bixby's Royal Polish, 85 Miller's Crown Polish, 85 SNUFF Scotch, in bladders, 37 Maccaboy, in jars, 35 French Rappie in jars, 43 SOAP J. S. Kirk & Co. American Family, 4 00 Dusky Diamond, 50 8oz, 2 80 Dusky D'nd, 100 6oz, 3 80 Jap Rose, 50 bars, 3 75 Savon Imperial, 3 50 White Russian, 3 50 Dome, oval bars, 3 50 Satinet, oval, 2 15 Snowberry, 100 cakes, 4 00 Proctor & Gamble Co. Lenox, 3 25 Ivory, 6 oz., 4 00 Ivory, 10 oz., 6 75 Star, 3 25 Lautz Bros. & Co. Acme, 70 bars, 4 00 Acme, 30 bars, 4 00 Acme, 100 cakes, 3 25 Big Master, 70 bars, 2 80 Marselles, 100 cakes, 5 80 Marselles, 100 ck. toilet, 4 00 Marselles, 1/2x3 toilet, 2 10 A. B. Wisley Good Cheer, 4 00 Old Country, 3 40 Soap Powders Lautz Bros. & Co. Snow, 4 00 Gold Dust, 24 large, 4 50 Gold Dust, 100-5c, 4 50 Kirkline, 24 1lb., 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, 46 Cassia, Saigon, in rolls, 63 Cloves, Ambonyar, 22 Cloves, Zanzibar, 16 Mace, 58 Nutmegs, 75-80 Nutmegs, 105-10 Nutmegs, 115-20 Pepper, Singapore, blk., 25 Pepper, Singap. white, 20 Pepper, shot, 17 Pure Ground in Bulk Allspice, 14 Cassia, Batavia, 23 Cassia, Saigon, 23 Cloves, Zanzibar, 24 Ginger, African, 15 Ginger, Cochon, 18 Ginger, Jamaica, 25 Mace, 65 Mustard, 18 Pepper, Singapore, blk., 18 Pepper, Singap. white, 27 Pepper, Cayenne, 20 Sage, 20 STARCH Corn Kingsford, 40 lbs., 7 1/2 Muzzy, 20 lbs., 5 1/2 Muzzy, 40 lbs., 5 Gloss Kingsford, 48 1lb. packages, 5 16 5lb. packages, 4 1/2 12 6lb. packages, 6 50lb. boxes, 4 SYRUPS Corn Barrels, 33 Half barrels, 33 20lb. cans 1/2 dz. in cs., 2 10 10lb. cans 1/2 dz. in cs., 1 95 5lb. cans 2 dz. in cs., 2 10 2 1/2 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, 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 Kyo, 35 Battle Ax, 37 American Eagle, 33 Standard Navy, 37 Spear Head, 7 oz., 47 Spear Head, 14 1/2 oz., 44 Nobby Twist, 55 Jolly Tar, 39 Old Honesty, 43 Toddy, 34 J. T., 38 Piper Heidsieck, 69 Boot Jack, 86 Honey Dip Twist, 40 Black Standard, 40 Cadillac, 40 Forge, 34 Nickel Twist, 52 Mill, 32 Great Navy, 36 Smoking Sweet Core, 34 Flat Car, 32 Warpath, 26 Bamboo, 16 oz., 25 I X L, 5lb., 27 I X L, 16 oz. pails, 31 Honey Dew, 40 Gold Block, 40 Flagman, 40 Chips, 33 Duke's Mixture, 40 Myrtle Navy, 43 Yum Yum, 1 1/2 oz., 39 Yum Yum, 1lb. pails, 39 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 Cant Hook, 30 Country Club, 32-34 Fore-X-XXX, 30 Self Binder, 16oz. 8oz. 20-22 Silver Foam, 24 Sweet Marie, 32 Royal Smoke, 42 TWINE Cotton, 3 ply, 20 Cotton, 4 ply, 20 Jute, 2 ply, 14 Hemp, 6 ply, 13 Flax, medium N, 24 Wool, 1 lb. balls, 8 VINEGAR Malt White, Wine, 40 gr 9 Malt White, Wine, 80gr 11 1/2 Pure Cider, B & B, 15 Pure Cider, Robinson 13 1/2 Pure Cider, Silver, 15 WICKING No. 0 per gross, 30 No. 1 per gross, 40 No. 2 per gross, 50 No. 3 per gross, 75 WOODENWARE Baskets Bushels, 1 10 Bushels, wide band, 1 25 Market, 40 Splint, large, 3 50 Splint, medium, 3 00 Splint, small, 2 75 Willow, Clothes, large 8 25 Willow, Clothes, med'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, 40 No. 5 Oval, 250 in crate, 40 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, 80 Rat, wood, 80 Rat, spring, 75 Tubs 20-in. Standard, No. 1, 8 75 18-in. Standard, No. 2, 7 75 16-in. Standard, No. 3, 6 75 20-in. Cable, No. 1, 9 25 18-in. Cable, No. 2, 8 25 16-in. Cable, No. 3, 7 25 No. 1 Fibre, 10 25 No. 2 Fibre, 9 25 No. 3 Fibre, 8 25 Washboards Bronze Globe, 2 50 Dewey, 1 75 Double Acme, 2 75 Single Acme, 2 25 Double Peerless, 4 25 Single Peerless, 3 60 Northern Queen, 3 50 Double Duplex, 3 00 Good Luck, 2 75 Universal, 3 65 Window Cleaners 12 in., 1 65 14 in., 1 85 16 in., 2 30 Wood Bowls 13 in. Butter, 1 25 15 in. Butter, 2 25 1 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, 1 25 Fibre Manila, colored, 4 No. 1 Manila, 3 50 Cream Manila, 3 50 Butcher's Manila, 2 1/2 Wax Butter, short c't 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 East Foam, 3 doz., 1 15 Yeast Cream, 3 doz., 1 00 Yeast Foam, 1 1/2 doz., 58 FRESH FISH Whitefish, Jumbo, 20 Whitefish, No. 1, 15 Trout, 10 Halibut, 10 Herring, 7 Bluefish, 16 Live Lobster, 30 Boiled Lobster, 30 Cod, 10 1/2 Haddock, 8 Pickerel, 12 Pike, 8 Perch, 5 Smoked, White, 13 Chinook Salmon, 16 Mackerel, 25 Pinnan Haddie, 12 1/2 Roe Shad, 12 Shad Roe, each, 9 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, @ 5 No. 2, @ 4 Wool Unwashed, med., @ 17 Unwashed, fine, @ 13 CONFECTIONS Stick Candy Standard, 8 Standard H 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 Premo Cream mixed, 14 Paris Cream Bon Bons, 10 Fancy-In Pails Gypsy Hearts, 14 Coco Bon Bons, 14 Fudge Squares, 13 Peanut Squares, 11 Sugared Peanuts, 12 Salted Peanuts, 12 Starlight Kisses, 11 San Blas Goodies, 13 Lozenges, plain, 10 Lozenges, printed, 12 Champion Chocolate, 12 1/2 Eclipse Chocolates, 15 Eureka Chocolates, 16 Quintette Chocolates, 16 Champion Gum Drops, 9 Moss Drops, 10 Lemon Sours, 10 Imperials, 11 Ital. Cream Opera, 12 Ital. Cream Bon Bons, 12 Golden Waffles, 13 Red Rose Gum Drops, 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'td., 1 25 Brilliant Gums, Crys., 60 A. A. Licorice Drops, 90 Lozenges, plain, 60 Lozenges, printed, 60 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 On 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, 13 00 Pop Corn Cracker Jack, 3 25 Checkers, 5c pkg., cs 3 50 Pop Corn Balls 200s, 1 35 Azulikit 100s, 3 25 Oh My 100s, 3 50 Cough Drops Putnam Menthol, 1 00 Smith Bros., 1 25 NUTS-Whole Almonds, Tarragona, 16 Almonds, Drake, 15 Almonds, California sft., shell, 12 @ 13 Brazils, 12 @ 13 Filberts, 12 @ 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, 16 Cocomuts, 25 Chestnuts, New York State, per bu., 12 Shelled Spanish Peanuts, 7 @ 7 1/2 Pecan Halves, 55 Walnut Halves, 32 @ 35 Filbert Meats, 27 Alcantre Almonds, 42 Jordan Almonds, 47 Peanuts Fancy H. P. Suns 5 1/2 @ 6 1/4 Roasted, 6 1/2 @ 7 1/2 Choice, H. P. Jumbo, 7 1/2 @ 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
Pamatillas, Finas .35
Pamatillas, 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
28 1/4 lb. pkg. per case 2 60
15 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 .4 @ 4 1/2
Livers .6 @ 6

Pork

Loins .10 1/2 @ 10 1/2
Dressed .7 @ 7
Boston Butts .9 @ 9
Shoulders .8 1/2 @ 8 1/2
Leaf Lard .11 1/2 @ 11 1/2
Trimnings .8 @ 8

Mutton

Carcass .9 @ 9
Lambs .10 @ 10
Spring Lambs .10 @ 10

Veal

Carcass .6 @ 6

CLOTHES LINES

Sisal

60ft. 3 thread, extra .1 00
72ft. 3 thread, extra .1 40
90ft. 3 thread, extra .1 70
60ft. 6 thread, extra .1 29
72ft. 6 thread, extra .1 50

Jute

60ft. .75
72ft. .90
90ft. .1 05
120ft. .1 50

Cotton Victor

50ft. .1 10
60ft. .1 35
70ft. .1 60

Cotton Windsor

50ft. .1 30
60ft. .1 44
70ft. .1 80
80ft. .2 00

Cotton Braided

40ft. .95
50ft. .1 35
60ft. .1 65

Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, M & J, 1lb.
Excelsior, M & J, 2lb.
Tip Top, M & J, 1lb.
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination
Distributed by Judson
Grocer Co., Grand Rapids,
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.
Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large .1 80
Cox's, 1 doz. Small .1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's 1 50
Knox's Acidu'd. doz. 1 25
Oxford 75
Plymouth Rock 1 25

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size .6 50
50 cakes, large size .3 25
100 cakes, small size .3 85
50 cakes, small size .1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, 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 merchandise in America.

We sell to merchants only.

Butler Brothers

New York

Chicago St. Louis

Almost

1908 is almost a thing of the past, and the time is nearing when your customers expect some kind of a souvenir from you, Mr. Merchant. What could be more pleasing to them or, as an advertisement, more profitable to you than a handsome

Calendar

with your name and business printed upon it? A constant reminder of you and your store for 365 days. We print calendars of every description. Samples and prices cheerfully given upon application.

Tradesman Company

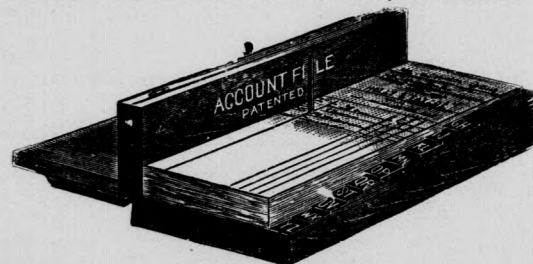
Grand Rapids Mich.

Simple Account File



A quick and easy method of keeping your accounts. Especially handy for keeping 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 charging 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 index. 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—Grocery store, building and fixtures situated in the largest and busiest town of its size in Northern Michigan. A bargain if taken at once. Address H. O. Wooster, Buckley, Mich. 192

For Sale—The oldest established grocery, meat and produce business in town of 1,000 population and good farming country, doing good business. Reason for selling, ill health. For particulars address Martin Duffy, Lake City, Mich. 191

Wanted—Stock goods not to exceed \$3,000 for cash and real estate. C. T. Daugherty, R. D. 2, Charlotte, Mich. 189

Prosperous Business for Sale

Mr. Post found it necessary to establish perhaps the largest general store in West Texas at the time he began to build Post City. It includes groceries, hardware, stoves, furniture, farm machinery, harness, paints, oils, boots and shoes, dry goods, clothing, men's furnishings, tobacco, confectionery, drugs, stationery, etc. The business is prosperous, but the purpose of the builder is to have individual merchants do the business of the town and, therefore, the departments are all for sale. Several have been sold. There remain for sale boots and shoes, hardware and stoves, furniture, drugs and stationery.

Good substantial stores will be built for individual merchants on low rents. Capital required by each merchant from \$2,000 to \$5,000. Splendid agricultural land now being settled by thrifty farmers and fine crops raised this, the first year. A good chance to get in and establish a business. Climate as fine as exists anywhere. 2,800 feet above sea level, no malaria, a bracing strong energetic climate. Summers delightful and farmers can work year round. Further information by H. C. Hawk, Sec'y. 101 C. W. Post, Battle Creek, Mich.

Hotel To Rent—The only hotel in a lively thriving village of 1,000 inhabitants. If desired, tenant can also rent furniture and bedding for several rooms, besides large range, dining chairs and tables, heating stoves, etc. For terms apply to M. A. Hance, Olivet, Mich. 188

Wanted—To buy, for spot cash, shoe or general stock, inventorying from \$2,000 to \$10,000. Price must be cheap. Address Quick Business, care Tradesman. 187

Look Here! I want a \$10,000 stock of first-class merchandise, general stock preferred, in good location for business, and will give in exchange, a fine 66 acre farm in Branch Co., Mich., value \$6,000 and first mortgage security on good Indiana property for \$4,000. Lock Box 303, Medaryville, Ind. 186

For Sale—Michigan unimproved 400 acres, level and all tillable, 3 miles from town and railroad. Making of an ideal stock farm. 280 acres, 60 clear, 9 room frame house, barn 40x60, flowing well. For particulars address R. Hintermeister, St. Charles, Mich. 185

For Sale—Finest confectionery and ice cream parlor in best city in Western Michigan, population 8,000, summer population 11,000. Fixed expense reasonable. Fountain equipment cost \$4,000. Store furniture and fixtures cost \$600. Entire equipment will be sold to right live man for \$2,500, reasonable terms. Best reasons for selling. Address W, care Tradesman. 184

Drug and grocery for sale. Best stock in Central Michigan. Cash sales twenty thousand. Address No. 183, care Tradesman. 183

Furniture Store—We have erected in East Minneapolis, on the principal business street and near the furniture manufacturing district, an attractive and modern building, two stories and basement, with freight elevator, steam heat, etc. This building is especially adapted for a retail furniture store, for which there is an unusually fine opening. Chute Realty Company, 301 Central Ave., Minneapolis, Minn. 182

For Sale—Only drug store in town of 600; nearest competition 12 miles. Good farming country. Three doctors and two veterinarians, all write prescriptions. Full prices on patents. A bargain. Owners wish to retire. Address Newell & Brandon, Oseo, Wis. 181

Building, with two brick ovens, one 14x14, one 12x14, fixtures and complete bakers' outfit, sold at sacrifice. Johnson Bakery Co., Inc., Ashland, Wis. 180

For Sale or Exchange—Stock general merchandise \$4,000. Rapidly growing Michigan town of 900 population. Will take farm or productive Grand Rapids property. Address No. 179, care Tradesman. 179

\$10,000 (100 shares) of stock for sale in prosperous wholesale grocery, long established, always pays good dividends. Includes active interest of purchaser at good salary if desired. Address for particulars, L. M. Paschall, 682 Iglehart St., St. Paul, Minn. 178

A Kalamazoo, Mich., merchant wants to sell his suburban store, groceries and meats. This store is doing a business of \$50,000 per year and his reason for selling is, that his increasing business requires him to take his manager into his own store in the city. This store is making money and is a good chance for a good man to step into an established business. The rent is \$35 per month. Kalamazoo is a city of 40,000 population and a good place to live in. The store is well located in a good residence district and will always command a good trade. Address No. 190, care Michigan Tradesman. 190

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 \$1,000 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.

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—One of the best drug stores in Saginaw. Address No. 148, care Michigan Tradesman. 148

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

WHAT SHOES

are there on your shelves that don't move and are an eyesore to you?

I'm the man who'll take 'em off your hands and will pay you the top spot cash price for them—and, by the way, don't forget that I buy anything any man wants money for.

Write PAUL FEYREISEN

12 State St., Chicago

For Sale—Stock of general merchandise in lively town of 600 inhabitants, surrounded by prosperous farming community. Stock now inventories about \$10,000 and consists of dry goods, boots and shoes, clothing, gent's furnishings and groceries. As we own a store in another town, we are in position to reduce the stock to suit purchaser. Address No. 161, care Michigan Tradesman. 161

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—Grocery, Northwest Side, Chicago; cash sales \$40 to \$60 daily; profits year, \$3,500. Established 20 years. Price \$1,500 cash, and security, or exchange Chicago property. Address A. J. Mereness, 824 Armitage Ave., Chicago, Ill. 158

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

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

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

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—A slightly used \$30 Edison Rotary Mimeograph No. 75 with almost \$10 worth of supplies, \$25. G. Dale Gardner, Petoskey, Mich. 163

For Sale—Drug store in town of 500 population. Cash sales average \$20 daily. Owner has other business. Address No. 162, care Tradesman. 162

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

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

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 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

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 Stafford, Kansas. 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 36, 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

Wanted—Toledo scales, numbers 253 and 254, in good condition. Address No. 176, care Michigan Tradesman. 176

Christmas and New Years post cards. Only 90c per 100 postpaid. Big variety and fine quality. Money back if not satisfied. Send for post card catalogue (dealer's) and save money. Small lots at wholesale rates. Howard M. Gillet, Box T, Lebanon Springs, N. Y. 173

Important Notice—The Marshall Blackstone Co., law and collections, Drawer H, Cumberland, Wis. Collections. We guarantee to collect your overdue accounts or make no charge. We advance all legal costs, etc., and make no charge unless successful. Our new method is most effective, diplomatic, and will retain good will of your customers. Terms and particulars free. 175

For Sale—\$3,500 clothing business in a growing town. No competition. Liberal discount. Easy terms. Going South. No agents. Address No. 174, care Michigan Tradesman. 174

Large store building, opera house and lodge rooms in connection; for sale or to rent; lower floors suitable for general merchandise business. Address The Walsh Mfg. Co., Frederic, Mich. 172

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

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

Stores, business places and real estate bought, sold and exchanged. No matter where located, if you want to get in on out of business, address Frank P. Cleveland, 1261 Adams Express Building, Chicago, Ill. 125

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

Confectionery and Restaurant—Only one in good town of 500. Will sell cheap. For full information, write Louis Leinweber, Benson, Ill. 167

Wanted—To buy, on contract, drug store in small country town. Address P. S., care Michigan Tradesman. 166

Good bakery, wholesale and retail, in best town in West Virginia. Long lease. Sickness reason for selling. Any one looking for a bargain will do well to investigate. Address Lock Box 162, Fairmont, West Virginia. 165

For Sale—At a sacrifice to right party, large sash, door and blind factory in Bagdad, Fla., that cost \$60,000. The Fisher Real Estate Agency, Pensacola, Fla. 164

SITUATIONS WANTED.

Wanted—Position Jan. 1st, as manager or head clerk in general store. References furnished. Address Box 516, Grand Ledge, Mich. 169

Want Ads. continued on next page

Cold Facts Served Hot
with Dignified Design or Catchy Conceit make Advertising Profitable



Tradesman Company
ENGRAVERS
GRAND RAPIDS, MICH.

TRAINING, NOT CULTURE.

Again the American system of education is led to the front in order that it may show why it ought not to be put out of business. The high school is the target now set up and these are the bullets that are riddling the bull's eye. It is not helping the boy to get a living; it is unfitting him for future usefulness; it is unsexing him; it is trying to cram him with culture which he does not want and would not use if he had it. Therefore, the system needs overhauling. The high school ought to be made a manual training school, where the trades are practically taught, so that, when the graduate leaves this new high school, he enters at once upon the life-calling, which from the first day sets him at work at good wages.

To make a long story short, the school course should be an elective one, where the individual from his childhood up should early learn by contact to use the implements of industry which will soonest make him the master of his trade, after the workman that is in him has decided what shall be his future calling. Then by keeping the boy constantly at work deftness will soon come into his clumsy fingers and, as he grows older, every movement will be attended with grace and thus will be acquired that culture which enters so largely into the after life and which the after life not only needs but can not get along without.

In the first place let it be said that the high school any more than any other department of the public school system was never intended to train the student to get his living. That duty still remains with home management, where it belongs and where it ought to belong. It has nothing to do with the school room in any way whatever and any attempt to put it there has never been more than partially successful. For a long time book-keeping was taught in the high school and is to-day; but the prosperous business house has yet to be found that considers seriously the diploma of a graduate of the commercial department of the public school. Without going into details the experience which the business firm wants and calls for is exactly what the diploma-holder can not furnish; and what is true of book-keeping is true of other bread-winning studies; the schools can not furnish experience, however clamorous the call for it.

It is going to require more proof than has been so far furnished to show that the school is unfitting the boy for future usefulness. If there is too much woman in the schoolroom it remains to be shown how the school per se is to be blamed for that. Admitting that the woman is there and is having everything her way, it is pertinent to ask, How the school and the home then differ, and how the school unfits any more than the home does the boy for the duties of life? The one answer to that is that the home is after all subject to the man element at the head of the household and this leads promptly to the retort that if the same man element should extend its influence to the schoolroom, as it ought, this

charge of unfitting would cease to exist. The fact is the woman in both home and school must have the masculine support and, if she does not get it, it is the boy that suffers in both cases.

To come now to the real point of this matter: The boy does not want less training but more, and with it he is hungering for the culture which ought to be a part of that training; and this he does not get. Hence it follows that the student, irrespective of sex, may learn to earn his bread and butter; but the culture which the world wants most, is suffering for and which the books never give, the cultureless class that indifference has placed at the teacher's desk, often coarse and common and untaught, send their pupils home day after day with the errors of action and speech and thought not only uncorrected but strengthened by the ignorance that does not recognize the errors and could not correct them if they were recognized. Community after community are turning their schoolhouses into work shops to train the children to earn their living. The graduate of the training school is the teacher who can make things with lathe and hammer and saw; but his language is that of the unschooled and his manners are those of the clown—counterparts, it is to be feared, of the average teacher in too many of the schoolhouses to-day, and the real reason, it is also feared, for the unfitting which is getting to be so generally complained of.

The question easily resolves itself into the old agricultural problem of the general enrichment of the soil or of manuring in the hill—a question the answer of which depends considerably upon the point of view. If the land is to be made fertile the cultivation must be general and generous. No enrichment in spots must be tolerated. Broadcast must the fertilizer be spread and then at the time of the harvest the high-piling of barrels and bins can be confidently hoped for. For years the colleges and the schools have been specializing. The boy liking figures has been fed on them until in his field of vision figures only are seen. The student with his chemicals and test-tube is encouraged to consider as absurd whatever falls outside of his little laboratory; while the reporter looking for an item for his paper records his fact in some very questionable English and mutters as he walks off, "What fools these mortals be!"

Conceding, then, that the boy is unfitted for future usefulness by the schools, let the objection be removed by putting proper teaching material at the teacher's desk, cut out the "special" idea—the "manuring in the hill" of the farmer—and by a liberal course of study, which allows no "cutting cross-lots," stop trying to make the boy a specialist until he has general culture enough to furnish a fair promise of success. After a day spent in earning his living social life calls for the cultured side of the man and ought to have it. The specialist has no culture outside of his little world to give, a result which

society pronounces a fault, and for which it blames the schools.

"First the blade, then the ear; after that the full corn in the ear;" and men and women with boys and girls to bring up had better conclude, as the sensible farmer has done, that there must be a generous culture first from the cultured teacher in caring for the blade, if there is to be any ear, "and after that the full corn in the ear." That done, as it ought to be done, the world, while not despising the liberal income, will not find itself despising the man who with \$1.50 in his pocket, which he has got illegally, refuses to pay 30 cents of it as a penalty for his looseness, for there will then be no such man. The culture itself will serve as a preventive and, by furnishing a higher ideal of life and living than the dollar alone can give, will see to it that what success, real success, in life needs most is not less culture but more of it than the schools have ever been able to give.

A VALUABLE STEP.

Three years ago in Carnegie Hall, New York City, an inter-church conference was held, having in view the possibility of a combined and broader influence on all matters affecting the moral and social conditions of the people by promoting the application of the law of Christ in every relation of human life.

As a direct result of this convention a federation has been evolved and the first meeting of what is called "The Federal Council of Churches of Christian America" will be held in the city of Philadelphia beginning Wednesday evening, Dec. 2.

Delegates will be present at this meeting representing thirty-two religious denominations, and while this Federal Council will be without legislative or judicial authority, its recommendations will undoubtedly carry a very powerful influence. And while the Roman Catholic church, the Greek church, the Jewish church, the Universalist, the Unitarian, the Christian Science and the New Thought denominations will not be represented, this fact need not affect the purpose of the gathering.

As stated by Prof. William James, of Harvard, "a wave of religious activity, analogous in some respects to the spread of early Christianity, Buddhism and Mohammedism is passing over our American world." That this is a fair estimate of the situation is true as well as fortunate, because, beyond any question, there has been going on for many years a steady decline in the development and preservation of religious faiths, without regard to creeds. All have suffered to a greater or less degree and the fact is to be deplored.

So that whatever may be the distinct denominational features of the Philadelphia convention, however much there may be discussions over this, that or the other article of faith, there yet remains the dominant and great purpose of developing co-operative effort toward encouraging devotional fellowship and mutual counsel to the end that the law, the life and the example of Jesus Christ may be

made paramount in all human intercourse. Naught but good can come from such a movement.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Dec. 2—Creamery, fresh, 25@31c; dairy fresh, 20@27c; poor to common, 15@20c.

Eggs—Strictly fresh, candled, 36@38c; cold storage, 25@26c.

Live Poultry—Fowls, 10@12c; ducks, 11@12c; geese, 10@11c; old cox, 9c; springs, 11@13c.

Dressed Poultry—Fowls, 11@12c; springs, 12@14c; old cox, 9@10c; ducks, 12@14c; turkeys, 15@16c.

Beans—New Marrow, hand-picked, \$2.40@2.50; medium, hand-picked, \$2.35@2.40; pea, hand-picked, \$2.35@2.40; red kidney, hand-picked, \$2.15@2.20; white kidney, hand-picked, \$2.50@2.65.

Potatoes—New, 70@78c per bu. Rea & Witzig.

Sky Signs.

Whether clear or cloudy, a rosy sunset presages fine weather. A sickly looking, greenish hue, wind and rain. A dark or Indian red, rain. A red sky in the morning, bad weather or much wind; perhaps rain. A gray sky in the morning, fine weather. A high dawn, wind; a low dawn, fair weather. Remarkable clearness of atmosphere near the horizon, distant objects, such as hills, unusually visible or raised by refraction, and what is called a good "hearing day," may be mentioned among signs of wet, if not wind.

Satisfaction.

"You want to get damages, I suppose," said the lawyer to whom Mrs. Donovan's husband escorted her on the day after she and Mrs. Leahy had indulged in a little difference of opinion.

"Damages!" echoed Mrs. Donovan, shrilly. "Haven't I got damages enough already, man? What I'm after is satisfaction!"

Hermansville — The Wisconsin Land & Lumber Co. will operate a number of camps in the northern part of Menominee and Dickinson counties during the coming winter. The annual cut of this concern is 30,000,000 feet, which is converted into lumber and IXL flooring at its factories here. Two lumber mills, one for hardwood and the other for pine and hemlock, with a gigantic hardwood factory, comprise the equipment of the company.

East Tawas—Gardner & Richards are starting a lumber camp below Alabaster, on Saginaw Bay, where they have a tract of 650 acres, estimated to contain 3,000,000 feet of timber. The recent fires ran through the timber, making it necessary that it be lumbered.

A short answer is often followed by a long silence.

BUSINESS CHANCES.

For Sale or Exchange—Stock of up-to-date ladies' furnishings and millinery, value \$5,000. Located in thriving city of 9,000 in Northwestern Ohio. Doing nice business. Long lease. Will take productive city property. Quick deal. Corl Knott & Co., Grand Rapids, Mich. 193



YOU OUGHT TO KNOW that all Cocoa made by the Dutch method is treated with a strong alkali to make it darker in color, and more soluble (temporarily) in water and to give it a soapy character. But the free alkali is not good for the stomach. Lowney's Cocoa is simply ground to the fineness of flour without treatment and has the **natural** delicious flavor of the choicest cocoa beans unimpaired. It is wholesome and strengthening. The same is true of Lowney's Premium Chocolate for cooking.

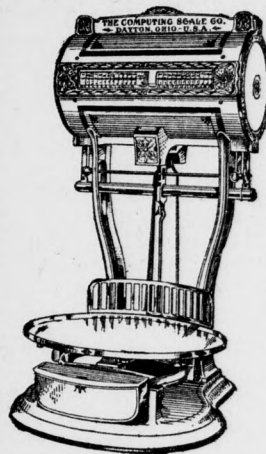
The WALTER M. LOWNEY COMPANY, 447 Commercial St., Boston, Mass.

What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

Tradesman Company
Grand Rapids

100 Dayton Moneyweight Scales



The new low platform
Dayton Scale

ordered and installed after a most careful investigation of the various kinds of scales now on the market. The purchasers are the promoters of one of the most colossal enterprises of the age.

These scales are to equip all booths of the Grand Central Market

where weighing is necessary, such as groceries, meats, teas and coffees, poultry and game, fish, butter, cheese, candy, etc.

This market is all on the ground floor and contains over 16,000 square feet of floor space, which is divided into 480 booths each 10x10 ft. Its appointments are as near perfect as modern ingenuity can devise.

The management decided to furnish all equipment used in the building so as to guarantee to the patrons of the institution absolute accuracy and protection.

Dayton Moneyweight Scales

were found to excel all others in their perfection of operation and in accuracy of weights and values. That is the verdict of all merchants who will take the time to investigate our scales.

Our purpose is to show you where and how these scales prevent all errors and loss in computations or weights.

A demonstration will convince you. Give us the opportunity.

Send for **catalogue** and mention Michigan Tradesman.

Moneyweight Scale Co., Date.....
58 State St., Chicago.
Next time one of your men is around this way I would be
glad to have your No. 140 Scale explained to me.
This does not place me under obligation to purchase.
Name
Street and No. Town.....
Business..... State.....



MONEYWEIGHT SCALE CO., 58 State St., Chicago

There's Nothing Like It

Quality of stock, roasting, packing,
sanitary handling, entirely by auto-
matic machinery, all conspire to
make an ideal coffee for best fami-
ly trade. * * * * *

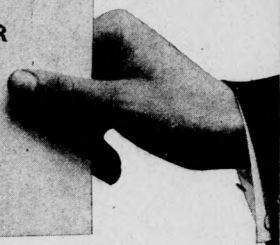
WHITE HOUSE
DWINELL-WRIGHT CO.
BOSTON—Principal Coffee Roasters—CHICAGO.
COFFEE

With the passing of each week
more and more grocers are finding
it expedient to take it on, and its
popularity increases with big
strides. * * * * *

SYMONS BROTHERS & COMPANY
SAGINAW, MICH.
WHOLESALE DISTRIBUTORS

Send
For
Our
Booklet

HOW A
RETAIL MERCHANT CAN
INCREASE HIS BUSINESS
WITH A
TYPEWRITER



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

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

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

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



Fox Typewriter Co.

260 North Front Street

Grand Rapids, Mich.

On the Fox all the writing is always in sight.



Have an
H=O
Department

Make a good display of Hornby's Oats; tell your salesmen to ask for orders on it; suggest it to customers frequently—first thing you know your "H-O Department" will do the biggest cereal business in your town. This is because it already has the biggest sale and you will be getting your part of it.

The H=O Company

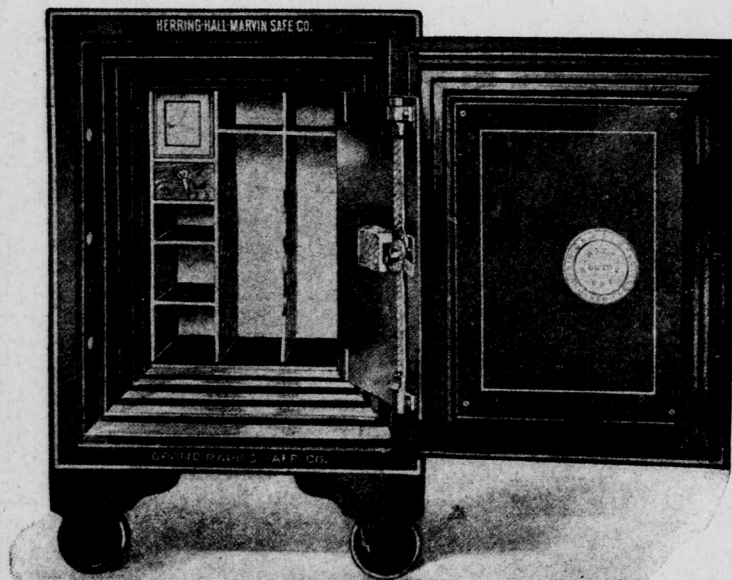
Buffalo, N. Y.

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.